

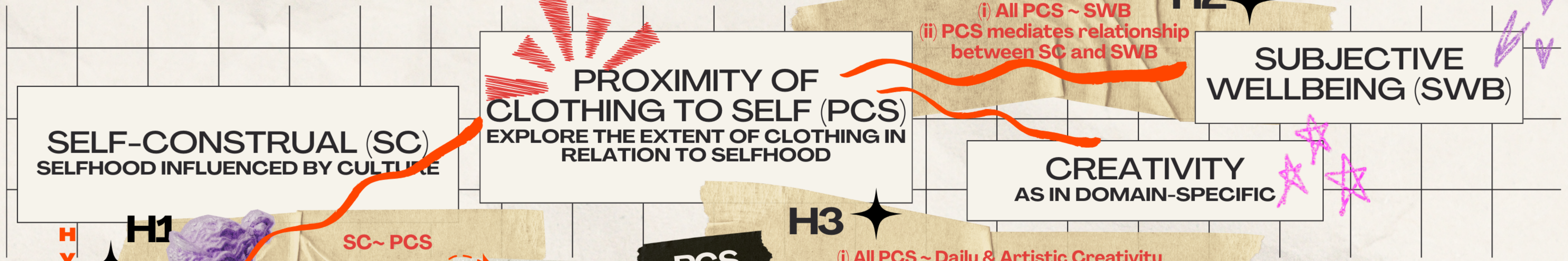
FROM FabRics TO SELF

PROXIMITY OF CLOTHING TO SELF MEDIATES SELF-CONSTRUAL'S RELATIONSHIPS WITH SUBJECTIVE-WELLBEING & CREATIVITY

BY WONG WING KEI & PROF. ANGELA KA YEE LEUNG

Getting dressed is an essential part of our everyday life. How can we utilize its transformative power for wellbeing and creative potential?

CONCEPTS



HYPOTHESIS



METHODOLOGY

PARTICIPANT

HONG KONG YOUNG ADULTS / 18-35 YEARS OLD / ONLINE RECRUITMENT

SELF-CONSTRUAL SCALE

1. Difference vs Similarity
2. Self-containment vs Connection to Others
3. Self-direction vs Receptiveness to influence
4. Self-reliance vs Dependence on others
5. Consistency vs Variability
6. Self-expression vs Harmony
7. Self-interest vs Commitment to others

Vignoles et al., 2016

THE PROXIMITY OF CLOTHING TO SELF SCALE

1. Clothing in Relation to Self as Structure
/"My clothing is a part of me, not just a simple possession."/
2. Clothing in Relation to Response to Others
/"It matters to me that people make judgments about the type of person I am by the way I dress."/
3. Clothing in Relation to Self-esteem—Evaluative and Affective processes
/"My self-confidence increases when I dress appropriately."/
4. Clothing in Relation to Body image and Body cathexis
/"I wear certain clothing styles to change the way my body looks."/

Sontag & Lee, 2004

SWB MEASUREMENT

SATISFACTION WITH LIFE SCALE (SWLS)

contrasting ideal and actual life conditions
/"In most ways my life is close to my ideal"/

Diener et al., 1985

HARMONY IN LIFE SCALE (HILS)

perceived balance and adaptability in life
/"I fit in well in my surroundings"/

Kjell et al., 2016



THE KAUFMAN DOMAINS OF CREATIVITY SCALE (K-DOCS)

