

**PSYCHOSOCIAL FACTORS AFFECTING  
BODY IMAGE IN UNIVERSITY STUDENTS- A  
QUALITATIVE STUDY**



**SHEEZA ISLAM**

**DEPARTMENT OF APPLIED PSYCHOLOGY  
KINNAIRD COLLEGE FOR WOMEN,  
LAHORE, PAKISTAN  
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**BY**


**SHEEZA ISLAM**

**DEPARTMENT OF APPLIED PSYCHOLOGY  
KINNAIRD COLLEGE FOR WOMEN, LAHORE**

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It is stated that “All changes suggested by examiners during defense are incorporated in this final copy.”

Student name: Sheeza Islam

Signature:  \_\_\_\_\_

Supervisor name: Ms. Sara Asad, Lecturer

Signature:  \_\_\_\_\_

Head of Department: Dr Afsheen Gul

Signature:  \_\_\_\_\_

## RESEARCH COMPLETION CERTIFICATE

It is certified that Ms. Sheeza Islam of BSc (Hons) (session 2019 – 2023), Department of Applied Psychology has carried out research work entitled **“Psychosocial Factors Affecting Body Image in University Students- A Qualitative Study”** under my supervision.

It is assured that research work is original and has not yet been published anywhere else.



Signature of Supervisor

Lecturer

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Name: Sheeza Islam



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## Abstract

The current qualitative research was conducted using a phenomenological approach to study the psychosocial factors affecting body image in university students in a way that sheds light onto the phenomena of body image only in a pure and comprehensive manner. This study aims to highlight how the psychosocial factors affect body image and shape one's perception. Purposive sampling strategy was used to collect data from a sample of 4 female participants aged 18-25 who had normal BMI ranges. An interview guide was developed using Urdu and English languages with probes to guarantee in-depth knowledge and understanding of the what role these factors play and what other factors are involved. Feasibility of the data was increased by conducting a pilot study prior to conducting the main research. Semi structured interviews following a consent form from the participants were conducted for data collection. The data was analyzed using six step thematic analysis by Braun and Clark (2006). Four major themes were identified namely "perceived body issues" which had the subthemes of physical features, weight concerns, menstrual issues and aesthetic surgeries. The second theme "preferred treatments" include aesthetic surgeries. Third theme "sociocultural influences" focused on external pressure, reassurances from men, traumatic experiences and type of education. Lastly, the fourth theme i.e., "cognitive perspectives" highlighted the role of self-esteem, low self-expectations and coping strategies. The finding emphasized on the effects of psychosocial factors and the role of any new factors on the one's perception. Certain new factors were also highlighted. This research was supported by empirical evidence provided by the preexisting literature. The strengths, limitations and future implications have also been studied.

*Key words:* body image, qualitative study, coping strategies, self-esteem.

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**List of Abbreviations**

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<b>Abbreviations</b>	<b>Full Form</b>
EAT 26	Eating Attitude Test
PMS	Pre-Menstrual Syndrome
PMDD	Pre-Menstrual Dysphoric Disorder
PCOS	Polycystic Ovary Syndrome

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## Chapter I

### Introduction

Body image refers to the multibranching psychological experience of representation that includes one's self-perceptions and self-attitudes related to one's body, including thought processes, beliefs, sentiments, and behaviors. It is a person's perceptions, thoughts and feelings about their own physical self whether positive or negative. Psychologically, body image is an experience that revolves around how one sees himself/herself. It includes what they think, believe, feel and how they behave towards their body. Body image has frequently been characterized as the self-perception of the physical self and the emotions and thoughts that result from that perception (Cash, 2004. Grogan, 2006).

Body image is said to focus on 3 things i.e., what an individual accepts about their appearance, how they feel about their body, shape, height, and weight and how they experience their body (Brazier, 2020). Hence, Body image is the way a person thinks or feels about his/her body. Body image may be positive or negative (eating disorder hope, 2018).

Positive body image means the individual has a sense of worth that is irrespective of their appearance. They accept their body as it is and what it is meant to do. People who are satisfied with their bodies not only perceive themselves in a positive way but also have better mental health as self-acceptance can be a gateway to compassion (Ryan, 2020). In negative body image, the individual sees their body as something abnormal and negatively perceives it. They see their body as full of flaws and want to change it. Negative body image increases the chance of engaging in unhealthy way of life practices, weight related behaviors, overexercising and other or weight control behaviors (Littleton & Ollendick, 2003).

Just as positive body image has good affects, it is important to tackle negative body image since it can lead to sadness, shyness, social anxiety, and hesitance in intimate relationships. After looking into the types of body image, it can be developed due to a variety of factors. How the person feels about themselves is the most important of all, but it also depends upon what society compels them to think about themselves. Human beings are social animals and have a lot of impact of what society thinks, what it requires, and what are its standards. Therefore, us being socially active beings, through the method of socialization, we create thoughts of what is favored in our society and how we ought to look at our body. This belief shapes our perception and attitudes towards our body. Whereas the size and shape of our body are an objective, our body image isn't continuously as stable or reasonable. In order to fulfil the standards, set by society, individuals go beyond limits and in case of body image, when not fulfilled, develop negative body image (Mu & Wu, 2020).

Consequently, body image does not develop alone. Culture, family, and friends all pass messages either positive or negative about one's body. The media, friends, and family members can all impact a person's body image. They can empower individuals, even from a young age, to accept that there's a perfect body (Brazier. 2020). The tripartite influence model by Thompson et al. suggested that the same three main influences i.e., peers, parents, and social media are responsible for potentially leading to body image concerns.

Research shows that supportive parents have a strong impact on the body image of their children. A study conducted by Holsen et al. (2012). reported that boys and girls with positive and healthy guidance from their parents are more satisfied with their body image over time.

Similarly, scientific research analyzes the role of family and peer relationships in body dissatisfaction. For example, A study conducted by Michael et al (2013) revealed that a desire of social support from parents and peers has been related with body dissatisfaction in adolescents. Friends have a far greater impact on how young people see their body shape than celebrity magazines (O'Connell. 2009).

In addition to experimental evidence supporting the role of peers and family, research moreover shows that exposure to media contributes to body disappointment and cluttered eating. Social media is shockingly shaping our concept of beauty. With consistent exposure to pictures posted online, it is evident that there's a link to how individuals compare themselves with others and see their own body as. There are an evaluated 3.6 billion users around the world on social media, hence there must be negative and positive impacts associated with social media users. Social media can cause individuals to have a negative body image and indeed eating habit issues irrespective of their ages. In research stated by Florida House Experience Health, 87% of women and 65% of men compare themselves to others on social media (Milmoie & Writer, 2022). Social media can harm one's body image by continually exposing oneself to the perfect body type, driving to constant comparison of oneself to unlikely standards.

On top of that, the culture which we are encompassed by has a significant effect on how we feel about ourselves and the way in which we think about our body. Numerous social traditions play a role in body image and can impact either negative or positive body image and self-esteem (Crystal 2015). When thinking and stating culture, race and ethnicity also play a huge role in determining body image. Body image dissatisfaction and feeling negatively about appearance is a common experience across different racial and ethnic groups. Knowing the

contribution of social factors in developing body image, psychological factors also play a very important role in determining one's perception about their body. Factors such as self-esteem, puberty and depression can be the leading causes.

Having healthy self-esteem is exceptionally protective against negative body image. Healthy self-esteem offers a barrier and assurance against external messages. One will believe less and have more objectivity towards the social inclinations. One may feel lesser need to accommodate according to the ideal (Frew, 2021).

Moreover, particularly in women, puberty can be a trigger for negative body image (Frew, 2021). In case some individuals develop pubertal changes prior to their peers or get undesirable attention in relation to their appearance, this could make upsetting feelings about their body. In case they experience a recognizable alter in height or weight during adolescence, this could increase feelings of distress or self-consciousness. Furthermore, those individuals who are suffering from depression see themselves as less attractive and clog their objectivity about the attractiveness of others (James, 2022).

In addition to the effects of self-esteem, puberty and depression, discrimination based on gender, ethnicity, orientation, and age moreover plays a part. Exposure to everyday triggers at school or work and in society can cause individuals to feel that they do not meet up to the standard of the society or that they are some ways or another missing (Brazier. 2020).

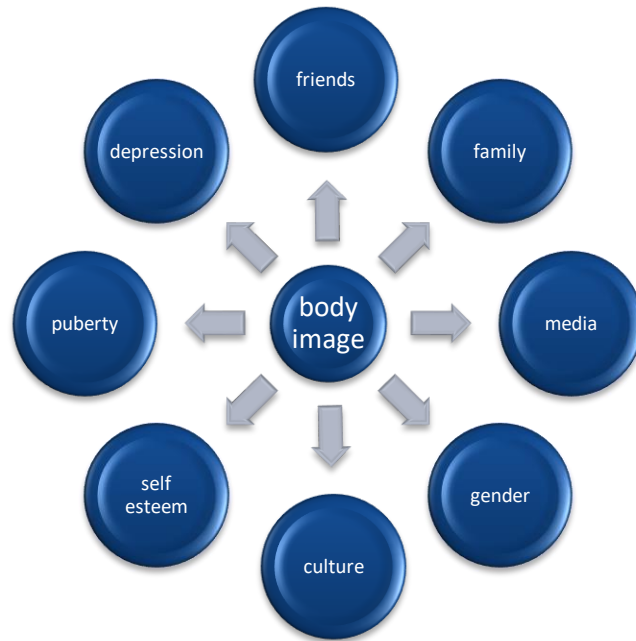
Apart from all this, cultural norms also have an important role to play on whether an individual develops a preoccupation with thin body ideals and acquires fear of gaining weight or not (DSM-5, 2013). Mostly in western cultures, prevalence rate of eating disorders is higher than in non-western cultures. This is particularly because certain aspects of female anatomy became

the symbols of femininity. Usually, the petite figure is associated with attractiveness while large and round figure is said to be of wife and mother (Eric, 2018, p. 542).

Gender differences in body image concerns have also been a topic of debate for a long time with numerous studies conducted on them. Men are usually calmer about their body negativity, not looking for treatment that much or holding off on treatment longer than women due to shame. Women, however, personalize more, get body shamed more, and observe more than men (Bernnan et al., 2013). Whereas body image concerns influence both boys and girls. Research states that girls are more likely to be disappointed with their appearance and their weight than boys. In a study, 46% of girls reported that their body image caused them to stress 'often' or 'always' compared to 25% of boys (Mental Health Foundation, 2022).

Despite knowing the social and psychological factors affecting body image, it is important to do research on it as body image plays an important role in weight related behaviors and eating behaviors as well as in mental health. Just as much as positive body image influences lives of individuals in a positive and constructive way, negative body image has impacts far greater in negative and destructive ways.

Likewise, the perception of body image is still naive, and people do not consider it as something that is important and should be debated on. Times are changing, individuals are becoming more and more dependent on what others think about themselves rather than what they should think about themselves. When not fulfilling the criteria of what others need, they develop serious mental issues. In addition to it, spreading awareness on body image and how certain things have influence on it may create awareness for the young minds and help them learn and explore ways to overcome any such negative feelings that they might be going through.



*Figure 1: Psychosocial factors affecting body image.*

## 1.1 Theoretical Framework

Higgins (1987) proposed self-discrepancy theory stating if people fall short of the discrepancies between the three selves i.e., actual self (how the individual is), ideal self (what the individual wants) and ought self (what we believe we ought to be), discrepancies start existing in the way they see themselves. Such discrepancies may then lead to emotional consequences. If an individual does not have aligned views about their actual, ideal and ought self they are more at risk of developing body image issues as they will then see themselves falling short on the ideal image of body given by society and themselves. Similarly, in the study being conducted, we will note that if the individuals do not have an aligned view of the actual and ought self particularly, they will develop discrepancies and hence have body image concerns.

Thompson et al. (1999) introduced the tripartite influence model suggesting that there are three influences that mainly contribute to the forming of body image issues and later on eating issues. Those three primary influences are peers, parents, and social media. This model focused on three influences i.e., sociocultural which include societal messages about beauty guidelines, the media, and social values that shape attitudes and beliefs about body image and weight, interpersonal factors which include family, peer, and romantic relationships that shape the individual's beliefs and attitudes about their body, as well as their eating behaviors and individual factors which include identity traits, genetic inclination, and psychological components such as anxiety and depression, which can impact the individual's perception of their body and their eating behaviors. In addition to it, according to the study being conducted, these three factors will be seen as the primary social factors in developing body image.

The Social Ecological Theory was developed by Bronfenbrenner (1970). The “socio-ecological model” states that individuals are influenced by a complex range of social influences and environmental interactions. In context to body image, it highlights the development of body dissatisfaction and abnormal eating behaviors in women. This theory states that social impacts act on people and adversely influence their body image through the processes of manifestation of the thin-ideal and social comparisons. Body dissatisfaction owing to these social factors is of concern due to the association made between body dissatisfaction and negative physical and mental outcomes, such as depression and disturbed eating behaviors (Puglia et al. 2007).

## 1.2 Literature review

In research, Jalali-Farahani *et al* (2021) studied the perspectives of Iranian students about the main components of body image as a qualitative study using grounded theory approach. 13 focus group studies featuring 84 individuals aged 15-18 were conducted. Within the current research, girls more regularly centered on their facial appearance than did boys. With respect to facial features, most participants stated that their skin, mouth, eyes, and nose were the first important components of their face. Based on the discoveries of the current study, perceived body was the first important factor of body image and body features related to body size, shape and bone structure were frequently noted.

Moreover, Burnette (2017) conducted qualitative research on social media and body image in early adolescent girls. Data collection was done through focus groups and analyzed through the procedure of thematic analysis. It was studied in the research that social media contributes to body disappointment in teenagers, although few research about it exist. Thematic analysis identified patterns within the data. The themes generated were selfies, social media strategies, appearance concerns, social comparisons and social media norms. These themes suggested that girls do feel pressurized to conform to the norms.

Consequently, Sharifi *et al* (2016) studied the effects of the use of Instagram on body image in university female students as a qualitative study with phenomenological approach. They stated that Body image is characterized as a self-attitude toward one's body, especially its size, shape, and aesthetics (Holt & Lyness, 2007). Purposive sampling was used to select 12 female students, aged 24 -34. Participants were selected from college of Tehran. Amid the recruitment, a few snowball sampling actually happened. Participants signed a consent form

earlier to a face-to-face interview. This study found that increasing certainty and attracting attention were one of the main motivations of the Iranian participants in order to alter their body appearance. On the other side, in this study, social comparison was a critical factor for alter body appearance among Iranian female students.

Thomas et al., (2010) researched upon body image, self-esteem, and coping strategies in obese women. Interviews of 142 obese women followed by a community test were conducted. How obese people felt about themselves and their bodies, what impacted these sentiments, and the consequent coping strategies utilized were the primary goal of the study. This study shows that, while diverse groups of obese adult's experience, cope with and compensate for the impact of stereotypes related to weight in numerous different ways, they still feel an unwavering otherness and difference related with their weight.

Similarly, a qualitative approach regarding changes on pubertal body image after menarche investigated young adolescent's experiences with their bodies following pubertal changes. Data was collected and analysis was done through interpretative phenomenological analysis. Based on the discoveries, it was important to consider body image within the its emotional, cognitive, and behavioral signs. The results reported that thoughts about weight issues, body-related beliefs, and practices aimed at improving physical appearance frequently start in early adolescence. However, participants also stated disappointment with distinctive parts of their bodies, in particular with the parts that over went changes due to maturing i.e., size and shape of breasts and nipples, skin break outs and oily skin, body and facial hair, shape of the hips, legs, and body scent (Riboli et al 2022).

Furthermore, Heiman and Olenik-Shemesh (2019) studied perceived body appearance and eating habits focusing on young adult students. It was a qualitative study which examined the relationship between four environmental social groups and body image perceptions among younger and older students attending higher education. Participants were 30 adult students born in Israel selected through snowball sampling. This study also explored their eating patterns in relation to the four influences i.e., friends, family, work colleagues and media. A semi structured interview was conducted with in depth analysis. The results revealed that participants were concerned about their appearance throughout the ages irrespective of the gender. Females however were more concerned about their weight. They were reported to be more affected by their appearance than men and were also affected by the comments from parents and friends on their appearance. They had both negative and positive effects of peer discussions regarding their body image.

Racial identity and the development of body image issues among African American adolescent girls was research that used grounded theory approach of qualitative research. This study focused on the effect of race, and its link with gender, in affecting and avoiding the development of disordered body image. The sample of this study comprised of seventy-eight African American girls, represented in 9 in-depth interviews and 32 focus group studies. The results reported that African American girls feel less weight disappointment as compared to girls within the White culture. With respect to body image, this has been of extraordinary significance to Black women. (Hesse-Biber *et al.* 2004)

Altabe (1998) studied the effect of ethnicity on body image stated as both Quantitative and Qualitative Analysis. It was about how different ethnic groups and cultures affect body

image. Cultural differences in body image have also been examined. In it 150-180 college students took part with a mean age of 21. They were asked to fill out a questionnaire to determine ethnicity. For the quantitative part of this research, participants were given scales related to weight and general experience. However, their comparisons were made qualitatively based on what the participants reported. Qualitative results showed that African American women had more skin color concerns than White American. Similarly, Asian Americans were also reported to prefer white complexion. This study considered different ethnic groups with different measures, instead of simply comparing groups on weight-related body image.

Another research explored Body image and ethnicity as a qualitative study stating body image in various ethnic groups regarding the usage and influence of social media considering both genders. Both quantitative and qualitative means were used in assessing. Scales were used to assess quantitatively while for qualitative assessment, open ended questions were used. 263 individuals served as the sample. The overall results with respect to social comparison theory reported that women in general feel more pressure in attaining the perfect ideal body type and thinness than men. However, men reported to not compare themselves with their peers as much as women and were generally happy with their body. (Haytko *et al.* 2014).

An interesting study by Frith and Gleeson (2008) focused on the behavioral techniques for managing body distress by investigating how women oversee body image through clothing practices. Through open ended questionnaires, 82 women reported that their perception and evaluation of their body and clothing practices are interconnected. Thematic analysis of responses uncovered that clothing practices are an ordinary and agentic part of the adjustive and self-regulatory forms for managing upsetting body image.

In research conducted by Zainab and Ahmad (2021), the focus was on effect of diverse angles of body image on disrupted eating habits among adolescents in Pakistan. For this cross-sectional study, schools and colleges were chosen through convenient sampling involving 300 students of the age 15-20 who were asked to fill the Eating Attitudes Test and Body-Self Relations Surveys. Analyses uncovered that the teenagers with disturbed eating habits had scored essentially more on cognitive and emotional components of body image that is preoccupation about overweightness and disappointment with their body parts on compared to adolescents with normal eating patterns. Discoveries of this study were supported by the western literature that recommends that Preoccupation with weight and shape and body dissatisfaction could be a trigger for cluttered eating habits among adolescents.

Another indigenous research was conducted to analyze the contributions advertisements had on unhealthy weight control behaviors and eating disorder with the intervening role of body image. This research was conducted in the urban population of Rawalpindi and Islamabad. Almost 280 surveys were distributed within the population, out of which 267 were received. The information was analyzed by utilizing correlation regression analysis. The results signaled that body image somewhat controls the relationship between unhealthy weight control behaviors and advertisements and completely intervenes in the relationship between advertisement and eating disorder (Nasir et al., 2017).

Jalees and Ernest C (2014) analyzed how media exposure, self-esteem, and religiosity impact body image of Pakistan customers. The underpinning of this study is based on Social Comparison Theory with two extra factors for understanding customer attitude towards body image. A self-administered survey was utilized. 193 people reacted at the shopping center

through quota sampling. A positive relationship between introduction to media and body image was found whereas negative impact was found between self-esteem and body image. No relationship was found between religiosity and body image. The results appeared blended results as compared to past studies.

Suhail & Zaib-u-Nisa, (2002) in a study, evaluated the prevalence of disturbed eating attitudes in females. In addition to that link between disturbed eating attitudes, weight concerns and depression were moreover explored. 111 volunteers were surveyed and asked to fill the Eating Attitude Test, Body Shape Questionnaire and the Depression Subscale of Hospital Anxiety and Depression Scale. The results showed that 59% of the normal-weight and 21% of the underweight ladies considered themselves to be overweight; 17% scored over the threshold. Exposure to western culture and dissatisfaction with body were seen to be predictors of unhealthy eating attitudes and irrational body shape.

Shahzad et al. (2018) conducted a cross sectional study among female students in a period of four months. Sample size was 1200 female students 16-21 year of age. Nonprobability purposive sampling was done to finalize the research participants. Data collection was done through two questionnaires: EAT 26 for eating disorders and Body Shape Questionnaire for body image concerns. Descriptive statistics were calculated, frequency trends were noted for eating disorder, behavior problem, and body image concerns, Bivariate analysis applied to identify affiliation between EAT 26 scores and body image concerns. 58% of the students were found to be at chance of having eating disorder, though 42% were not. Behavioral issues were present in 72% of the respondents, though missing in 27%. A highly critical association (P-value 0.001) was found between eating disorders and body image concerns, within the study population.

### **1.3 Rationale**

Exploring the psychosocial factors affecting body image in university students is important because University students are at a higher chance of developing body image concerns than the general population. University is a basic developmental stage where young adults frequently face critical changes and challenges related to their identity, self-esteem, and social interactions. Moreover, over the time use of social media has increased. The number of social media users in Pakistan are increasing day by day with the growing use of social media, higher body concerns are reported. Furthermore, this topic is really sensitive to be explored as Pakistani culture places a lot of importance on physical appearance, particularly for women. Apart from that, our culture has little to no mental health awareness and this study will allow to tell individuals that psychological factors do have an impact on how one feels about themselves. After the COVID-19 pandemic complex and multifaceted impact on body image, with individuals experiencing changes in physical appearance, social isolation, stress and anxiety, reduced access to resources was noticed. Nearly all research in Pakistan with respect to body image has been conducted through quantitative research design. In most of the research regarding this topic, qualitative research has been backed up by quantitative research. Qualitative study on body image is necessary to provide a deeper and more detailed understanding of individual experiences related to body image, to contextualize social and cultural factors that impact body image, to explore diverse perspectives, and to inform the development of effective interventions. Hence, studying it in Pakistan is important to improve the overall health and well-being of individuals in the country, particularly with the increasing prevalence of body dissatisfaction and cultural pressure to conform to certain beauty standards. Qualitative study of

body image is necessary in Pakistan to understand the cultural factors that influence body image, to examine the impact of media and to identify other unique challenges.

#### **1.4 Objective**

- To identify the role of psychosocial factors that affect body image of women.
- To investigate the reasons that make Pakistani women feel about their body in a certain way.

#### **1.5 Research Question**

- What psychosocial factors play a role in developing concerns about body image and how do they shape individuals' perception?

## **Chapter II**

### **Method**

#### **2.1 Qualitative Research**

Qualitative Research is done to explore, understand, and interpret social phenomena within its natural setting (Creswell et al., 2002). Qualitative research includes collecting and analyzing theoretical data to understand concepts, opinions, or experiences. It can be used to gather in-depth experiences of an issue or produce new ideas for research (Bhandari, 2020).

#### **2.2 Research Design**

As stated by Creswell (2009), phenomenology is an approach of inquiry in which the researcher identifies the nature of human experiences about a phenomenon as described by participants. In the present study, transcendental phenomenology of phenomenological research design is being used as this approach Phenomenology is the study of “phenomena”, how things appear, or things as they show up in our experience, or the ways we experience things, hence the meanings things have in our experience (Smith, 2013). It explores the regular encounters of human beings while eliminating the researchers' biased opinions about the phenomenon (Delve, 2022). Moreover, transcendental phenomenology is centered less on the interpretations of the researcher and more on a portrayal of the experiences of participants (Creswell 2009).

#### **2.3 Paradigm**

Research Paradigm is a philosophical paradigm on which the research is based (Proofed, 2022). Social constructivism is a type of paradigm that was used in this research because it is an interpretive framework in which individuals try to explore and understand the world and develop meaning from their experiences respectively (Creswell, 2013).

Honebein (1996) stated that social constructivism is an approach that asserts the fact that people construct their own understanding and knowledge of the world through gaining experiences and reflecting on those experiences. Social constructivism also underlines the significance of culture and context within the process of knowledge construction and accumulation.

## **2.4 Philosophical Assumptions**

Ontology was used as it is a philosophical belief system about the subjectivity of reality (Creswell et al., 2002). Since we are focusing on the lived experiences of those with respect to body image, quotes and themes will be generated in order to view individual perspectives about this phenomenon.

## **2.5 Assumptions**

- Women going to universities would be more prone to body image concerns due to constant exposure to comparisons.
- Female university students despite the awareness would feel influenced by what their family and peers say.
- Less support and acknowledgement from peers and families would increase concerns and distress.
- Having a positive body image would have positive effects on one's emotions, behaviors, and thinking patterns.

## 2.6 Data collection tool

Semi Structured, In-depth interviews were conducted to collect data. Their objective was to investigate the depth of a respondent's views, experiences, feelings, and perspectives. Interviews provide context to other data, offering a clearer picture of what happened and why (Boyce & Neale, 2006). The interviewer gets an opportunity to create rapport with the participant, subsequently making them feel comfortable. In this way, they can bring out genuine feedback and also note their expressions and body language. Such signs can result in rich and good qualitative data.

## 2.7 Participants (Sample and Sampling Strategies)

4 participants were interviewed using purposive sampling. Purposive sampling was used because, also known as selective, or subjective sampling, it is a non-probability sampling in which researchers depend on their own criteria when choosing individuals of the population to take part in their studies. (Alchemer, 2021)

Table 2.1

*Research participant demographics*

Sr #	Age	BMI	Marital status	Occupation	Birth order
1	25	17.8	Engaged	Unemployed	First born
2	22	22	Unmarried	Unemployed	Last born
3	22	22.3	Unmarried	Unemployed	First born
4	22	24.4	Unmarried	Unemployed	First born

## **2.8 Inclusion Criteria**

- Sample was from universities as those individuals are more exposed to social and psychological mediums.
- Only female participants were included in the study as research shows that girls and women experience body issues more frequently than boys and men.
- The age range of participants was between 18-25 years as in a survey with 16–25-year-olds, body image was identified as the third biggest challenge causing harm to young people (Body Image in Childhood, n.d.).

## **2.9 Exclusion Criteria**

- Individuals who had been diagnosed with any physical illness were not included.
- The individuals who had been diagnosed with any psychological illness such as body dysmorphic were not included.
- Married women and children were not included.
- Students with a psychology background were not included.

## 2.10 Procedure

For data collection, semi structured in-depth interviews were used. First of all, a semi structured interview guide was developed on the basis of literature review. The guide was reviewed by 2 experts from the Department of Psychology at Kinnaird College. Then, to assess the effectiveness of it, a pilot study was done on one participant. Pilot study allows the researcher to practice the interviewing procedures and if necessary, modify and suggest implementations from individual encounters with meeting (Majid et al., 2017).

Pilot study was conducted to make the necessary changes in the interview guide which includes rephrasing questions the interviewee found difficult to understand. A pilot is referred to a small-scale of a total survey or a pretest for a specific research instrument such as a questionnaire or interview guide (Janghorban et al., 2014). Approval from the Research and ethics department of the institute was taken in order to proceed with the interviewing process. Moreover, consent from the participants regarding their participation and note/audio taking was also taken and a consent form was signed with all the necessary details mentioned.

Participants participated voluntarily, and they were given the right to withdraw at any point during the study. To rule out any possible researcher biasness, individuals having a normal BMI were considered. The interviews ranged from 20-30 minutes average. During the interview, apart from answering the questions, the body language of the participants was also observed and noted. Questions were asked in bilingual form for the interviewees to get a better understanding. Moreover, audio recording/note taking was done with the participants consent. Data transcription was done by the researcher to abide by the confidentiality of the participant.

## **2.11 Data Analysis**

Data analysis in this Qualitative research was done through Thematic analysis. Thematic analysis is a method for analyzing qualitative data that includes analyzing across a data set to identify, analyze, and report repeated patterns (Braun & Clarke 2006).

In thematic analysis, the research closely examines data and identifies repeatedly occurring themes and develops them in master themes and subthemes in two levels i.e., semantic, and latent. Thematic analysis permits a lot of flexibility in translating the data and allows to approach large information sets more effectively by sorting them into broad themes (Caulfield, 2019). Data obtained by the 4 participants were analyzed using 6 steps of thematic analysis proposed by Braun and Clarke (2006). Themes were generated in context to the lived experiences of participants regarding their body image.

The researcher went through the transcribed data and did coding. After doing coding of all the transcribed interviews, subthemes/categories were made. Followed by it, the subthemes were merged into a single major theme representing it and discussions on it will be done by the researcher.

## **2.12 Data Verification Method**

Data verification allows us to check the validity and reliability of the data. Peer expert-review was used as it is the process of validating a researcher's work by another person expert in that field and filtering out poor quality data (Wiley, 2013). For this study, 2 experts from the department of Psychology reviewed the interview guide and final coding to check the authenticity of the data.

### **2.13 Ethical Considerations**

- Approval from the institutional board was taken to conduct this research.
- Written consent forms were signed by the participants to show the willingness of the participants for the research.
- Note taking and audio recording was done with the consent of the participants.
- Confidentiality and privacy were maintained as it is the most important part of ethical considerations.
- Counselling sessions were to be provided to the participants if necessary.
- All interviews were taken in complete privacy where the participant feels comfortable.
- Participants were given the right to withdraw from the research if they wish to do so.

## **Chapter III**

### **Results**

Thematic analysis proposed by Braun and Clarke (2006) was used to analyze data of four participants. Themes were generated in context to the lived experiences of participants regarding their body image. The first step included gaining familiarity with the data and verbal transcriptions followed by generating initial codes for data that was common in all the themes and somewhat unique too. The third step included devising overlapping codes. After that, initial themes were used to generate master themes. As for the fourth step, the researcher modified and grouped all the relevant data into one place. In the fifth step, researcher defined the theme, identified patterns and relations between themes and the major themes were made. For the last step, a report was generated by the researcher.

The themes emphasized upon the existence of different psychosocial factors that play a role in the development of body image and how individuals had changed their perceptions and how did their experiences affect their behavior.

4 major themes emerged from the data. The first theme perceived body issues have 4 subordinate themes; physical features, weight concerns, menstrual issues and skin issues. The second theme was preferred treatments which included only one subordinate theme i.e., aesthetic surgeries. The third theme was generated from 4 subordinate themes; external pressure, reassurances from men, traumatic experiences and type of education. A thematic map has been prepared for all the themes. The fourth theme cognitive perspectives focused on self-respect, ;ow self-expectation and coping strategy.

### Major themes on psychosocial factors affecting body image.

Figure 2: emergent theme 1

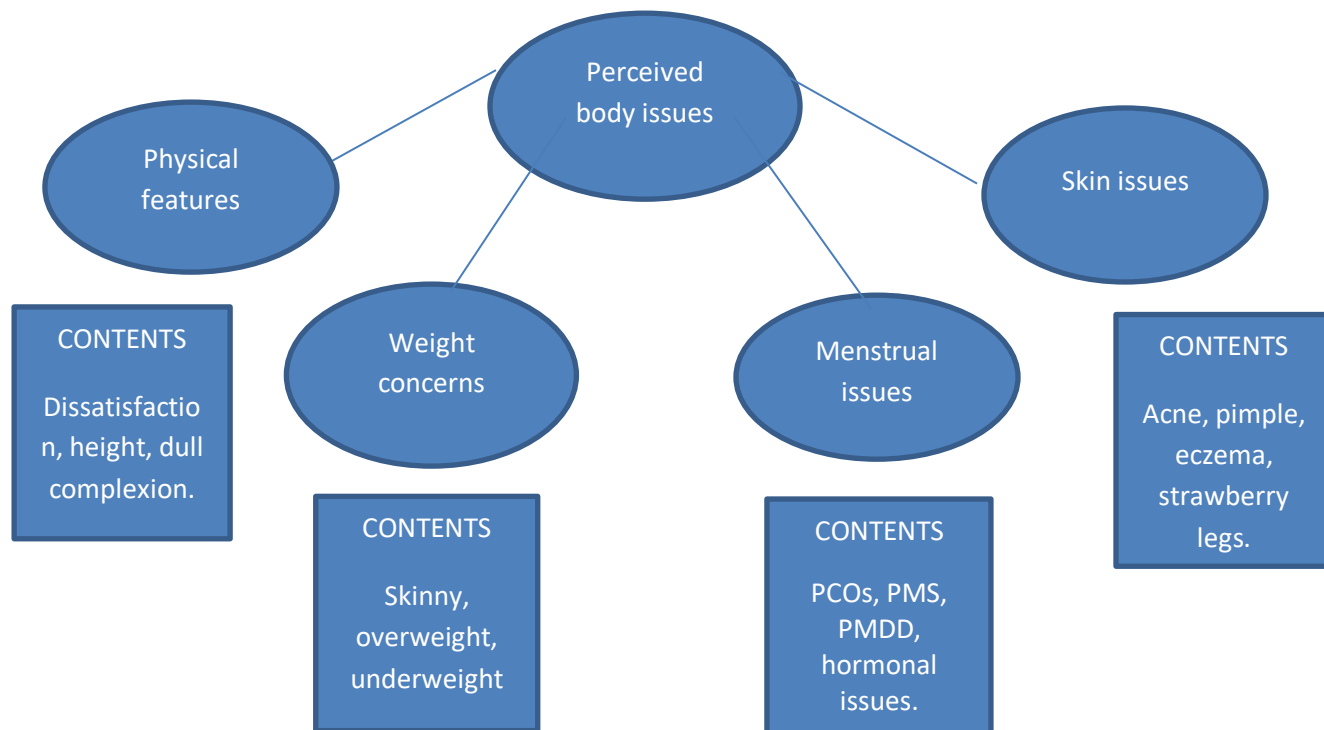


Figure 3: emergent theme 3

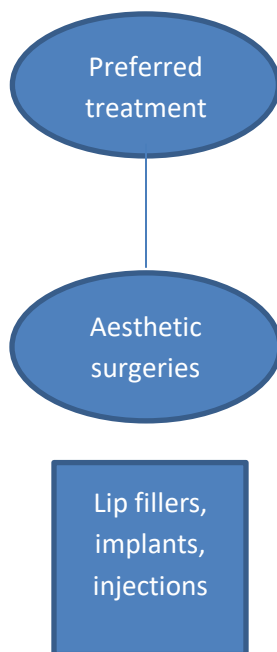


Figure 4: emergent theme 3

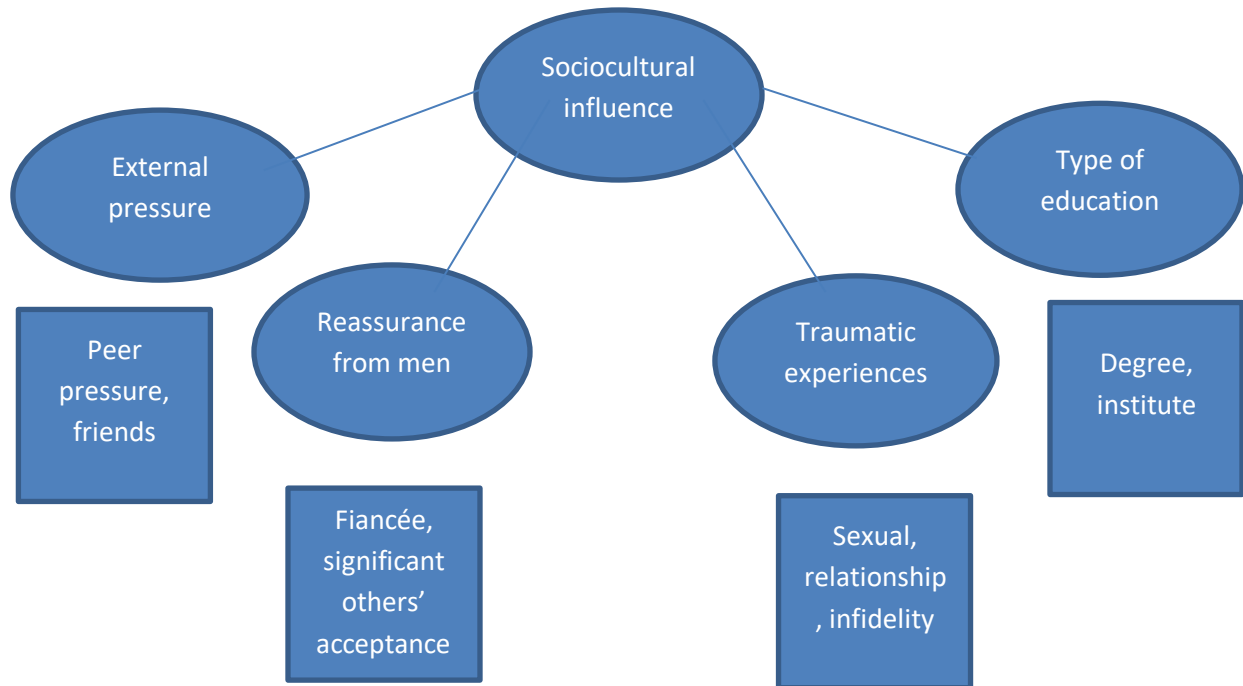
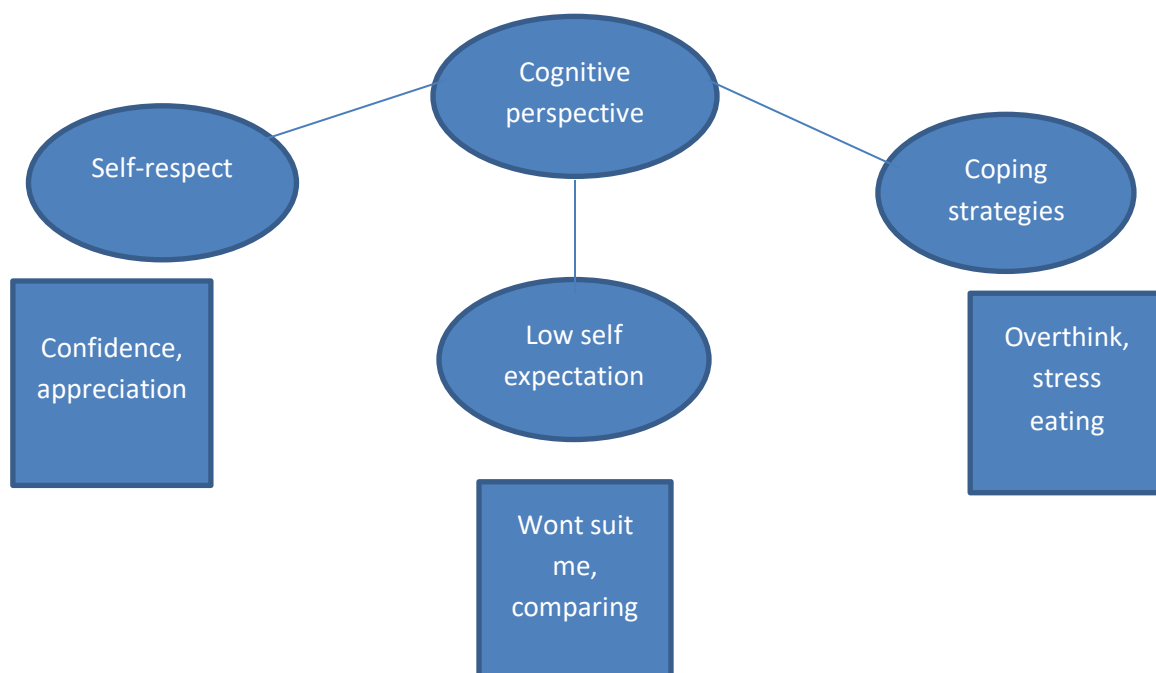


Figure 5: Emergent theme 4



### 3.1 Theme 1: Perceived body issues

The first theme that emerged from the data is perceived body issues. This theme covered the concerns of participants regarding their physical features and many health changes that can lead to medical concerns. These concerns can then play a role in the development of body image. PMS, PCOS, acne, weight issues and many more do play a role. This theme has 4 subthemes,

1. Physical features, 2. Weight concerns, 3. Menstrual issues, 4. Skin issues.

Participants stressed on various physical features they are not satisfied with and how those features made them insecure to some extent.

*I don't like my nose; I don't like my figure I have a belly. g sb sy ziada issue mgy bother krta hy k mera color kafi dull hy literally close to black tou my usky bary my bht insecure na hti shyd agr society itna push na krty. mgy kbi kbi lgta hy k all that matters are the features.*

*When I was small jb mgy pta ni tha before university tb my itni confident nhi thi and I was susceptible to these things k shyd meri height itni lmbi nhi hy shyd mera color society k mutabik nhi.*

*Example facial hair hy and then I start getting annoyed by these things and I want to do something with them. my skin became very tanned qk I used to play a lot of sports.*

*I am a bit dull in complexion.*

Participants focused on having lighter complexion in the context that our society favors those who have a fair complexion. These social standards led them to think of various aesthetic

surgeries and how other people are encouraging these procedures that are gaining worldwide recognition.

Participants emphasized the fact that having a normal healthy weight ensures a positive outlook towards one's body. However, being in one of the extremes, i.e., overweight, or underweight had the opposite effects.

*Meri friends thn na they were always very petite always very skinny tou mgy na ajeeb lgta tha bht unky sth.*

*Blkul skinny wlon ko jeeny deta hy na moty wlon ko jeeny deta hy.*

*Periodically yeah ho skta hy my khd ko compare krte thi kisi sy k I wish I was as slim as her. I have a teacher who I am not gonna name has this problem and unfortunately, she is not married because she is overweight. She has facial hair, and she is not married.*

*I remember k ek time tha when I was very underweight.*

Menstrual issues were also seen to play a role in the development of body image. Menstrual issues sometimes triggered mood swings which made participants have different perceptions about themselves.

*So agr for example kisi ko PCOs hy that person like unki body type py depend on krta hy whether they would gain weight or reduce it tou ye cheez b you don't know what the other person is going through. People don't know that I was you know PMSing or I was having a bad day but they would just see me eating and would say lo pehli hi itni pheli hui ho tou wo cheezyn mtlb k hurt krte hyn wo words stay with us for longer that somebody else can imagine.*

*PMS ho jta hy us sy hormonal changes ziada ho jty hyn. Ap itna stress ly rhy ho tou obviously apko hormonal changes msly wagera hty hyn. PMS ho jta hy r if untreated PMDD my convert ho jta hy.*

*Medical conditions hyn jis trha pcos k bht msly chl rhy ajkl.*

Skin concerns apart from complexion issues were also a determinant of body image. Usually, skin issues lead to negative emotions regarding one's own body. The stress caused due to these emotions triggers the skin conditions even more, making them worse. Facial skin issues cause negative body image, low self-esteem, and stress and anxiety

*Looking at the details k acne hy pimples hyn.*

*Jisky mooh py acne hy usko pta hy k hy you jusy don't need to come up and say oh my god apky mooh py acne hy. So, us wja sy I think k I used to get conscious.*

*Mery pass nhi hy tou my tou nhi achi lgti r mooh b acne ka issue ho jta hy.*

*I think its strawberry legs and arms this is like I had a severe case of this since childhood bht severe qk mery skin bht dry hy tou eczema trigger ho jta tha. R jb eczema trigger ho jta tha tou ye strawberry marks mzeed ubhar jty thy meri skin py. Mery mooh py srf ye chicken pox k Nishan hyn tou wo sara properly meri color scheme wagera bara krna prta tha.*

### **3.2 Theme 2: Preferred treatments**

Participants shared some treatments that are rather famous when wanting to change body features. Only one theme was generated namely; aesthetic surgeries.

