

**SUMMARY OF INTERPRETATION OF THE INTERVIEWS: RESPONDENTS 5 – 57**  
**Brief Summary of Responses Based on 3 Themes**  
**("Slimming equals [...]")**

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R5	<p>i think is very important, because if I [am] really really obese right, I don't feel that I'm not energetic, I don't feel that I can actually approach people. [...] Self confidence ah....i think is very important, because if I really really obese right, I don't feel that I'm not energetic, I don't feel that I can actually approach people. You know..like...ah...in..like..convince people..ya..because it's like...you know, obese...I don't know...I always have that kind of attitude, like, you know, it's always a bit in my mind like if you are obese, it's mean that why you are obese, because you are lazy..you don't exercise that why you are obese. You eat a lot and you don't exercise. You couldn't even bother with your body, so how to convince people if you are like obese.</p>	<p>Men is always looking for beautiful things.[...] But at least you have to take care of yourself la...as a women.[...] Men are always men. Men is always looking for beautiful things. Even though they mentions that oh, I would not mind, regardless you like, round, fat...so.....fat...fat...obese la eh..[laughter] you know, but in their hearts o..don't mean you always look at those la, very down things, round things like that..you know, like obese, it's boring...nothing as the first attraction. You know.. of course I don't expect you to be back to your own original figure before you married. But at least you have to take care of yourself la...as a women.</p>	<p>Ah because I'm in sales, [...] it's actually very important for your figure to look slim [...]client is always like this, [...] they always look at the beautiful things. [...] it's actually very important for your figure to look slim, instead of like, you know, out of proportion, like, you know, here fat there fat, taking care of your own health, your own figure, look nice, in order to ... client is always like this, you know... they always look at the beautiful things</p>

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R6	if I'm fat, [...], I definitely will feel out of place, [...] self disconfidence come from else where la. But not from my body, body size	Ah...relationally speaking, ah...people don't nag me about, you know, going to gym, [...] people don't nag me about [...] people don't have a kind of perception about me that is negative. Like people will somehow, I feel that they will respect me more, compare to if I were fat. [...] if I'm fat, then you know, I definitely will feel out of place, like I'm so lazy..a...no exercise, unhealthy, going to get heart attack soon, high BP, Ya, maybe very impulsive over eater.	I think fat people are very look down upon. [...] Like what did they do to get so fat, you know, it's definitely an advantage because I can give an image that I work so hard that I don't have any fat accumulation. [...]
R7	Ya, I think to a certain extent because everybody likes to feel confident and looks are to a certain extent important [...] it would be a psychological boost to whoever who is able to... it just has to boost your self-confidence. [...] I just feel really sometimes tempted to go and try but its never become an obsession for me to actually getting to but I always wonder will it be get rid of all those unwanted fats...But the thought just stops there I've never really gone one step further than this	My perception of being thin or not is only related to like buying clothes and,[...] being healthy but other than that I've never thought about it in relationship as in with other people.	It's just that I feel it's more lighter to move, and, er, it's easier to find clothes, and because most of the clothes I think cater for thin women[...] majority of them and somehow the media has portrayed that concept.

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R8		<p>Actually, no advantage whatsoever, no expectation [...] as much as we watch television, we watch Oprah, the first thing that comes into our mind is that we have to think about being healthy [...] because the every goal of a woman wants is to get fat or retain back their original weight which requires a lot of discipline. [...] I think we have to encourage women to eat healthy and exercise rather than just focusing on the flabs. [...] You feel pressured. Especially at my age now I'm in my 30s those who are 20s and are able to maintain their body and even at I feel I know 100% that they could have their body because of their age I would still feel the pressure.</p>	<p>At my workplace... irrelevant because it's education the education industry [...] because I'm a former beauty queen, and because I model part time,[...] I have to ensure that I maintain my figure. [...] I feel that people in this industry are constantly... being judged and penalized so there's no choice but to... I don't know, unless you're a confident girl, or lady, which is very hard to find, or unless you're Heidi Klum, it's very hard. It will... that stigma will always be there</p>
R9	<p>slim make you feel more confident and um, then more spirit to do our work. [...] More energy [...] Advantage...Uh, I feel more satisfied, ah, because I feel healthy, no need to think a lot about controlling diet. [...]Uh, being slim make you feel more confident and um, then more spirit to do our work [...] Maybe women who look at these advertisements they will unsatisfied with their figure and they want to change it, even though they are already ok they still want to change it</p>	<p>I think no difference whether fat or thin</p>	<p>Advantage...Uh, I feel more satisfied, ah, because I feel healthy, no need to think a lot about controlling diet.</p>

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
	<p>because they see the ad. [...] So when, when the women uh with the same figure like this ad of course they want to change their figure to be like this one right? So um, how to say, maybe he will try to get even though the slimming cost is very high still they want to try to get it because of the picture, portrayal of the picture.</p>		
R10	<p>to me, if you're always slim, er, again, yes, you are confident, but if you're an overweight person, and you grow and you lose weight after that the compliments that you get gives that self confidence, [...] I think for other women who wants to go for slimming treatment it's just to help them gain that confidence so I think it's important for women to keep their confidence in any way they think that they can get. [...] if being slim gives them confidence then, [...] go for it.</p>	<p>... if you're slimmer you wear clothes it looks nicer, uh it sits well on slimmer people than it does on an overweight person. [...] the same kind of clothes when you put on a curvy, uh a curvaceous woman but then it wouldn't look good on women with bulges um in the wrong areas. [...] I don't think really thin girls or girls who want to be really really thin are attractive and to appreciate figures, [...] [...] it doesn't change at all actually. [...] the impression that if she's fat she won't be attractive to the husband and I think that happens. [...] a lot of married women, a lot of moms are feeling that, um, they're in competition with the younger girls who may or may [...] may attract their husband's attention, [...] but then it's a sad thing that they're not slimming down for themselves because a lot of women are not slimming down</p>	<p>I don't think being slim is an advantage um [...] in the workplace so much but it's more on, it's an advantage on when you wear clothes, and it's an advantage when you're self confident. [...]</p>

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
		for themselves, they're slimming down for their husbands, they're slimming down because they're ashamed to be the way they are, so that's why they're slimming down for their husbands.[...]	
R11	because I think if I would have been big, overweight I would have a very low self esteem because,[...] ... I've been positive because I've not been going through any body changes or anything, drastically.	... it's easy for you to get clothes and everything is just easier because the sizes are there for you.[...] be in a relationship in a, in a uh romantic relationship when you're... when you're slimmer, [...] they're conscious about how their partner will look like before and after marriage I guess.	not to say that you are healthier, but you can move around more easily and a-at work right, [...]... I mean when you're heavy it just makes it more difficult for you to move around. So I guess that, that's the advantage of being slim.
R12	I will only feel more comfortable if I [...] can I reduce a little bit weight. [...] but self esteem I think is from inner, not really from outlook, appearance.	I don't see any relationship with the body shape with the relationship with others. [...] I will only feel more comfortable if I...ah...if I ah...can I reduce a little bit weight. Ah...so that, you know, easily to wear clothes. [...]So, easily to choose clothes also.	I don't think the body shape will affect er in my work place or home. [...] Because I think working place, [...] is what is your performance, your relationship and all these things, I don't think is really related to the body shape. [...]

