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## ADAPTATION OF THE APPEARANCE SATISFACTION QUESTIONNAIRE

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*Introduction. Problems associated with the body and its origins have been actively dealt with by N. Danilenko, G. Douglas, M. Karpovets, S. Cooper, I. Svyatenko, V. Teres, M. Til T. Khomulenko et al.. Today, there is a problem of a lack of psychodiagnostic methods for studying a person's attitude towards his or her appearance.*

*The aim of the study is to adapt the Ukrainian version of V. Labunska's appearance satisfaction questionnaire.*

*Results. The instructions for the appearance satisfaction questionnaire were as follows: "You have a questionnaire that includes various characteristics of a person's appearance. Carefully read each pair of characteristics and evaluate their correspondence to the elements of your appearance according to a 10-point system: put 1 point if this or that characteristic does not completely correspond to your appearance, put 10 points when, in your opinion, this or that characteristic completely corresponds to your appearance. The value of the obtained results, which will be used only in a generalized form, depends on the sincerity of your answers."*



*The results obtained from a psychometric sample of 223 individuals aged 15 to 63, including 179 women and 44 men.*

*Descriptive statistics for items and the total scales of Satisfaction Questionnaire Scale were obtained. It was determined that the reflected attitude towards appearance is positively correlated with personal and situational anxiety according to Spielberger's method. Appearance satisfaction is negatively correlated with personal and situational anxiety and self-oriented perfectionism. No correlations were found with indicators of socially attributed perfectionism.*

*Test-retest reliability and external validity were shown.*

**Conclusions.** *The Appearance Satisfaction Questionnaire is a reliable and valid tool and allows you to determine the level of Reflected and Satisfaction with appearance.*

**Keywords:** *psychodiagnostics, questionnaire, satisfaction with appearance, reflected attitude towards appearance, psychometric indicators.*

### **Адаптація опитувальника задоволеності зовнішністю**

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**Вступ.** *Проблемами, пов'язаними з тілом та його походженням, активно займалися Н. Даниленко, Г. Дуглас, М. Карповець, С. Купер, І. Святенко, В. Терес, М. Тіль, Т. Хомуленко та ін. Сьогодні існує проблема відсутності психодіагностичних методів вивчення ставлення людини до своєї зовнішності.*

**Метою** *дослідження є адаптація української версії опитувальника задоволеності зовнішністю В. Лабунської.*

Результати. Інструкції щодо анкети задоволеності зовнішністю були такими: «У вас є анкета, яка включає різні характеристики зовнішності людини. Уважно прочитайте кожну пару характеристик та оцініть їх відповідність елементам вашої зовнішності за 10-бальною системою: поставте 1 бал, якщо та чи інша характеристика не повністю відповідає вашій зовнішності, поставте 10 балів, коли, на вашу думку, та чи інша характеристика повністю відповідає вашій зовнішності. Значення отриманих результатів, які будуть використані лише в узагальненому вигляді, залежить від щирості ваших відповідей.

Результати отримані на психометричній вибірці з 223 осіб віком від 15 до 63 років, включаючи 179 жінок та 44 чоловіків. Було отримано описову статистику для пунктів та загальну шкалу шкали задоволеності.

Було визначено, що відображене ставлення до зовнішності позитивно корелює з особистісною та ситуативною тривожністю за методом Спілбергера. Задоволеність зовнішністю негативно корелює з особистісною та ситуативною тривожністю та самоорієнтованим перфекціонізмом. Кореляцій з показниками соціально атрибутуваного перфекціонізму кореляцій не виявлено.

Результати тест-ретест та зовнішня валідність були показано. Висновки. Анкета задоволеності зовнішнім виглядом є надійним та валідним інструментом, який дозволяє визначити рівень рефлексії та задоволеності зовнішністю.

**Ключові слова:** психодіагностика, опитувальник, задоволеність зовнішністю, відзеркалене ставлення до зовнішності, психометричні показники.

**Introduction.** Problems associated with the body and its origins have been actively dealt with by N. Danilenko, G. Douglas, M. Karpovets, S. Cooper, I. Svyatenko, V. Teres, M. Til T. Khomulenko et al..

In pre-adolescence and youth, there is an inter-personal understanding and comprehensive assessment of oneself and others through a complex system of psychological, social, physical, informational officials Reducing your body to a healthy state

becomes of utmost importance in the process of awakening your healthy vitality.