*Ye implants ka jo scene chla tha that was rather new tou I was very intrigued by it k yaar ye krwana chye.*

*Get some glutathione injections. Get some surgery etc. r ek acha gora rung hi hta hy tou apko psnd kia jta hy.*

*They want to go for surgical procedures.*

*Different kism ki therapies ya even plastic surgeries ki trf unka ruhjan ziada ho rha hy.*

These aesthetic procedures and implants are viewed as a means to correct the flawed aspects on one's body and usually individuals often rely on such procedures for a better outlook towards their body.

### **3.3 Theme 3: Sociocultural influence**

Sociocultural means a combination of social and cultural factors and what influence they have, how people interact with others and what influence does culture play on mental health. In regards to body image and sociocultural influence, 4 subthemes are originated,

1. External pressure, 2. Reassurances from men, 3. Traumatic experiences, 4. Type of education.

Usually, pressure from the outside source to do better perform better influences the way an individual behaves and sets their behavioral patterns. The participants shared different experiences regarding self-induced peer pressure and how it made them feel insecure.

*Peer pressure bht hta hy k meri sari friends bht ptli mods cod bht fashion k kpry is trah ki cheezyn r my nhi krti r usi trah apko complex b deti hyn.*

*Meri friends thn na they were always very petite always very skinny tou mgy na ajeeb lgta tha bht unky sth. Even k I used to go and tell her k yaar hm log hangout py ja rhy hyn tou mery sth you*

*guys waer heels. And I'd wear flats qk mgy hta tha k yaar wo choti hyn my lmbi hn my tou phr itni nzt a rhi hn. Group photot ho ri hy tou mny kisi k peachy khry hna hy ya side py khry hna hy taky my bht ziada nzt na aon.*

However, external pressure not only generates from peer pressure but other cultural norms too. Reassurances from men is considered a very important factor for self-acceptance in our society and how some of them themselves are influenced by it. All the participants focused particularly on this aspect and how this influences body image.

*Then again agr apka significant other, dekho its also about apko kitni support mil rhi hy. Agr if he accepts you the way you are tou that is like that's something we really happy about qk wo apky sary insecurities phr khtm ho jati hy.*

*Mera fiancée ho skta hy mgy chor dy. Wo bhi qk bht ziada criticize krta hy k yaar kro weight loose kro r meri family b mgy bht krta hy k ye kesa bedhangi tm lgta ho. Rishta nhi hga agr ho gya hy tou toot jyega.*

*I think k jo lrkian relationships my hti hyn wo bht ziada conscious ho jti hyn. Even before being engaged and married I've noticed a lot of girls jo blkul perfect hti hy but after being engaged, no no I cant eat that because my fiancée or husband he wont approve of that. I cant wear this dress because he doesn't like that.*

*I got engaged. It's an arrange marriage I didn't know the guy then, but us sy phly jb Rishta aya and stuff I was like makeup kr k nhi bethna. I am gonna go all natural. If they are gonna like me, they should like me the way I am is trha sy my unky smny gai thi and jb ho gya tou I am like k surprised k jb milna hy milny ayngy tou mgy tyar hna hy presentable lgna hy.*

Bad experiences and traumas can also be a predictor of body image. The participants shared some of their experiences revolving around their friends, family and strangers that played a role in the development of their body image.

*I am in a relationship tou mera finacee bht is cheez py krta hy k mgy wight loose krna chye. Wo bhi qk bht ziada criticize krta hy k yaar kro weight loose kro r meri family b mgy bht krty hy k ye kesa bedhangi tm lgty ho.*

*Tmhara class my bchi hy jiska figure bht acha hy he would really like to date her because of her figure. And he was like k kehta k I used to wear ek jacket jo sb sy moti wli thi I used to wear that a lot tou he said that k wo plum color ki jacket pehnti hy. And that girl ny mgy a k btaya k tmhy koi is trah sy dekhta hy my itni pryshani b ni mgy itna bura lga k this body that I hated and have hated for so long kisi r ye itni sexualize kr k dekh rha tha r mgy itna bura lga k like mny itna kaam kia isky lye mny bkaida weight reduce kia.*

*Yaar tera shohar tgy chor dyga tu itni ptly hy. As someone who has seen infidelity very closely is cheez ny mgy bht disturb kr dia tha and they know mery family history they know k mery baba has done second marriage phr b they had the audacity to joke about something like this. All of this made me more and more conscious.*

The type of education a person has and their degree also determines the insight they have regarding different things. In case of body image, some insights play a positive role i.e., they let the individual know that some things are not in their hands and not good for you while in some cases negative role is also played.

*Studying in a fashion institute its sometimes very difficult to cope with the ongoing trends and that to some extent takes a toll on me lkn mny bht control rkhny ki koshish ki hy is py b.*

*Jis trah my biology kin student hn tou mgy pta hy k apki genes py dependent hti hy ye.*

*My ek nutritionist bn rhi hn I know they are hell for your body. Blkul achy nhi hyn bht side effects krty hyn.*

### **3.4 Theme 4: Cognitive perspectives**

The way a person thinks about their body is their cognitive body image. This may lead to distraction with body shape and weight. The practices one engages in as a result of body image are behavioral body image (Body Image, n.d.). Hence, certain cognitive perspectives do play a role in body image development as validated by the subthemes generated from the data i.e.,

1. Self-esteem, 2. Low self-expectations, 3. Coping strategies

Body image and self-esteem specifically impact each other and a person's feelings, thoughts, and actions. In case a person likes their body or a part of their body it is easy for them to feel great around their whole self. The reverse is also true. How one sees themselves as and the confidence they have regarding themselves also influences self-esteem. According to the verbatims of our participants, the importance of self-esteem in how one sees themselves as is validated.

*Mtlb ap isko aisy dekh lyn k jb ap are in a good mood tou you're confident about yourself. You're happy in how you look. Self-esteem boost hti hy. R jb self-esteem achi hy tou insan ko apna ap acha lgny lg jta no matter what.*

*Ye self-esteem boost krta hy confidence deta hy in your own self. Meri self-esteem tbaha ho rhi hy.*

*Is sy mtlb apko confidence appreciation milti hy k jesi hn usi tareeqy sy psnd krna chye. You have to accept who you are.*

Body image is part of how an individual sees themselves as i.e., their self-image. Our body image includes more than what we look like or how others see us. It too refers to how we think, feel, and respond to our own perception of our physical traits. Perceiving yourself as being pretty influences positive thoughts about one's own self and vice versa.

*Ab model hy 6.3 r 6 r 5.10 5.11 with a chiseled hourglass figure tou ab wo dress mery jesi bndi k lye ni tou I think k it wont suit me.*

*Mtlb ye mery zehn my beth gai thi bcz I do not look like them mtlb my achi hn hi nhi and somebody like me would never make up to their level. Can never be considered beautiful bcz beauty un sy define hti hyn jo gori hyn ptli hyn girlish lgti hyn.*

*I was you could say tom boyish tou I started comparing myself with other girls who weren't like me. They were quite nice looking mtlb unki acne b nhi hy b and they were neat so I started comparing myself.*

Coping strategies are one way of adaptation with body image. Coping abilities help individuals endure, minimize, and deal with unpleasant circumstances in life. Coping abilities are the strategies that individuals utilize to deal with unpleasant circumstances. Certain coping strategies help individuals regulate their emotions irrespective of them being positive or negative. After interviewing the participants, certain coping strategies to regulate their emotions are identified.

*Lkn my jb b akely hn tou I start overthinking k ye q kaha mgy ye q and phr I start degrading myself. Mgy lgta hy ye ab mera cope krny ka tareeqa bn gya hy k kuch hta hy my overthink krty rhti hn and ek certain amount of overthinking k bd ja k chup hti hn. That overthinking is hardly ever positive.*

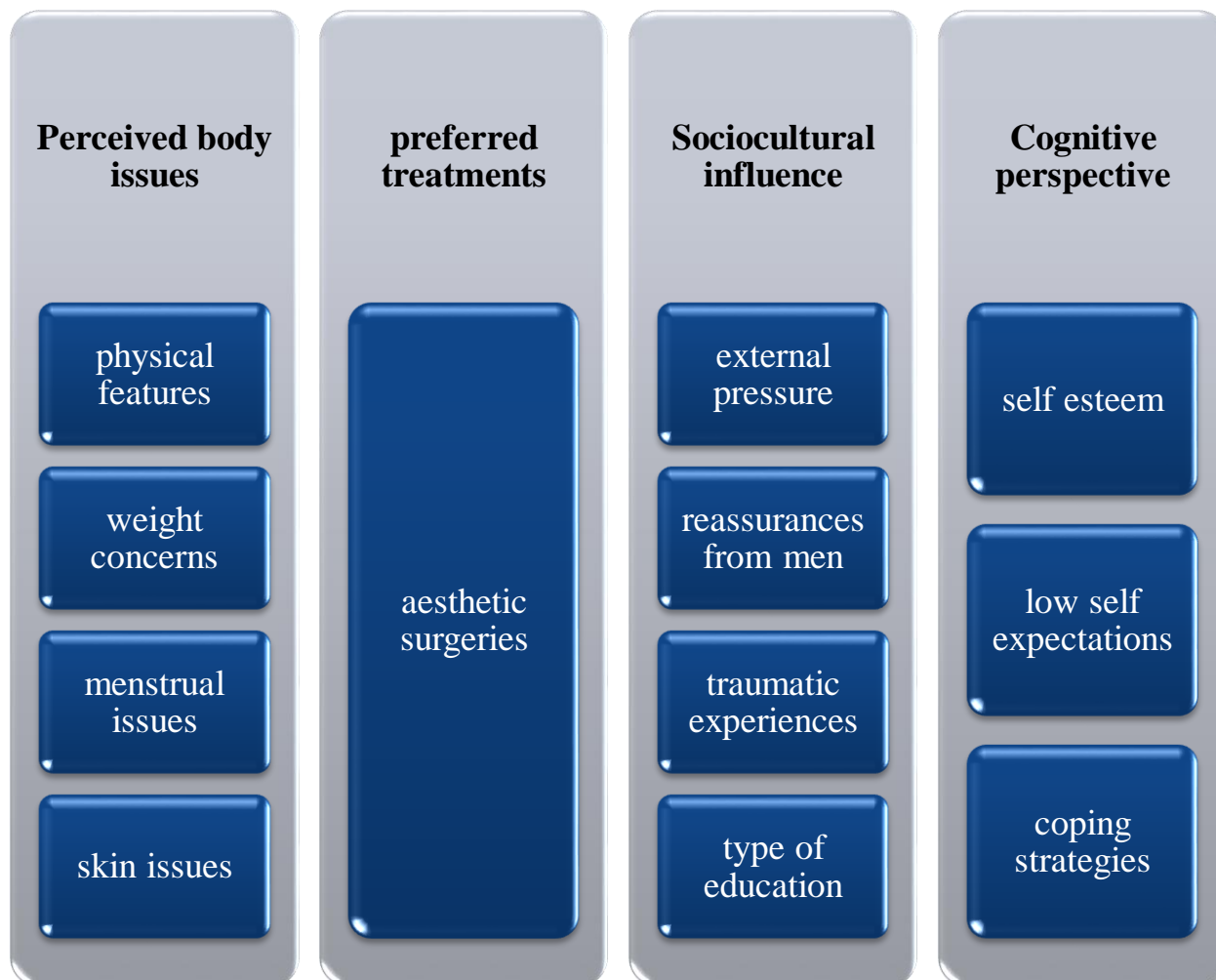
*I was so shocked mgy kaha yaar ye finally mgy ab apny ap ko totally like ek acceptance ai after like 2 years before when I started my spiritual journey tou tb b I felt better accepting myself bcz I knew k my creator made me just the way he wanted me to be.*

*R stress eating k bd jo weight gain hta hy wo apko r stress krta hy. Tou phr ap kbi kbi starvation py chly jty ho. I would starve myself out for 2 days bs pani pe lia farigh bs pani pe lia.*

*Tou I think ye bht si lrkian apny mood ko is trah divert krty hyn k whenever youre angry you should go and eat something.*

Different coping strategies such as religious coping, emotions focused and problem focused strategies were identified.

Figure 6 Major Themes and Subthemes



## **Chapter IV**

### **Discussion**

The current qualitative study was conducted to explore the psychosocial factors affecting body image in university students. A total of four females were selected through purposive sampling. Their body image, the impacts of social factors, maturation and psychological factors were explored in the study.

This chapter is divided into 4 parts. The first part involves discussing the findings of the current study. The second part highlights the strengths of this study. The third part focuses on the limitations and suggestions while the fourth part states the future implications to cater this increasing concern.

The findings of the current study provide an in-depth and comprehensive understanding of the factors that shape the perceptions of individuals that contribute in the development of body image. Body image has been defined extensively through previous researches and theories which state that body image is basically a person's perceptions, feelings and thoughts around his or her body, and is usually focusing on the evaluation of body attractiveness and feelings related with body shape and size (Grogan, 2006; Longo et al., 2009). In the previous studies, body image has been explored through various perspectives however, in the recent study, the focus is on the psychosocial factors which covers almost every possible factor playing a role in body image development.

In terms of demographics, all the participants were females ranging from age 18-25 having normal BMIs and studying in universities. All the four participants had normal BMI. 3

participants were unmarried and one was engaged. 3 of them were first born and only one was last born. Overall, the characteristics of all the participants were homogenous.

In the current study, all the mentioned significant statements were reviewed carefully by the researcher. Similar statements were grouped together to form themes and four main themes were generated which include; perceived body, preferred treatments, sociocultural influences and cognitive perspectives.

The first theme perceived body issues which emerged in the current study highlighted the physical and medical concerns faced by the individuals. According to the participants, concerns regarding physical features, weight, menstrual issues and skin issues were evident among females. This was supported by the research conducted by Jalali-Farahani et al (2021) stating that perceived body i.e., body size, facial features and body shape was the most frequently addressed concept by females when taking their body image into consideration. Concerns regarding weight occurred repeatedly among all four participants. This was reported in a study that adolescents and adults having body image concerns and those who misperceived their weight engaged in weight-related practices (Shagar et al., 2017). In another research, Maruf et al (2013) reported that despite having normal weights, women perceive their body image differently with respect to their perceived weight. Menstrual issues like premenstrual syndrome, premenstrual dysphoric disorder was also playing role in how one feels about their body. This was supported through a study conducted by Carr-Nangle et al (1994) which indicated that body dissatisfaction was highest during the premenstrual stage. This association of body disappointment and menstrual distress recommended that menstrual cycle changes play a critical role in shaping one's body image (Carr-Nangle et al., 1994). Skin issues like acne and eczema as

told by the participants trigger concerns and insecurities. Research done by Costeris et al (2021) stated that all dermatological patients i.e., those with acne and eczema showed lower self-esteem and lower perceived social support.

Second theme emerged focused on preferred treatments girls opt in order to change their facial/physical features to have different views about themselves. These treatments included aesthetic surgeries such as fillers, surgeries, implants and injections. These aesthetic procedures and implants are viewed as a means to correct the flawed aspects of one's body and usually individuals often rely on such procedures for a better outlook towards their body. Body image has been seen to play a vital role in the decision to undergo a cosmetic medical treatment (Sarwer, 2019). A few studies have concluded a positive link between body disappointment and acceptance of corrective surgery among ladies, recommending that individuals may consider corrective surgery as a means to get both intrapsychic benefits (e.g., higher self-esteem) and social rewards inferring from showing up more alluring to others (Nerini et al., 2019).

Another theme focusing on the sociocultural influences was emerged. This theme is a combination of social and cultural factors. External pressure, reassurances from men, traumatic experiences and type of education were extracted from the data. External pressure such as peer pressure has shown to have influence on one's body image. The findings of a study by Devi and Jyotsana (2018) revealed that body image encompasses a significant connection with peer pressure among adolescent girls. Social comparison theory suggests that people value themselves and their personal and social worth by comparing themselves to others. Introduced by Leon Festinger (1954), the theory depicts the comparison processes individuals utilize to assess their actions, achievements, and opinions compared to those of other individuals (Cherry, 2019).

Social comparison theory recommends that body dissatisfaction and unhealthy eating can emerge when women engage in frequent comparisons with their peers or figures in the media regarding their appearances (Lindner, 2010). Reassurances from men emerged as a relatively unique theme. Reassurances from men is considered a very important factor for self-acceptance in our society. In a study conducted by Niaz and Hassan (2006), it was reported that mobility, work, self-esteem and self-image of women, in fact their worth and identity depended upon the male individuals of a patriarchal society. However, in case of the theme, women stressed on getting validity from their male partners. Bad experiences and traumas can also play a role in body image. Incidents in childhood are the most common roots of negative body image. As an extreme case, being bullied at school for one's weight can lower self-esteem and trigger concerns around body image. In any case, more unobtrusive experiences can lead to disappointment with one's body as well (Hunnicut, 2021). The type of education a person is receiving can potentially play a role in their body image. Education can influence the beliefs and attitudes that individuals have about themselves and their bodies, which can affect their body image. Research done by Humenikova and Gates (2008) suggested that educational level and type are influential on body image.

The fourth and last theme emerged is cognitive perspective which pointed towards the cognitive changes that happen in individuals during the course of body image development and certain cognitive factors that also play a role in it. The subthemes like self-esteem, low self-expectation, and coping mechanism were reported by the participants. Body image and self-esteem directly impact each other and one's sentiments, thoughts, and behaviors. Findings also support the presence of themes factors in body image development. One study by Barclay (2021) suggested that if one doesn't like their body (or a part of their body), it's difficult to feel great

around their entire self. Another finding by Clay et al (2005) reported that body image concerns are related with in general poor self-concept in early adolescents, including poor social, academic and physical self-concepts as well as low overall self-esteem. Self-schema theory introduced by Hazel Markus (1977) states how one anticipates oneself to think, feel, and act in specific settings or circumstances. Each of these beliefs incorporates our overall perceptions of ourselves, as well as our knowledge of past experiences in similar circumstances. Appearance self-schema is negatively related with body image. This suggests that appearance schema creates negative sentiments toward body, i.e., the greater importance is put on the body, the greater the unfavorable feeling toward it (Ahadzadeh et al., 2022). Hence, Low expectations from oneself can have a significant impact on body image by contributing to negative self-talk, unhealthy habits, and a lack of self-care, all of which can lead to negative feelings about one's appearance and physical health. In research finding reported by Smith-Jackson et al (2011), it was seen that coping strategies with respect to body image include exercise being the most common followed by strategies included healthy/unhealthy eating, appearance changing, talking to companions or family, religion/spirituality, spending time alone, getting out and doing something, and self-acceptance. Hence, coping strategy can be a vital component to reduce pressure in unpleasant situations and experiences.

#### **4.1 Strengths**

- A rich, complete and in-depth understanding is developed from the lived experiences of the participants regarding their body image.
- Body image concerns is an increasing social and personal concern in Pakistan for female university students. The data presented helped identify their lived experiences that shaped their body image concerns.

## 4.2 Limitations and Suggestions

- The sample was restricted to one gender only, i.e., female. Males have shown an increased tendency to body image concerns too due to the fast-moving pace of the society.
- Due to time constraints and uneasy availability of participants, participants were interviewed only once.
- Multiple interviews of participants should be done in order to get a more proper insight of their views and experiences.

## 4.3 Conclusion

The results of the current qualitative study describe the essence psychosocial and other potential factors on body image. It sheds light on “what” experiences were encountered by the female’s and “why”. It highlights the influences of certain factors other than psychosocial on a female’s body image. The participants reported to have suffered from the factors. Participants showed signs of emotional disturbances throughout their journey of development of body image. These emotional disturbances are considered dangerous and parents, teachers, any guardian should look out for them as they disrupt the normal functioning too. Analysis of the first theme highlighted some of the medical concerns faced by the females and how the influence of these concerns made them have distorted body image at some point in their lives. The second theme focused on aesthetic surgeries which reported the curiosity and well as reluctance of the participants to have them done. Third theme had its focus on the sociocultural influences. It stated that how certain traumatic experiences, comparisons, validation from men particularly fiancées and husbands and insight one has due to their type of education affects body image. The

last theme marked the cognitive perspectives and how one's cognition and thoughts play a role in their body image.

#### **4.4 Future Implications**

- The research provides a better understanding of the complex interplay of factors that contribute to body image issues. This could lead to the development of more effective prevention and treatment strategies.
- The research may lead to changes in policies related to body image, such as regulations on advertising or fashion industry practices that promote unrealistic body standards.
- A mixed method study can also be conducted on this phenomenon through qualitative measures and quantify the extent of body satisfaction.
- Government can develop plans and curriculum to encourage positive body image and acceptance regarding one's own self.
- A more comprehensive study can be conducted targeting the mothers of young generation to see their views and let them gain necessary insight.

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## **APPENDIX A**

I, hereby confirm that I have been informed about the purpose of this interview, which is being conducted by Ms. Sheeza Islam, student of BS Psychology at Kinnaird College. I confirm that I have asked all the questions regarding the research. I also understand my participation is entirely voluntary and I can withdraw at any moment during the research. I am free to request withdrawal of my interview or assessment records from her research later without any inquiry. I am fully aware that my response will be shared with her instructors and organization with which the interviewer is affiliated, and the data will be used only for research purposes. I also understand that my personal information will not be revealed, and confidentiality will be maintained. I recognize that there are no fixed timings of the interview, and it can be shortened if I do not feel comfortable.