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R13	It does la, because I think human mentality ah...when they look at you, a bit good looking la, in the sense, you're more to the average thin, you know, when you are fat, they will practically call you name la...eh...fat girl. You know. They come up with names. [...] It will definitely hurt your self esteem. [...]Yes. It will definitely hurt your self esteem.	the first impression for someone is always very important [...] I just feel that people would want to be closer to you. And they will feel more proud bringing you out.[...] Maybe your boy friend or your husband. They might, [...] be more proud. [...] People will compare. [...] It will be affected. [...] if you are not slim, then people will talk about you [...]	because I think human mentality...when they look at you, a bit good looking la, in the sense, you're more to the average thin,[...]people will tend to like to stay along with you, go out, with you, chat with you, even in your work place [...] people always feel that when you are fat, your are quite lazy, and don't work, [...] ... if you look pretty, they will give you more chance, [...], give you more advantage [...]
R24	Ah...I do feel that ah...fat people are being discriminated in some extents. So...being slim in this society is actually an advantage. So...what kind of advantage ah... <I: In work place for example.> [...] stigma towards people who are slightly overweight in this society.	ah...a guy choose a,a partner...they will go for the more attractive woman.[...] you have more chance of wearing ah...clothes that fits you and...these clothes that actually will help you to build up your self esteem when you meet up with people.	fat people are being discriminated in some extents. So...being slim in this society is actually an advantage. [...] maybe would get to work more efficiently. [...] because...I can see that some are very fat people, they walk very slow[...] in terms of efficiency, slim people maybe are more...an advantage.
R25	I feel very important, because I'm working in Kose here lo. As a beauty adviser, and image is very important for me la. [...] And slim also...ah....give body image help uh help me to pick up yourself la.	I think not necessary lo. Because I feel ah I don't go to the slimming center, I also still have many friend. And...My husband also, <he> say ok la.	I feel very important, because I'm working in Kose here lo. As a beauty adviser, and image is very important for me la.

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R26	A little bit affected, because confident is not based solely on appearance. However, I do feel that it matters for fat people.	My relationship with others remain the same.	At the midst of male colleagues they are more helpful to me. I'm slim, so I'm more energetic compare to fat people.
R27	I would feel better if I look good. Should I be fat, or wearing a dress that expose the area of my fat body, I definitely feel something.	In a girl to girl relationship, it will not affect so much. But may be a boy girl relationship.	Advantage in the workplace, because I think that some people they will like the people which is a... better in their appearance.
R28	Ya... Well if I am over weight. Yes, I think I would la...being a little bit um, you know sensitive. [...]Ya...over my physical appearance. [...]Oo.....of course you can wear sexy clothes.	when you feel attractive, [...] yourself, and then uh others will find you attractive. [...]Makes it easier for you to interact um freely. [...] of course you can wear sexy clothes.	first of all, it gives you the confidence, and ah...having a good self image of yourself, makes your happy. And you are able to interact freely without being concerned. [...] you know, of what people think of you. [...]It also generates that kind of good feelings and that's why it boosts your self confidence.
R29	Slim body help self esteem, but I also have to put on makeup and dress up.	I think it depends more personality, not so much of outlook.	I've to be more confident in my work place, seems more professional.

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R30	It's made me more confidence. And then not made me fast tired la. Some time when I very fat, when I fat before, I very fast get sweaty and tired. [...] No people laugh at me, but I don't know at my back la [...] but in front me all people say I cute when I fat.	Same. Even guy also same. <nothing in relationship>	In my work place, it doesn't give any advantage [...]It doesn't have a problem, just you have the confidence, you aggressive then you can working here. As long as you can smile to the customer, and then you can show your performance la.
R31	If I am slim, I have more confidence and not afraid of a... of other laugh at me or made joke on me.	Men will favor with me and like me better.	I can wear anything I like and be fashionable and it will give more confident, and I get favour from other easily.
R32	Now, I have no confidence to meet customer, because I am not attractive. [...] ... Fat people are not taken into consideration. So like not value at all.	I'll have better relationship, because I can mingle easily. Unlike now, I feel not so comfortable, I think people will think negatively on me. [...] It's a stigma for fat people, others think of them as clumsy, lazy and not beautiful. [...] normally women like to be thin, beautiful and follow fashion, fans, [...] Today world fashion almost all for slim people.	I will have more energy, uh confidence, happy with myself. So my work will be more efficient. Um I will be more motivated in my job, marketing line.



Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R33	If I am slim, people will admire me. And then, nobody wants to be fat. People go gym to slim down, so I won't feel low confidence. Being fat is not attractive.	Now fashion cloth size are all for small size people. So difficult for me to get what I like. [...] Normally men like slim girls. So, I am not that slim, disable for men. I am not so for men. [...] Being fat is not attractive	Slim make me feed good, not easily tired at work. Won't get diabetics.
R34	Slim appear at me to be more out standing. That boast my confidence la.	If I slim, I feel pretty, and I get many friends. Boys or men more attracted to me la.	It's made a different in work place. When I go to shopping people admire me for my... for my look, I feel proud with my body la.
R35	I will also look beautiful if I am slim. So I feel attractive that give me confidence.	If I am slim my husband will be happy as he is proud of me. My husband is happy, I am happy also.	In my work place, people will see me as attractive. I will feel happy.
R36	I used to be bigger than I am now. And, definitely didn't feel good about my body. I was always embarrassed wearing bigger clothes. [...] my character and my confidence was different. But after I started exercising. and feeling slimmer, [...] it's definitely made me more... confident of myself and a little more.[...] so because I think that maybe I value myself a little bit more.	it may just be my opinion but I suppose like people who are attractive, and who have that slim body and etc...they project a more confident image and thereby have a better, [...] ability to talk to people and get them to be interested. [...] from what I've seen from the male colleagues who talk behind the people who are attractive. [...] I do want to lose weight, but I don't want to be sex goddess.	in my work place to be slim is not an advantage. [...] It has no consequences or whatsoever, because I have 2 female bosses... also that I do work in a very gender sensitive environment. [...] presentation and you know body image and everything is definitely something that made you look more appealing, more successful to people. [...] People would approach you more, would, would want to engage with you more. [...] It definitely contributed to um... opportunities to networking more.

