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As Pesquisas Transculturais em Imagem Corporal Transcultural Research on Body Image

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Traditionally, it has been argued that, while the thin ideal and body dissatisfaction are prevalent in developed (or Western) countries, these phenomena may be less pronounced in developing (or non-Western countries). In an increasingly globalized world, however, body dissatisfaction may be becoming more international in nature. In this talk, I present data from the International Body Project I, a collaborative effort of 58 scientists and independent scholars from 26 countries in 10 major world regions. The results of this project showed that there were few differences in body dissatisfaction across the 10 world regions that were sampled, and that larger differences were found between rural and urban sites within the same country. I argue that these results suggest that body dissatisfaction and the thin ideal may be more strongly linked with socioeconomic development rather than simple 'Westernisation'. I end by highlighting limitations that continue to hamper cross-cultural research on body image, particularly poor quality sampling and the lack of validated scales for local use.