The strengthening of the peculiarities of physical development and the development of young people of the youthful age (N. Danilenko, L. Rudenko, M. Sandomirsky, O. Skuragaevsky, I. Florin) gives the opportunity to confirm about its significance for the development of tolerance and tolerance in all areas of life, and not just as a factor in ensuring health and a healthy way of life (O. Kikinezhdi (2013), T. Tytarenko (1989)). Moreover, during the period of beginning in the early stages of middle illumination, the individuality develops criteria for the diversity of bodily characteristics, and hence the formation of the body image.

The indicator for which young people of the early and youthful age will later become aware of their desire for themselves and those who are away is the image of the body itself (Molyako, 2006).

The peculiarities of the pre-adolescent age and the youth age, and the physical, state development, self-identification itself are reinforced by Yu. Antropov, A. Dorozhevets.

The connection between pre-adolescence and youth with the formation of physical characteristics and gender identity is presented by the researcher R. Molyako, who brings his scientific quests to the point of a strong body. It is experiencing an influx of unregulated officials.

O. B. Stankovskaya respects that being up to one's own reality will have to intelligently understand one's own life through the external bodily manifestation, and also harmoniously connect with it from the outside inner living directness. All this becomes possible, since the basis of this concept is self-awareness, connected with the inner body. The value of one's own externality must depend on two contexts: the internal body – "Self-for-myself", the external body "Self-for-other". Therefore, it is important to understand the importance of the particularity of the unit with a broader context of setting before oneself and other life goals (Danylenko, 2020).

A person's self-esteem is, in part, a matter of self-esteem. When you see the objective and subjective way of putting a person to his own appearance, it is entirely necessary to focus on the manifestations of N.I. Sarjeladze (cited Danylenko & Mednikova, 2018) chooses the types of specialization for himself.

The need to explain the psychological phenomena of satisfaction or dissatisfaction with a person's powerful external appearance from the position of a subjective approach conveys that the stage of satisfaction or dissatisfaction appearance, the stress of it in women of the middle age lies with the level of development of subjective characteristics of particularity, among which there is a level of frustration of social achievements and dependence-independence from others (Danylenko, 2019)

A high level of development of subjectivity determines satisfaction with a moist external appearance, which does not include the re-creative activity of this moist appearance, which is developed to perfection through choosing those functions and features that enhance individuality, help you better understand the system in relation to the world (Danylenko & Mednikova, 2018).

What is important in this study is the understanding of both gender and age-specific specifics, since certain types of life received from a stage of life can give special significance to the present. I look at your interpretation, assessment, and positioning as a whole (Danylenko, 2020).

At the same time, new research often reveals the peculiarities of the treatment of the appearance of the product to the moisture body of the substrates and other age groups. Researcher N. Danilenko revealed four variants of satisfaction and stress with the environment in girls of the teenage age: girls of older age have high and average level of satisfaction with the environment with a low level of anxiety about it; What characterizes them less is the average level of both satisfaction and stress; The least represented are low levels of satisfaction and medium and high levels of environmental stress, as well as medium-low levels of satisfaction and environmental stress. In addition, the author identified the psychological specificity of the girls' subjectivity with different

variants of satisfaction and stress with the external environment. The highest indicators of subjectivity for the most part characterize girls who are satisfied with non-stimulation, and the lowest are girls with medium-low levels of satisfaction and disturbance. externality. When the girls are stimulated by the external environment, regardless of the level of satisfaction with it, the external causal orientation is more pronounced and quasi-reflexion is the least expressed introspection, orientation of behavior towards social importance, current norms and benefits, ability to fixate on the conditions of today, closing the task to oneself is equalized without disturbances similar to the same age. The author shows that the structural organization of subjectivity and the development of dissatisfaction with the external environment of girls is undermined by the lowest coherence and loosening of structural connections, the least There are a number of basic elements, among which self-defeating and external causal orientation emerged that destabilize the structure. The structure of subjectivity is the most organized and integrated and is brought to the point of perfection, with the least number of destabilizing basic elements that create tension between those who are satisfied and unsettled by externality. girls There were significantly lower indicators of the organization of the structure of subjectivity and placement to the level of average satisfaction and stress of external girls due to the high differentiation of warehouse facilities to externality and a destabilizing infusion of the basic elements of self-defeat and introspection. The structure of subjectivity and the placement of unsatisfied and unsatisfied girls is characterized by a consistently high differentiation of warehouse subjects, the greatest quantity basic elements, among which destabilize the structure of self-destruction, self-attachment and anger to a complete externality (Danylenko, 2020).

Today, there is a problem of a lack of psychodiagnostic methods for studying a person's attitude towards his or her appearance.

The **aim** of the study is to adapt the Ukrainian version of V. Labunska's appearance satisfaction questionnaire.