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R37	<p>Building up my own self esteem.[...] especially female, uh when they are slim, they are thinner, they will be more confident and have more self esteem to go around and to mingle around. As for the fatter one, or slightly plumb people they might not be so comfortable to mingle around with others. [...] And I feel good. [...] Not to the extent of getting promoted, because I look... of my body shape and things like that. But in the sense of I feel good about myself.</p>	<p>it's the confidence level that I'll bring myself around when I... I go around with others.</p>	<p>Work place. I made people envy. About my body. [...] I feel like light to move around and a lot of people actually, um, jealous about it, though they don't say it out. [...] My colleagues um...[...] Of course female. [...] It go by really our performance as well. [...]Not to the extent of getting promoted, because I look... of my body shape and things like that. But in the sense of I feel good about myself.</p>
R38	<p>So, to me, if I'm slim, which equate to us to being fit and healthy, then it actually increases my self esteem, cause I feel useful, I don't feel like I'm useless, cause I can work.</p>	<p>, there are probably another group who think that a little bit um, a little bit overweight, or a little bit plump, might be perceived as something that is better than being thin or being slim. [...] I think relationship with friends, with other people whether friends or more than that, or less than that, should not be equated to self image. Because a relationship supposed to be deeper than skin. [...], first of all it should be internal, that means it should be from the heart itself. And, uh so I would think that, image probably at first sight image might be important, but it will not last a relationship. So, if that is the, if that is the point, then image is no longer important. [...] being beautiful inside is better than beautiful</p>	<p>I think being slim, if it is equivalent to fit, it is good. Because it usually means being healthy. [...], in my matter if I'm healthy, then I can, I can do my daily chores or my work as usual, without interruption. So I can get the amount of the work that I need to do in my work at home or work place done within the time frame.[...] If I were to put slim and image together, and talk about it, I would think, um image is the qualitative ... uh measurement from the beholder. The eye o, of the beholder, so um...slim...to look at slim from an image point of view, can vary from a person to person. Because some people might look at, because at this point of time a lot of people think, slim equals, equip to better image of beautiful. [...] As long as that person is healthy, no matter how the person look like, as long as that person look</p>

<b>Themes</b> <b>Respondents</b>	<b>Confidence</b>	<b>Beauty/Attractiveness/Desirability/ Sexual Appeal</b>	<b>Social Upward Mobility/ Success in Life</b>
		<p>from the outside. [...]that usually males are more skin deep person, they look at at the first image. The first sight. [...] If want to maintain a relationship, um the first thing to get is probably is the skin deep of course. That mean looking good, looking good does not equate to wearing sexy, [...] looking good as in there's some touch up, looking organized and tidy physically, not messy probably, but then again it depends on the guy. Maybe some guy like somebody who is more organized and structured, but some probably think that a bit messy out of the norm looks attractive.</p>	<p>healthy. I think that, that is all that matter. Especially in work place.</p>
<p>R40</p>	<p>Does a slimming body image... [...] build up my self esteem....when especially I'm in relational with people. I see, and then, people who look at me, I don't have to feel so self conscious...and then, when I go out, or when I go travelling, I take photos and I put in Facebook, you know I can look pretty and not over weight.</p>	<p>A.....of course if you are slim and beautiful then, um when you talk to people, you have better self esteem of yourself. So, you probably can develop a better relationship with others. If not, if you are always feel that you are on overweight side, then you very conscious and you also don't want to spend so much time talking to other people, because they start asking question about why you haven't lost weight. [...] people still ask me whether I am still pregnant or not.</p>	<p>[...] Work place, of course everybody looks at those who are slim and pretty, [...] The bosses do. [...] Yes, in my ex-work place.</p>

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R41		<p>&lt;Building up self-esteem&gt; I think it it helps a lot. Because, well you only have to open the newspaper and see all these advertisements left, right and center. So, whether you like it or not, even if it is norm or not, it has been implanted in all our brains, this is how the perfect woman should look like. So... Unless you can look like that you can never attain the level of satisfaction that you want to with how you look. [...] Female relationship, I think it's not so much of an issue. You know. And male female relationship, is guys likes pretty women. [...] I can try to achieve the achievable, but there there there is always a limit that I can do la. That why I'm here at gym. [...] Because I think new mothers uh should be a target group. [...] Because, she owes it to herself to look as good as before she was pregnant and after she was pregnant. And I think it is great for her own self esteem.</p>	<p>Well. I'm an architect, so, so I meet people, and it is very much people oriented job, you know, so definitely when you meet people it's always easier when people like the way you look. [...] So, it is importance to what I do, because I need people to feel comfortable with me.[...] Well, I I think in in terms of work, like I said, it is definitely an advantage.</p>
R42	<p>Even all my friend all thinks, actually all my friend think am great just the way I am. You know. I think, for them it's about my personality, I'm fun, you know I'm adventurous la...la...but it, you know, my friends thinks I'am great. Its only my parent is like [sigh]....so that one is really</p>	<p>But, more so than work place, I'm actually more disturbed about my weight from home. [...] Because you grow up with your family, and what they think of you impact you in the most fundamental way. If your family don't think you are beautiful, you go out into the world thinking</p>	<p>Uh... Work place wise, because am a free lancer, I guess, I've less kind of a uh reason to to interact with people on face to face. So most of the time, I get my jobs on the phone or through e-mail. [...] So, its not really to do with how I look. But to a certain extent, when it is in the corporate film industry, if you look better, you will</p>

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
	<p>frustrating. [...] I think my self esteem is quite ok. My confidence level is there. Uh...it's just have to, it's just having to work, not work hard la. [...] I have good self confidence. I don't want to let all these ads, and industry and people take it away from me. So, it's like I've to put on my guard against them.</p>	<p>you are ugly. You know , that is a big deal la. And my mum actually has ask me to go to try out all these slimming centers and see if it works. Ya, so it's... it's like an insult, as well as like a slap to the face la. And everytime I see her, I would really have a really heavy heart. [...] I'm the kind of person like am stress I eat more. [...] but most importantly to her is... this is what she tell me la "I'm worried about your health [...] You don't have to look thin and beautiful. Just lose some weight. So, she tries to go into the health side. She knows I'm an activist, and its really hard. You know, to argue on the image. Because I always talk to her about gender stereotypes. How come men can be fat, and not women, la..la...she is like, no...no....it's not that, I just worry about your health.[...] Last time, I used to think, cause it took me a long time before I could get my first sexual partner. I lost my virginity only at 24. And it was frustrating, you know, when you are in college, and everyone has boy friend and girl friend. [...] But your friends tell you that there's nothing wrong with you. Then why the hell is that I'm still not attractive to other people. And, after that, I thought is something with my look la. I always thinking, if only I look a bit slimmer, I</p>	<p>definitely given a more chance to be in front of the camera. [...] But lucky for me, I still don't really need to rely on my look to pay the rent la. Which is a good thing. Um... And I do believe, and I hope do hope that more girls out there are able to get opportunities that really has nothing to do with theirs looks cause we have brains really and sometimes slimming ads make you forget that, that women have brains.</p>