I have also been given details of a psychologist in case I feel any difficulty handling and managing my emotions after that interview. I hereby give my consent to proceed with this interview and for further inquiries I can contact the interviewer.

Interviewers email: shizaislam26@gmail.com

Interviewees signature

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## **APPENDIX B**

## DEMOGRAPHIC SHEET

Age:

Weight:

Height:

BMI:

Education

- Intermediate
- Undergraduate
- Postgraduate

Marital status

- Unmarried
- Married
- Divorcee
- Widowed
- Others

Occupation

- Employed
- Unemployed
- Working part time

Birth order

- First born
- Middle born
- Last born
- Only child

Cultural background

- Pakistani
- Non-Pakistani

## **APPENDIX C**

QUESTIONS	PROBES	
What do you think is body image?	<ul style="list-style-type: none"> <li>• What is the first thought you get whenever you see yourself in the mirror?</li> <li>• What do you think about your physical self?</li> <li>• To what extent do you think your physical characteristics are according to the standards of society?</li> <li>• What do you think is an ideal body type?</li> </ul>	<p>• خود تو منہ میں دیکھ کر آپ کے ذہن میں پہلا خیال کیا آتا ہے؟</p> <p>• اپنے جسمانی خدو خال کے بارے میں آپ کا کیا خیال ہے؟</p> <p>• آپ کے خیال میں آپ کی جسمانی خصوصیات کس حد تک معاشرے کے معیار کے مطابق ہیں؟</p> <p>• آپ کے خیال میں مثالی جسمانی ساخت کیا ہے؟</p>
In what way do you think society provides an exaggerated standard of beauty?	<ul style="list-style-type: none"> <li>• How do you think social media makes an individual compare themselves with others?</li> <li>• How do you think advertisements and the media affect women's body image? How did they affect yours?</li> <li>• How do you think family plays a role in developing body image? What role did yours play?</li> </ul>	<p>• آپ کے خیال میں سوشل میڈیا ایک فرد کا دوسروں سے اپنا موازنہ کیسے کرتا ہے؟</p> <p>• آپ کے خیال میں اشتہار اور میڈیا ایک عورت کے جسمانی عکس پر کیسے اثر انداز ہوتی ہے؟</p> <p>• آپ کے خیال میں جسمانی عکس کے بننے میں خاندان کیا کردار ادا کرتا ہے؟</p>

	<ul style="list-style-type: none"> <li>• How do friends play in a role body image? What did yours play?</li> <li>• Has anyone ever passed any comments on your body? (If yes, how did you encounter?)</li> <li>• How do you think our culture has played a part in your body image development?</li> <li>• In what ways did brands and designers add in creating your body image?</li> </ul>	<p>• جسمانی عکس کے سینے میں دوست کیا کردار ادا کرتے ہیں؟</p> <p>• کیا کبھی کسی نے آپ کے جسم پر کوئی تبصرہ کیا؟</p> <p>• آپ کے خیال میں ہمارے معاشرے نے آپ کی جسمانی ساخت سینے میں کیا کردار ادا کیا؟</p> <p>• برانڈز اور ڈیزائنرز نے کس طرح آپ کے جسمانی ساخت میں کردار ادا کیا؟</p>
How did it feel when you were maturing up?	<ul style="list-style-type: none"> <li>• While maturing up, were you satisfied with your physical self? Did you notice any mood changes because of it?</li> <li>• Ever since puberty, do you feel stressed when going out because of the way you look?</li> <li>• While going through pubertal changes, did anyone pass any specific comments on your body?</li> </ul>	<p>• بلوغت سے گزرنے وقت کیا آپ اپنی جسمانی ساخت سے خوش تھیں؟ اس کی وجہ سے مزاج میں کوئی تبدیلیاں محسوس ہوئیں؟</p> <p>• بلوغت کے بعد سے کیا آپ باہر جانے وقت دہکنے کے انداز کی وجہ سے تناؤ محسوس کرتی ہیں؟</p> <p>• بلوغت کی تبدیلیوں سے گزرنے کے بعد کیا کسی نے آپ کے جسم پر کوئی خاص تبصرہ کیا؟ آپ کا کیا جواب لگا؟</p>
In your opinion, can one's self-evaluation influence their body image themselves?	<ul style="list-style-type: none"> <li>• How do you think respecting ones physical characteristics/body affects body image?</li> </ul>	<p>• آپ کے خیال میں اپنی جسمانی خصوصیات کا احترام کرنے سے اور انکو قبول کرنے سے جسمانی عکس پر کیا اثر پڑتا ہے؟</p>

	<ul style="list-style-type: none"> <li>• How did various eating habits (binge eating, stress eating or not eating at all) affect your body image?</li> <li>• How do you see yourself whenever having mood changes?</li> <li>• What kinds of words do you use for your body or to describe yourself? Reasons?</li> </ul>	<p>• کھانے کے مختلف عادات نے آپ کے جسمانی عکس پر کیسے اثر کیا؟</p> <p>• مزاج میں تبدیلیوں کے وقت آپ خود کو اور اپنے جسم کو کیسے دیکھتی ہیں؟</p> <p>• آپ اپنے جسم کے بارے میں کیا اپنے جسم کو بیان کرتے وقت کیسے الفاظ استعمال کرتی ہیں؟</p>
<p>Would you like to elaborate on something else?</p>		

**APPENDIX D**

Respected Mam Zara Haroon,

Department of Applied Psychology.

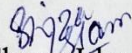
Kinnaird College for Women.

Dear Mam.

It is stated that I am a student of semester 7 applied psychology. I am conducting my thesis on "The psychosocial factors affecting body image in university students- A qualitative study" which is my degree requirement under the supervision of Miss Sara Asad (lecturer) department of applied psychology at Kinnaird College for Women. Since I am conducting Qualitative research, I require two faculty members from psychology department to review my interview protocol and final coding.

I will be highly thankful if you agree to review them and give your expert opinion.

Yours obediently,

  
Sheeza Islam.

F19BPSY001

Department of Applied Psychology

Supervisor,

  
Ms. Sara Asad

Sara.asad@kinnaird.edu.pk

  
8/12/22

Respected Mam Asma Majeed,

Department of Applied Psychology.

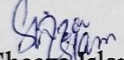
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I will be highly thankful if you agree to review them and give your expert opinion.

Yours obediently,

  
Sheeza Islam.

F19BPSY001

Department of Applied Psychology

Supervisor,

  
Ms. Sara Asad

Sara.asad@kinnaird.edu.pk



## **APPENDIX E**

**Interview 1**

R: Aoa.

P: W/salam

R: ap kesa feel kr rhi hyn ajkl?

P: I am okay just a bit stressed out for my thesis but apart from that I am okay.

R: Before starting my apko bta dn k the interview I am conducting right now is for my thesis and your confidentiality will be maintained and you can back out at any moment you like.

P: okay

R: so my ab start krn? Tou mgy ye b btayn k what is the first thought you get whenever you see yourself in the mirror?

P: wee whenever I see myself in the mirror it's like I am okay with how I look but then I start looking at the details k acne hy pimples hyn for example facial hair hy and then I start getting annoyed by these things and I want to do something with them. Apprantly I am okay with how I look but the details the small things that are, wo cheezyn mgy annoy krti hyn.

R: apka jo physical self hy usjky bary my apka kya khyal hy?

P: like how I look, my appearance my body type. I am okayish with that mtlb I am okay with how I look sometimes. If someone comes to me and says k acha tm tou itni ptli ho and suff like that, it does bother me pr ab km km. It is just the small things like I say again acne and those things annoy me jb theek ho jta hy I am okay jb ni hta tb I am annoyed.

R: did those comment like ap kitni ptli ho bothered you at any time?

P: umm yeah like jb bht ziada extreme py ho jta hy ya phr kbi kbar dil krta hy k i just want to change my type I just go and look for exercises like how to build up muscles and stuff but itna bother krta tha phly k my apny ap ko is cheez py beth k roti k acha mgy is cheez py log mgy suna rhy hyn and meri life is sy khtm ho jye gi k my bht ptli hn. Pr han kbi kbar once in a blue moon thought ajta hy ab b khudi.

R: to what extent do you think your physical characteristics are according to the standards of the society?

P: I am gonna say k 50/50. I am gonna say k I think the society is okay with how I look but at some time they are not. Mtlb I cant satisfy everyone. Mtlb k my us category my fall ni krti k ek healthy looking lrki hy mtlb if I can explain in this way k I am not overly fat my aisi category my fall krti hn k I look healthy but not weak. Tou I am gonna say 50/50 mtlb meri jo body type hy wo ek ideal us py b nhi jo hour glass figure hy but my utni ptli py b nhi ati k I look weak so I am gonna say 50/50. And society k standards ka kya hy? They keep on rising and unko pora krty krty hm khd pory ho jyngy. Abi tou my 50/50 keh rhi hn pr deep down I know there is something that makes me criticize myself. I don't know kesi dissatisfaction hy. Maybe I was bullied and body shamed kch kch tou is wja sy. Lkn whatever it is its not letting me be happy with who I am.

R: So ap k mitabik society ki jo ek ideal body type, apky mutabik wo kya hy?

P: its something between healthy and slim. Jo na ziada ptla ho k ek point py lgy hawa sy urh jye or na itna ziada healthy ho fat ho k log kahyn ye tou unhealthy hy. Mtlb if someone has big chest and big butt its okay qk ye ek healthy body type my ata hy. But haan you have a lot of fat tou wo thora hy. But I think k ye jo ideal body type hy ye ek hourglass hy. And having a proper figure jis my wesly srf chest and hips nhi atin apky face ki specific slimness, paon ka specific size and hthon ka mota ptla hna ye sb b fall krta hy. We think these are some minute cheezyn but no they are not. People specially girls get rejected for proposal or even jobs if they are not fulfilling that appearance wla criteria.

R: So how do you think social media makes an individual compare themselves to others? Mtlb khd ka dusron sy mowazna krny ki jo tendency hy.

P: So it has a very big impact mtlb ap ye dekh lyn Hollywood my hi dekh lyn mtlb not in Pakistan k if a certain celebrity is not happy with their body type they just go change it. tou its giving people the idea that if you are not happy with it tou jao paisy lgao change kro but they should instead teach us k you should be happy the way you are. So social media in my opinion is giving a very negative impact on body types. I remember k ek time tha when I was very underweight and tb ye implants ka jo scene chla tha that was rather new tou I was very intrigued by it k yaar ye krwana chye lkn not everyone has an easy access to such stuff right.

R: What do you think about advertisements k wo kisi b lrki k body image py role play krty hyn?

P: exactly krty hyn. Ab ap creams ko hi ly lo they are like if youre black ap ye wli cream ly lo gory ho jao gy. Mtlb what is wrong with being black? What is wrong with having a little dark complexion? Is white everything? I think advertisements also play a negative role ap health ki trf kr skty ho. In my opinion hna chye k if someone has acne, acne is something that is curable mtlb ye is trah ki cheez hy k apki skin damaged hy and theek ho skti hy ap is trah sy cheez ly k jao lkn ap ek bndy ko insecure tou na kro na k acha apka rung kala hy apka rung sanwla hy tou ap khoobsurat nhi ho. And oper sy slimming teas k adds jin my they caste slim actresses. There was this time in my school k my skin became very tanned qk I used to play a lot of sports tou tb jb my ads dekhti thi about getting fair complexion and all tou dil krta tha wo sb use krn lkn choti thi tou khd sy ly nhi skti thi tou ghr my hi totkay shuru kr diye thy. Kbi besan kbi glycerin and all.

R: Acha tou apky khyal my jo b body image k bn.ny ka process hy us my family role play krty hy?

P: family plays a very big role. It can either be positive it can either be negative. Ap khandan ko hi dekh lyn k ap bht arsy bd kisi auntie sy kisi chachu sy milty hyn and youre in puberty apky hormones change

hty hyn and you have acne on your skin. The first thing they say is Salam oh tmhari skin ko kya hua hoa hy ye kya hua hy? And then they go to your parents k isko kya hua hy isko kch khilayn pilayn. But then agr ap ptly ho tou tm tou bht kmzoor ho gye ho ya agr ap moty ho tou kitna khaty ho tm bht moty ho gye ho thora dieting wagera kro. Tou the first thing that families say after Salam is k they comment on your body. Especially in Pakistan. Apki immediate family tou nhi krti but log krty hyn and this is unfortunately how our society is. Meri family is very judgy about such stuff and I have a very huge family. Tou jitna mooh utni batyn. I had my dadi and everyone comment on me k kch khaya pea kro and agr kch khati peeti thi tou us py b k km khaya pea kro. I used to drink a lot of coke and chocolates tou my chahci once said to my mama k api iska ye sb control kryn wrna ye shadi k bd moti ho jygi. I was in 9<sup>th</sup> grade tb. Jb 9<sup>th</sup> grade is ap kisi ko aisy keh rhy ho tou usky dimagh py asr tou prna hi hy right. Complex ana hy insecurity hni hy. Jo thory bht concerns I had regarding my body image they started when a cousin ho mine who is my age commented on my complexion k tm kali ho. I am not kali wesly I have a neutral tone and she is white. Tou tb sy my bht insecure hna shuru ho gai thi. Ive had my chachi and chachu discuss this think k mery paon ptly hyn tou ducks jesy hyn. Aisy comments k bd wo b coming from your family tou ap kesy affect na ho? Meri immediate family has been supporting haan baba kbi kbar comment kr dety thy lkn unky comments concern wly ya pyar wly hty thy lkn ek hypervigilance si agai thi k koi positive comment hga my usko b negative ly k jaon gi.

R: apart from family, how did friends play a role in it?

P: I used to think that friends are okay the way you look friends don't choose you according to your looks friendship doesn't come with looks. If you have really good friends they will be you no matter how you look. They wont judge you according to you appearances tou friendship ka role I think so body image my is trah sy ata hy k they are happy with who you are and what you are. My friends back in college were really good and supportive but they used to point out minute details about appearance. Wo kehty mzak mzak my hi thy lkn agla tou mzak ni ly rha na. so I remember k hmdost apas my mzak kr rhy thy and ek

dost said yaar tera shohar tujy chor dyga tu itni ptli hy. As someone who has seen infidelity very closely is cheez ny mji bht disturb kr dia tha and they know mery family history they know k mery baba has done second marriage phr b they had the audacity to joke about something like this. All of this made me more and more conscious. And mood changes tou phr foran hty thy. One moment all of you are laughing and the other you are trying to control your tears.

R: has anyone ever passed any comments on your body?

P: many times k ap bht ptly ho. Tm tou hawa sy b urh jao gi or I have a bit crooked nose tou at first log notice ni krty lkn agr ghoor sy kryn tou krty hyn and then they start making fun k ye tou aerodynamics hy and stuff. I have acne tou mera bhai mji danydaar kehta hy jisko my mzak my leti hn lkn deep down I know k my kitni hurt hti hn. Is sb ka asr ye hua hy k mny apny emotions express krna bnd kr diye hyn bht.

R: tou these comments that you received; how did you encounter. Mtlb apka reaction kya tha?

P: I will say I will take it as a joke or phir if they get a bit too rude tou phr I backfire with their appearances. My kbi first comment nhi krn gi but agr koi bht rude ho jyga tou I will say k acha tm apna b tou dekho na. lkn my jb b akely hn tou I start overthinking k ye q kaha mji ye q and phr I start degrading myself. Mji lgta hy ye ab mera cope krny ka tareeqa bn gya hy k kch hta hy my overthink krty rhti hn and ek certain amount of overthinking k bd ja k chup hti hn. That overthinking is hardly ever positive.

R: tou apky khyal my hmari culture jo hy ye body image development my kya role play krta hy? Pakistani culture.

P: it has a very big impact qk hmari culture my specially in Pakistan ek lrki ko hi ly lo k gori ni hy tou rishta ni hga height choti hy tou rishta ni hga moti hy tou rishta ni hga. Mtlb hmari culture my specially for girls ye cheez dekhi jti hy. Uski degree uski education nhi dekhi jti uski body type dekhi jti hy uski physical appearance dekhi jti hy. The way she looks usky exterior k basis py judge kia jta hy not the interior. Specially in Pakistan bht negative hy.

R: tou apko kya lgta do these designers and brands play a role in creating body image?

P: ofcourse they do. They don't do it intentionally but yes they do in a way k specially in Pakistan Hollywood my mtlb bahir tou ye trend shuru ho gya hy k designers hrr body type k lye kpry design krty hyn and they have models for that. But in paksitan abi recently bcw guzra hy tou I have not seen a model who is healthy or who has a dark complexion. Jo sari models hyn they are slim, tall, and white. Ab wo ramp py ek dress chl rha hy bht acha khoobsurat and if another person who is completely opposite looking than the model, they will start comparing themselves with the model. They won't be satisfied with it. tou I think k ye jo designers hyn ek hi agr dress bnaya hy tou they should show k how would it look on different body types. This is what I west my shuru ho gai hy k ek certain design ko different body types py show krty hyn jo k ab Pakistan my b hna chye qk Pakistan my ye bht negatively portray ki jti hy tou this would be a very big and positive step if they do it but unfortunately aisa nhi hta.

R: acha tou while maturing up, jb puberty hit hui apko, were you satisfied with your physical self?

P: at that time no qk I am into sports a lot tou dhoop my khelna and when it hit I started having acne tou complexion and acne. I was you could say tom boyish tou I started comparing myself with other girls who weren't like me. They were quiet nice looking mtlb unki acne b nhi hy b and they were neat so I started comparing myself. It didn't bother me but looking at them I was like k kash my b aisi hti.

R: tou did you notice any mood changes because of it.

P: my moods did change but I started different products. Negative as such hua tha k ghr my ja k kisi sy kahun k I am like this and all but I was like k I started going into self-care k ye cheez suits be acne control krti hy tou I started using it more. I started being more cranky. Bahir ni jna agr jna hy tou will put on lost and lots of makeup taky behtr lgun. Agr koi compliment kr dy tou ykeen ni hta tha. And bahir sheesha tou blkul b ni dekhna qk what if my achi nhi lg rhi?

R: tou ever since puberty, did you feel stressed when going out because of the way you look?

P: ever since puberty... I think so yes. I feel stressed out. For example koi b function hy. But my jaon gi and see girls looking much more prettier phr my balon ko theek krna shuru kr dn gi and I will be asking

people k my theek tou lg rhi hn? I will start applying lipstick more tou yeah it has stressed me out. And the fact that k mgy logon ki trah makeup nhi krna ata tou this has also stressed me out k I wanted to look more girly but because of my tom boyish nature my itna girly nhi thi. Tou yes this has been a bit. Mtlb ksii function my haan kia hy. Isko aisy ly lyn k my sister usko tyar hny ka bht shok hy tou mgy nhi hy tou my jb wo ho rhi hgi tou I am like you're looking really nice, I know she looks nice but mgy pta hy k my lg ri hn but I start comparing myself k yaar mgy foundation theek krni chye lipstick lgani chye. R ye normal routine nhi hy this is only when koi event ata hy.

R: tou when you went through those pubertal changes, did anyone pass any specific comments on your body?

P: umm yhi sb comments on my body and paon ya complexion ya acne. Puberty k time k bd we moved out tou itna moka hi ni mila family ko kch b kehny ka.

R: acha tou apky khyal my, how does respecting your physical characteristics affect body image?

P: yes it does in a positive way. Mtlb ap isko aisy dekh lyn k jb ap are in a good mood tou youre confident about yourself. Youre happy in how you look. Self esteem boost hti hy. R jb self esteem achi hy tou insan ko apna ap acha lgny lg jta no matter what. When like is trah sy ly lyn k its quiet natural k when a girl has her periods she is going through the low part during that time of the month and she is not likin anything tou us time py ek tou ap pain my b hty ho and phr the way you look, everything annoys you. And when you are like happy ya koi acha mood hta hy tou it really does not bother you. Even in your pajamas you're like oh I look nice I rock. Tou yeah it does. Ab isko personally is trah sy lyn k if I can relate it to myself jb my bht stressed out hti hn koi assignment hti hy project nhi ho rha hta I am like bhar my jye sb but when I look at myself in the mirror tou I have dark circles I have pimples, I have acne tou my itna annoy hti hn r un days my me ek jura bnati hn tb mj sy wo b nhi bn rha hta. And I am like how am I looking. My phr uni jaon gi and logon sy pochun gi yaar my theek lg ri hn? Mery baal tou theek lg rhy na? oily tou nhi lg rhy? R normally my bother b nhi krty. But un dino my my lipstick b lga k jaon gi just to make myself look a little bit fresh. So yeah it really does matter a lot. And if you respect yourself k

you were created this way for a reason tou I guess apko phr kch ni chye to feel sad about.

R: tou umm do you think various eating habits like binge eating, stress eating, kch na khana tou do they affect body image?

P: Tou basically in my opinion your eating habits your diet is the biggest thing that controls the way your body looks in a way k ap bht unhealthy khaty ho tou apko acne hti hy tou yes your eating habits do affect your body image. Its more like k ap jb stressed out hty ho you eat a lot. Some people eat a lot some people starve themselves tou like kisi ny apko comment dia hy k tm bht moty ho gye ho tou wo either bht khana shuru ho jyngy ya starve kryngy khd ko. Ek hta hy positive way my lena if someone is fat tou bhooky hny sy you cant be pta. For that you need a proper diet plan. Tou yes it does. Log isko negative way my ly jty hyn but they shouldn't but that is not the case qk phr obviously log aisy lyngy tou the world would be perfect and stuff like that tou yes it does affect your body image. And I think so k ye mostly psychological b bht ziada hy.

