

Social acceptance of ,fat shaming‘ Adebahr, Philip; Lehmann, Judith; Kriwy, Peter

Objectives

Research Questions

Which observers accept fat shaming?

Which victims and offenders are mostly accepted in regard to fat shaming?

Background

fat shaming = acts of private or public criticizing of overweight and obese people to make them feel ashamed of their weight (Korbik 2014)

problematic because: **COBWEBS Model** (Tomiya 2014): „vicious cycle“ of perceived stigma, stress reactions, increased cortisol secretion and ultimately weight gain

Data

Survey Method

Where?

University of Technology
Chemnitz, Germany

Who?

Bachelor students
2nd to 6th semester
Sociology, Sports,
Psychology, Economics

How?

vignette study
paper pencil
questionnaire

When?

after the lectures
July 2016

Bilder der
Körperformen

w1 w2 w3

Vignettes

During a class reunion a male acquainted classmate with body shape m1 replied to your old female school friend with body shape w3 „Maybe you should lose some weight“.

How do you judge this situation?

not acceptable partly highly acceptable
□1 □2 □3 □4 □5 □6 □7 □8 □9 □10

Bilder der
Körperformen

m1 m2 m3

Sample

Age: 19-31 μ=22

BMI: 17-41 μ=23

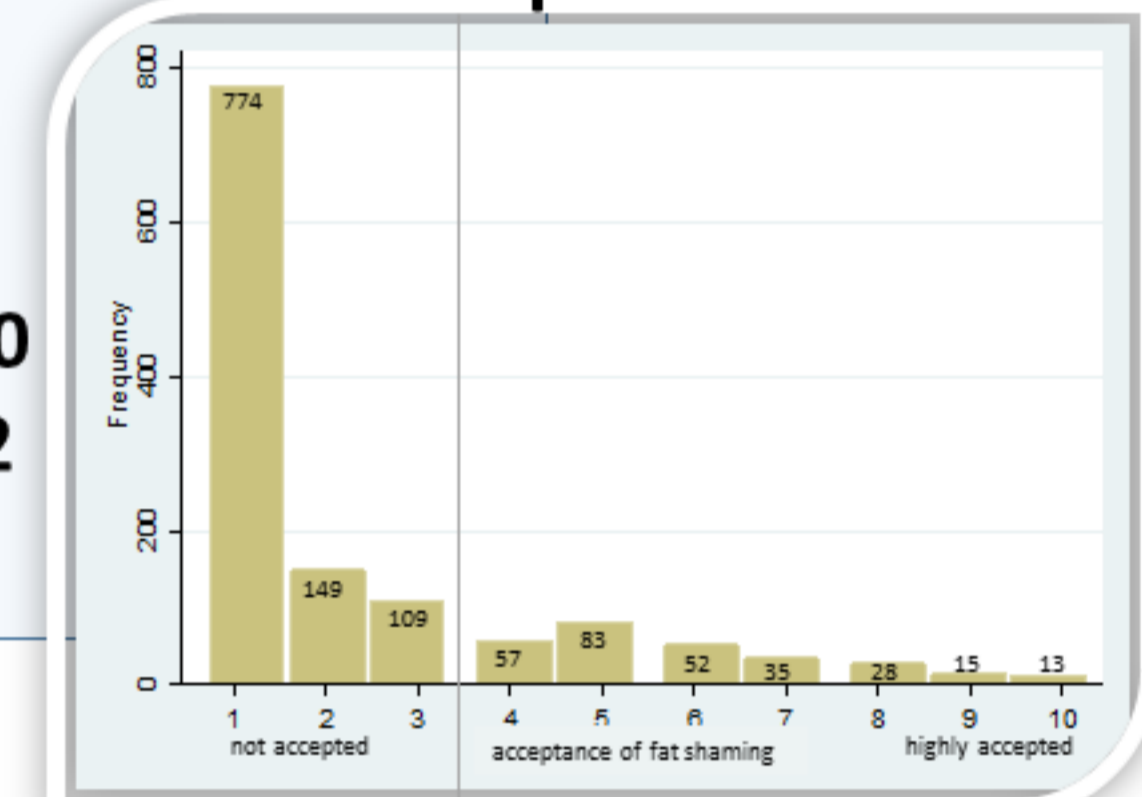
Female: 68,18%

Male: 31,82%

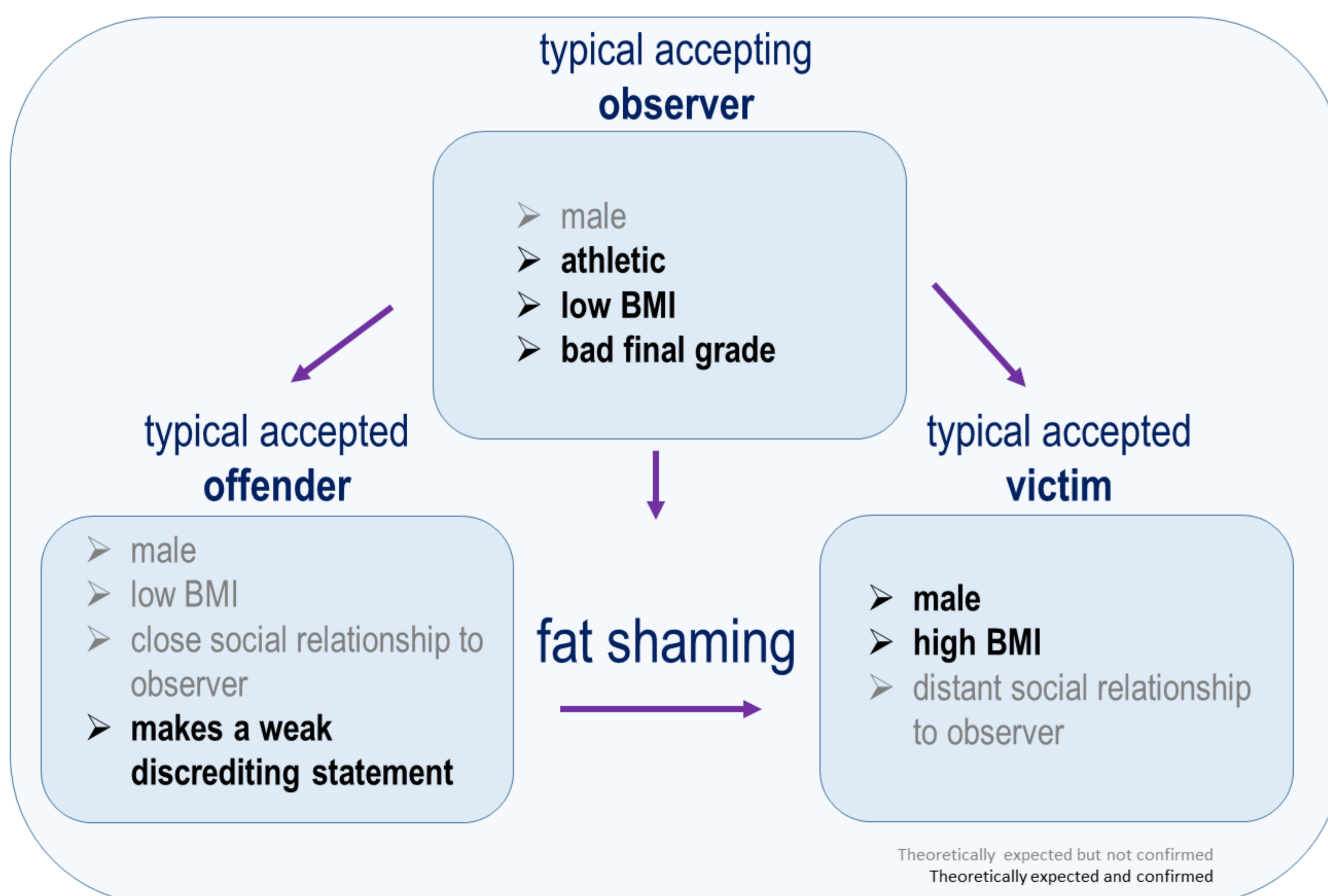
N vignettes 1320

N respondents 132

Dependent Variable

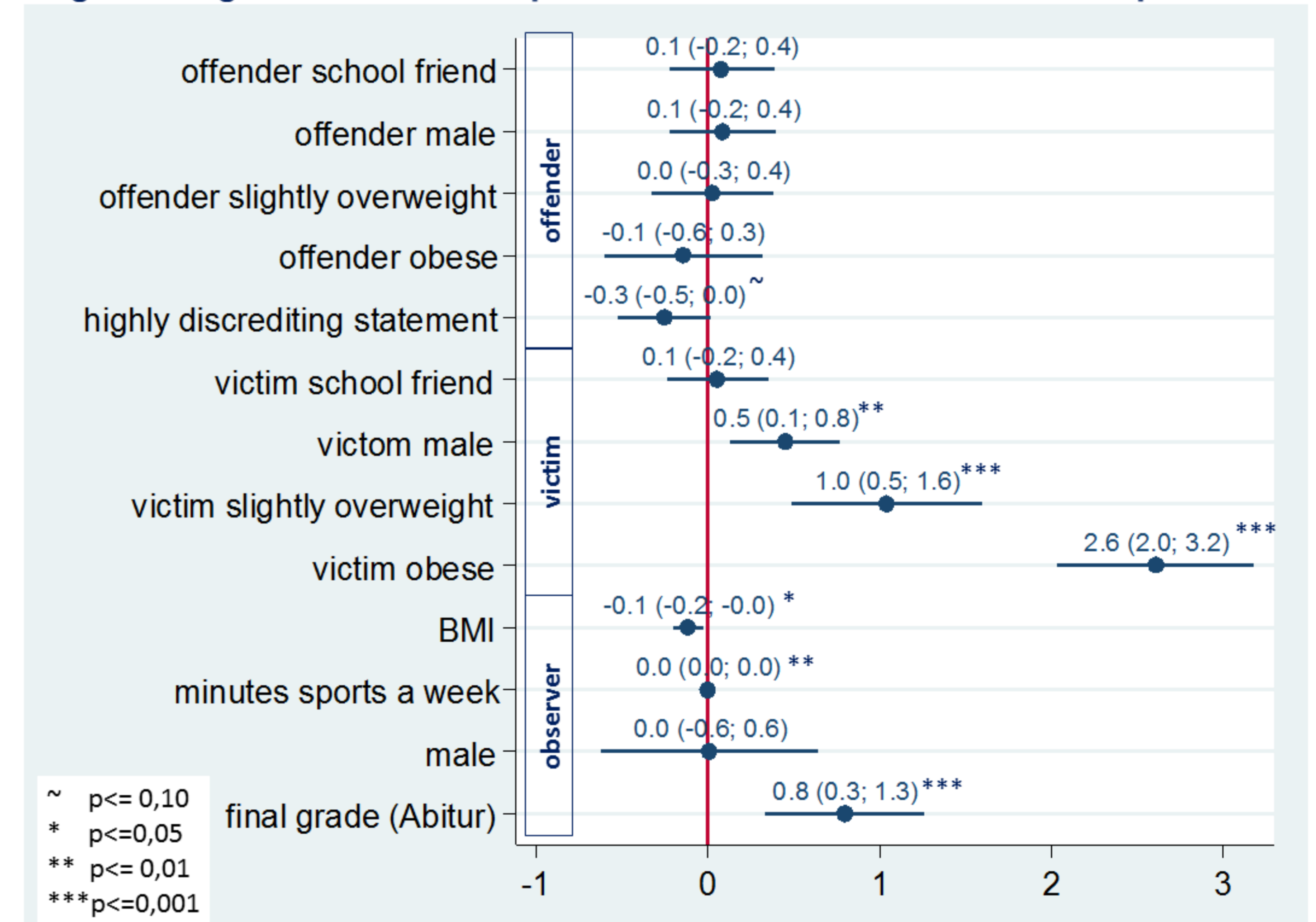


Results



Logistic Regression

Dependent Variable: 1 = observer accepts fat shaming



Discussion

Theoretical Interpretation

- general rejection of fat shaming (85%)
- men are more likely to be accepted as victims than women, contradicting the literature (Magallares, Morales 2013)
- possible explanations:
 - Plus size trend addresses women (higher costs of verbal abuse of women)
 - Expectation: Men take the verbal abuse easier, because they are the ,stronger sex‘ (lower costs of being ,honest‘ with men)

Further Questions

- Is the acceptance of fat shaming effected if respondents are victims, offenders or persons who have lost a lot of weight themselves?
- Why are the offender's characteristics apparently unimportant?
- How has the vignette question mainly been understood by the respondents – as a question on facts or a question on attitudes?

Literature

Korbik, Julia (2014): Hintergrund. Hg. v. The European. Link: <http://www.theeuropean.de/jennifer-copeland/8596-hassobjekt-koerper>, last actualization 30.07.2014, accessed 08.04.2016.

Magallares, Alejandro; Morales, José-Francisco (2013): Gender differences in antifat attitudes [Diferencias de género en actitudes antiobesos]. In: *Revista de Psicología Social* 28 (1), 113–119.

Tomiya, A. Janet (2014): Weight stigma is stressful. A review of evidence for the Cyclic Obesity/Weight-Based Stigma model. In: *Appetite* 82, p. 8–15.