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
		<p>look prettier. [...] that there's nothing wrong with you. Then why the hell is that I'm still not attractive to other people. And, after that, I thought is something with my look la. I always thinking, if only I look a bit slimmer, I look prettier. Then people will take notice on me. But, after, after exploring my first, my first time having sex, after that it was kind of like the door was open. And I think it is to do with my confidence. [...] Men or women, although I think if I am slimmer, I probably would have more, but, as it is, I already have enough la. [...]</p> <p>Because I think, cause I not slim in the beginning, so people who like me, like me for who I am. Not how I look. Even some of the partners who are definitely more stereotypically pretty, I had girl friends that are pretty, slim, tall, fair. I had boy friends who are also slimmer, more muscular, more tone, um... my look never was like a problem. [...] . Usually people who go out with me, or hang out with me love to eat as well. Because I love to eat right. We all eat, then they won't grow fat, but I will grow fat.</p>	

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R43	I feel confidence la.	If I am slim, then a lot of people will, a lot of people attract by others people. Then people will make friends with you la.	For me is like, my work place, I don't face these problems. Because I don't see customer, always in the office like that.
R44	Is basically more in terms of, no so much of esteem, is just wearing the right clothes for the right occasion. And then feeling... feeling good about it la.	In term of my friend, there isn't that sense of compel. Maybe the circle of friends that I have, there is, is not stress on or you must have that perfect body shape to to be attracted to be a friend. So, in the sense is doesn't have any advantage when it comes to relationship with people. [...] In terms of, because you want to look pretty, when you are a bride, you want to fit into the dress nicely. So, you will feel that ah, if you have a nice body curve, it will be nicer la.	at my work place, it doesn't have any effect la. Cause in terms of the people that, that work in my office, mostly they wear baju kurung anyway [...] In the work place environment where I am at at this point of time, there is no... compel, [...] Because, in conversation they don't talk about body shape. How do I get slim, I must diet, I don't eat, things like that. So, to that extent, to being slim is not an advantage in the work place.
R45	I would say that, if I am slimmer, ok, uh I would be more confident of myself. Because, there would, of course be a lot of dress or, or clothes that I would be able to wear, compare to if I'm, I'm fat or bulgy. [...] Ya, I would be more confidence in speaking in front of audiences. You know, and I would feel like perhaps sometimes when you go out, you can manage to turn some attentions on yourself which could be kind of nice, alright. Erm, not denying that. So, ya, I think it	Relationship with others, ok. If you have a group of slimmer friends. Let's say friends who are slimmer than you, uh speak personally from my own experience, if I have a group of slim friends, ok, and who are very conscious about their weight, you know those body watchers and all that. At first, it will irritate me or irk me when they try to always say, ohh.. I shouldn't eat this, I'm fat, I've put on weight, and all that. Ah. I become very upset. Ok. And later on when	Home I can't really comment on that. I don't think there would be any uh implications as in very evident ones. But work place perhaps, because you meet a lot of people, and being a teacher or a tutor you have to stand in front of the audience constantly. So you tend to always assess yourself as well. How would you look in front of so many people. And it gets worse if you know your audience are people who are slimmer than you. Which in my case will always be so. Because they are students and they are young. OK, they are younger people than you, they have

<b>Themes</b>  <b>Respondents</b>	<b>Confidence</b>	<b>Beauty/Attractiveness/Desirability/ Sexual Appeal</b>	<b>Social Upward Mobility/ Success in Life</b>
	<p>would build a little bit of confidence.</p>	<p>it happens over and over, the only thing I can uh solve this problem is avoiding them, not seeing them, because they don't make me feel comfortable anymore. [...] but, however, if you mix with a group of let's say slightly overweight or overweight friends, you tend to get too comfortable with your own body, because you know that in comparison to them, you are not as fat as them which is I know is bad. But you do that inevitably because we are humans. You tend to get lax with yourself too, you know, you eat, you don't care about what you eat. [...] And so you know, there's there's pro's and con's. ok. You, tend to...you tend to not to pay attention to your weight so much. And, it can be dangerous, you will eat, you know. As you like which will also make you put on weight. And, but, sometime when you are alone, you don't have company and then so you don't, you tend uh to ignore your hunger most of the time. So, relationship with others, the slimmer ones I tend to avoid, the fatter would tend to make me fatter. I suppose if you don't mix with people, you...it doesn't really help either, because you can either starve yourself or binge at the same time. [...] I feel that, nowadays, attractiveness is measured by how slim you are. [...] of course the fatter or</p>	<p>a lot of time to take care of their looks, they groom themselves, so you feel very self conscious. Obviously, and sometimes the students can dress up, can be more dressy, those things happen. And when you have students like this, you tend to compare yourself to them, and feel that you perhaps you might not be so attractive, you know, you feel perhaps maybe, people can't pay so much attention to you, if you are not attractive enough. [...] So, sometimes, there is a sort of like, choosing your clothes differently when you have class compare to when you don't have classes. Ok, and when you don't have classes, you tend to be more slack on yourself, you don't really mind wearing uh more sloppy clothes. [...] And when you have classes or when you're meeting students or whatever, you tend to dress more professionally, to project the image of being professional rather than like those in the ads, sexy and all that. Because of... Partly because of decorum.</p>



Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
		fatter friends that I have, they are less attractive to uh the other sex. So, you can't help but think that you are slimmer, perhaps you will be more attractive towards the opposite sex.	
R46	<Agree> Yes, definitely.	I believe that being slim will be an advantage in my relationship with other, because once I've a slim figure, I will have. It will boost my, let's say my confidence when I talk to someone. And when I've confidence, someone will see me differently.	In my opinion to what extend oh advantage. In my work place there is a lot of single guys, they are so handsome and they target for those that slimming lady. That's why I hope one day I could married one of them. Some more they are directors, bachelor. [...] Indeed because my boss is a guy, and he is more like, er how do I phrase it. He more to side someone more physical attractiveness, instead of their intelligence.
R47	I can dress up nicely and I have confident in communicating with others.	For those who are slim, men, even though, even though married seems to be attracted to the slim girls. They go out lunch together, they joke together, they smoke together.	It make no different, work place depend on intelligent, but appearance do play a part. [...] I notice my boss will favor more to those who are slim and attractive. He talks to them more frequently.

