



Psychometric properties of the Sociocultural Attitudes Towards Appearance Questionnaire-4 (SATAQ-4) in French women and men



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ABSTRACT

This study evaluated the psychometric properties of the Sociocultural Attitudes Towards Appearance Questionnaire-4 (SATAQ-4), a measure of internalization of societal appearance ideals, in French men and women. French college students completed a translation of the 22-item SATAQ-4 and measures of body image and eating concerns. Exploratory analyses among women ($N = 207$) indicated a 20-item scale with the original five factors: Internalization: Thin/Low Body Fat, Internalization: Muscular/Athletic, Pressures: Family, Pressures: Media, Pressures: Peers. This structure was confirmed among a second sample of women ($N = 227$). The SATAQ-4 scores revealed excellent reliability and convergent validity with body image and eating concern scores. A slightly modified factor structure emerged in men, with excellent reliability. Among men, the SATAQ-4 subscales were consistently associated with eating, and shape and weight concerns, although less consistently with general measures of body image. The French SATAQ-4 is a useful measure of internalization of appearance ideals.

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Introduction

Body dissatisfaction and eating pathology are significant issues affecting individuals in the United States and abroad (Hudson, Hiripi, & Kessler, 2007; Miller & Pumariega, 2001; Pate, Pumariega, Hester, & Garner, 1992; Swami et al., 2010). In France, an emerging body of literature has documented high rates of body image concerns among adolescents and young adults, with 82% of female and 78% of male adolescents reporting a desire to lose or gain weight (Valls, Rousseau, & Chabrol, 2013). Although the beauty ideals that are promoted by the media are present throughout the Western world and there is evidence to support a cross-Western model of the development of body image and eating concerns, including in French samples (Mautner, Owen, & Furnham, 2000; Rodgers, Chabrol, & Paxton, 2011), differences have also been found in the relationships between body image and its correlates and in the factor structure of French versions of body image measures (Rousseau, Valls, & Chabrol, 2015). Thus, for example, the French version of the Body Esteem Scale has been found to have an additional factor among men (Rousseau et al., 2015) and a different distribution of

the items across the three factors compared to the original version among women (Valls, Rousseau, & Chabrol, 2011), highlighting the importance of exploring body image and associated factors from a culturally-specific perspective in French samples.

Sociocultural models emphasize the role of cultural and intrapersonal influences in the development and maintenance of disordered eating and body image disturbance. One such theory, the Tripartite Influence Model of body image, proposes that pressures from peers, family, and media to obtain largely unrealistic appearance ideals leads individuals to internalize the dominant ideal (thinness for women and muscularity for men), resulting in body dissatisfaction and disordered eating behaviors intended to alter one's appearance (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999). Thus, the internalization of societal appearance ideals, as well as appearance comparison, act as mediators in the relationship between perceived social pressures and body image and eating outcomes. This theory has accrued considerable empirical support in the US and other countries, including among French women (Keery, van den Berg, & Thompson, 2004; Rodgers et al., 2011; Shroff & Thompson, 2006).

One of the most widely used measures developed to assess sociocultural factors implicated in the onset and maintenance of body image and eating disturbances is the Sociocultural Attitudes Towards Appearance Questionnaire (SATAQ). The original scale, published 20 years ago, provided a measure of women's

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internalization of sociocultural appearance norms and their degree of investment in obtaining those ideals (Heinberg, Thompson, & Stormer, 1995). The measure was revised in 1999, with the inclusion of a male version of the scale designed to assess internalization of male appearance ideals promulgated in the media (Cusumano & Thompson, 1997; Thompson et al., 1999). The SATAQ-3 was published a few years later (Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004) to assess women's internalization of appearance ideals promoted through the media, internalization of an athletic ideal, use of the media as a source of information regarding appearance ideals, and media appearance pressures. These three versions of the SATAQ have been validated in the United States and multiple samples cross-culturally (for a review, see Thompson, Schaefer, & Menzel, 2012).

Recently, Schaefer and colleagues reported the latest iteration of this measure, the SATAQ-4 (Schaefer et al., 2015). This measure aimed to clarify the internalization construct to more specifically address thinness/low body fat and muscularity dimensions. Additionally, social and psychosocial pressures scales were revised to focus particularly on distinct entities: media, peers, and family. To date this measure has been psychometrically evaluated in four samples of women and three male samples from different geographic regions in the United States and women in Spain, Italy, Australia, England, India, and Japan (Llorente, Gleaves, Warren, Pérez-de-Eulate, & Rakhkovskaya, 2015; Schaefer et al., 2015; Sharma et al., 2015; Yamamiya et al., 2015). The measure replicated very well in each sample and associations with measures of body dissatisfaction and eating disturbance were most often strong (with medium to large effect sizes). The measure offers significant improvements over previous iterations of the SATAQ, including more precise measurement of appearance ideals relevant for men and women, and assessment of the three sources of appearance-related pressures implicated in the tripartite influence model.