**Results.** The instructions for the appearance satisfaction questionnaire were as follows: "You have a questionnaire that includes various characteristics of a person's appearance.



Carefully read each pair of characteristics and evaluate their correspondence to the elements of your appearance according to a 10-point system: put 1 point if this or that characteristic does not completely correspond to your appearance, put 10 points when, in your opinion, this or that characteristic completely corresponds to your appearance. The value of the obtained results, which will be used only in a generalized form, depends on the sincerity of your answers.

The form of the questionnaire is presented in Table 1.

*Table 1*

### **Appearance Satisfaction Questionnaire Form**

1	I don't like looking at my photos.	1 2 3 4 5 6 7 8 9 10	I love looking at my photos
2	I don't like looking at myself in shop windows	1 2 3 4 5 6 7 8 9 10	I like to look at myself in shop windows
3	I don't like showing my photos to other people.	1 2 3 4 5 6 7 8 9 10	I love showing my photos to other people
4	I don't like looking at myself in the mirror	1 2 3 4 5 6 7 8 9 10	I like to look at myself in the mirror
5	I don't like being filmed	1 2 3 4 5 6 7 8 9 10	I love being filmed on camera
6	I don't like it when others talk about my appearance	1 2 3 4 5 6 7 8 9 10	I like it when others talk about my appearance
7	I am not satisfied with my appearance	1 2 3 4 5 6 7 8 9 10	I am satisfied with my appearance
8	My appearance does not match my age	1 2 3 4 5 6 7 8 9 10	My appearance matches my age
9	My appearance does not correspond to my status, my role	1 2 3 4 5 6 7 8 9 10	My appearance corresponds to my status, my role

The results obtained from a psychometric sample of 223 individuals aged 15 to 63, including 179 women and 44 men, were

subjected to mathematical and statistical processing. The calculated Cronbach's alpha statistic for 9 items was 0.876752 (table 2).

Table 3 shows that the limit values of the norm for the Reflected appearance indicator are 20-44 points, and for the Satisfaction with appearance indicator – 11-27 points.

*Table 2*

**Descriptive statistics for items of Satisfaction  
Questionnaire Scale**

	Cronbach's alpha	M	$\sigma$	r Pearson's
1	0,876749	5,67	4,11	0,842
2	0,876751	5,87	4,04	0,833
3	0,876748	4,89	4,94	0,845
4	0,876747	6,09	5,05	0,840
5	0,876744	5,07	5,55	0,811
6	0,876750	4,09	4,58	0,809
7	0,876750	5,11	4,09	0,742
8	0,876751	5,04	5,04	0,777
9	0,876750	4,90	5,09	0,743

Reflected appearance is calculated by the total score for questions 1-6. Satisfaction with appearance is calculated by the total score for questions: 7 (overall satisfaction), question 8 (age-appropriateness of appearance), question 9 (status-appropriateness of appearance).

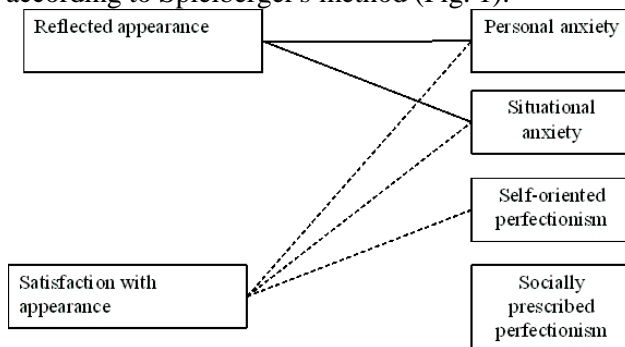
*Table 3*

**Descriptive statistics для Satisfaction Questionnaire Scale**

Scales	Mean	Minimum	Maximum	Standart deviation
Reflected appearance	32,93	7,00	55,00	12,02
Satisfaction with appearance	17,59	3,00	30,00	6,55



It was determined that the reflected attitude towards appearance is positively correlated with personal and situational anxiety according to Spielberger's method (Fig. 1).



*Fig. 1 Correlations of Appearance Satisfaction  
Questionnaire indicators*

Appearance satisfaction is negatively correlated with personal and situational anxiety and self-oriented perfectionism. No correlations were found with indicators of socially attributed perfectionism.

Test-retest reliability is for the Reflected appearance indicator  $r=0,78$ , and for the Satisfaction with appearance indicator –  $r=0,89$ .

**Conclusions.** The Appearance Satisfaction Questionnaire is a reliable and valid tool and allows you to determine the level of Reflected and Satisfaction with appearance.

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