

The background of the slide is a photograph of a surgical team in an operating room. Several surgeons in blue scrubs and masks are visible, working under bright overhead lights. The image is semi-transparent, allowing the text to be overlaid clearly.

# Cosmetic Surgery & Procedures.

*Attitudes, Gender & Objectification Theory as predictors towards acceptance of cosmetic surgery.*

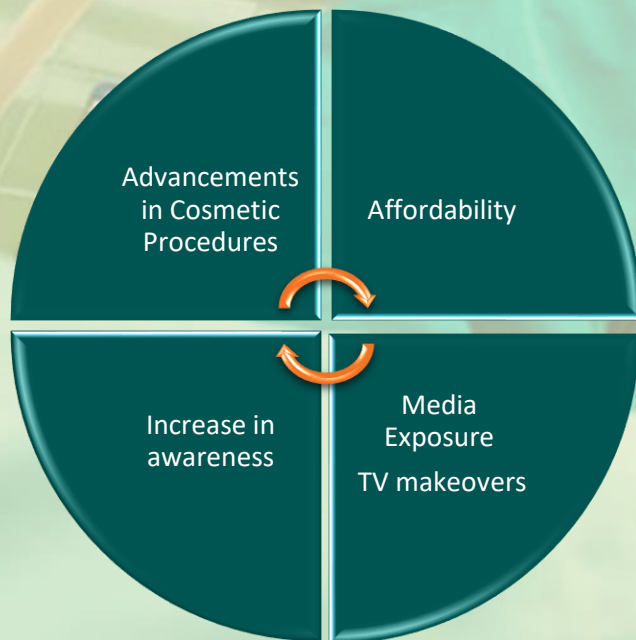
By  
Michaela Paterson

# Introduction: Influences.

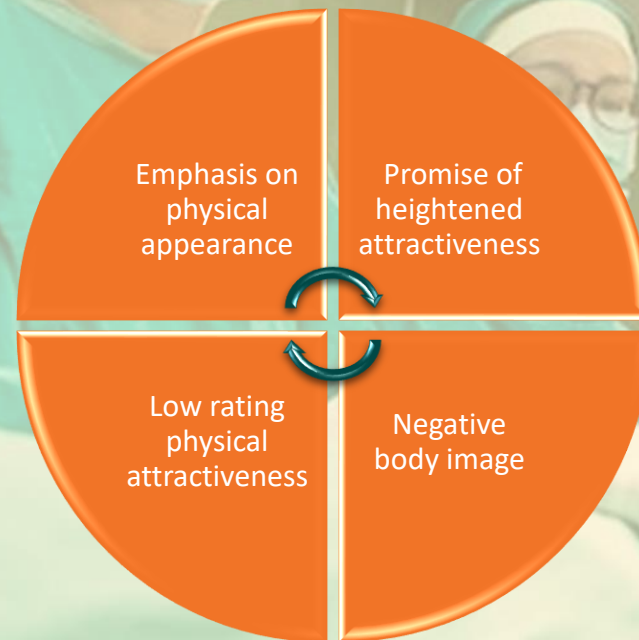
There has been a substantial increase in cosmetic procedures over the last decade. This may be, in part, due to attitudes towards cosmetic surgery/procedures changing.

(Jovic, Sforza, Jovanovic, Jovic, 2017).

Many factors can influence attitudes towards cosmetic surgery.



Henderson-King & Henderson King, 2005; Swami 2009)



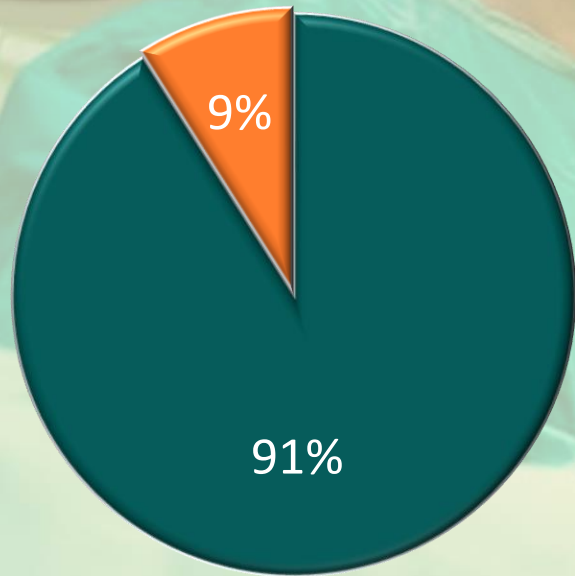
(Montemorro, Porcnik, Otte, 2015; de Vries, Nikken, de Graaf, 2014; Jung & Hwang, 2016)