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R48	<p>If...you're not supposed to [laughter] I , actually have this slim body image, of cause it will boost my self esteem. [...] In...like... what I wear, where I go, uh and the person I meet. Because the confidence will, will, will, how to say, will will increase. Then uh...Ok I don't know what to say.</p>	<p>let's say you are looking for a job, especially like when you are looking for the job that requires you to be at the front desk, or HR, or what so ever. Then, the boss or interviewer will take those which is uh beautiful and slim. They won't really prefer the very thin, or or those overweight ladies, or men. But, another thing is that, uh, like uh let's say between friends, among friends ah...if you are very, if you are, you have this perfect slim body la. Uh, if let's say you go camping, or go to beach with your friend. And if all of them wearing bikini, then you tend to be like, you feel a bit, uh you feel uh what do you call that, you feel threaten, because you know you can't wear like that with them la. [...] The 3rd one is, more to, most guys they prefer girl friends who are slim. Because when they go out, and they bring girlfriend, their girlfriend around, of course they show, introduce their girlfriend to their own friend, so their friends will, will give comments on their girlfriend. So, then the girl will tend to have this, I need to be the perfect one. The, the... I have to look perfect, so that this guy or boyfriend bring you out, can be proud of you.</p>	<p>Um... My opinion in the work place, there is a few, I think there is a lot of advantage, advantages. The 1<sup>st</sup> one, let's say in the office, you have to climb stairs. Let's say if you are fat or over weight. Then let's say you go to the 2<sup>nd</sup> floor, you start breathing heavily. Then all your colleagues will look at you like.... So, that that is the disadvantage if you are fat. [...] The second one, is when, uh, uh let's say, if if you are, more... colleagues more view view another colleagues, in the sense that they...they look at, especially ladies, let's say if you enter the work place and you dress in a certain fashion, and ladies will tend to, to view you know, how you wear, what you wear, your shoe. And let's say, you are very slim. And you look like in the attire, then of course colleagues will tend to like, oh...that shirt is nice, then you know, then somehow everybody knows you. [...] But let's say if you are fat, and you dress in certain way, people tend to criticize, that's the second one. Then the third one, the advantages of being slim, is uh, in the work place ah, is when like, example you want to climb the ladder. [laughter], you want to reach something higher, climb the ladder, you will be more confident. Because you the ladder, let's say certain chair can take your weight. Let's say you are fat, [laughter] you might not, uh you will avoid all this kind, you know, taking things from higher level or something.</p>

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
R49	<p>Um... I think the...when...I suppose when you are slim and all that. Then, that itself already gives you some sort of self confidence, it gives you some advantage over the...uh maybe other people around you who are not, maybe they are on more heavier side. [...] I think naturally that already gives you self confidence. Of course you must be the sort of like slim in the healthy kind of slim. And not those umm...some people what are like, you know, they are like bulimic or anorexic that kind of thin. I think for those people maybe, maybe don't have self confidence and self esteem anymore. They feel very sorry for themselves, ya, so I think, it's more like being slim, you are happy being the way you are, ya just, I mean you are being contented la, at the level of slim, then, because ah....people perceive slim differently. Some people will think that, oh, you must have to be like super thin ah, super scrawny then, ya it's slim. Everything flat ah. [...] So, it's a perception it really varies la, up to individual but, of course it is, in today's community, it's just on side. You see a thin girl or scrawny girl, or that girl is slim, but, that, then again slim, but slim it has to be a healthy kind of slim la. Not those kind of sickly kind of slim. It's think you malnourished you don't have enough food to eat or that sort.</p>	<p>Umm....I think when it comes to this, it's it's not about being slim, I think, if talk about relationship it's really about the person's personality and character. I think there's nothing about being slim....I mean it's like some people they can be big and they can be like super super nice people and they can have a very good charisma and yeah they get along well with a lot of, a lot of people. [...] Boy girl relationship ah...I think it's very subjective lo. Sometimes you see, you can see very pretty, is very often you see very pretty girl with very ugly guys so.[...] , I say, I say what the guy deserve to, ya, the guy may not be good looking, but probably he's, he's got a sweet character. We don't know him, but then again we like to judge people with what we see from the outside. So, in that relationship, but well then again, sometimes you see, ya, let's say, ya, this is more common when it comes to, like ugly guy or fat guy with very skinny girls and only sometimes very seldom then you see, like maybe very good looking guy with a very average girl that sort, but, ya, so I think sometimes, it it it's not that really important la, the end of the day. If course it's an added advantage la then. Because people always say that, when you get married, you don't want</p>	<p>In the work place um. I guess sometimes when you work in a place it's not, being slim... I mean people will make fun, I mean I work with colleagues, but it's not ma... it's not females mostly males, is like when they are fat we make fun of them being fat, like really openly, or even like when between guys and girls, when certain, sometimes when girls put on weight, the guys will go like, oh. You put on some weight ah? I mean, I mean sometimes you will be really conscious, [...] I think for people it's like, I mean sometimes because you work with people, in a work place but then again depends on what kind of work place. Whether you working in that kind of environment that is confined, you just sitting in a office, maybe to those people they don't really care how they carry themselves, but people like you constantly you have to meet people, you that, then, you have to carry yourself reasonably well at the end of the day. [...] We are in a sales business. I've sales guys and sales girls, my sales girl is the tops performer compare to guys because like, you are in the car business, so, ya, guys will actually prefer to deal with girls over guys. Especially the girl is attractive, it will a bigger advantage at the end of the days.</p>

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
		to wake up at the next next morning, you look at your husband and you feel like to throwing up.	
R50	If let's say, ah...I look good, I will feel good as well. And it will build my self confidence more to walk out and to talk to people.	I believe that uh having appearance is very important. Whereby if someone take care of their appearance, it's proof that they are a responsible person. So... image does play an important role. [...] People always say that beautiful woman always take the most advantage. People would always want to talk to them, people would want to meet them. So, I believe that having a right appearance is important.	Of course now, I'm in the real estate line, whereby I meet a lot of people. Whereby if, let's say if I look better, people will have more respect on me and maybe will buy the houses from me.
R51	As I say...like...slim body image is a trend la. It's a trend, so...ah...of course...uh if you have a slim body image, ah.....you will...you will...feel very, you will feel more confidence la. So...it does help building up the self esteem la.[...] You are very re...presentable. Ya, presentable. So, when you go out, you won't, won't feel like, you won't feel awful, you won't feel a...bad, bad mood or what, whatever. Because you feel confidence and you feel...even whatever cloth you wear, you'll just feel confidence la.	I think this one, you will be, a lot of time, it will be, maybe the first image la, the first image you bring to people. You will easier to attract people, or get people attention la. I think that that's the advantage la [...] I notice this is a trend, but doesn't mean I agree of this trend la. I think the the trend, we can not a...deny that is a trend, and we cannot disagree is a trend. But, in the sense that I don't really like go after this trend la. [...] I won't really go along with this trend la. Because, anyway, I...I....mean, ultimate end, I	A...being slim of course, uh... is a...I think....a...is a is a trend la, everyone like to look at slim people, guy or ladies, even ladies like to look at ladies who is slim. [...] So, of course in the office, working office, the...the...,especially the oppo... opposite sex like, ah...they will treat you better la.[laughter]. I think so la. [...] Ya, more favor la, in the sense la....

