



Individual Presentation Proposal

2018 APA Annual Convention

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- 2. Title of presentation:** About that bass: Perceived control over buttocks appearance
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About that bass: Perceived control over buttocks appearance

According to the American Society of Plastic Surgeons (2017), buttocks augmentation, butt implants, and butt lifts are surgical procedures designed to enhance the appearance, size, and/or shape of the buttocks. These procedures are becoming increasingly common, for example butt augmentations rose by 28% and butt implant procedures rose by 36% between the years 2014 and 2015 (American Society of Plastic Surgeons, 2017). However, these procedures typically cost over \$4,300 (American Society of Plastic Surgeons, 2017), and may be too expensive or drastic for young adults. Both men and women use clothing to modify the appearance of their bodies by either concealing or emphasizing body parts (Frith & Gleeson, 2004; Grogan, Gill, Brownbridge, Kilgariff, & Whalley, 2013; Tiggeman & Lacey, 2009). Additionally, some individuals use exercise as a means of modifying their appearance (McDonald & Thompson, 1992; Prichard & Tiggeman, 2008; Strelan, Mehaffey, & Tiggeman, 2003).

We explored the prevalence of buttocks modification behaviors in college students (e.g. surgery, clothing choice, exercise) and how these behaviors related to body surveillance, body shame, and body control. We hypothesized women would engage in more buttocks modification behaviors than men and that an increase in modification behaviors would be positively correlated with body surveillance, body shame, and control beliefs.

Method

A total of 527 college students (70.6% women and 29.4% men) ranging in age from 18 to 59 ($M = 20.58$) participated in an online study. Participants responded to questions that inquired about specific clothing items worn with the intention of emphasizing or enhancing their buttocks (yoga pants, spandex, etc.), thoughts about their buttocks when engaging in activities (swimming, interviewing, etc.), exercise habits related to the buttocks, and types of modifications people consider to change how their buttocks looks. The number of activities, clothing items, and types of exercises were summed separately to create total scores. Body surveillance, body control, and body shame were measured by the Objectified Body Consciousness Scale (McKinley & Hyde, 1996).

Results

Independent sample t-tests found significant differences between men and women's reported modification behaviors for clothing and activities ($t(525) = 17.09$, $p < .001$ and $t(525) = 12.78$, $p < .001$, respectively). Women engaged in significantly more exercises to improve the appearance of their buttocks compared to men, $t(525) = 11.41$, $p < .001$. For both women and men, clothing items (Women: $r(372) = .129$, $p = .013$; Men: $r(155) = .265$, $p = .001$) and, for women, exercise ($r(372) = .154$) used to control the appearance of the buttocks were significantly related to body surveillance. In addition, clothing item control strategies related to increased body shame for women ($r(371) = .187$, $p < .001$). Moreover, we found the tendency to be conscientious about the appearance of one's buttocks during various activities significantly related to body surveillance (Women: $r(372) = .219$, $p < .001$; Men: $r(155) = .373$, $p < .001$) and body shame (Women: $r(371) = .247$, $p < .001$; Men: $r(155) = .223$, $p = .005$).

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