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The influence of the obesity-Related stereotypes on evaluations of different body shapes in high school girls

Mein-Woei Suen

Asia University, Taiwan

Obesity is an important problem of health in teenagers. The obesity-related stereotypes become more important issue nowadays, which gets the idea that the person is lazy, sporting less, greedy etc. Thus, this study aims to establish an obesity-related stereotypes scale and to examine the effect of the obesity-related stereotypes among Taiwan and Macau senior high school girls. In this research, this pilot study (N=138) selects an appropriate figure scale and the standard and obesity figures were occupied in main experiment. Then, the main experiment (N=221; 103 Taiwan & 118 Macau girls) conduct a Chinese-version obesity-related stereotype scale with three factors (with 13 items), which are: Unwell personal performance (6 items), poor interpersonal perception (4 items), and —inappropriate life style (3 items). Results show that: girls in stereotype activation condition show high scores of stereotype scores; there is no significant difference between Taiwan and Macau sample; girls with underweight and normal-weights tempt to expect lower body weight rather than standard body weight group, but not with overweight. The senior high school girls have the obesity-related stereotypes. While stereotypes have been activated by using the obesity figures, girls will show obvious stereotype on the scale. There is no difference between Taiwan and Macau girls.

Biography

Mein-Woei Suen studied at University of Birmingham. He has been involved with studies related to stereotype threat effects and stereotype boost effects. The subject of research includes: The impact of gender stereotypes on the dominance of men or the dominance of women, the impact of racial stereotypes on the performance of Taiwanese students in mathematics, and the influence of Aboriginal stereotypes on the performance of aboriginal and non-Aboriginal students in school and sports performance. In addition, the relevant academic objectives are as follows: gender, ethnicity, age, and medical care, and so on, and there is an inconsistent influence mechanism between the two effects based on the collating of the literature, such as the academic performance, the athletic performance, the cognitive operation, and so on.

blake@asia.edu.tw

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