- Internet and social media important sources of information.
- Information on social media leads to unrealistic expectations.
- Social network use predicts desire for CS in boys and girls.
- Attitudes towards celebrities associated to CS acceptance.

# Introduction: Acceptance.

Women show a greater acceptance towards cosmetic surgery than men.

Cosmetic Procedures in the UK  
2017



■ Women ■ Men

BAAPS, (2018)

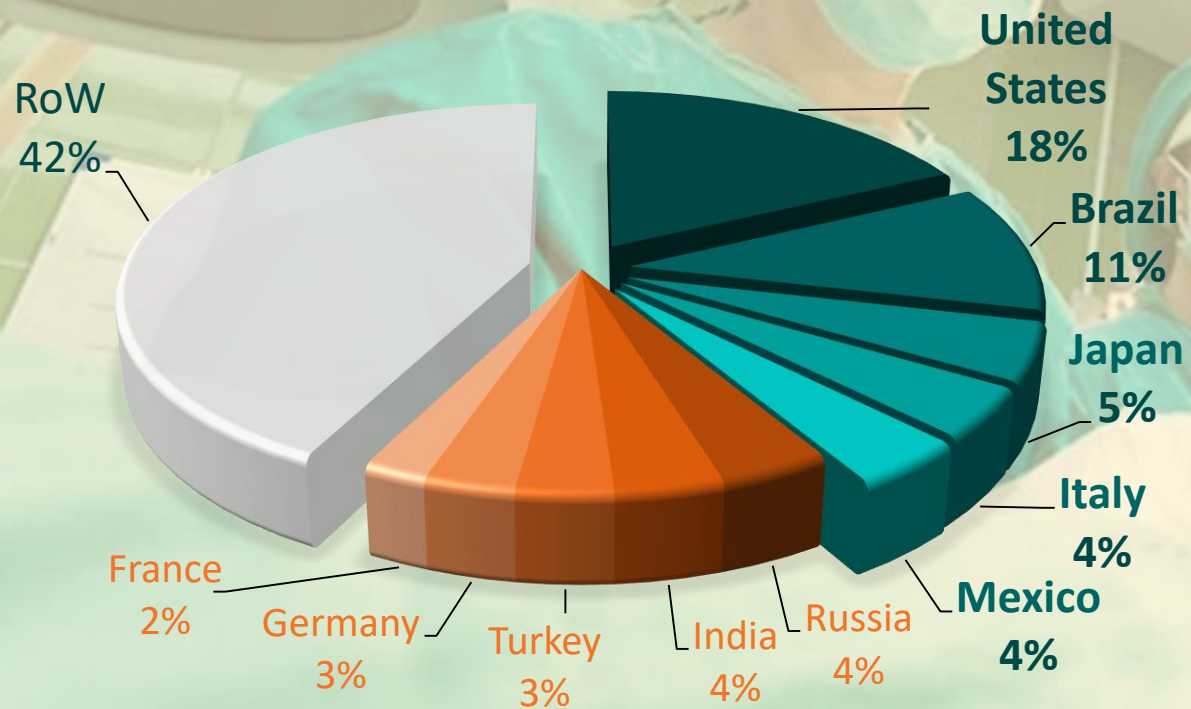
## Factors that may contribute to acceptance of cosmetic surgery.

- Greater sociocultural pressure on women to attain ideals of physical and sexual attractiveness.
- Cosmetic surgeons may target women more specifically in advertising.
- Anxiety about appearance and body shame in women may predict favourable attitudes towards cosmetic procedures.