measures domain-relevant creativity

EVERYDAY

/"Finding something fun to do when I have no money"/

ARTISTIC

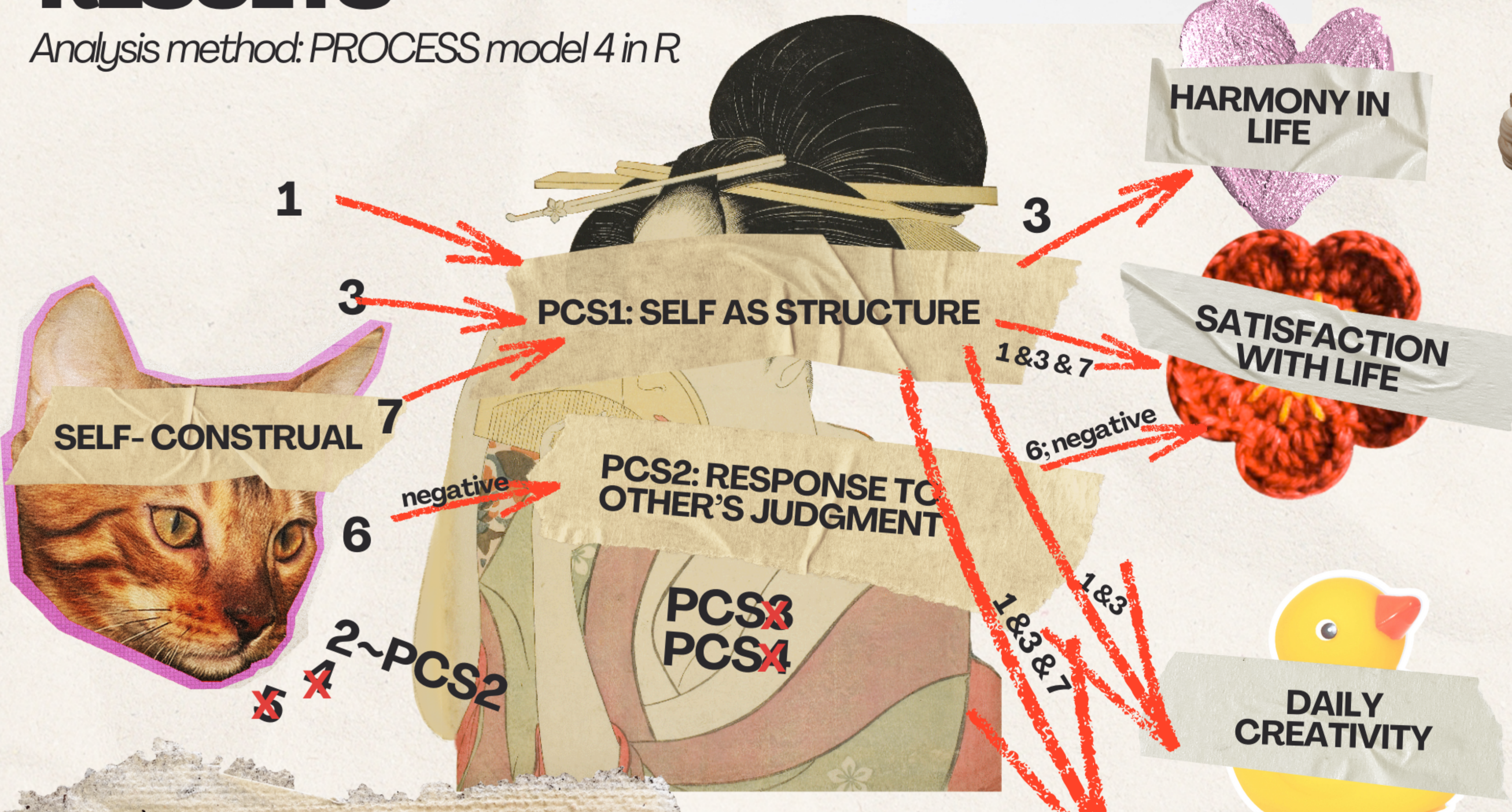
/"Drawing a picture of something I've never actually seen (like an alien)"/

Kaufman, 2012

CONCLUSION

RESULTS

Analysis method: PROCESS model 4 in R



Remember

- Conform with your clothings can have adverse impact on your well-being
- Dress to define, choose for, and prioritise for yourself boost your well-being & creativity!

LIMITATIONS & FUTURE DIRECTIONS

- Objective measurements for comprehensive outlook
- Revise relevant subscales for better reliability
- Recruitment for more diverse sample

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