R: Acha tou how do you see yourself whenever you have any certain mood changes?

P: umm I think so my mood affects a lot k how I look. Whenever I am down tou mtlb ap iski ek example yei ly lo k my jb university jti hn tou I am like okay fresh bht acha lg rha but agr kbi university my I start having periods or I am not feeling well tou mera huliya 180 ka shift leta hy k I look like I am a walking zombie and ye k log kya kahyngy log tou kahyngy k yaar isko kya ho gya hy? Mtlb k I don't like the attention on myself but apky smny ek class fellow hy apka jo bimar lg rha and people will start asking questions and it is like side py ho jao sb mt pocho sar my drd mt kro tou yes it does. And jb my khush hti hn tou I am the most confident person you will see. Mtlb mjy ye comment mila hua k tm unit yar ho k kb ati ho? Studying in a fashion institute its sometimes very difficult to cope with the ongoing trends and that to some extent takes a toll on me lkn mny bht control rkhnay ki koshish ki hy is py b. Mtlb my agr apny baal kholun gi tou I am happy with the way I look. My simple pony bandh k ya jura bandh k jaon gi.

Unlike other girls my itna makeup nhi krn gi my tyar ho k nhi jaon gi. Tou mgy ye comment bht mil chuka hy k tm tyar ho k kbi ai hi nhi ho. R at that time I am like ok theek hy mgy apna ap bht acha lg rha but when I am at my low ye comment mgy affect krta hy and then I am like mgy shyd thora sa makeup kr k jna chye. My phr hlki si foundation lipgloss lipstick lga ln gi wrna most of the time during the month I am okay. but yeah sometimes my emotions hit and I am really down. Tou I start questioning and wo time hta hy jb my wardrobe k smny 10min khri hngi and apny achy sy neat kpry dhondun gi k kis tareeky sy thora sa formal look dn I will look good and presentable.

R: acha tou have you, yourself ever passed any comments on your body? Khd sy kbi koi comment.

P: yes I have in a way k ek time the jb my logon k ya meri friends k ya jn.ny wlon k rishty ho rhy thy and some of them got rejected because of the way they look phr my khd ko sheehsy my ek do dfa, not frequently but rarely k if I had a bigger butt it would be okay if I had a bigger chest it would be okay. But ye jo cheez hy ye ek adhy ghnty ka hga. This is something that comes and goes in my mind and the next min I am like screw it. If someone does not like me the way I am, it is their fault. Agr koi mj sy khush ni tou wo phr mery lye nhi and the people who love me will be happy with how I look. Tou I have questioned myself but it hasn't been that much jo log normally krty k agr ap betho kisi k sth tou wo rant kryngy I am not happy with my body type. Mgy apna skin ka color ni acha lgta mgy ye ni acha lgta wo ni. Ye cheez mery sth hti hy but rarely.

R: tou I would like to conclude this interview with one last questions, would you like to elaborate on something else?

P: umm I am gonna say k if you ask what is new what has changed tou apny ap ko compare krn tou I would like to conclude this aisy k jo mery andr jo change aya recently regarding my body image, its that k about a few months ago I got engaged. It's an arrange marriage I didn't know the guy then, but us sy phly jb Rishta aya and stuff I was like makeup kr k nhi bethna. I am gonna go all natural. If they are gonna like me, they should like me the way I am is trha sy my unky smny gai thi and jb ho gya tou I am like k

surprised k jb milna hy milny ayngy tou mgy tyar hna hy presentable lgna hy mtlb not like k jb aya tha jb my nhi thi my thi but I went for a more natural look makeup ni tha lipstick was very natural tint and blkul slight foundation just to cover up my acne r itna blush b nhi tha but now I want to go be nice k abi b itna makeup nhi but I want to be more presentable. This is the change that I feel regarding me and I think its positive mtlb na chahty hue b ek shift aya hy not negative k to look presentable in the eyes of someone you care and want to get married to. I think its not that bad. And I also think k ye concern srf lrkion ka nhi hta. Recently I met a friend of mine r uski skin py kafi acne thi jis py mny unconsciously kaha k ye kya hua hoa hy jis py us ny kaha k stress hua hoa and my khtm krna chah rha hn and a few times some of my male friends have come to me k they don't have a lot of female friends k hmyn bta do kesy acne km kryn and then I tell them the desi totkas and kai dfa tou mer bhai b aya k hlki si dandruff hui hy ya shkl py dany nikly tou kis trah sy krn tou and khasoosan agr lrky over weight hn tou is py b k lrkon ko b bola jta k yaar tm kitny moty ho and my fiancé is like k wo XL sy medium py aya and kisi ny usko ek dfa kaha k tm bht moty ho and usi sitting my 2 3 dfa kaha r target kia to the point k now he is crazy for gym in a way k ptla tou ho gya hy pr unhealthy fat b khtm krna hy and I don't think k its bad pr wo agly ko ghlt sabit krny k lye mtlb koi negative comments thy jo usko is point tk laye. Tou I think k body image lrky lrkion dono py affect krta hy lrkion py ziada isi lye k jb Rishta ata hy tou lrkion ko usi ki basis py judge kia jta hy. And this is all I have to say.

R: so I will be ending my interview here. If you have any concerns regarding it you can email me. My email is on the demographic sheet. Thank you so much. Allah Hafiz.

P: Allah Hafiz.

## Interview 2

R: Aoa.

P: W/Salam.

R: kesi hyn ap?

P: my theek hn ap kesi hyn?

R: blkul theek. Kesa feel kr rhin hyn ap ajkl?

P: acha feel kr ri hn.

R: acha interview start krny sy phly my apko bta dn k apki participation voluntary hy r apki privacy maintained rhygi. Ap kisi b time drop out kr skti hyn.

P: theek ho gya.

R: acha tou interview start krty. Mjy btayn k khud ko sheeshy my dekh kr apky zehn my phla khyal kya ata hy?

P: k my bht moti hn. K mera figure blkul acha nhi hy my blkul achi nhi lgti. Ye society won't accept me. The dress wont suit me. I won't look good r my blkul b dresses sahi sy carry nhi kr skti. R my blkul b achi nhi lgun gi jb b kch pehnun gi qk I don't have that hourglass perfect figure. So, I won't look good in anything I'll wear. I don't like myself much. I don't like my figure. I don't like me. Qk meri body r physique aisi ni hy jesi ajkl portray ki jti hy social media py. Wesi hni chye. Everyone is bragging about hourglass figure now a days and I don't have that. I am really self-conscious about that.

R: acha tou apny jismani khado khal jo apka physical self-hy, usky bary my kya khyal hy apka?

P: my totally disappointed hn mtlb k I don't like them k I don't like my nose, I don't like my figure I have a belly I look fat whenever I look in the mirror tou my iski wja ys bht upset rhti hn r mjy depression r tension b ho jti hy iski wja sy.

R: acha tou apky khyal my apki jismani khasoosiyat kish d tk hmari society k standard k mutabik hyn?

P: nhi blkul b nhi qk mera weight mjy lgta hy bht ziada hy tou koi b dress wagera fit ni ata r my achi nhi

lgti. Tou mgy lgti hy my fit ni ati society k standards pr. R mgy nhi lgti hy k my achi lgti hn. Mgy mera face py b bht fat hy mtlb k mera face b acha ni lgti. Mooh bara bara lgti hy k kafi bara mooh hy tou acha nhi lgti aisy.

R: acha apky khyal my ideal body type kya hy?

P: hour glass figure. Ek hourglass figure hi ideal body type hy. Tall height ho. Meri height b itni achi nhi hy. R ek tall ho r acha sa figure ho ptli si kmr choti si chiseled waist ho r abs b bny ho jesy k ajkl social media py hy. Sb influencers k abs hty hyn. Chiseled si tummy hti hy round butt hti hy tou mera aisa kch bhi nhi hy.

R: acha tou apky khyal my social media apna kisi k sth comparison krny k ruhjan ko brhata hy?

P: bht brhata hy. Hm jo hyn kisi ko dekh k bht mutasir ho jty hyn k yaar usko dekho she has that chiseled figure she has that hourglass body. Mery pass nhi hy tou my tou nhi achi lgti r mooh b acne ka issue ho jta ny weight gain k sth pcos connected ho jty hyn. Bht sary issues hyn tou mgy lgti hy social media bht ziada krta hy. Uski wja sy bnda depression ka shikar ho jta hy k yaar mgy b aisa bn.na hy. Lkn my kr nhi pa rhi. My wo routine carry nhi kr pa ri tou us wja sy.

R: acha apky khyal my adds ya media body image ko affect krta hy? Apky body image ko kesy kia?

P: blkul krta hy. Ajkl tou bht adds ye wla kehwa peyn wo powder khaytn ap ptli ho jyngi halaky wo health k lye dangerous hyn. My ek nutritionist bn rhi hn I know they are hell for your body. Blkul achy nhi hyn bht side effects krty hyn. Tou bht adds hty hyn wo b kpry wagera jesy sb kch perfect figure wli py. Halaky jesy wo Victoria secrets wli models hyn unka 5 days sy khana peena wagera bnd kr dia jta hy wo srf pani peety hyn. Pani b aisy k phly 5L phr 3L 2L r ek din phly ramp py walk krny wly blkul pani ni nhi peetin. They are like exhausted. Damn hell exhausted. Bht ziada khrb jo hy. Wo aisy express krty hyn jesy apko ye cheezyn krni chye tb hi apka perfect figure ho ga. Bary mushkil tareeqy sy models ko starve kr k portray krty hyn. Lkn hm logon ko ye sb pta b hy phr b hmyn wesa hi dikhna hy yaar aisa hi dikhna hy. Lkn wesa dikhna is not possible unless you starve yourself out. Tou wo bht affect krty hyn ye adds wagera r mery body image ko b bht affect kia. My dekhti hn k mgy b aisa bn.na hy mgy b ptly hna hy r

jesy k I am in a relationship tou mera finacee bht is cheez py krta hy k mgy wight loose krna chye. Ab uski behn itni achi r achy figure wli hy r uski baki doston ki bndian b achy figure wli hyn toy wo kehta hy k mery wli ka b figure acha ho. I have to lose some wight tou wo b kafi pressure krta hy. Ye adds wagera ko dekh k b kafi pressure feel hta hy. Meri body image affect hti hy. Mental abilities mental health affect hti hy k mgy aisa krna hy. Meri itni tough routine hy bhtziada tough life hy. Prhti b hn job b krti tou mery pass time ni hta. My koshish krti hn ek healthy routine opt krn k my 30min ki exercise b krti hn mtlb walk kr leti hn but I think that is still not enough. Hour glass figure k lye bht ziada starving r exercises hti hyn so I cannot do that. So, all it gets to me is pressure and depression.

R: acha tou apky khyal my family ny koi role play kia is sb my?

P: meri family ny bht ziada criticize kia k mgy weight loose krna chye wrna mera fiancée ho skta hy mgy chor dy. Wo bhi qk bht ziada criticize krta hy k yaar kro weight loose kro r meri family b mgy bht krti hy k ye kesa bedhangi tm lgti ho. weight loose kro km khaya kro aisy na kia kro wesya na kia kro. Rishta nhi hga agr ho gya hy tou toot jyega. I can not survive like this etc etc.

R: acha tou is sb my friends ny koi role play kia hy?

P: blkul kia hy. Meri friends mgy bht mock r bully krti hyn. My express nhi krti but it deeply hurts me. Mgy depression deti hyn meri friends mera mzak urati hyn. Dekho ye moti hy mtoi hy. Dekhi iska pait dekho. Tou mgy bht depression feel hta hy jb meri dostyn mgy is trah kehti hyn. K wo dekho kitni moti hy yaar ye kya bhalu bni hui hy alu bni hui hy. Tou wo us wqt tou my let it go kr deti hn but mgy bht affect krta hy r my depression ka shikar ho jti hn.

R: acha tou kbi kisi ny koi comment pass kia apki body py?

P: g aksr bht ziada. Friends dekhyn family dekhyn. Jo b dekhta yei kehta k oye moti idr ao.

R: tou ap ny in comments ko tackle kesy kia?

P: tackle is tareeqy sy kr ri hn k bs I just bear them out r khudi self-depression ka shikar ho jti hn. Meri

self-esteem tbaha ho rhi hy. R btati ni but deep down I am in great depression and pressure k mgy society ki demands ko meet krna hy r etc.

R: acha tou apky khyal my jo hmari culture hy is ny apki body image k bn.ny my koi role play kia hy?

P: blkul. Hmari culture jo hy wo blkul skinny wlon ko jeeny deta hy na moty wlon ko jeeny deta hy.

Hmary culture my jo ek perfect figure wo tou attain krna bht hi mushkil hy. Atleast jo bahir jesy western countries hyn un my hyn k hourglass figure hi hta hy. Idr tou mtlb society ki demands meet krna bht mushkil hy perfect figure tou bht mushkil hy. Skinny wly b msly my hyn r jo ni skinny moty hyn wo b msly my hyn. Bht mushkil hy idr tou.

R: acha tou apki body image my role play kia hy culture ny?

P: blkul kia hy mgy b wo ek jo society ka perfect figure jo hy the stigma us my meetup krny k lye bht hta hy. My kch b kr ln. phly my bht ziada skinny thi my ni sahi lgti thi sbko ab mny weight game kia hy my abi b sahi ni lgti. Dead sure k my kch loose b kr lgi na tb b sahi nhi lgun gi.

R: acha tou apky khyal my brands r designers body image k bn.ny my kesa role play krty hyn?

P: ye bht ziada qk dekh lyn sary deisgners r brands apny kpry perfect figure wli model py display krty hyn. Whi baat hy k Victoria secrets ki model ki btai thi k shoot sy phly yhey starve themselves up. R wo itni hard exercise krty hyn. Water intake b cut out kr dety hyn tou wo ek shoot sy phly kafi mehnt krty hyn freish workout krty hyn tou wo b dekh k kehty hyn k yaar ye tou 24/7 hi aisi rhti hyn and they look so damn good kitna cha figure pait b ni nikla hua kch khati hyn tou blkul tummy lgi hti hy but aisa kch ni hy un py dress aisa lgta hy k suit krta hy. My pehnun gi tou ni suit kryga. Ab model hy 6.3 r 6 r 5.10 5.11 with a chiseled hourglass figure tou ab wo dress mery jesi bndi k lye ni tou I think k it wont suit me. R ab jesy dekhyn k kch designer sary designers XL r L ya jo b plus size k hyn kpry bnwaty b ni hyn wo apko order py hi ja k tyar krwany prty. Jo wo bnwaty wo whi regular perfect size jo hmari society ka hy ek whi wly kpry wo hamesha bnwaty hyn r kbi kbi tou I've seen some people k meri dost thi kafi moti thi uski

shadi thi wo gai kpry silwany us ny order dia tou wo kehty k apka tou bnwa hi nhi skty hm. Design ap py bnyga hi ni. Bht ziada lgyga etc etc.

R: acha tou balughat sy guzrty wqt mtlb mature hty wqt kya kbi apni body type ko ya jisamni sakht ko dekh k ap ny kch feel kia hy? Iski wja sy koi mood my tbdilian aien?

P: g bht ziada. Obviously, puberty my body kafi ziada disturb hui hti hy kafi hormonal changes b acne mgy wesly b bht issue hy tou bht ziada depression my rhti thi k mgy apny ap ko change krna hy. I was always not happy k who I am. Tou ye bht msla rha hy mery sth.

R: acha tou koi mood changes jo ap ny mehsoos kiye hn?

P: blkul my depression my rhti thi r ghr wlon sy b sb sy chiri chiri r ek angry young bird type k sb kehty thy yaar puberty hit her hard k mtlb is py sahi sary mood changes jo sb kehty hyn puberty my hty hyn wo sary sary mj my applicable ho rhy hyn.

R: tou balughat k bd sy kya ap bahir jty wqt jis trah sy dikh rhi hyn uski wja sy koi tnao mehsoos krti hyn?

P: g bht ziada mny phr my fit clothes nhi pehnti thi shirts r jeans tou blkul b ni. I would wear some baggy shalwar kameez with a huge sacrf. My usky bgair ni jti thi k mery tummy roles nzy ayngy r jo b fat hy wo ziada pta lgyga tou I should wear some baggy clothes. R beech my tou aisa hua tha k mny bahir jna blkul bnd kr dia tha. My blkul socially interact krna chor dia tha. Bht hi introvert type ho gai thi k obviously k my bahir jaon gi log dekhyngy they'll pass some comments I won't look good. Mny blkul apny ap ko isolate kr lia tha k ab kch b ni ho skta. Is sy acha my ghr my rhun sb ki batyn sun.ny sy acha hy apna mzak urwany sy acha hy k confident feel hi ni kr ry about oneself tou kya faida phr bahir jny ka.

R: acha tou jb puberty sy guzrty wqt jo b body py comments pass hue unko ap ny kis trah sy tackle kia?

P: tackle ni ho pata tha tb tou my r choti thi tou ab tou phr sense agai k I should try to accept myself in the way I am but tb tou bht feel hta tha. I would cry all night. Cry my eyes out. Bht mgy depression pressure r

sadness anger sb kch mixed feeling k sth guzrna prta tha.

R: acha tou apky khyal my apky jismani khasoosiyat hyn unko respect deny sy ya qabool krny sy kisi ki body image py kya asr prta hy?

P: is sy mtlb apko confidence appreciation milti hy k jesi hn usi tareeqy sy psnd krna chye. You have to accept who you are. Tou jb koi apko aisy positively pressure deta hy is baat py encourage keta hy tou affect hta hy k theek hy yaar accept krna chye koi b perfect ni hta sb k andr koi na koi insecurity hy sb k andr koi aisi baat hy jo usko ni psnd. Kisi ko baal ni psnd height ni psnd naak ni psnd kisi ko weight ni psnd kisi ko color ni psnd. Everyone has their own insecurities tou sbko appreciate krna chye r positively push krna chye taky apny ap ko usi trah sy psnd kryn jesy wo hyn.

R: acha different eating habits ny apky body image py kesy asr kia?

P: is ny b bht affect kia k jesy my bht sad hti hn I eat lot especially junk food a big cane of coca cola. Obviously jb bnda stressed out hta hy in sb cheezon sy thak jta hy kehta hy chlo yaar kch hna hy ni khao peo stress eating bht ghlt hy. Kbi kbi my anorexic b ho jti thi anorexia bulimia ye sb cheezyn mix ho k attack krti thn jb bht khaya binge eating kr li sara nikal dia. Khaya laxatives use kr lin. Mny aisi bht hrkty ki hyn bht ziada qk my ek time ata hy k apki bs bs ho jti hy sbko sun sun k r aisy mny ek time ata hy k ap bht thak jty ho tou ap itny maooof ho jty ho k ap ye sb binge eating stress eating py ajty ho. R stress eating k bd jo weight gain hta hy wo apko r stress krta hy. Tou phr ap kbi kbi starvation py chly jty ho. I would starve myself out for 2 days bs pani pe lia farigh bs pani pe lia r bht sary issues hyn sary ka major yei hy k agr ap apny ap sy khush ni ho insecurities k sth khush ni ho they'll kill you at the end.

R: acha tou jb b apki mood changes hty hyn tb khd ko kesa dekhti hyn?

P: aisy hta hy k bht ziada affect hta hy r kya my mtlb isy kesy elaborate krn k apna ap r bura lagna shuru ho jta hy jesy PMS ho jta hy us sy hormonal changes ziada ho jty hyn. Ap itna stress ly rhy ho tou obviously apko hormonal changes msly wagera hty hyn. PMS ho jta hy r if untreated PMDD my convert ho jta hy. Tou apko acne ho jti hy phr apka apny weight sy issue phe acne ka issue face ni psnd you

totally isolate yourself out close in a room cry your eyes out tou bht affect hta hy r us wqt itny mood changes ki wja sy r bura lgta hy obviously you have that acne because of yourself your stress depression PMS hormonal changes tou us wqt apko apna ap bht bura lgta hy r stress eating itna ziada khana shuru ho jti hn r usky bd r weight gain r buri lgti hn. Whenever see myself in the mirror I just apny ap ko r bura bhala kehti hn self talk krte hn bht ziada apny ap ko khudi bura bhala kehna shuru ho jti hn apny ap sy upset rhti hn. Tou yes aisy hta hy bht ziada.

R: apny jism k bary my ya body ko describe krty wqt ap kis kism k alfaz use krty hyn?

P: totally imperfect. I am not perfect. I am not even close to perfect tou I think imperfect and round figure would be perfect to describe myself my figure so yeah I would say imperfect qk at the end it's a sad reality k hm sb kehty hyn bht k yaar accept yourself who you are r ek dusry ko motivate krna chye pr hm khd kbi satisfy nhi ho skty. Hmny apny ap ko satisfy krny k lye khudi mehnt krni prygi wo hmsy ni ho payga. Hmari mind accept hi nu kr skyga. Mtlb society k standards din b din brhty ja rhy hyn. Ab jesy phly ki heroines wo normal lrki k dize ki hti thn koi chiseled figure koi waist abs kch b ni hty thy. Ab ki heroine ko dekho. Uff itni figure unka perfect choti kmr abs r ye sleeked cheek bones jawlinw sleeked wagara. Tou aisa ni achieve kr skty. R un hy dekh k bd aisy hi krty rhyngy yaar kash kash kash. R wo hmari mental health ko kbi ni sudharny dyga. Apny ap ko kbi love ni krny dyga.

R: now on to the last question, would you like to elaborate on something else.

