The Effects of Music Video Clips on Men’s Body Image and Schema Activation
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Abstract:
Music video clips (MVCs) are possibly one of the most influential transmitters of sociocultural ideals, as they feature singers who people often identify with. Therefore, researchers have become increasingly interested in the influence of MVCs on men’s body image. The current study aims to examine the influence of MVCs, containing muscular male singers, on men’s body satisfaction and mood. Furthermore, this study aims to test a revision of an existing Word Stem Completion Task (WSCT), to include more items which reflect common male body image concerns. Appearance-related schema activation will be measured using this newly revised WSCT. Approximately 160 male participants will be recruited from the University of the Sunshine Coast and the general community. The study will be an online experimental design. The results of the revised WSCT will be analysed using a one-way between groups analysis of variance.

Introduction:
Music Video Clips
- Recently, researchers have been interested in the impact of music video clips (MVCs) on body image (Mulgrew & Volcevski-Kostas, 2012; Mulgrew, Volcevski-Kostas, & Rendell, 2013).
- MVCs are important to study because they are possibly one of the most influential transmitters of sociocultural ideals, as they feature singers who people often identify with.
- Male singers are often depicted as muscular, tall, tanned, with broad shoulders and defined abdominals.
- Only two studies have examined the effects of MVCs on adult men, and adolescent boys (Mulgrew & Volcevski-Kostas, 2012; Mulgrew, Volcevski-Kostas, & Rendell, 2013).

Schema Activation
- One way to examine the impact of idealised media images is through cognitive-processing models of body image.
  - These models maintain that people develop appearance-related schemas, which are cognitive structures that influence the way people think and process self-relevant information.
  - Exposure to idealised images can trigger appearance-related schemas, which can lead to greater concern and body dissatisfaction (Tiggemann et al., 2004).
  - Tiggemann and colleagues (2004) constructed a 20-item word-stem completion task (WSCT) to measure appearance-related schema activation in males and females. In this task, schema activation is measured by the proportion of appearance-related words generated after exposure to idealised images. E.g. THI____ can be completed to form either an appearance-related word (“THIN”) or a non-appearance word (“THINK”).
  - The task has previously been responsive to female thinness-promoting media images in male and female samples (Tiggemann et al., 2004).
  - Only two studies have examined the influence of MVCs containing muscular singers on men’s appearance-related schema activation (Mulgrew & Volcevski-Kostas, 2012; Mulgrew, Volcevski-Kostas, & Rendell, 2013).
  - In these studies, no significant differences in the proportion of appearance-related words generated were evident between the different conditions (muscular, average, scenario).
  - Mulgrew and Volcevski-Kostas (2012) suggest that perhaps no significant differences were evident because the WSCT does not contain enough word stems that reflect male body image concerns.

‘Muscular’ condition - these MVCs will contain muscular and attractive male singers. There will be a considerable amount of body focus in these clips.

‘Average’ condition - these MVCs will contain male singers who are less muscular and less attractive.

‘Neutral’ condition - these MVCs will contain no humans in them. They will contain mainly scenery or animals.

Visual Analogue Scales
- To assess momentary changes in mood (happy, angry, depressed) and body image (confidence, satisfaction with muscle tone, satisfaction with upper body, overall body satisfaction, and satisfaction with level of fitness).

Word-Stem Completion Tasks
- Original Word Stem Completion Task – will be used to measure appearance-related schema activation. Contains 20 three-letter word stems (SKI____) that can be completed to form either an appearance-related word (“SKINNY”) or a non-appearance word (“SKILL”).
- Revised Word Stem Completion Task – will be used to measure appearance-related schema activation. Contains 20 three-letter word stems (MUS____) that can be completed to form either an appearance-related word (“MUSCLE”) or a non-appearance word (“MUSIC”).

Aims:
- To revise the original WSCT to include a greater number of word-stems that reflect male body image concerns.
- To contribute to the limited literature on men’s body image by examining the effect of MVC’s on men’s body satisfaction, and mood, and specifically to replicate the findings of Mulgrew and Volcevski-Kostas (2012).
- Hypotheses:
  - H1: Compared to men who view the average or neutral MVCs, men who view the MVCs containing muscular males will show greater appearance-related schema activation, and hence produce a significantly greater proportion of appearance-related words in the revised WSCT.
  - H2: There will be significant differences in post-test mood scores across the three groups (muscular, average, neutral). Specifically, compared to men who view the average or neutral MVCs, men who view the MVCs containing muscular males will have higher post-test scores on depression and anger, and lower post-test scores on happy.
  - H3: There will be significant differences in post-test body satisfaction scores across the three groups (muscular, average, neutral). Specifically, compared to men who view the average or neutral MVCs, men who view the MVCs containing muscular males will have lower post-test scores on confidence, satisfaction with muscle tone, satisfaction with upper body, overall body satisfaction, and satisfaction with level of fitness.

Participants:
- 160 male participants
- University of the Sunshine Coast
- General community (via snowballing technique)

Measures:

Procedure:

References: