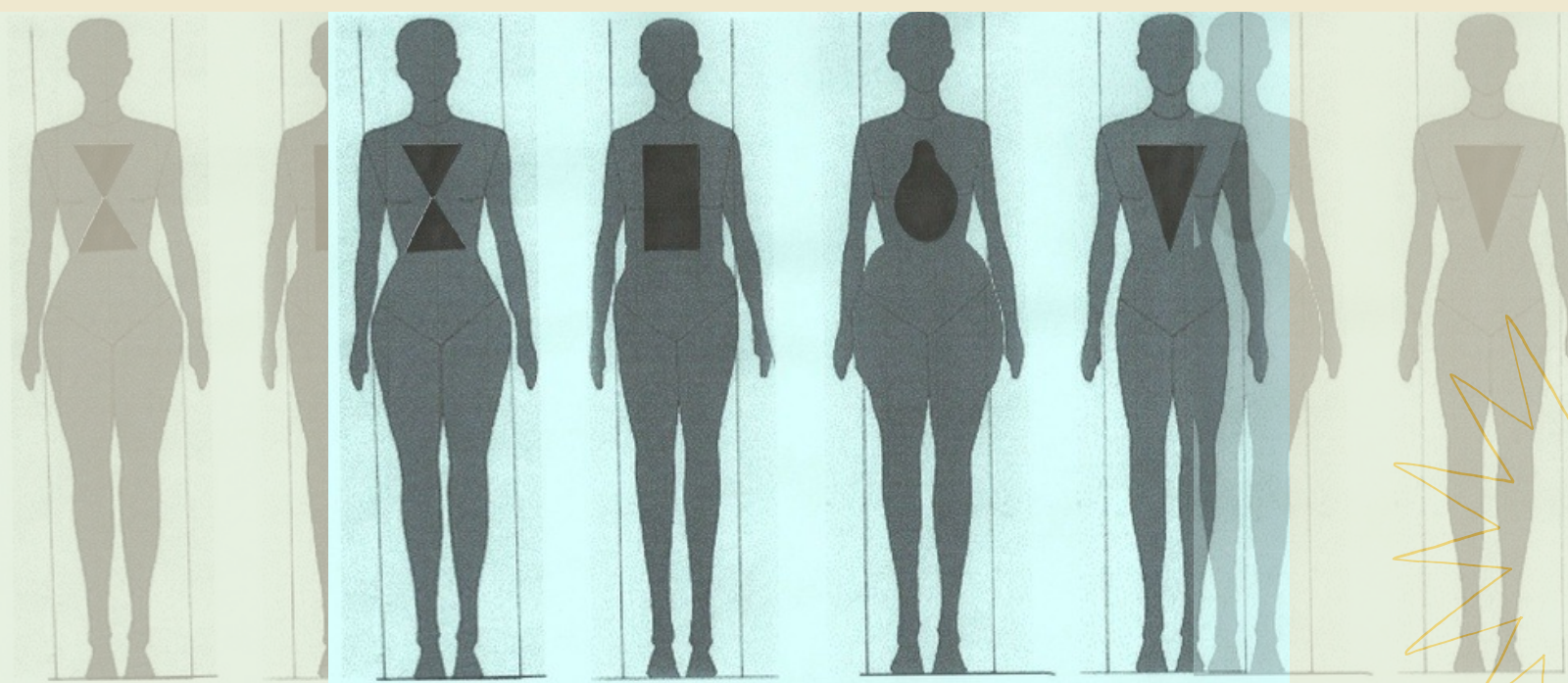
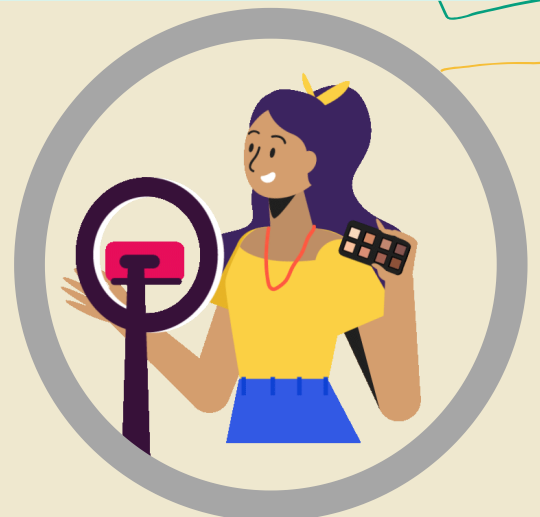


# RELATION OF PERSONALITY & BODYTYPE



## Psychology & Body Image Issue

- The research on the psychology of body image is dominated by the correlational method.
- The major protective measures to check body image dissatisfaction include upholding a healthy weight, maintaining close relationships with others, improving well-being, and reducing the tendency to compare oneself to others.



## Theory of William Sheldon

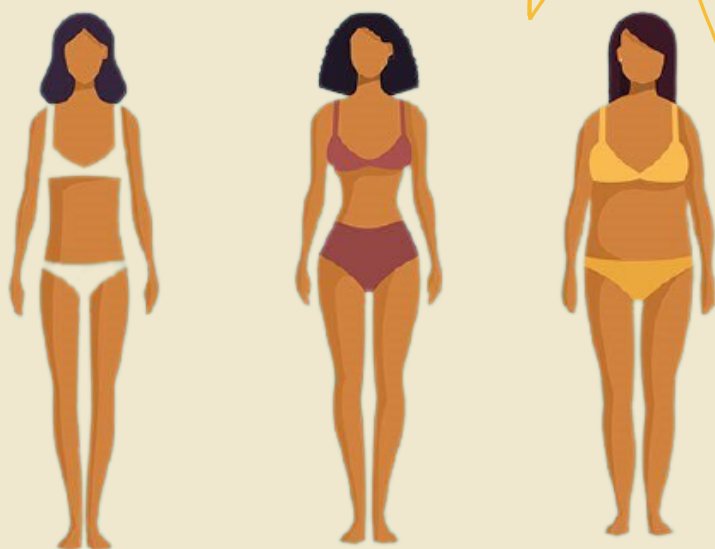


Sheldon's Somatotype	Character	Shape
Endomorph [viscerotonic]	relaxed, sociable, tolerant, comfort-loving, peaceful	plump, buxom, developed visceral structure
Mesomorph [somatotonic]	active, assertive, vigorous, combative	muscular
Ectomorph [cerebrotonic]	quiet, fragile, restrained, non-assertive, sensitive	lean, delicate, poor muscles

- In the 1940s, William Herbert Sheldon associated body types with human temperament types

- He claimed that a body type could be linked with the personality of that person.

- He split up these body/personality types into three categories called somatotypes.



ECTOMORPH      MESOMORPH      ENDOMORPH

## Real Life Implication

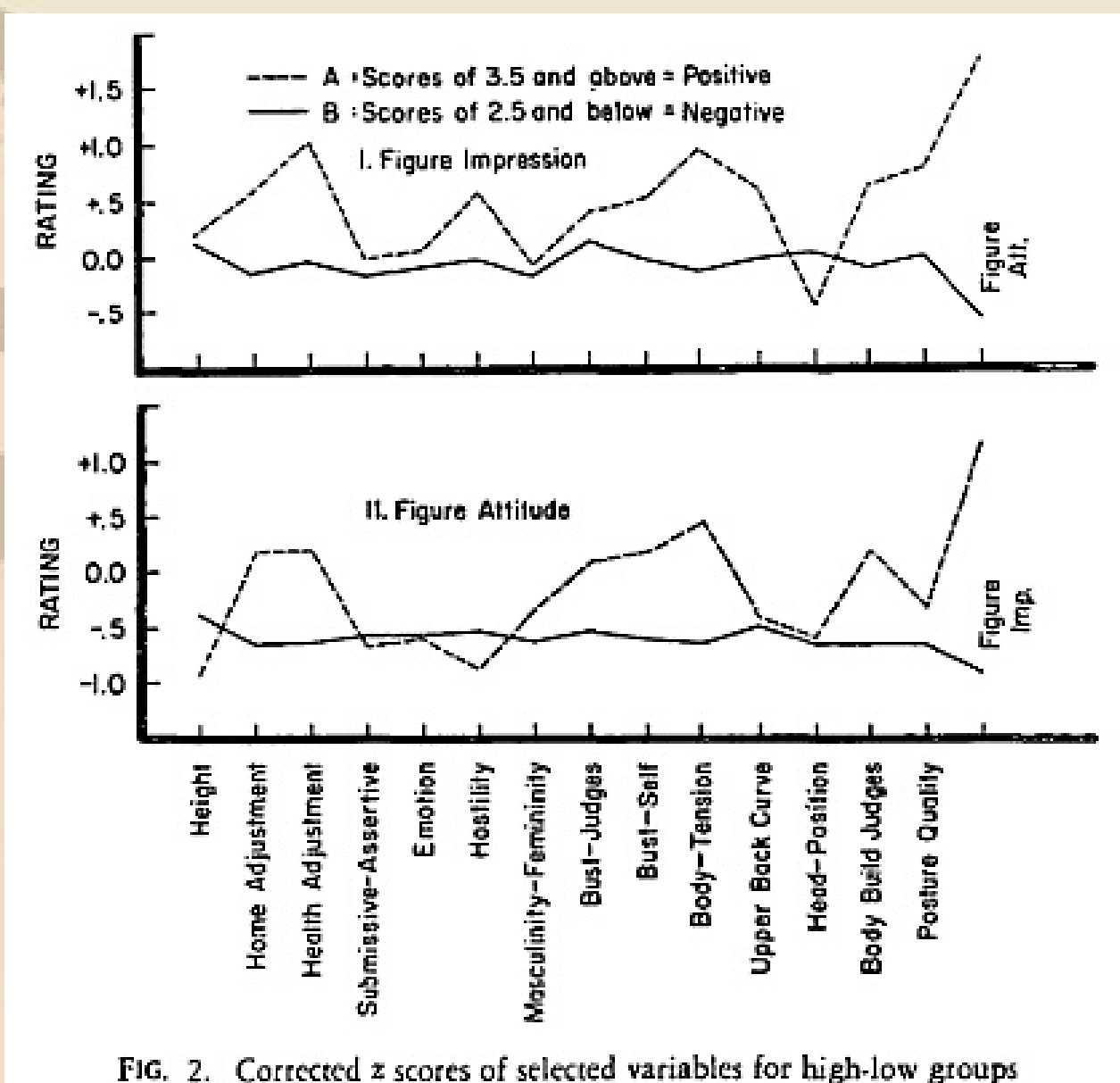


FIG. 2. Corrected z scores of selected variables for high-low groups

We understood the real-life implication of these factors by:

- A data of 91 college-going females was derived. There was a definite dissatisfaction with the body. The test was known as z scores and chi-square.
- It also explains us to know our self-worth
- Another study was conducted and about 60 females were asked to name adjectives for each body type and the most unfavourable words were for endomorph
- These stereotypes are found in boys as well, we should not associate looks with personality.
- Hence, people want to look fitter as it relates to a better personality

