

## Changing Body Ideals of Ethnically Diverse Gay and Heterosexual Men and the Proliferation of Social and Entertainment Media

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**Abstract :** A survey of 565 male undergraduates examined the effects of exposure to social networking sites and entertainment media on young men's body image. Exposure to social and to entertainment media was found to have negative effects on men's body satisfaction, social comparison, and thin ideal internalization. Findings indicated significant differences in those men who were more exposed to social and to entertainment media than those who were not as exposed. Consistent with past studies, gay men were found to be more dissatisfied with their bodies than straight men. Gay men compared themselves to other better-looking individuals and internalized ideal body types seen in media significantly more than their straight counterparts. Surprisingly, straight men seem to care as much about their physical attractiveness/appearance as gay men do, but only in public settings such as at the beach, at athletic events (including gyms) and social events. Although on average ethnic groups were more similar than different, small but significant differences occurred with Asian men indicating significantly higher body dissatisfaction than White/European men and Middle Eastern/Arab men their counterparts. The study increases our knowledge about SNS and entertainment use and its associated body image, and body satisfaction affects among low-income ethnic minority men.

**Keywords :** body dissatisfaction, body image, entertainment media, gay men, race and ethnicity, social economic status, social comparison, social media

**Conference Title :** ICFMM 2019 : International Conference on Fashion, Media and Marketing

**Conference Location :** Paris, France

**Conference Dates :** July 18-19, 2019