P: g sb sy ziada issue mjy bother krta hy k mera color kafi dull hy literally close to black tou my usky bary my bht insecure na hti shyd agr society itna push na krty. mjy kbi kbi lgta hy k all that matters are the features. Features achy hyn tou ap already attractive lgty ho. You have that sense of talk the way of talk k ap ek achy tareeqy sy thezibana tareeqy sy baat krty ho achy akhlaq k sth tou ap already attractive ho. But these are not enough for our society. Nhi hy chahy society jitna kahy nhi color doesnot matter height your weight does not matter. It does. Our society forces it to be mattered. And to be a important topic r important problem k krty hyn sb bht jesy shadion py jti hn ye kya hua tm gulab jamun bn gai ho aisy jala hua rung phly tou ni hta tha ye cream lgao fair and lovely lgao faiza beauty cream lgao. Get some

glutathione injections. Get some surgery etc. r ek acha gora rung hi hta hy tou apko psnd kia jta hy. Kaly rung wlion k rishty b ni aty. They are not accepted by society. They don't look anything in their way. Tou bht sara stigma hy. Extended fam ko dekh lyn jesy aba chachu chachu taya tai jesy females of our family, they really point out criticize you, mock you k dekho yaar iska color kya gulab jamun bn gai hy. Light bnd ho gai hy tou ye nzn ni aygi. Kya tmhara miyan tm py tou makeup b suit ni kryga. Light color sb sy bara stigma light colors ek gali bn jti hy jiska dull color ho k wo pehn hi ni skta k inhibit hy no go zone area bn jta k light colors ni pehn skty suit ni kryga r kaly lgogy. White is prohibited. Pastel colors are prohibited. You cannot wear them. You cannot wear light makeup jesy nude lipsticks hyn light oink hy light colors k lipstick hty hyn nhi lga skty qk kehty hyn kya lg ri ho artificial lg rha hy sb gnda lg rha hy r phr whi k ap beauty creams buy kro. Bht issue hyn log bht inlaws lylo apko push krty hyn k apny self ko hate kro. Hate yourself you are not good kch b krlo color fair b ho na tb b koi na koi burai nikal lety hyn. But society pressurizes us k hm ni accept kr skty apny ap ko jesy b hyn.

R: chlyn that's all for the interview. Thank you so much.

P: Thank you.

R: Allah Hafiz.

P: Allah Hafiz.

### Interview 3

R: Aoa.

P: W/Salam.

R: Kesy haal chaal hyn apky?

P: My theek hn ap sunayn?

R: My bhi blkul theek. Acha my interview start krny sy phly apko btana chahti hn k apki participation voluntary hy ap kisi b time py withdraw kr skti hyn.

P: G theek hy.

R: Acha tou ap ye btayn k khud ko sheeshay my dekh k apky zehn my phla khyal kya ata hy?

P: Ek achi confident lrki jo k apny dreams ko fulfil kr ri hy idr Kinnaird my a k. that is what I see.

R: apky apny jismani khud o khal k bary my apka kya khyal hy?

P: I feel like k my jesi b hn, khuda ka shukr hy sahi hn. Height my, weight my, body image my blkul perfect hn r jo mery bary my jo b khayalat rkhta hy my us sy blkul itefaq nhi krti. My jesi b hn mery apny bary my views bht positive hyn r my khush hn Allah ny mgy bht neematon sy nawaza hy. Bht achi neematyn di hyn.

R: acha tou apky khyal my apky jo jisamni khasosiyat hyn wo society ki standards k mutabik hyn?

P: mgy feel yei hta hy k my blkul theek hn. Ho skta hy kch log sochty hn k shyd meri height km hy but mgy kbi aisa mehsoos ni hua r agr kbi kisi ny mgy aisa mehsoos krany ki koshish ki hy tou I just shut them down. Mgy na mery maa baap ny sikhaya hy k my society sy km tr hn ya society sy ziada hn. Jesi b hn blkul theek hn. Tou mgy apny body image sy koi issue ni hy kisi b trah ka.

R: apky khyal my ideal body type kya hy?

P: umm I think.. umm.. ap mery bary my poch rhy na k mgy kya acha lgta hy? I think ek normal lrki jiski height approx. 5.5 5.6 ho weight maintained ho normal ho. I think that's it. meri koi itni preferred body types nhi hyn because I think my is baat ko smjhti hn k society my hr trah k log hty hyn. Jis trah my biology kin student hn tou mgy pta hy k apki genes py dependent hti hy ye. Tou na hmyn kisi ko judge krna chye tou ye Allah ki di hui neematyn hyn. Tou I think that's it.

R: acha tou apky khyal my social media khd ko dusron sy compare krny k ruhjan my asr andaz hta hy?

P: haan bht krta hy. I think k ajkl k lrky r lrkian social media my different celebs ko r influencers ko dekh kr un sy mutasir hty hyn jiski wja sy lrkian cosmetics r jitni b hye ajkl parlors my different kism ki therapies ya even plastic surgeries ki trf unka ruhjan ziada ho rha hy. Isi trah lrkon ka jis trah gym my ja k body building even k you don't feel like it, you don't want to but you want to impress the society so you do it. so social media has played a lot of role in that area.

R: acha jo ishteehar hyn r media hy wo kisi b orat k body image py kesy asr andaz hta hy?

P: I feel like different countries jo hyn jesy yahan Pakistan my bht smjha jta hy k gora rung hna chye lrkion ka tou is trah bht ziada creams hyn jesy fair n lovely wo dark lrkion ki images ko dikha k k ye acha rung ni hy isko improve krny ki zroort hy unko criticize krta hy r jo apni jo hy I think k scheme chlaty hyn k hmari fairness creams sy ap bht khoobsurat lgyngy. Is trah k misconceptions create krny ki koshish krta hy r bht si aiai companies fitness teas wagera introduce kratin hyn. R woi k lrka ya lrki mota hy tou ptly ho jyngy. That is just ingeneral criticism on body image to yeah they do play a role in that too.

R: did they affect your body image?

P: I think so, to some extent yeah. When I was small jb mgy pta ni tha before univeristy tb my itni confident nhi thi and I was susceptible to these things k shyd meri height itni lmbi nhi hy shyd mera color society k mutabik nhi hy but since my Kinnaird my ai hn I feel like mera confidence bht increase hua hy.

I just don't pay attention to these sort of thing and I am thankful to the way I look.

R: apky khyal my body image k bn.ny my family koi role play krti hy?

P: haan mny ye bht mehsoos kia hy k bht si jo meri dostyn hyn, naam my unka nhi lngi pr unki jo maayn hyn unko complex my laati hyn k apni doston ko dekho unki height bht achi hy unka character bht acha hy unki personality bht achi hy. Tm na khati ho na ye krti ho tou I think ye parents or specially maayn lrkion k dimagh my misconception dalti hyn. Tou yeah I do think k khala chahcian r dadiyan b bht role play krti hyn.

R: did your family play any role?

P: shukr Allhandullilah mery maa baap ny mgy aj tk kbi aisa kch ni kaha qk mery walid sahab ka bht is trf ruhjan hy k lrkian bht confident hni chye hyn r unho ny mgy hmesha empower kia hy r meri walida ny b tou I think unho ny mgy aj tk kbi aisa kch ni kaha r agr kbi kisi ny kehny ki koshish ki tou unho ny us bndy ko shut down kia hy agy sy.

R: acha tou ek body image k bn.ny my friends kya role play krti hyn?

P: I think k jis trha mny phly baat ki hy k aj kal ki generation tou khas toor py social media r ye hr trah ki social events ya schemes sy aware hyn tou I think k ek particular group of friends, peer pressure bht hta hy k meri sari friends bht ptli mods cod bht fashion k kpry is trah ki cheezyn r my nhi krti r usi trah apko complex b deti hyn k hm itny ptly hyn tou hm apko a[nu group k sth affiliate nhi kryngy. Ap hmary overall body image ya personality carry ni krti tou yeah they do play a role.

R: tou did your friends play any role?

P: umm no I don't think so meri majority friends achi hyn. Maybe shyd down the road someone would've called me chubby ho skta hy mgy tb bura b lga ho pr now when I think about than I am like yeah whatever. Even if I was chubby I don't care now because I am satisfied with my body image.

R: tou kya kbi kisi ny apki body py koi comment pass kia?

P: I think so kia hy jis trah mny apko kaha hy k mgy aksr clg shuru hny sy phly Kinnaird any sy phly I was a little over weight shyd kiis ny mgy chubby bola ho not fat but chubby which is very delicately disguised saying that youre fat. Yeah I think k us wqt bura lga ho but now mgy jo b kch kehta hy tou I don't care.

R: tou ap ny encounter kesy kia us comment ko?

P: umm phly mgy is baat ka pta ni tha k my logon ko kesy control krn qk I wasn't that confident so my chup hti thi ya baat ko change krty thi pr ab koi boly tou I would give them a reality check k everyone is different my apny maa baap jesi hn ap apny jesy ho. Tou everyone is different. You cant expect the same body image from everyone so I think everyone should mind their own business.

R: acha tou apko kya lgta hy hmary culture ny maashray ny body image k bn.ny my koi role play kia hy?

P: haan g jis trah yahan ka almia ye hy k jis trah rung py bht baat kr ri hn jo bht valid hy k yahan ki lrkion k rung ek genetic baat hy zoada fare nhi hyn saanwaly hyn tou woi almia hy k nhi ye rung nhi hna chye ye gory chitty rung. I do believe k average yahan ki lrkion ki height 5ft ya us sy km ki hyn tou us pr b bht kaha jta hy k ye larki na iska rung acha na height. I think character ya personality py koi ziada ehmiyat nhi deta. Tou maashray ny haan g bht kia hua hy specially social media k zariye sy bht kia hua hy.

R: apky khyal my brands ya designers ny koi role play kia hy?

P: haan g blkul. Jis trha ajkl bareeze limelight is trah k kpary hyn unky sizes my ja k dekhyn tou oversized logon k lye koi nhi hy jo cater krty hyn. They are like you know itni slim kmry hni chye apki tou ye apko fit ayngi same goes for shirts frocks t shirts jeans. Tou I think yeah k unho ny jb sy ek specific logon ko cater krna shuru kia hy while ignoring or over shadowing the others. Tou yeah they also play a role.

R: tou is sb ny ap py koi affect kia?

P: umm nhi because jesy mny btaya k prh prh k mgy aisa realize hua hy k society will just keep on saying jo b latest trend ayga they'll just jump on that and move with that. Apko apni resources r apni aql isteemal

kr k dekhna chye k ap kahan fit krty hyn. So I don't really care about those kind of things k brands kis ko cater kr rhy hyn mny apni asani r apni comfort ko dekh k apny opinions formulate krty hn so jo mgy kbi affect nhi kia.

R: acha tou while maturing up, ap ny jo apki physical self hy us sy satisfied thn?

P: phly nhi thi jis trha bola k mgy itna confidence ni tha apny oper tou shyd my logon ki baton sy kisi hd tk influence ho jti thi pr ab I realized k these thing don't matter tou I am really satisfied with my body.

R: tou phly jo b hta tha tb ap ny koi mood changes note kiye apny?

P: shyd thory thy. Periodically yeah ho skta hy my khd ko compare krty thi kisi sy k I wish I was as slim as her or as tall as her or as fair as her. Yeah sure maybe I am not gonna lie hty thy kbi kbi but now I don't care anymore.

R: ever since puberty, bahir jty wqt jesa ap dikh rhi hyn uski wja sy kbi tnao mehsoos kia?

P: haan kbi kbi bcz umm I don't think k people talk about it but when you reach puberty tou men start looking at you in a different way umm and I am not talking about the men you know. Even when you're walking on the street, men do look even it's a common thing. So yeah, I have noticed people staring at me and I start comparing myself with other girls because you know ow moti hy wo ptli hy etc. but I just don't pay any attention to them anymore.

R: acha while going through pubertal changes, did anyone pass any specific comments?

P: uh nhi shukr Allhamdulillah mgy aisy kbi koi comment face nhi krny pry.

R: acha apky khyal my jo jismani khasoosiyat hyn unko respect krny sy body image py koi asr prta hy?

P: haan g blkul. I think k apko sb sy phly acceptance ati hy jb ap apni body ko accept kr lyngy ye apki apni trf sy ni hy khuda ki trf sy hy. Jesy ap hyn ap ny wesly hi hna hy. You are what god intended you to be. Sb sy phly step hy acceptance hyjb ap accept kr lyngy tou obviously apko koi frq nhi pryga.

R: how did various eating habits affect your body image?

P: I feel jb my choti thi tb my mother used to tell me k my kafi ziada khati thi. I used to binge eat I used to umm I am being honest, I used to wake up in the morning eat breakfast then 2 hours later I used to eat

snacks take lunch and then snacks and then dinner. So I had this wide span of eating and only little span for other activities so my mother used to say k jb choti thi unho ny kaha, she never criticized by mother she gave a positive criticism in the sense that I need to give you a reality check which is that k apko km khany ki zroort hy bcz ap jitna feel krti ho apky khany ki zroort hy, you're just seeking pleasure in eating but apki body ko itni zroort nhi hy bcz I remember my brother and I are not that far apart and he is a year younger tou she said my ap dono ko same diets deti hn. Jis age my ap ho, apko itna khany ki zroort nhi hy. So I think jb I used to consume a lot so used to go up to the mirror I used to say k I have older cousins and there is one particular cousin which is MashaAllah very beautiful I used to compare myself to her k she is very pretty and I used to say k kya wo b meri trah khati thn? My mom used to say k aisy comparison krny ki zroort nhi hy. You can eat all you want but that should be in specific limit. So yeah us adt ki wja sy mery dimagh my ye kafi beethi k sheeshay my ja k apny ap ko measure krti thi. There was this magazine jo ata tha smash k naam sy us my kafi beautiful actresses thn scarlet johns and kiera nightly ki pictures ati thn jisko dekh k my bht roti thi k agr my itna kha b ri hn tou can I be like them? So that affected me a lot.

R: how do you see yourself whenever having any mood changes?

P: umm bchpn my jb mjy gussa ata tha there were a lot of time jb kch ho jye due to personal reasons tou I used to resort towards series and binge eatin a lot. Tou I think ye bht si lrkian apny mood ko is trah divert krti hyn k whenever you're angry you should go and eat something. Even when you're on your periods people say that eat chocolates. I don't necessarily deal with that but I think apny mood ko counter krny k lye aisi cheezyn kafi ki thn jo k ghlt hy. Tou yeah I think k mny aisi kafi cheezyn face ki hui hyn.

R: acha tou what kind of words do you use for your body or to describe yourself?

P: beautiful. Because I know I am. I would say I am not trying to, apny bary my jhooti tareefyn nhi krna chah rhi but I am k since puberty I feel like k kch logon ny in general ny in general male gaze apky oper kafi ziada jti hy. I've seen people looking at me and stuff like that. I've had aunties come up to me and say that k ap ka koi are you engaged? Apki kahin Rishta hua hoa ya stuff like that. They come to my

mom. And even my mom sometimes chalty phirty meri beti meri pyari beti and my father. Sb ny bht positively appreciate kia mery body k changes ko. I think like that k umm puberty my any k bd b logon ny positive nizr sy dekha so I would say k mny apny ap ko positively changes dekhy apny andr negative sense my nhi dekhy mny. R my ye b kahun gi attractive and curvy bcz my mom is curvy tou I like those curves tou I am proud of my body.

R: acha tou in the last would you like to elaborate on something else?

P: yeah I think k umm bht sary aisy society my factors hyn jinki wja sy hm influence ho k body image my bht hd sy ziada conscious ho jty hyn. For example, in 7<sup>th</sup> grade, I have never had any bad experience such as acne but I do remember that mery face py kony pr pimple hty thy jiski wja sy no one ever said that to me explicitly k apky you have a problem with acne. Maybe some friends coming upto me k ye kya hua hy and which I didn't like bcz I don't think k Jisky mooh py acne hy usko pta hy k hy you jusy don't need to come up and say oh my god apky mooh py acne hy. So, us wja sy I think k I used to get conscious. I told my mom and she said k that is just a part of growing up. You don't have a problem with acne so stop panicking. What she did was bring me some products which I used regularly and problem just went away. So, all that melodrama anxiousness and jo b body conscious hui all that went away. Next, I think k jo lrkian relationships my hti hyn wo bht ziada conscious ho jti hyn. Even before being engaged and married I've noticed a lot of girls jo blkul perfect hti hy but after being engaged, no no I cant eat that because my fiancée or husband he wont approve of that. I cant wear this dress because he doesn't like that. I mean I get it, there are some factor kch cheezyn apko chorni b prtii hyn kch nai adapt b krni prtii hyn. That is just part of being girl bcz that's what you have to do. But I do think k lrkion ko khas toor py validity chye hti hy men sy k wo apki looks ko body image ko height ko weight ko approve krty hyn ya ni bcz hmari society k bht double standards hyn. Lrki wly expect krty hyn k lrky ap log ko accept kryn and lrky wly are like hmyn hmari standards k mutabik lrki chye so I think the edge is given to lrka wla when it should be both ways. So yeah I do think k hmari society bht double standards pr operate krty hy. Dusri baat ye k

yahan bht ziada logon ko facial features ki prwa hy jis trah I get that k asia my ziada tarlogon k kesy features hyn like naak bary mooh lmbey eyes b moti which are hmary yahan k log ko psnd ni pr bahir ja k pochyn tou wo hmary features pr marty hyn and same goes for people here. Angrez log unhy bht psnd hyn. Society bht role play krty hy jis trah dadiyan hyn chachian hyn apky apni hi betion ko which I truly despise k beta tmhari tou height meri trah ni ho ski. Apny cousins ko dekho, tmhara ankhyn aisi ni hyn hont aisy nhi hyn tm tou pta ni kis py chli gai ho. Tm meri beti lgti hi nhi ho. I think these play a role. Umm I also think jo medical conditions hyn jis trah pcos k bht msly chl rhy ajkl and I have a teacher who I am not gonna name has this problem and unfortunately, she is not married because she is overweight. She has facial hair, and she is not married. So obviously I know k whi bht bari reason ho skti hy. R b bht medical reasons hyn jo lrkion ko body image k bary my r conscious krty hyn. So yeah, that also plays a factor. And I think k inv general friends b bht apko kehti hyn k social media dekh dekh k sbka dimagh apparently progressive ho gya hy tou you need kylie lipstick set. Medora lipstick set. You need something from Maybelline to look beautiful. And you know uni k shuru my 1<sup>st</sup> sem my I saw one of my friend telling to another that tm itni lmbi ho tmhy acha shohar mil jyga? Jesi yahan lrkon ki height is not that, itni ziada nhi hy and that was just an eye opening statement k I never expected k ap bachelor level py phnch k apka dimagh aisa hy k ap aisi batyn krna shuru kr do gy. So I just think k friends bht peer pressure create krty hyn. Lastly I also think k celebs and influencers ny bht lrkion ka dimagh is bary my khrb kia hua hy. Kylie ny lips ko bht mota kr k apny ap ko bht khoobsurat dikhany ki koshish ki and I do remember that in 2016 or 14 she did that and then she launched her brand. Girls went crazy after her lipsticks. And after these like lip surgeries brbr ja k moty krwana and tbh most of the girls after that procedure look pathetic. Bcz you are just changing what gid intended you to be youre changing your body image. You are giving others a chance to speak about your body, which is just the point I am speaking right now. Amd I think k r b influencers like her sister Kendyll is a model. I have seen her vidoes k wo kitni rigorous exercise krty hyn. Maybe shyd bht ziada krty hyn. Similar is the case with gigi and bella. They try to be relatable but tbh they are not relatable. I have seen their diets, their exercise. You can either

have your life committed to that phr ap r kch ni kr skty prhai wagera kch b ni which is not a realistic life. So I think all these issues bht ziada role play krty hyn lkn apki ye apni zimidari hy k ap ny realistically reh k, youre not a celebrity, you're not an influencer. It should be realistic. Apka character and personality py focus hna chye rather than paying heat to all this useless things tou I think yeah all these factors affect you.

R: acha tou ill be ending my interview here. Thank you so much.

P: Thank you.

R: Allah Hafiz.

P: Allah Hafiz.

#### Interview 4

R: Aoa kesi hyn ap?

P: my theek hn ap kesi hyn?

R: my b theek. Acha interview start krny sy phly my apko btati chlun k your participation is entirely voluntary you can drop out at any moment and ye audio recording apki consent sy ki ja ri hy. I will start with the interview now. Khd ko sheeshy my dekh k zehn my pehla khyal kya ata hy?

P: khd ko sheeshy my dekh k sb sy pehla khyal jo mery zehn my ata hy wo ye hy k I can do better I can look better. agr my khd py thori si twajoh dn tou definitely apni physical appearance ko better kr skti hn.

R: acha r apky jo jismani khad o khal hyn unky bary my apka kya khyal hy?

P: umm I do not exactly hate my body type but there are some characteristics jo k mgy lgta hy k agr wo thory ziada achy sy hty tou ziada acha lgta mgy ziada psnd ata r shyd apny ap ko ziada beautiful consider krti. Tou un my sy jo main mgy problem hy apni broadness of my shoulders like mery shoulders kafi broad hyn jiski wja sy mgy lgta hy k kch dresses my my blkul b girly nhi lgti. Like utni ni lgti jitni baki lrkian lgti hti hyn and mgy aisa lgta hy k wo shyd un py ziada suit kryga jo blkul skinny si hyn r jo ptli si hyn bjaye k mj py and keh you know mny is cheez ko bchpn sy kafi feel kia qk I was a bit taller than the rest of my class fellows and also my thori healthy thi like chubby thi tou aisa lgta tha k my sb sy ziada prominent ho rhi hn and being an introvert I was very shy and I didn't was to be noticed mgr qk door sy nvr ajti thi tou aista lgta tha you know k my bht ziada nvr a rhi hn.