Brown et al, (2007)

# Introduction: Prevalence.

58% of all cosmetic procedures are performed in just 10 countries, with 42% of the world's total cosmetic procedures performed in 5 countries. The UK is outside of the top 25 countries and contributes less than 0.2% of the world's total.



(ISAPS, 2017)

- Women accounted for 86% of the total invasive surgical procedures performed in 2017.
- Women accounted for 87% of the total non-surgical procedures performed in 2017.

# Objectification Theory.

In a culture that sexually objectifies the female body “Objectification Theory” offers a framework for understanding experiential consequences of being female.

(Fredrickson & Roberts, 1997)

A women’s attentiveness to their physical appearance, commonly interpreted as vanity may also be viewed as a strategy to help them determine how others will treat them.

(Freud, 1933; Silberstein et al., 1987)

Women internalise an observers’ perspective.

This internalisation of another’s view of their perceived self can, in turn, lead to body monitoring that can become habitual.

When women are objectified, they are treated as “Bodies”.

Sexual Objectification is when a women's body or sexual functions are separated from her person.

(Fredrickson & Roberts, 1997)

# Objectification Theory predicts cosmetic surgery acceptance.

Objectification Theory variables predict acceptance of cosmetic surgery.

Sexual Objectification. Self-surveillance. Body shame.

## Study 1.

Calogero et al., (2010) investigated attitudes towards cosmetic surgery in women in the UK aged 18-49yrs within the framework of Objectification Theory.

Objectification Theory predicted greater acceptance.

Sexual objectification & body shame predicts social motive.

Acceptance of CS is a way to manipulate physical appearance.

Explanation – viewed through lens of sexual & self –objectification.

# Objectification Theory predicts cosmetic surgery acceptance cont'd...

Objectification Theory variables predict acceptance of cosmetic surgery.

Sexual Objectification. Self-surveillance. Body shame

## Study 2.

Jackson & Chen, (2015) looked at predictors of cosmetic surgery consideration in men and women.

Objectification Theory predicted greater acceptance.

Social comparison & body shame predictor in women.

Objectified body consciousness = high consideration in men.

Increases in cosmetic surgery traced to sexual objectification.

# Objectification Theory predicts cosmetic surgery acceptance cont'd...

Objectification Theory variables predict acceptance of cosmetic surgery.

Sexual Objectification. Self-surveillance. Body shame

## Study 3.

Calogero, Pina, Sutton, (2014) study of 116 undergraduate women in the UK aged 18-21yrs examined whether the pursuit of cosmetic surgery is a potential consequence of lived experience in a sexually objectifying social environment.

Intentions to pursue CS stems from self-objectification.

Women who self-objectify report higher body shame.

Higher body shame explains high interest to pursue CS.

Subtle sexually objectifying content increases intention CS

# Current Study: Attitudes Toward Cosmetic Surgery.

## Rationale & Aim

Studies in this presentation highlight that women are more accepting of cosmetic surgery than men. Objectification Theory may predict some of the reasons women choose cosmetic surgery and procedures.

Understanding the differences in attitudes towards cosmetic surgery will give a better understanding of the environmental and social factors that influence the differences in attitudes between men and women in regards to the acceptance of having cosmetic surgery or procedures.



The aim of the current study is to look at the differences in attitudes toward cosmetic surgery between men and women and the influential factors that predict acceptance of cosmetic surgery.

It is hypothesised that there will be a significant difference in attitudes between men and women.

# Current Study: Attitudes Toward Cosmetic Surgery.

Participants. Materials. Procedure.

43 participants.  
35 women, 9 males.  
Age range 18yrs to 40+.

Acceptance of Cosmetic Surgery  
Scale.

(Henderson – King & Henderson – King, 2005)

Kwik Surveys  
Link sent via Facebook  
Link shared over social media.

The Acceptance of Cosmetic Surgery Scale has been adapted for the purpose of this survey. There are 3 sub scales. The social and interpersonal sub scale was reduced to 5 questions each and the acceptance sub scale to 7 questions, total 17 questions. The original scale is 57 questions and too detailed for the current study.