Researchers previously examined the psychometric properties of the SATAQ-3 in French adolescents, finding support for the scale's factorial validity and reliability (Rousseau, Valls, & Chabrol, 2010), however the SATAQ-4 has not yet been evaluated in French women. Moreover, the SATAQ-4 has not yet been examined cross-culturally in men. The continued evaluation of the SATAQ-4 cross-culturally and in men would provide further evidence for its utility as a measure of sociocultural influences on body image and eating disturbances. Therefore, the current study sought to evaluate the psychometric properties of the SATAQ-4 in French men and women.

General Method

Three studies were conducted to provide a comprehensive assessment of the translated SATAQ-4. In the first study, exploratory factor analysis (EFA) was conducted to examine the factor structure of the measure within a sample of French women. In Study 2, an independent sample of women was utilized to verify the resulting factor structure via confirmatory factor analysis (CFA), as well as to examine the reliability and construct validity of the SATAQ-4 subscales. Finally, Study 3 examined the factor structure of the SATAQ-4 via EFA, reliability, and construct validity of the SATAQ-4 in a sample of French men.

Study 1: Scale Translation and Identification of Scale Structure in Women

The purpose of Study 1 was to translate the SATAQ-4 into French and to examine the scale's factor structure in a sample of French women using exploratory factor analysis.

Method

Participants. Participants for Study 1 were part of a larger sample of 434 French female college students who were recruited on a college campus through announcements in classes and word of mouth. Statistical software was used to divide the overall sample into two roughly equal samples (Sample 1 = 207 and Sample 2 = 227) to be used for Study 1 and Study 2 respectively. The age range for participants in Sample 1 was 18–46 years, with a mean age of 21.69 years ($SD = 4.10$). The average body mass index (BMI; kg/m^2) of the sample was 21.24 ($SD = 3.15$).

Measures.

Demographic information. Participants completed a brief demographics questionnaire in which they were asked to indicate their age, height, and weight. Self-reported height and weight was used to calculate each participant's BMI.

Sociocultural Attitudes Towards Appearance Questionnaire-4 (SATAQ-4). The 22-item SATAQ-4 (Schaefer et al., 2015) was used to assess internalization of appearance ideals and appearance-related pressures. Schaefer and colleagues reported five factors observed in female and male samples: Internalization: Thin/Low Body Fat (five items), Internalization: Muscular/Athletic (five items), Pressures: Family (four items), Pressures: Peers (four items), Pressures: Media (four items). The measure was adapted into French by two body image researchers who speak both French and English fluently. The entire scale was translated by one of the researchers and then back-translated by the other. Any disagreements were then discussed until an agreement was reached. Items were rated on a 5-point Likert scale ranging from 1 (*definitely disagree*) to 5 (*definitely agree*), with higher scores indicating greater internalization and endorsement of societal appearance ideals.

Procedure. Participants were approached on the campus of Toulouse University and given a brief description of the study. Interested students provided their and were sent the study link. An advertisement for the study containing the link was also circulated on an online forum and groups within the university. A brief consent form specifying that the survey was anonymous preceded the online survey, which took approximately 15 min to complete. Participants were invited to enter a raffle for a 50 euro (approx. 75 USD) gift card to a popular entertainment store, by entering their via The study conformed to the Declaration of Helsinki ethical guidelines and was approved by the relevant authorities, here the head of the research lab.

Statistical analysis. Bartlett's test of sphericity and the Kaiser–Meyer–Olkin measure of sampling adequacy were used to assess the factorability of the SATAQ-4 items. A significant Bartlett's test and a Kaiser–Meyer–Olkin value of .60 or higher indicate that items are appropriate for factor analysis (Tabachnick & Fidell, 2007). Exploratory factor analysis using principal axis factoring and promax oblique rotation was used to examine the factor structure of the SATAQ-4 and to identify items for deletion. The number of factors to be retained was based on an examination of the scree plot (Cattell, 1966; Floyd & Widaman, 1995) and application of the Kaiser–Guttman criterion, which suggests that factors be retained if they produce an eigenvalue of 1.0 or greater (Guttman, 1954; Kaiser, 1960). In addition, parallel analysis, which involves comparing eigenvalues from the observed data with those extracted from random data sets (1000 for the current study) matched on number of cases and variables (Horn, 1965), was used to inform factor retention. Items with low primary factor loadings and cross-loading items were deleted from the scale. Low primary factor loadings

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