R: acha tou apky khyal my jo apki physical characteristics hyn wo kish d tk society k standard k mutabik hyn?

P: oh I think they're not actually qk I am a bit dull in complexion r ajkl tou I mean this is very like this has always been like gory rung sy jo obsession hy in india or Pakistan r ye sara jo region Asian region my

so mgy aisa lgta k my blkul b ni hn according to the standards of thr society. I am chubby. I have a round face. I have like big size. you know overall ek chubby sa mera figure hy healthy si hn and I am tall mtln tallness is one thing that can be counted as a positive aspect of my physical appearance mgr then again my skin color and also this I think its strawberry legs and arms this is like I had a severe case of this since childhood bht severe qk mery skin bht dry hy tou eczema trigger ho jta tha. R jb eczema trigger ho jta tha tou ye strawberry marks mzeed ubhar jty thy meri skin py. So haan mgy lgta hy k yes I do not fit in the standard but that does not mean k I completely loathe myself or I completely hate myself. Over the years, I have grown to accept who I am and now I just like who I am pr I do believe k with exercise and proper skin khd sy I can you know I wouyldnt say k control kr skti hn k trigger na ho eczema pr haan with proper care krn tou bht behtr ho skta hy bcz you know that is how it is.

R: tou what do you think is an ideal body type?

P: umm my ideal body type actually umm mgy I wouldn't say k blkul wo super models wli psnd hyn but I'd rather say k not very fat ya bht ziada mota na lg rha ho insan qk but you know bht ptla b na ho tall ho and mgy bht ziada bchpn my bht tha about my complexion mgr ab ni hy bs ye hta k normal sa ho not too dark and just btw there are some dark models jo bht pyari b lgti hyn but personally bndy ka healthy hna is zroori like skin k healthy hna is more imp than the color of it so you know I can work with my skin tone I know how to handle it, skin complexion ka itna msla ni hta mgy bs ye hta hy k bnda bht ptla b na ho proper sary physical appearance k ek appropriate treeky sy ho ziada bulging na ho jis trh sy mera lower tummy stick out kr jta hy tou wo cheez I don't like and then the hip dips jo meri hyn I wan to work on those as well ek proper tone up body yeah that is my ideal type.

R: how do you think social media makes and individual compare themselves with others?

P: social media umm you know when I grew up seeing us time py itna social media usage tou ni thi jitni ab exposure hy mgr hm logon ko tv and games bht and wahan py b when I used to see models nd actresses jo k were like blkul gori gori ptli ptli models r they were like considered the epitome of beaty so

that really triggered me growing up k ohho my tou unky jesi lgti ni hn tou I must look very ugly. Mtlb ye mery zehn my beth gai thi bcz I do not look like them mtlb my achi hn hi nhi and somebody like me would never make up to their level. Can never be considered beautiful bcz beauty un sy define hti hyn jo gori hyn ptli hyn girlish lgti hyn bcz acha I was surrounded by cousins who were like very fair r they were not mj sy height my thory choti hyn mj sy bari hyn wo b mgr bht sleek sa figure tha unka r my bchpn sy thori chubby si rhi hn tou umm mjy bs jb unky sth compare krti thi in pics and stuff tou ohho my sb sy ziada nzh rhi my un my sy ziada darker lg ri hn tou wo mjy ek beth jta tha k is trah sy photos jb kiis ko dikhayngy ya fb py dalyngy tou yaar my tou achi hi nhi lg ri baki sbki tasveeryn achi aien hyn meri achi ni. Mjy yei lgta tha k I'm not looking good why? Bcz I don't look like other people and similarly jo ab now when I see my czns and nieces theyre so young and exposed to tiktoks youtube ka itna exposure hy tou its all about girls getting ready geeting dresses up nd making vids and you know the thing is k jitna kaam khrrb filters ny kia hy na filters r photo editing ny that is like the height of it is sy ziada kya khrrb ho skat k ab a k people want to like how they look in the filters and they want to go for surgical procedures. So umm I still remember when I started using sc phr tou normal photos leny ka dil hi ni krta tha qk it made my face look slimer and you know I have like round face r chubby face tou wo thora slim down ked eta that and specifically meri nose ko thora enhance kr deta tha. So wo you know ek like jo flat nose wli cheez behtr ho jti thi tou io used to like that face a lot. And I think k haan ab my pyari lg ri. So wo ye wla cheez mery andr itni beth gai thi until I realized k nhi I am fearfully and wonderfully ,ade. I am unique in my own self. There is no point of running after something which is so is trah sy bnda delusional ho k forever nhi reh skta. That was my point k mny jahan sy I just turned and mny kaha no enough of this toxicity I don't care what other people like and you know tbh mjy aisa lgta k it has more to do with me than other people. Qk wo jb mjy jesy dekhty hyn pta ni kesy dekhty hyn lkn mjy lgta hy mjy mj sy behtr tareqqy sy dekhty hyn. Tou is lye over the years mny is cheez ko smjha k nhi its not about the filter or my skin complexion or my height or my chubbiness is trahy ki cheezyn would not define me who I am.

R: how do you think advertisements and the media affect womens body image? How did they affect

yours?

P: media yes. Umm adds you know there is this brand which used to be fair n lovely now it has changed to glow and lovely and back in the days jb iska naam was like fair n lovely I vividly remember jahan py I was school function and we were getting ready and I you know there was a senior of mine jo keh rhin thn k agr kisi k pass fair n lovely hy tou do not apply it on your face qk umm wo she was like do not apply that on your face particularly qk wo thori deer k bd khrb ho jygi tou achi nhi aygi you know textured lgygi tou hm sb bchon ko kaha k do not that cream is so not good for you and please do not apply that agr chye moisturizer wagera tou mj sy ly lo qk we were all getting ready in one room tou she went on to say k you know abi wo apko fair and lovely kr dygi lkn thori deer bd ap dhoop my niklo gy tou you will look dark and ugly. That sentence stayed with me for so long qk mjy lga k oh if its dark and btw my us wqt shyd kg my thi tou mtlb kbi kbar you know I don't know I really don't kn ow mgr mjy aisa lgta hy k kbi kbar kch logon k jumly apky sth aisy reh jty hyn r phr its all about the media. you know fair n lovely k add my wo dikhaty thy k if you keep applying it for some days tou wo behtr behtr and can you imagine usky sth ek strip ati hti thi jo mjy ab yaad a rha hy Jisky andr wo pora skin color ki ranges thn qk unka itna enforced krty thy k agr tm kaly ho ya agr brown ya dark brown tou usko ye lgaty jao lgaty jao and us sy behtr ho jygi and there were a lot of other brands mtlb k skin whitening wly jo thy. Morning shows my hr wqt yei ata tha k rung gora kesy kryn? Bai rung gora krny sy ziada important msly duniya my chal rhy, theel hy apko bs rung gora krny ki itni tension hy phr usky oper itny gndy gndy mtlb k bleaching agecnts daal dety thy just btw you know apko un sy skin cancer hny k bht heightened chances hty hyn. And once you leave those whitening creams skin lightening creams no matter what brand jitni cheap hgi utni ziada uska content cheaper hga. What I'm trying to say is k usky andr bcz that is bleaching agent tou us sy bht ziada chances hty hyn. And umm mjy jb I used to see haan another point jb my dekhti hti thi na k inho ny ek darker color ki lrki ko dikhana hy in adds and all kahin py b tou instead of hiring a person who has dark skin they would get a white girl like ek gori chitti lrki ko pkr k wo usky oper kala base like dark sy color ki foundation lga k usko phr wo show kryngy k ye tou kali hy and mtlb ap itny extreme measures py

q ja rhy ho jb ap aisy region my rhti ho jahan k log are already brown and whiteish in color. Im not talking about everybody here but yes there are a lot of people and I personally believe k hm genuine lrkion k zehn sy nikal dyngy k tm ny gora hna hy r unko acceptance sikhayn tou bht sy log apny is complexion ko change ni krwayngy bcz I know a lot of girls jo k change krti hyn. Krti hyn they go to measures of taking injections bleaching wagera krwati qk unko ye hta k ohho hm is mashray my jahan py hyn hi sary brown yahan k lye b we are very brown. So yes very very negative impact of media.

R: how do you think family plays a role in developing body image? What did yours play?

P: umm family... you know I about this certain issue I had bitter sweet memories of how my family reacted. ab my mother has a wheatish complexion as well mgr the way she carried herself unho ny hamesha outshine kia hy. No matter what she wore no matter what like unka makeup choices and everything she was very particular about it and I think this is one of the reasons why she was bcz she was wheatish she always felt k meri behnyn rung my saaf hyn tou mgy apny ap ko usi trah carry krna pryga mgr unho ny kbi apny ap ko you know she says and I know she does not feel ugly at all she is very confident she feels very pretty you know agr honestly my us trah k apny ama sy compare krn r agr meri behnyn hn wo gori hn r my sanwali hn tou mgy ni lgta k my kbi itni confident hti k my kehti k nhi nhi I was so pretty in my youth. And like mny apny ap ko is trah sy embrace kia tha. Ive seen her pics she rocked her that's bcz unho ny apni choices ko itna refine kr lia tha. The way she used to carry herself you know the color scheme wo itna focus krti thn k acha I will wear this and th9is will look good on me and yhi cheez growing up meri czns wagera were quite fair and my jb unky sth color match. Apko pta hy the color theory jo ab bht famous hy kisi person py suit krygi dusry py ni kryga wo color. Qk meri behn ni tou mgy hta tha k my unky sth kpary ya colors match krn so jb my agr us ny wo pehna tou my b wo pehnun gi tou it will look good and she is like very gori tou wo jb my pehnti thi tou wo itna you know blkul hi ajeeb lgta tha in the sense k wo mgy color kisi r tareeky sy dikhta tha un py kisi r tareeky sy dikhta tha. So mgy umm ye hta tha k phr usky bd like my r mama asiat aista smjhaya k bety dekho ap ny na is trah sy choices rkho for eg ab kahin jna hy ya koi event hy koi function wagera tou she used to help me decide k

ye color suit kryngy and ye aisy acha lgyga isko ap is trah ye ye wla ni agr ye lipgloss lgao gi this will look better on you. I remember kahin jny sy phly in my teen years early teens tou she used to mtlb mgy b tyar krti thn jb k the same czn of mine who was fair uska mooh dhula k lipgloss lga k bhej deti thn mtlb k uska wo tyar hna hta tha mgr mera hta tha bithati thn acha khasa after washing me shower and all mgy krny k bd she used to apply some cream moisturizer k ilawa theek hy just to enhance my appearance or mera qk chicken pox k Nishan thy tou iski wja sy b bht bura lgta tha tou mgy lgta tha k mery mooh py srf ye chicken pox k Nishan hyn tou wo sara properly meri color scheme wagera bara krna prta tha. Bchpn sy sikhaya jta tha k itni particular ho jaogi tou you will look good. Ye cheezyn tm py achi jo lg rhin hyn wo ye cheezyn jo achi ni lg rhin. I think mery lye ye cheezyn kafi bchpn my define kr di gaien thn mgr not in mtlb k bht ziada force ni kia bht ziada mgy us sy bandha nhi and mgr phr b ye cheez mery zehn my beth gai. Phr I remember ek dfa ye happened k there was this relative of mine mny blkul tight curls kiye hue thy and my choti thi I was like 12 ya is trah sy tou mery bht tight curls thy and we went to a wedding and this relative of mine said oh ye tou blkul nigro ki bchi lg rhi. Nd you know I came home crying bcz mgy bht bura lga. Mgy ye lga k pta nhi unho ny mzak uraya hy and she said it bcz obvio meri nose flat hy mny baal wesyy bnaye hue thy. Mgy aisa lgta hy k dekho in itself this compliment is not bad. She associated me with a foreigner. Ek foreign land ki characteristic k sth and in itself its not bad. Agr mgy koi kegta k ye tou blkul angrezon ki bchi lg rhi hy tou wo itna mgy burt na hti. Q? qk mhy lgta hy k bchpn sy ye jo white supremacy itni ziada mery andr ho gai thi obviously because of the mashra around me k jo agr gora wla foreigner hy uski alg sy honor kia jta hy and jo nigros aty unko us trah sy ni dekha jta unko wo respect hi nhi di jti. No matter wo jo mrzi bnda ajye so wo cheez bht bht ziada mgy kafi time tk torment kia k oh my tou wesii lgti hn I look like a black person. Jb k mgy ab lgta hy k kya frq mtlb k like honestly mgy ab hasi b ati hy k mny apny ap ko like I've been so harsh on myself. Kch arsy tk r mny us bchpn my I really needed somebody to embrace me mgr yeah ghr wlon ki trf sy bht support ni mila tha. I still remember my father used to wo pyar sy krty thy but I think he can use better words jb ap pyar b kro olad ko bcz wo na bht us trah sy krty thy k like meri naak ko kehty hty thy its very cute mgy bht psnd hy ye wo. Ab wo shyd dusron

ko ye btaty thy k apni beti bht psnd hy. Pr wo na ek cheez highlight hti jti hy pr mgy bht bht aisa lgta tha ohho qk mny btaya I was an introverted kid tou mny jb prominent ho jti thi ya characteristic prominent ho jti thi tou mgy bs whi buri lgna shuru ho jti thi.

R: acha tou how do friends play a role in body image and what did yours play?

P: my friends yes... acha I don't know why I don't know how mgr jo jo meri friends thn na they were always very petite always very skinny tou mgy na ajeeb lgta tha bht unky sth. Even k I used to go and tell her k yaar hm log hangout py ja rhy hyn tou mery sth you guys waer heels. And I'd wear flats qk mgy hta tha k yaar wo choti hyn my lmbi hn my tou phr itni nzz a rhi hn. Group photot ho ri hy tou mny kisi k peachy khry hna hy ya side py khry hna hy taky my bht ziada nzz na aon. Mtlb ye cheez bht hti thi k yr my bht nzz a rhi hn. So r mgy lgta hy k mgy aisa ni kehna chye tha k wo already kafi feel kr rhin thn k unki height choti hy and wo mery sth unko lgta tha k I am better bcz I am tall and mgy lgbta tha wo ziada behtr lgti hyn in group pics bcz they can not be seen. But it is like my mother is total opposite of me and unho ny mgy motivate kr k mery andr ye cheez kr di hy k ziada dikhna bura ni hy. Yeah. Unho ny ye mery andr instill kr di cheez k agr ap ziada dikh ry ho ya prominent ho ry prominence is not bad. You know recently I had this you know in my university mery sth aisa hua tha k I applied for, I have always been very keen for dramatics tou mny ek role k lye apply kia tha in my clg drama and wahan py the teacher said with my friends we were three girls r un my sy 2 are sisters theyre like mj sy height mt choti both are bit chubby but they are fair in complexion and my thori si lmbi hn r baki apko pta hy so what happened was k mny apply kia if I can get a female role and I said k theek hy mery sth btw its like an all-girls clg tou male role b kisi lrki ko krna tha r mgy usually male role dety thy qk my lmbi thi tou and I think also bcz my dark thi. Acha qk phr whi society k standards gori ptli dubli lrki girlish lg ri and ye girlish ni lg ri. Acha khair tou usky bd mny bht request ki k I want to get a female role and mny hamesha male role play kia hy I really want female and the teacher literally said k nhi tmhary sth koi female male ni bn skta tm dono ek frame my sahi ni lgogy. I was so shocked mny kaha yaar ye finally mny ab apny ap ko totally like ek acceptance

ai after like 2 years before when I started my spiritual journey tou tb b I felt better accepting myself bcz I knew k my creater made me just the way he wanted me to be. And I was created by somebody. It was not k mny apny ap ko khd takhleek kia. Agr mny kia hta tou haan ho skta aisy na krti. Pr hm sb kisi r ki bnai huin hyn tou hmyn kya right bnta hy kisi dusry ko aisy bolny ka. Tou mjjy jb bola k ap kisi r female k sth frame my fit ni ho skti, my itna roi ghr ja k. mny mama ko btaya mama kehtin bety apko kya why are you crying. Unka ye mtlb hy k tmhara appearance itni strong hy k tm kisi r k sth frmae my aogi tou tm usko overshadow kr do gi and probably wo yei smjhana chah rhin thn k stage ki jo presence hy wo meri strong hy tou agr my ksii r k sth aisy and then unho ny mjjy solo role dy dia bcz they said k ap solo phr b sahi lgogi lkn as a wife to another girl sahi ni lgyga phr unho ny bd my overshadow wli baat kr di thi pr I think wo shyd unho ny ye cheez us trah sy then again ye wo baat agai k shyd dusry mjjy us trah sy ni dekhty jesy my apny ap ko dekhti hn so ye is lye unho ny normally bol diam gr that really pinched me. Tou umm mjjy lgta hy k friends ka meri life my yei impact rha hy k they were supportive unho ny kbi personally aisa feel ni kraya k my un sy different lg ri hn tou my buri lg ri hn. Infact they were some who were so supportive k bhay tmhy pta b ni tmhara mtlb unho ny mjjy meri positive cheezyn bgtaien k dekho tm yahan sy itni achi lgti ho. Like bht jldi meri figure feminine ho gua that qk my lmbi chori thi tou wo body bari female characteristics bht jldi enhance ho gye thy mery. Unho ny mjjy meri tmam positive cheezyn btaien. I think I've been really fortunate in case of my friends k mjjy bht achi friends mili hyn. And they really emphasize k ni its not tm you do not look ugly at all and tmhary bht sy characteristics hyn they are really really pretty.

R: acha has anyone ever passed any comment on your body and how did you encounter?

P: haan haan haan mjjy yaad hy. Umm back in class in my matriculation I used to go to this academy r wahan py my r meri cousins like we are hm dono age fellows hyn tou ab hm dono jty thy and what happened was k there was this guy I don't know who that person is. Acha tou my bta ri thi k my cousin never told me who that person was pr us ny mjjy ye btaya k you know ye us ny btaya tha ya I got to know from a female friend I think mgr us sy mny bd my pochny ki koshish kri thi k do you know among all the

boys k bht koi ghatiya sa lrka hy jo is trah sy lrkion ko dekhta hy r I got to know about this k meri us female friend ko usky guy friends ny btaya k tmhara class my bchi hy jiska figure bht acha hy he would really like to date her because of her figure. And he was like k kehta k I used to wear ek jacket jo sb sy moti wli thi I used to wear that a lot tou he said that k wo plum color ki jacket pehnti hy. And that girl ny mjy a k btaya k tmhy koi is trah sy dekhta hy my itni pryshani b ni mjy itna bura lga k this body that I hated and have hated for so long kisi r ye itni sexualize kr k dekh rha tha r mjy itna bura lga k like mny itna kaam kia isky lye mny bkaida weight reduce kia tha for myself not for other people to see me in a very sexual way tou wo mjy like bht bht bura lga qk is trah sy b log itny mooh phar k comments kr dety hyn and that mtlb k dekhi I don't know us lrky ny apny knsy friends k bary my r kitny dfa us ny mtlb gndi nzzr sy dekha hga. mjy bht wo cheez buri lgi. And I also remember this one incident tb I was in my like teenage r tb my bht ziada mtlb k bht ziada womanhood my ni progress kia hua tha mgr still qk I was tall and chubby tou wo characteristics bht jldi agaien k meri chest development bht early stage sy hi start ho gai thi. I think 12 maybe or 11 tou wo sari cheez tou uski wja sy I saw somebody across the street mtlb hm bazaar my thy and guzrty guzrty there was this man ek pora adult grownup man and my us wqt blkul bchion ki trah parents ny rkha hua tha tou r mtlb k ap 11 12 saal k bchon ko kia hi rkhty ho tou usi trah ka mahool tha ghr my tou my blkul as children treat krty thy r wo sb tou us bndy itny bury tareeqy sy her stared at my chest and I was wearing a top and pants shyd jeans us ny itni bury tareeky sy dekha and mjy wo cheez bht buri lgti. Tou this was not always about the comments it was also about mjy kis trah sy logon ny dekha kb kb dekha mjy abi tk core memory my hy qk I did not like the way he looked. And this is also like harassment. You asked for compliment pr is trah wla harass my hui hoi hn. Baki ye hy k jo you know mny jo pehli share kia about my relative who called me nigro tou that is one also.

R: acha tou how do you think our culture played a part in your body image development?

P: my culture... culturally dekha jye tou I umm you know now that I am in this age mjy sb sy ziada culture ka jo pressure hy wo shadi ka hi hy tou usky lye mjy bari dfa ye sun.ny ko mila meri czns just got married so I have seen them unho ny kis trah sy apni physical appearance ko behtr kia before their

marriage. They started dieting a bit of gym is trah sy kia to look better in their wedding dress. And hm logon ny you know we wear that white dress frock jo ek traditional Christian wedding hti hy tou wo dress my ap ek bht moti Dulhan ko acha nhi lgyga. Jo k bht clearly sun.ny ko milta hy k bhai tm ny wo white dress pehn.na hy tou usky lye pyari lgo r na k srf jism mtlb k my apni you know chubbiness loose krni ya motapa loose krna hy hmyn apna rng b saaf krna prta hy. Q? qk white dress hy. So culturally agr my is stage ki baat krn tou ye cheez hy mery andr. My abi b sochti hn k haan obviously mgy behtr krna pryga qk you know then again agr apka significant other, dekho its also about apko kitni support mil rhi hy. Agr if he accepts you the way you are tou that is like that's something we really happy about qk wo apky sary insecurities phr khtm ho jati hy. Jesy I am very insecure about these strawberry legs and I know k although its not very big of an issue ye mery arms skin bht bht soft hy. Mgr phr mgy pta hy agr koi cheez dekhny my mgy achi nhi lgti hy phr my sochun gi acha ye kisi r ko achi lgygi ya nhi. If I get a man jo k isko bht normally ly jis trah lena chye tou mery lye wo cheez ek meri pori worry clear kr dyga. Mery itny saalon ki tension would be wiped off.