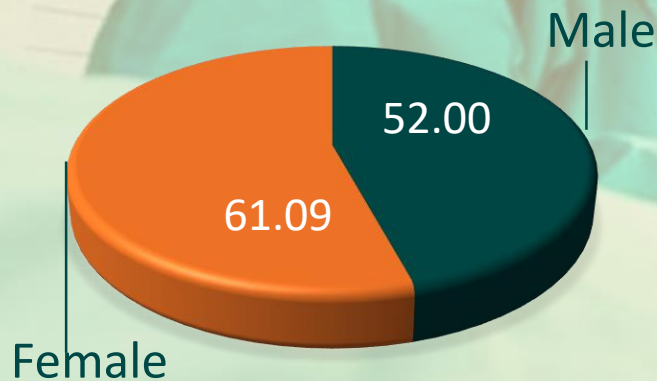
Consent was given at the beginning of the survey. Participants were anonymous and no personal information was collected. Debrief was at the end of the survey. Participation in the study was voluntary.

Questions were a multiple choice 6 point Likert Scale, strongly agree to strongly disagree.

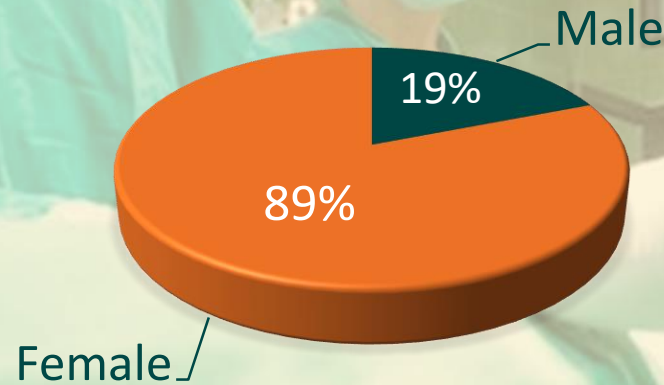
# Attitudes Toward Cosmetic Surgery: Results.

The total mean scores for males & females indicate there was no significant difference between the two groups. There were considerably more female than male participants, also, the age range was predominantly over 40yrs. The results did not support the hypothesis in that there was no significant difference between males and females.