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
		think is still back to the healthy ah. If you slim but you need to....uh same time need to slim and healthy la. It's not slim but unhealthy la.	
R52	Mmm... Also can represent my... my [giggle] I mean that show out my body, because uh for girl, I mean, I mean majority girl in this town, the... the good body figure actually can actually shows up their, their confidence level. Yes, you will see a girl wearing a, uh I means... tight skirt, with having a high stilettos, they walk, when they walk, they tend to be, I mean, show their confidence level, even double than 100% [...] I mean if I wearing shirt that day, I'll walking so fast, and my confidence level is there. But, if I'm not, I know my confidence level that day is not...not... uh... I mean not there.	< Missing Recording >	< Missing Recording >
R53	For people with bigger size, probably they will feel a burden if let's say they are... surrounded by those very slim people. Understand from a friend, this is real, real story from a colleague from me, of mine, because she used to be quite a big size, so she say that she used to be bullied or being isolated. Ya, by the school mates during the school	I think is still a average not to say fat. In fact, I believe those I mean who are, I mean, I mean with bigger size, I don't call them fat, bigger size, probably they are, how to say, I understand from some of the friend that they are more happy people. [...] Ya, because they are happy they are fat. I say, ok, well. But it doesn't means	I mean, I mean slim or fat. To me in the work place, I think my boss don't care. I also don't care. [...] Because I think, being my average I mean body shape, so I think I don't care. Unless, if I'm more fat, maybe ya, I think is that. [...]Unless you're fat. But I think still ok la. I can still maintain myself.

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
	<p>days. So, I think that is why she felt, why, how to say, I don't have a friend, used to be. Now she change, she is very happy go lucky, don't care la. [...] I think, doesn't, I think it's not wrong to be fat. As long as you, I mean you yourself can accept it first la. That's it. [...] I mean, at least your appearance to others. Your first image. [...] Does it help you in your confidence being slim? [...] Of course yes.</p>	<p>that if you are slim, you are not happy. [...] I guess so because they are more happy and they don't re..., they are more simple in a way. Because er for, I mean to me, they don't, let's say they don't mind of their figure size. So, as long as they are happy that's good enough la. They don't really care about other so much. [...] Ya, of course people don't like to be call fat. I'm I'm sure all especially ladies don't like to be call they are fat. So you call them prosperity size, or bigger size. So, so, they don't not really that mind. But fat is really a no no word for ladies.</p>	
R55	<p>A....I will think it's very much, how you present yourself. Because some of the person I I believe that, even at home, I always made sure that house dress, you know, doesn't meant at home you are so [giggle] you know, uh like uh when I'm going to bed, I must put on proper nice pajamas or night gown. All these must be proper, I've been maybe I've been train like that since I was young. [...] Yes, I believe everybody, we are different. Nobody is perfect as I mentioned just now there's no thing, no such thing that call perfect body. If you understand your body, you know, certain clothes you can wear, certain clothes you not</p>	<p>Er... there will be an advantage in the sense that you are healthy. Ok. Imagine you are 200+ pounds, you know, you can be very clumsy, you know, when you go out with people. People want to climb mountains or travels. You can be, you can't go with them. Or, if you go with them, they have to slow down to wait for you. To that extent. I think it's a disadvantage. But it's all up to that person. It's your life, you want to live a healthy life, you are supposed to do about something yourself. Eat right, do right exercise. Maintain a very healthy weight, or body shape. You know, that you are happy about.</p>	<p>Um...never thought about that. Because maybe I've never been so fat before in my life. [laughter] so, it's never comes to me that, I have to be slim in my work place. I always believe that a healthy person, you shouldn't be too fat. Because of health reason. So, as long as you are healthy. [...] To me... we are not model, you know, we don't have to get to that kind uh of perfect body. As long as you you are healthy, you can you can move about, you know. To me that is good enough. So, I won't measure you mean, what do you mean by slim. What's the, what is the definition of slim. It can be very different from people.</p>

Themes Respondents	Confidence	Beauty/Attractiveness/Desirability/ Sexual Appeal	Social Upward Mobility/ Success in Life
	<p>supposed to wear. Or certain colors that you, you know. It enhance your character, certain color made you down. So, we have to know our self. So, you do the best. How you carry yourself. Of course that have to come with your character.</p>		
R56	<p>Maybe we are very, very influence with the world. That is why in everybody mind is like, being slim you look more beautiful. That's all. It boosts up your own esteem. You just feel comfortable that when you wear something, you see that there is no extra fat coming out. You feel much more comfortable. To me, it's only about your personal desire la.[...] Yes, that is this personal desire, of being, you look slim. I mean, it's like it's your personal, to me it's more of my personal desire of how I want to look like. Not so much by influence by the model. Things like that. It's more like personal desire.</p>	<p>Actually, um based on my personal opinion is like, it doesn't, it it doesn't really matter whether being slim or being fat in a relationship lo. It's more about your true self la. Or your friendship is much more than being slim or being fat. When it comes for, when it comes to relationship la with others. [...] It doesn't affect me whether being fat or being slim in a relationship. It doesn't.</p>	<p>Maybe it will makes you uh work faster. [giggle] if you are being slim, then you don't have that, you don't have to carry extra weight to do house work, uh that is at home la. Perhaps, maybe at work place, it does, work place, because you see, other people working together with you correct, so sometimes, it makes you feel slightly better not being overweight la. [...] Well, because I'm not fat myself, so, I don't really feel that there is anything wrong with me.</p>

<b>Themes</b>  <b>Respondents</b>	<b>Confidence</b>	<b>Beauty/Attractiveness/Desirability/ Sexual Appeal</b>	<b>Social Upward Mobility/ Success in Life</b>
<p>R57</p>	<p>Like being, as I say earlier on just now. Being slims, beside slim, of cause my facial look good, that give me. How to how to put it, I can put on many pretty clothes, I can look nice, I look pretty, and that really give me more confidence ah.</p>	<p>O...relationship with others. How to say. I said if I'm being look, I mean I look good in my body shapes, I'll have more confidence go out and socialize with uh other people and friends. Otherwise, I will have low self esteem, then I would not go to and mingle with friends.</p>	<p>Ok, go to work. Advantage. Advantage, that's mean...nowadays, I mean you have been slim. An- Anything that I wear on it will, it will look more prettier if compare to if I'm fat. And, of course, if I, if I look prettier, I will draw more attentions. And advantage in my work, I think, I think most of the people would like, love and like to mingle with pretty girl.</p>



**Summary of Interpretation of the Interviews: Respondents 5 - 57**  
**Brief Summary of Responses Based on 2 Themes**

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
R5	They're looking very impressive [...] Ya.. it looks good, looks good, really looks good in the advertisement. At the first glance through, to, it grip...it's really, you know, like you know, give you that kind of impression like...wow...how I wish that I can be like her...you know...so perfect body...and things like that...you know...before and after you can see that's the difference [...] I feel fat ... because they are very skinny by their figures, [...]	Useful in the sense that you can actually enjoy a certain period of time, but you have to put in a lot of money to invest on your figure, that is the the harmful things [...]
R6	I'm like the success case. [...] I'm already very slim. So...no need to go for advertisement	they are very harmful because I think they are very condescending toward women. [...] I think they are all are very harmful, because they portray fat people in a such negative light. [...]
R7	I don't really try to compare myself with being one of them all the time, maybe yes but rarely... but I never get er influenced by these slimming ads	Now I think judging by the number of advertisements that crop up it's kind of a disadvantage because they have kind of commercialized the whole thing and they only make...they only have to make people feel more miserable and I think it's some kind of a commercial thing.[...] because you see it everywhere, and you get to hear about it every time.[...] I would say whether it is really achievable, and it really show someone really big and then like sudden transformation. [...] But it would be a psychological boost to whoever who is able to... it just has to boost your self-confidence.