R: in what ways did brands and designers add in creating your body image?

P: you know abi just recently khadi ny campaign launch ki jis my lawn ka tha jis my unho ny plus size model li thn. But I would say k brands ek extreme sy uth k dusry extreme py chly jty hyn. When we see ye American beauty pageants ko wo ek extreme size 4 models sy uth k jo Victoria secrets ki models hti hyn, un sy uth k wo itni plus size 16 size py jti hyn which are so so chubby r jo beech wli body types htin hyn na jo thori si chubby jinka ziada weight wagera ho wo unko tou inclusive ni hyn. I would say k brands designers are not inclusive of all body types. Secondly makeup products my dekh lyn Pakistan my yahan py kafi kaaly log b hyn you don't get those foundations here. Kaaly logon ko gora bnany k you know itni chitti chitti foundations milti hyn specially jo thory choty level wly salons. R itni ziada k they start looking grey qk ek ka skin complexion dark hy us py ap koi lighter shade of foundation lgaogy color theory ajeeb lgti hy so yes yahan mgy lgti hy brands designers are not inclusive of all body types and skins.

R: while maturing up did you notice any mood changes because of your physical self?

P: umm... bht ziada haan if you are talking about PMS tou mgy bht hit krta tha. Actually kafi young age sy, mj sy doodh ni pea jta tha and I was always told k doodh peo gi tou rung saaf ho jyga. Whi jo doodh ki khasosiyat btati thy but rung wla stick with me qk you know bchpn wli insecurity. Tou my doodh my complan r is trah ki drinks dalti thi tou I think us my growth hormones hty tou I think uski wja sy and all the poultry that I used to eat jo processed meat hta hy tou kafi young age my I started menstruating. Us time py my other friends they did not have an idea of what it is. It was class 5 I think. Mjy us time py bht ajeeb lgta tha and mgy blkul b acha ni lgta tha k mery sth ye itna anokha kaam q ho rha jo baki friends k sth nhi ho rha. Usky bd b mgy abi recently like 2 years back tk I had itna itna bht bht ziada gloomy ho jti thi my itni depress ho jti thi exactly like one week before I was about to have periods my fzool my roti thi r jb meri mama like it was to this extreme k it did not just stay with me. Meri family took notice of it. mother was like actually concerned k tmhary sth kia hua hy and mgy smj b ni ata tha k kya ho rha hy I used to feel so empty. Very empty, bht secere tha my bta b ni skti mgr kch r factors b thy mgy lgta I was in a depressive episode us dooran. That was a period of 2 years mgr usky bd when I got that spiritual awakening it all vanished thanks to god. Ab mgy ab ni hta wo. According to my faith I believe that I am healed. It would have been continued agr wo episode khtm b ho jti tou PMS is something jo k agr apko shuru sy hta a rha hy jo k mgy hta a rha tha tou wo apko chltta hy. And it wasn't even k meri teenage my srf hta tha. I am like 22 abi mgy 2021 tk hta rha hy but usky bd I went inti prayers for this I went into fasting for this.

R: ever since puberty do you feel stressed while going out because of the way you look?

P: haan puberty my bht ziada mtlb in my puberty wly years my, my teenage years, my bht insecure thi mgy ye tha k no matter what I wear I wont look good specially if I wore something expensive tou mgy ye tha k nhi it doesn't look good on me qk I am dark and you know its so funny and very very bad that how dark complexion is always associated with you know poverty so, bht buri hy ye baat mgr hmari society

my bht ziada hy. Hmari society my logon k zehno my ye cheez bht engraved hy. Tou my jb mehngy sy mehnga kpra tou lgta tha ye tou mj py acha hi nhi lgyga r mtlb kafi bht insecure thi. Bht about myself tou mjy kbi smj ni ata tha bahir kya pehn k jaon. R phr mny btaya k colors usky bd my mother said ye achi lg rhi ye behtr lg rhi tou all of that.

R: cha tou while going through pubertal changes, did anyone pass any specific comments on your body?

P: my btai wo bazar wli cheez. That happened. Phr usky bd jb I was developing puberty age my sari characteristics develop ho rhin thn, my friends specifically told me k you know you have such a nice figure qk meri you know kmr wagera phly srf broad si sara mtlb body meri sari aisi hti thi phr jb wo develop hna shuru hoi my hips chest back, you know jb shape bn.na shuru hui phr usky bd mny kaha k nhi you know now I am looking so god qk my bht feminine lg rhi hn ab qk my apni friends sy phly develop hna shuru ho gai thi characteristics my tou mjy lgta tha ka ab my bht pyari lg rhi hn qk wo behan lg rhin hyn. Not only my friends but my age fellows. Phr jb ow acdmy wla incident hua r ,jy pta chla k log is cheez ko sexualize krty hyn tou wo my phr bikhar gai.

R: how do you think respecting ones own physical characteristics affect body image?

P: haan ye bht acha treeqy sy affect krta hy. Ye self-esteem boost krta hy confidence deta hy in your own self. You know I always thought k my dramatics ki trf ziada inclined isi lye hn qk there I am somebody else. On stage I am somebody else is wja sy my confident hn wrna I am bht shy mj sy baat b ni hti hy 2 4 logon k drmiyan. Mgr jb my dramas my hti thi tb my proper audience k smny hti thi us wqt I was very insecure pr now mny is cheez ko you know develop kia hy and my faith btw helped me a lot its helped me overcome a lot of challenges and my insecurities mtlb ek wo hta hy na apka surrounding wla external environment change ho jye tou that is something very easy to do qk apky environment sy agr my Pakistan sy uth k kahin r chli jti for say America wahan mj sy b ziada kaaly log hny thy mera external environment change ho jna tha shyd my us cheez ko itna na krty mgr kahin na kahin mery andr wo cheezyn repressed rhni thn. Mgr I think because ab my andr sy bdli hn like inside cleaning hui hy through my faith tou that

has helped me a lot.

R: acha tou how did various eating habits affect your body image?

P: uhh yeahh... mgy na ahca meetha has always been my comfort food. Mmgy meetha bht psnd hy and meri family my kafi diabetes hy mtlb I have a family history but I love sugary foods and specially PMS wly scene my us my I used to eat so much meetha. Dil krta tha meetha kha k ek escapism mil jta tha tou my bht bht ziada meetha khati thi r uski wja sy I gained a lot of weight. R thory sy mgy menstruation my b issues aye qk I sued to eat so much meetha, bht psnd tha. Mgr ab ye hy k us wqt self-control nhi hta tha ab agya hy. I still love meetha mgr wo thora km ho gya hy. Baki ye k food my hamesha mny comfort lia hy ek escapism hta tha k I if I was hurt ya feelings hurt hyn tou my food ki trf hi jti thi and ek shift ajta tha k yes its better now.

R: acha tou how do you see yourself whenever having mood changes?

P: umm... my actually jb when I am happy I think haan jb my andr sy I am content jb my kisi cheez ko ly k bht khush hn ya happy hn tou mgy lgta hy that shows on my face wo ek glow ajta hy. Jb I am not so happy about myself mtlb andr sy koi pryshani hy ya msla chl rha hy phr mgy wo glow ya spark apni personality my apny appearance my chehry py nhi feel hta. So umm haan I think k my I get like jb my khush hti hn jb koi ahca kaam mery sth hua hta hy phr my achi lgti hn although mery mooh py ek pimple b nikla hua hy tou that would not matter to me bcz I know andr sy glow hy ek radiance niklta hy. Mgy ni smj a rha kesy smjhaon.

R: what kind of words do you use for your body or to describe yourself?

P: umm... I would say k the same phrase I used in the beginning k I think I can do better I can look better with a little bit of care. Umm yeah if I like care for myself my physique appearance k hawalay sy thori si care krn tou I think wo my behtr lg skti hn qk ab my apny ap ko bdlna ni chahti hn. Ab my apna

complexion bdlna ni chahti. Us trah k mery bchpn wla tha sara mtlb k jo mgy ideal body type tou my wo nhi krna chahti. Now I want to look pretty in my own self tou yes.

R: would you like to elaborate on something else?

P: haan ye hy k thory medical issues jis trha sy I told you k hmari family my diabetes ki history hy when I used to eat a lot of sugary foods tou mgy ye b bola jta mt khao bht toka jta tha and I think k wo blkul b ghlt ni tha that was for my own health concerns and now that I am mature enough to understand all of this I believe k this is something jo k hmyn dekhna chye properly dheeyan krna chye. Hmari physical appearance jo hy, wo hmari ek achi health sy ziada important nhi hy. Good health equates to wealth. So agr for example kisi ko PCOs hy that person like unki body type py depend krta hy whether they would gain weight or reduce it tou ye cheez b you don't know what the other person is going through. People don't know that I was you know PMSing or I was having a bad day but they would just see me eating and would say lo pehli hi itni pheli hui ho tou wo cheezyn mtlb k hurt krti hyn wo words stay with us for longer that somebody else can imagine. I think ye we need to be kind we should surely be kind and specially about their appearance I know a lot of men jin k baal bht jldi baldness shuru ho jti hy unky lye b wo bht tragic cheez hti hy. Obviously, they are very sad about it baki ye log b bolna shuru ho jty k oh itny km ho gye baal. I think everybody should go by that 3 second or I think 3min rule hta hy wo k agr koi aisi cheez khrbi jo k 3min my solve ho skti hy tou bta do and agr koi aisi hy jo k 3min my nhi solve ho skti tou usko na btao. I think k is trah ki koi ek cheez hy I saw a video about it. so mgy wo kafi achi lgi thi k haan aisa hna chye so this is what I wanted to say.

R: acha tou I will be ending my interview here. Thank you so much.

P: your welcome, thank you.

R: Allah Hafiz.

P: Allah Hafiz.

## **APPENDIX F**

INITIAL THEMES / CODES	VERBATIMS
Physical features	<ul style="list-style-type: none"> <li>• I don't like my nose; I don't like my figure I have a belly. g sb sy ziada issue mgy bother krta hy k mera color kafi dull hy literally close to black tou my usky bary my bht insecure na hti shyd agr society itna push na krty. mgy kbi kbi lgta hy k all that matters are the features. (case 2)</li> <li>• When I was small jb mgy pta ni tha before univeristy tb my itni confident nhi thi and I was susceptible to these things k shyd meri height itni lmbi nhi hy shyd mera color society k mutabik nhi. (case 3)</li> <li>• example facial hair hy and then I start getting annoyed by these things and I want to do something with them. my skin became very tanned qk I used to play a lot of sports. (case 1)</li> <li>• I am a bit dull in complexion. (case 4)</li> </ul>
Aesthetic surgeries	<ul style="list-style-type: none"> <li>• ye implants ka jo scene chla tha that was rather new tou I was very intrigued by it k yaar ye krwana chye. (case 1)</li> <li>• Get some glutathione injections. Get some surgery etc. r ek acha gora rung hi hta hy tou apko psnd kia jta hy. (case 2)</li> <li>• they want to go for surgical procedures. (case 3)</li> <li>• different kism ki therapies ya even plastic surgeries ki trf unka ruhjan ziada ho rha hy. (case 4)</li> </ul>
Weight concerns	<ul style="list-style-type: none"> <li>• meri friends thn na they were always very petite always very skinny tou mgy na ajeeb lgta tha bht unky sth.(case 4)</li> <li>• blkul skinny wlon ko jeeny deta hy na moty wlon ko jeeny deta hy. (case 2)</li> </ul>

	<ul style="list-style-type: none"> <li>• Periodically yeah ho skta hy my khd ko compare krte thi kisi sy k I wish I was as slim as her. I have a teacher who I am not gonna name has this problem and unfortunately, she is not married because she is overweight. She has facial hair, and she is not married. (Case 3)</li> <li>• I remember k ek time tha when I was very underweight. (case 1)</li> </ul>
Menstrual issues	<ul style="list-style-type: none"> <li>• So agr for example kisi ko PCOs hy that person like unki body type py depend on krta hy whether they would gain weight or reduce it tou ye cheez b you don't know what the other person is going through. People don't know that I was you know PMSing or I was having a bad day but they would just see me eating and would say lo pehli hi itni pheli hui ho tou wo cheezyn mtlb k hurt krte hyn wo words stay with us for longer that somebody else can imagine. (case 4)</li> <li>• PMS ho jta hy us sy hormonal changes ziada ho jty hyn. Ap itna stress ly rhy ho tou obviously apko hormonal changes msly wagra hty hyn. PMS ho jta hy r if untreated PMDD my convert ho jta hy. (case 2)</li> <li>• Medical conditions hyn jis trha pcos k bht msly chl rhy ajkl. (case 3)</li> </ul>
Skin issues	<ul style="list-style-type: none"> <li>• looking at the details k acne hy pimples hyn. (case 1)</li> <li>• Jisky mooh py acne hy usko pta hy k hy you jusy don't need to come up and say oh my god apky mooh py acne hy. So, us wja sy I think k I used to get conscious. (case 3)</li> <li>• Mery pass nhi hy tou my tou nhi achi lgti r mooh b acne ka issue ho jta hy. (case 2)</li> <li>• I think its strawberry legs and arms this is like I had a severe case of this since childhood bht severe qk mery skin bht dry hy tou eczema trigger ho</li> </ul>

	<p>jta tha. R jb eczema trigger ho jta tha tou ye strawberry marks mzeed ubhar jty thy meri skin py. Mery mooh py srf ye chicken pox k Nishan hyn tou wo sara properly meri color scheme wagera bara krna prta tha. (case 4)</p>
External pressure	<ul style="list-style-type: none"> <li>• Peer pressure bht hta hy k meri sari friends bht ptli mods cod bht fashion k kpri is trah ki cheezyn r my nhi krti r usi trah apko complex b deti hyn. (case 3)</li> <li>• Meri friends thn na they were always very petite always very skinny tou mgy na ajeeb lgta tha bht unky sth. Even k I used to go and tell her k yaar hm log hangout py ja rhy hyn tou mery sth you guys waer heels. And I'd wear flats qk mgy hta tha k yaar wo choti hyn my lmbi hn my tou phr itni nzi a rhi hn. Group photot ho ri hy tou mny kisi k peachy khry hna hy ya side py khry hna hy taky my bht ziada nzi na aon. (case 4)</li> </ul>
Reassurances from men	<ul style="list-style-type: none"> <li>• Then again agr apka significant other, dekho its also about apko kitni support mil rhi hy. Agr if he accepts you the way you are tou that is like that's something we really happy about qk wo apky sary insecurities phr khtm ho jati hy. (case 4)</li> <li>• Mera fiancée ho skta hy mgy chor dy. Wo bhi qk bht ziada criticize krta hy k yaar kro weight loose kro r meri family b mgy bht krti hy k ye kesa bedhangi tm lgti ho. Rishta nhi hga agr ho gya hy tou toot jyega. (case 2)</li> <li>• I think k jo lrkian relationships my hti hyn wo bht ziada conscious ho jti hyn. Even before being engaged and married I've noticed a lot of girls jo blkul perfect hti hy but after being engaged, no no I cant eat that because my fiancée or husband he wont approve of that. I cant wear this dress because he doesn't like that. (case 3)</li> </ul>

	<ul style="list-style-type: none"> <li>• I got engaged. It's an arrange marriage I didn't know the guy then, but us sy phly jb Rishta aya and stuff I was like makeup kr k nhi bethna. I am gonna go all natural. If they are gonna like me, they should like me the way I am is trha sy my unky smny gai thi and jb ho gya tou I am like k surprised k jb milna hy milny ayngy tou mjy tyar hna hy presentable lgna hy. (case 1)</li> </ul>
Experiences/traumas	<ul style="list-style-type: none"> <li>• I am in a relationship tou mera finacee bht is cheez py krta hy k mjy wight loose krna chye. Wo bhi qk bht ziada criticize krta hy k yaar kro weight loose kro r meri family b mjy bht krta hy k ye kesa bedhangi tm lgti ho. (case 2)</li> <li>• Tmhara class my bchi hy jiska figure bht acha hy he would really like to date her because of her figure. And he was like k kehta k I used to wear ek jacket jo sb sy moti wli thi I used to wear that a lot tou he said that k wo plum color ki jacket pehnti hy. And that girl ny mjy a k btaya k tmhy koi is trah sy dekhta hy my itni pryshani b ni mjy itna bura lga k this body that I hated and have hated for so long kisi r ye itni sexualize kr k dekh rha tha r mjy itna bura lga k like mny itna kaam kia isky lye mny bkaida weight reduce kia. (case 3)</li> <li>• Yaar tera shohar tujy chor dyga tu itni ptli hy. As someone who has seen infidelity very closely is cheez ny mjy bht disturb kr dia tha and they know mery family history they know k mery baba has done second marriage phr b they had the audacity to joke about something like this. All of this made me more and more conscious. (case 1)</li> </ul>
Type of education	<ul style="list-style-type: none"> <li>• Studying in a fashion institute its sometimes very difficult to cope with the ongoing trends and that to some extent takes a toll on me lkn mny bht</li> </ul>

	<p>control rkhny ki koshish ki hy is py b. (case 1)</p> <ul style="list-style-type: none"> <li>• Jis trah my biology kin student hn tou mgy pta hy k apki genes py dependent hti hy ye. (case 3)</li> <li>• My ek nutritionist bn rhi hn I know they are hell for your body. Blkul achy nhi hyn bht side effects krty hyn. (case 2)</li> </ul>
Self esteem	<ul style="list-style-type: none"> <li>• Mtlb ap isko aisy dekh lyn k jb ap are in a good mood tou you're confident about yourself. You're happy in how you look. Self-esteem boost hti hy. R jb self-esteem achi hy tou insan ko apna ap acha lgny lg jta no matter what. (case 1)</li> <li>• Ye self-esteem boost krta hy confidence deta hy in your own self. Meri self-esteem tbaha ho rhi hy.(case 2)</li> <li>• Is sy mtlb apko confidence appreciation milti hy k jesi hn usi tareeqy sy psnd krna chye. You have to accept who you are. (case 4)</li> </ul>
Low self-expectations	<ul style="list-style-type: none"> <li>• Ab model hy 6.3 r 6 r 5.10 5.11 with a chiseled hourglass figure tou ab wo dress mery jesi bndi k lye ni tou I think k it wont suit me. (case 2)</li> <li>• Mtlb ye mery zehn my beth gai thi bcz I do not look like them mtlb my achi hn hi nhi and somebody like me would never make up to their level. Can never be considered beautiful bcz beauty un sy define hti hyn jo gori hyn ptli hyn girlish lgti hyn. (case 4)</li> <li>• I was you could say tom boyish tou I started comparing myself with other girls who weren't like me. They were quite nice looking mtlb unki acne b nhi hy b and they were neat so I started comparing myself. (case 1)</li> </ul>
Coping strategies	<ul style="list-style-type: none"> <li>• lkn my jb b akely hn tou I start overthinking k ye q kaha mgy ye q and phr I start degrading myself. Mgy lgta hy ye ab mera cope krny ka tareeqa bn</li> </ul>

	<p>gya hy k kch hta hy my overthink krti rhti hn and ek certain amount of overthinking k bd ja k chup hti hn. That overthinking is hardly ever positive. (case 1)</p> <ul style="list-style-type: none"><li>• R stress eating k bd jo weight gain hta hy wo apko r stress krta hy. Tou phr ap kbi kbi starvation py chly jty ho. I would starve myself out for 2 days bs pani pe lia farigh bs pani pe lia. (case 2)</li><li>• Tou I think ye bht si lrkian apny mood ko is trah divert krti hyn k whenever youre angry you should go and eat something. (case 3)</li><li>• I was so shocked mny kaha yaar ye finally mny ab apny ap ko totally like ek acceptance ai after like 2 years before when I started my spiritual journey tou tb b I felt better accepting myself bcz I knew k my creater made me just the way he wanted me to be. (case 4)</li></ul>
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### MASTER TABLE

Master theme	Initial theme	Codes
Perceived body issues	Physical features Weight concerns Menstrual issues Skin issues	<ul style="list-style-type: none"> <li>• Petite</li> <li>• Skinny</li> <li>• Moty</li> <li>• Overweight</li> <li>• Underweight</li> <li>• PCOs</li> <li>• PMS</li> <li>• PMDD</li> <li>• Acne</li> <li>• Eczema</li> </ul>
Preferred treatments	Aesthetic surgeries	<ul style="list-style-type: none"> <li>• Implants</li> <li>• Injections</li> <li>• Fillers</li> </ul>
Sociocultural influences	External pressure Reassurance from men Traumatic experiences Type of education	<ul style="list-style-type: none"> <li>• Friends</li> <li>• Fiancée</li> <li>• Relationship</li> <li>• Sexualize</li> <li>• Infidelity</li> </ul>

		<ul style="list-style-type: none"> <li>• Fashion institute <ul style="list-style-type: none"> <li>• Biology</li> <li>• Nutritionist</li> </ul> </li> </ul>
Cognitive perspectives	<p>Self esteem</p> <p>Low self-expectations</p> <p>Coping strategies</p>	<ul style="list-style-type: none"> <li>• Self esteem</li> <li>• Confidence</li> <li>• Comparing</li> <li>• Never be considered</li> <li>• Dissatisfaction <ul style="list-style-type: none"> <li>• Deep down <ul style="list-style-type: none"> <li>• Cope</li> </ul> </li> </ul> </li> <li>• Stress eating <ul style="list-style-type: none"> <li>• Mood</li> </ul> </li> </ul>

## **APPENDIX G**



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