"African Beauty": Examining Body Image Among African Women
Balogun-Mwangi, O., Robinson-Wood, T.L., Sanchez, W., Rodgers, R.F., Edwards-George, J.B.

Introduction
- Dearth of research exploring body image among African women
- Body dissatisfaction associated with changes in mood, relationship problems and eating pathology

Aim
- Examine body size ideals among African women
- Assess the extent to which hair, skin color and facial feature satisfaction predict body image satisfaction among African women

Methods
- One-time online survey
- 230 African women living in Africa
- Age: 18-69
- Measures:
  - Demographic Questionnaire
  - Pulvers African American Body Image Scale (PBIS)
  - Skin Color Satisfaction Scale (SCSS)
  - Racial Body Image Questionnaire (RBIQ)

Results
- Results revealed a statistically significant discrepancy between actual and ideal body sizes among the sample (ideal body sizes were smaller), $z = -9.3$, $p < .001$ with a medium to large effect size ($r = .4$).
- Hair satisfaction and skin color satisfaction were significant predictors of body image satisfaction among African women. Variance explained by the model was $34.0\%$, $F (3, 172) = 31.062$, $p < .0001$

Conclusions
- Findings suggest African Women idealize smaller body sizes
- Hair and skin color satisfaction plays a significant role in African women’s overall body image satisfaction

References
Le Grange et al., 2006;
Pinhas, Toner, Garfinkel, & Stuckless, 1999
Tilli et al., 2008