

Abstract

This study aims to examine the body satisfaction, self-esteem and weight loss behavior among Chinese elementary school girls in Hong Kong. Questionnaires were completed by 1944 girls of age 9 to 14 enrolled in grade 4 to 6. Results indicate that body image concerns as well as dieting behavior are prominent in Hong Kong preadolescent girls. Nearly half of the girls desired to be thinner. Frequencies of weight loss behavior were reported: exercise (9.8%), afraid to eat because of weight gain (14.5%), dieted to lose weight (23.0%), currently on diet (14.8%), avoid certain food (12.9%), restrained from eating (7.9%), fast (1.0%), vomit (0.8%), diet pill use (0.8%), laxatives use (0.7%). Body image concerns and weight loss behavior increased with grade while self image decreased with grade.