

Abstract

Relative weightings of boys and girls on four self-esteem sub-components (Academic, Appearance, Social and Physical) and General self-esteem were explored. 1655 questionnaires were successfully collected from 6 secondary schools with 900 girls and 692 boys. Boys have higher scores in all self-esteem scales except Social self-esteem. Multiple regression analysis indicated that there was no significant difference in the weighting Appearance self-esteem, Academic self-esteem as well as Social self-esteem between gender. However, Physical self-esteem was found to be the predictor of boys' General self-esteem but not for girls. Eleven categories of television programs and magazines were identified and gender differences in exposing to these different media contents were discussed. The time of reading magazines and watching television was not associated with examination performance.