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
R8	Horrible... it's because I just feel that generally Asian women they are on the smaller side so if I were to compare myself with the ordinary or average Asian woman I think my body is quite ok. [...] But when I look at the bodies portrayed in the advertisements I feel that [...] my body shape is not good enough.	Depends on the age and maturity of that woman.[...] but for a matured woman hopefully, um, matured in the sense that she knows what is right and what is wrong, she will be able to make a decision and it wouldn't be harmful to her, [...]
R9	Er thinner than the model. [...] Not really happier but then, but, satisfied [...]	Yes, it's harmful and can attract [...] the picture of the model, um, the figure of the model, [...] like this one, lucky draw[...] So it can attract people to, to buy the product. [...] it's a good thing for the advertiser, but it's not a good thing for the reader, for the customer. [...] Maybe women who look at these advertisements they will be unsatisfied with their figure and they want to change it, even though they are already ok they still want to change it because they see the ad. [...] maybe he will try to get even though the slimming cost is very high still they want to try to get it because of the picture, portrayal of the picture.
R10	I am confident with my body image, I rarely compare myself to people in the slimming ads because [...] I am confident with my body image, I rarely compare myself to people in the slimming ads [...] I do compare to people who are slim, and not people in the ad, everyday people, um, yeah.	... it's always useful to get information , [...] because it gives out information, it satisfies a certain need that they've been looking for [...]
R11	I've been thin my whole life so I-I don't really feel like... when I look at the image in the mirror, I-I look like...I mean because I'd never looked like that, so when I look at them after they'd slimmed down, um, because they'd slimmed down nicely[...]	... well it's not really... first of all it's not really effective [...] Probably it's harmful or it's a... it's a form of advertising for me, [...] ... so I guess it's it's only false advertisement [...] ,an image [...] a marketing strategy.[...] so it is just using the strategies to, to try to lure in more customers I guess. [...]

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
R12	But actually I didn't really compare with it. [...] Never thought of it to compare. Just feel that, eh...the advertisement the lady is so...look...look...nice.	Actually, it depends on the reader. If their self esteem is very low, but I think this is really uh harmful. [...] if they are confident with themselves ah, I don't think got any, they won't affected la, by the advertisement. [...] Because people who have low self esteem ya, always, very easily influence by the...<I: Society, environment> [...] If they really wanted to reduce, then they have money, then maybe it's helpful for them also. [...] I think is exaggerate. [...] Because is an advertisement.
R13	Definitely different la. Because...i feel that they pay a lot to get themselves looking like that, in the ads.[...] Very sure for the first time when I look at the ads, I will have the feeling that, [...] I want to be like them [...]	what they actually show in the advertisement might not be as real as the real person is la. [...] Because now advertisement, they can always have all these the photo shop editors and all. [...] It can be both ways. . Some people when they read all these advertisements, they next thing come to their mind ho...I must look like that girl in the ads. Then they might really work very hard and made themselves looking pretty. And also they were also sign up[...] but all these slimming centers, [...] every place also would like to earn more money.[...] All these things which actually can be very harmful. [...] whatever ads you see right, they will tell you \$888 la, \$488, \$588 all these things. [...] In a way they actually feed you with some information, would actually made you...will affect your self esteem[...] because most of the pretty girl they put there is also artist la...so...there's nothing much, nothing much to attract. [...] Well they are trying to put the best in the picture to attract attention [...] Ya. Because some of the beauty therapies they would tell you, this program is good for you. But after maybe you sign up for 10 sessions, then after few sessions, then you found out that eh how come it doesn't work the way she said, then they will come and tell you, o...I think this package not very good for you ah...Add you to another package to do some others thing. But the problem is you already sign for 10, and you used up 3, so you're only left with 7, which is also not complete. Then you ended up never mind la...buy another 3 to make it up to 10.

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		So...you keep on paying 10....You so call like being a slave to the therapy lo...
R24	I feel that my body image is...quite normal, compare to these women[...]I'm quite satisfied with my own body image right now.	Useful...is in terms of...increasing the awareness of the women that over weight and obesity is basically a health condition, health problem to them...so...made them aware that they need to do something to reduce their weight, to help, to have a healthy body. [...] harmful is um, to certain women, uh, it will make them overly [...] obsess about their body image. That they do something that is not necessary, that can be harmful to their body as well. [...]They may on diet, they will go on diet.[...] some bad consequences to their body.
R25	Feels ok la. But sometimes I also feel very bigger that the women la.	useful [...] no need go to slim down.
R26	I see the models as beautiful. But I'm quite satisfy with my own body. So I feel, I feel am not affected so much.	Good and bad. Good as it help fat people to reduce their weight to a healthier life. However bad as set a standard that only certain slim shape is acceptable as beautiful. [...]<Like Artist> I pick <i>Marie France</i> as they use Bernice Liu as the model. Her slim silhouette is very clear. She appears to be attractive.
R27	I wouldn't compare so much. But the ... when I saw the advertisement, it will attract me....to attract me to look at it.	Harmful. <Like Artist> Because the spokesperson, Bernice Liu, is famous and pretty and I like her.

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
R28	<My body image> Can be improved. [...] it's great to look like them...	the brought up in such a way in the media, it shows that, you know that having a nice figure, right, is something that people will look forward to [...] Both [...] if a person really wants to lose weight, they can go to these places la for help. [...] Maybe to a younger group la, that is growing up, they would feel that you know they would have to match up to that image. Otherwise they will have this inferiority complex. [...] <Like Artist> she is very attractive. [...] Very slim[...] They are more detail in showing, you know that, the results part la.
R29	I don't compare much, because am ok with my body shape.	Useful. [...] Attractive la. [...] The visual. [...] the photo shoot, their, their out look la, very attractive.
R30	Medium. [...] is not very fat, is not very slim. [...] when I saw the body more nice than me, of cause I get jealous, and then on the spot I can get angry also.	[...] useful la, because can make the people know where want to go in when want to do the treatment, slimming center, and then more confidence la where to go. [...] <Like Model> I saw at the advertisement, before and after the people, and then, the newspaper advertisement also can see people before and after. [...] with picture I saw... real.
R31	I.....feel ashamed, low self esteem, cause they are so slim.	So that fat people know where to go to slim down. Bad cause, [...] we are spend lots of money, but probably not successful. <Like Model> this program glamour, and I like, she's model la. [...]Sexy.