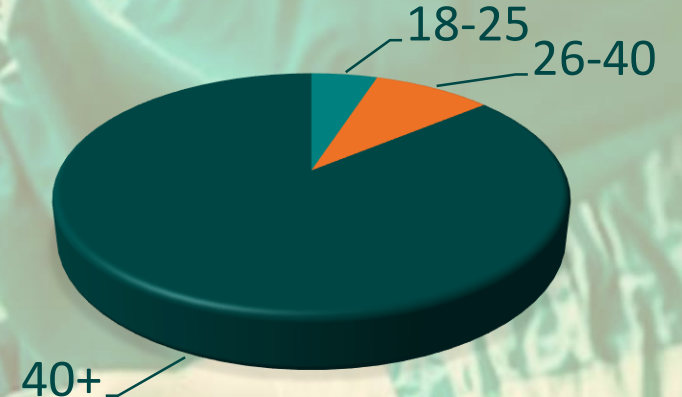
**MEAN SCORE**



**% OF PARTICIPANTS**



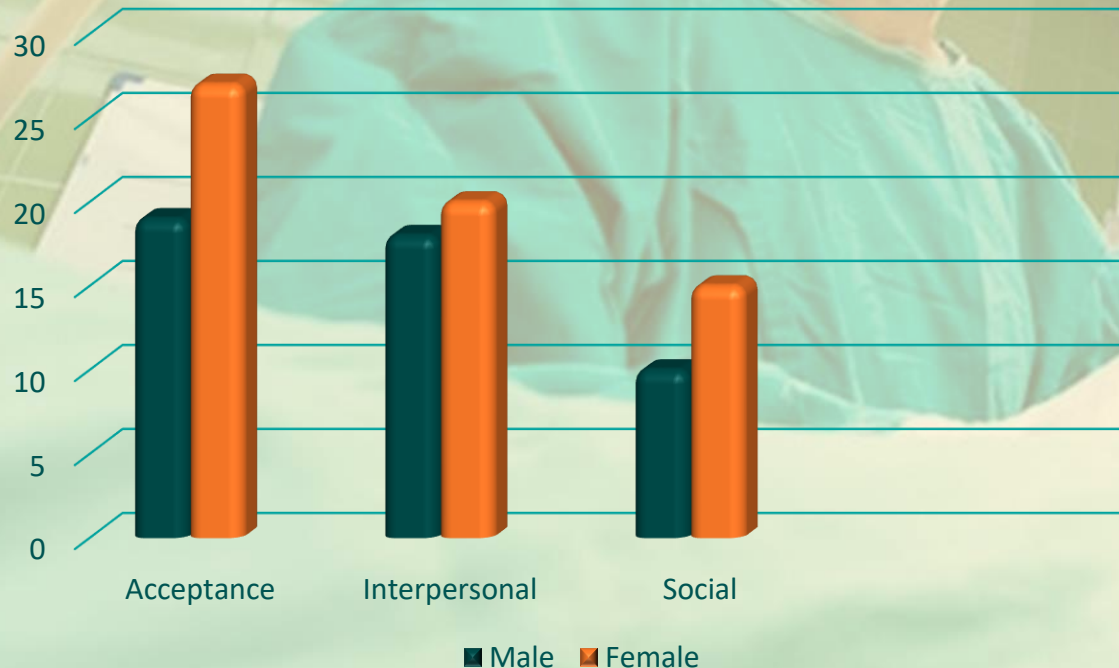
**PARTICIPANT AGE**



# Attitudes Toward Cosmetic Surgery: Results.

## Acceptance of Cosmetic Surgery Subscale Results.

Subscale Results (Mean Scores)



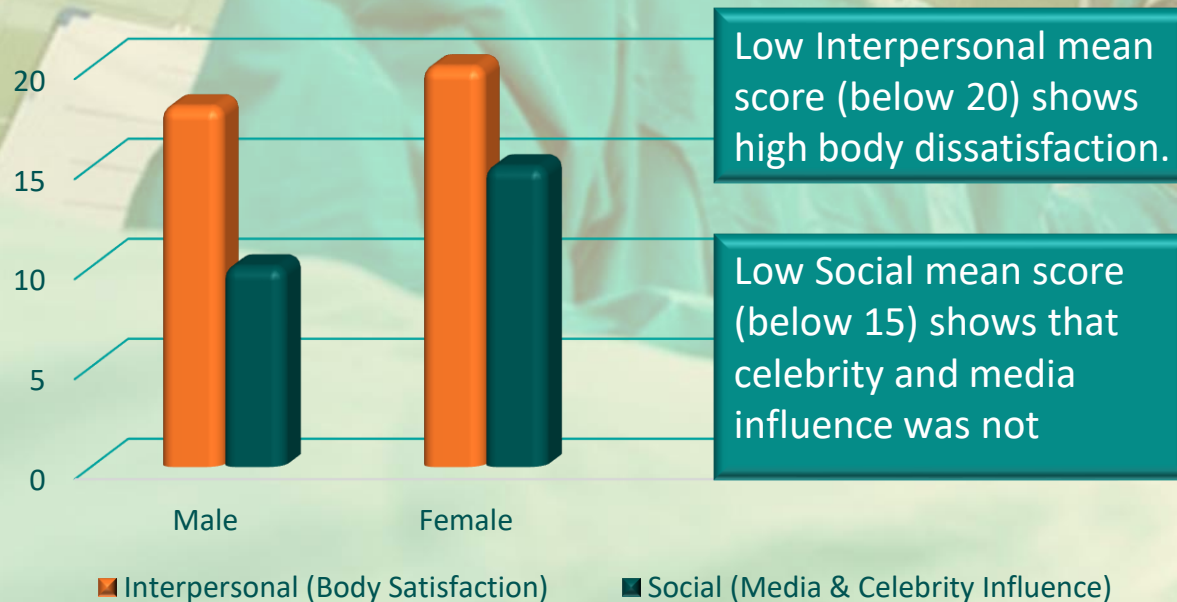
Analysis of each subscale indicates that:

- Women are more accepting of cosmetic surgery than males (Acceptance).
- Women have higher body satisfaction than males (Interpersonal).
- Women are more influenced by celebrities and media than males (Social).

# Attitudes Toward Cosmetic Surgery. Results.

Acceptance of Cosmetic Surgery Subscale Results. Influential factors.

## Interpersonal & Social Influences. Mean Scores.



The chart shows that the greatest influence of acceptance of cosmetic surgery in males & females was body satisfaction (Interpersonal Scale).

Men showed less influence from celebrity and media (Social Scale) than women .

# Discussion.

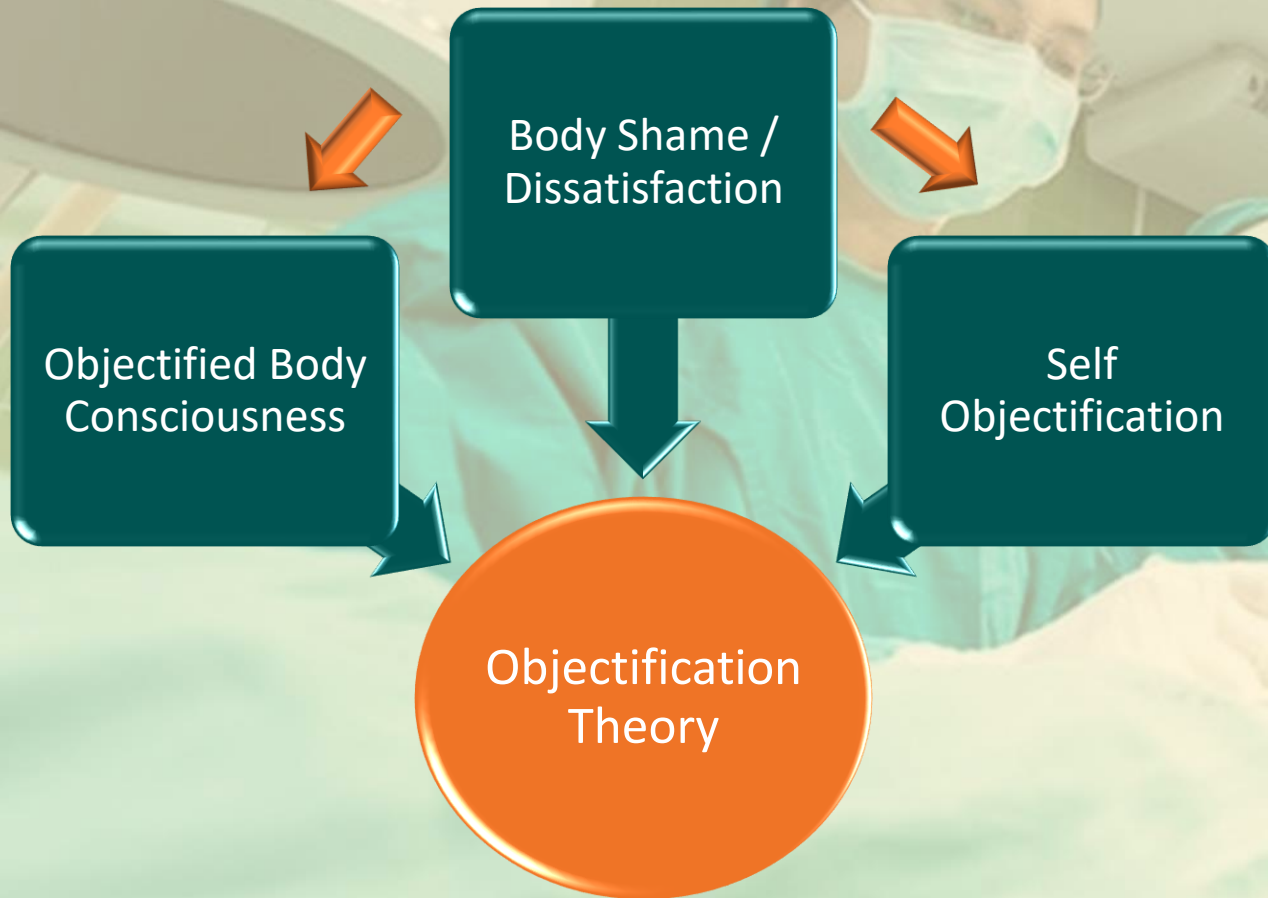
The aim of this study was to examine the differences in attitudes towards cosmetic surgery between men and women. Further examination of the results reveal body satisfaction/dissatisfaction influences the acceptance of cosmetic surgery.



The findings in the current study of high body shame/dissatisfaction in both male and female participants support the findings of (Calogero, Pina & Sutton, 2014; Jackson & Chen, 2015)

# Discussion.

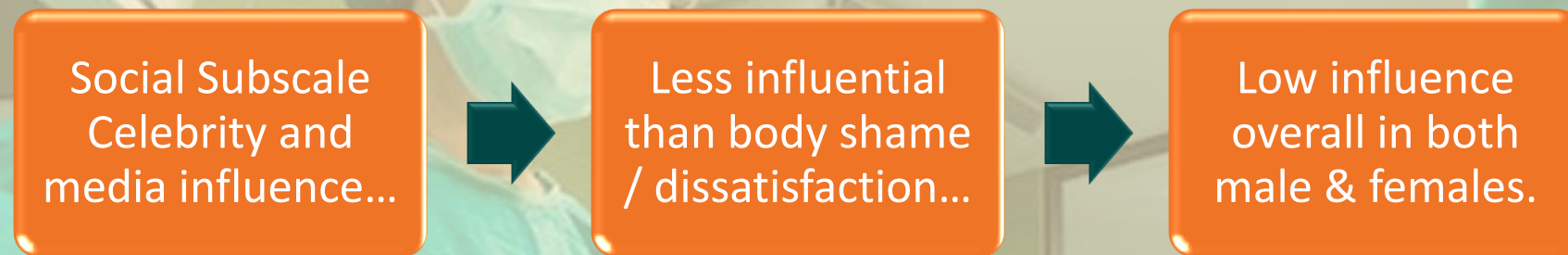
The results of the interpersonal sub scale indicate high levels of body shame/dissatisfaction in both male and female participants, this may be suggestive of objectified body consciousness and self objectification.



Objectification Theory predicts a positive acceptance towards cosmetic surgery. The results in the current study supports the variables of Objectification Theory, further supporting the findings of (Calogero et al., 2010; Calogero, Pina & Sutton, 2014; Jackson & Chen, 2015) that Objectification Theory is a predictor of acceptance of cosmetic surgery.

# Discussion.

The results of the social subscale showed less influence from the media and celebrities compared to the interpersonal subscale, body shame and dissatisfaction. The low score overall indicates that celebrities and the media was not influential on the acceptance of cosmetic surgery.



The current study did not support the findings of Montemorro, Porcnik & Otte (2015); de Vries, Nikken & de Graaf (2014); Jung & Hwang (2016). Analysis of the interpersonal and social sub scales of the Acceptance of Cosmetic Surgery Scale indicates that celebrity and media was not influential in acceptance of cosmetic surgery in males or females. However, results did highlight that females were influenced more than males, this does, in part, support de Vries, Nikken & de Graaf (2014) who found girls to be slightly more influenced by social media.

# Limitations & Further Research.

There are some limitations to the current study that may have had an effect on the overall findings that have been discussed in this presentation.

## Sample Size & Age

- The sample size of the current study was small and the age range was wide, 18 to 40+. A larger number of participants would give a better insight overall in attitudes towards cosmetic surgery and more targeted age groups would highlight changes in attitudes as we age.

## Male/Female Ratio

- The ratio of female participants in relation to male participants was high. A more even numbered study would give a more concise insight to the differences in attitudes between males and females.

## Adaption of the scale

- The Attitude to Cosmetic Surgery Scale was adapted for the purpose of this study. Each section had limited questions and the social sub scale had some questions combined. A study that utilises the entire scale (57 questions) and a larger participant group would present findings that show the influences as well as attitude differences in males and females.

# Conclusion.

It is therefore concluded, based on the findings of this study, that there are differences in attitudes towards the acceptance of cosmetic surgery between males and females. Furthermore, it can be concluded that social and interpersonal influences further predict whether cosmetic surgery is accepted by males and females.

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