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
R32	I feel not confident, shy and wish I am slim also.	Both, er good as for fat people, they hope to slim down. But, harmful cause people maybe disappointed when the program is unsuccessful. Because a lot of money spent, we waste time, energy and cheated. [...] <Like Ads> because I've seen <i>London</i> successful case show on TV. So, it sound more effective. And then the cost is also affordable.
R33	Actually, I'm so jealous to see them so slim, and I wish to have their shape [...]	For me is harmful. Is up to us to exercise and eat well. [...] go slimming center is costly. Sometime, it depends on us. [...] <Like <i>London</i> > Because it shows before and after. And then it's show good technology to help to slim down. And then they also show our body fat distribution.
R34	Not ok, with my body, but I look fat compare to them.	Some are ok. Malaysian artist are convincing. So I will, I will like to try also la. [...] <Like Artist> I know Ziana Zain and Amy Mastura, during their pregnancy, they look....they look fat la. Now they look slim. So I like la.
R35	I feel I like to be slim like the model la.	Harmful, the take slim and beautiful people to do advertisement la.
R36	[...] when I look at the women. I automatically feel like I'm inadequate, and that my body is definitely not within the um... normal parameters of what an attractive woman would look like, [...] I definitely won't fit in. I do feel a bit shy, that I don't. And I am embarrassed.	[...] because the slimming ads, I think, are just reinforcing what has already been ah...what is already the social convention of what a woman should look like. They're just reinforcing it. [...] I don't think the slimming ads determine it la. [...] I think they are harmful. [...] they came out with the study saying that women who have fat around theirs bellies, that's very dangerous, in terms of health. [...] But, the way the slimming advertisements go about it, is, I think very harmful. [...] slimming advertisements promote um the idea of being the perfect woman , and an ideal that is not related to their were being. [...]... the

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>method in which they advocate, that woman use to become slim... their products and everything is just very... I think very deceiving, because I been through one or two program myself, and I think that is not really realistic... And it definitely doesn't help women sustain it. Yeah. You will go through the program, and they give you an extremely strict diet to stick to. [...] but the thing about the advertising world, is that, as long as you have a product it doesn't matter whether it's really good or not, you can just advertise it. [...] I don't think there is any ethics in the advertising world, in the first place. [...] &lt;Like <i>Unisense</i>&gt; I think what attracted me was, how... how the visual of the girl looking into the mirror, and wishing one part of her body was not there. [...] one thing I always look for at slimming advertisements is, the cost of it.</p>
R37	<p>I think my body uh shows that I'm not perfect enough as compared to theirs. [...] their figure look good. What need to be large is large, and what need to be slim, slim.</p>	<p>it is actually both. Because it will be very informative to those who can afford it and to go for it. And to pin point their weak area. It is harmful, because for those who cannot afford the, the sum to go for the slimming and to go for the treatment. It will be very burden financially. [...] &lt;Like <i>Unisense</i>&gt; Actually, I've <i>Unisense</i> the first one, because it is very familiar to me. I actually went for the trial if I'm not mistaken. And this is very popularized by all the advertisements all over the place. [...] Apart from being familiar, what from these advertisements that kind of like capture at your attention. [...] The treatments, it actually focus on the abdominal and I think abdominal is one of my weak point, that I...I focus very much at times.</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
R38	<p>I think, we are, if not totally, but at least, you know, somehow within the same body image range...[...] weight according to height, meaning um body mass index, we should be about the same range.</p>	<p>Uh I think both, the reason is because, of course um, erm, all of the slimming centers use probably all of, their use different methods for slimming to get the result. [...] but probably they are using a general treatment for everybody, which might not work. [...] So, then it will be useful for those who, you know, really need to slim down because probably for health reason. They really need to slim down. Especially for those who are, either overweight or obese. [...] I think, um probably some, I mean when I look at all these advertisements, I don't trust all of them, especially more so if they put those women who are really, really overweight or obese. And then they show another picture, that shows that they are, they became very slim. Looks normal in the eyes of everybody. I, I really doubt it, because, um more so they says that, the whole slimming pro-process take probably less than half a year or less than a year. I don't quite um buy that kind of advertisement, because, I think to slim down to get rid of the extra weight, requires a process. And the process should be gradually done. [...] So, so um, if, if this not carefully, um translated or informed to the person who are interested, especially those who are over weight or obese, then I think it would be, it will do more harm than good to the person. [...] &lt;Like <i>Marie France</i>&gt; The first, um the first picture show trim and tone your arm. So, that basically also address whatever issue that I'm having now. So, that is the reason.</p>
R40	<p>Of course I feel like I'm so fat compare to them, they are like some.....in comparison they are like everybody what everyone wants to be, and I'm not. [...] I feel very discouraged.[...] In my home is only me. But, when I compared to my relatives, and especially my cousin and all, who are able to slim faster, I feel very discourage.</p>	<p>Actually it depends, if you really want to lose weight, I've actually gone to... to a slimming center before. [...] . So...ya...in the sense when they have promotion, all that, you have the money, then why not. Then you can go. So, it's doesn't necessary that is a bad thing. But, in the sense that they keep promoting too many advertisement everyday, and all the time you look at the newspaper and you see these advertisements and you know, you don't have the money to afford it right now, [...] then it</p>



Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>of course its makes you discouraged, because you feel that, if you have the money, you know you really want to do it but you don't have, so then there's no avenue for you la.</p>
R41	<p>I feel a bit overwhelmed, because they are always beautiful and they seem like the kind of people who get what they want, by just the way they look. [...] Uh, you know, they are beautiful, they are powerful, and most of them, you see, are in the entertainment industry, and normally whether truly or falsely, you associate these kind of people with very limited grey matter. [...] they could be very intelligent, but normally people are perceived to be...you know...So, it gives you impression that you don't have to work hard. You just have to be beautiful to get the things you want. [...] I feel that I could never look like these people. So, no matter what, I'll always be several classes away from achieving what I want to be.</p>	<p>I think in a way both. Because, uh, advertisements, you know, to be slim is good in the sense that, it it keeps a check on your own body, in terms of the health factors, ya. But, the thing is what we see in the newspaper, it's not about the healthy aspect of it. [...] So, at the very least, you must balance it up, 50/50. [...] &lt;Like Ads&gt; <i>Marie France</i> the thigh envy, [...] so, it's something that catches my eyes because it's a problem I can relate to. [...] &lt;Like models&gt; Well, she got a nice thigh la... [...] Well, if you, you see, like I say these women are either actresses or models or beauty queens, ya. And they are, because they are famous or whatever it is, because of how they look. [...] and so these people has been plugged and they represent that fan base, and in many ways that fan base is the population. So, you know, it just translates to that. So I feel that, they're, they're being used for this because they have the support of these people who actually say 'Yes I think you are beautiful'. [...] Ya, judge them are beautiful, so they are like little icons that we want to imitate.</p>
R42	<p>Um... Very different. Um... Those women in the slimming ads... I think it's because slimming ad is selling a contoured, uh body, you know it... it is their product. Therefore they put it really out front. That women's body uh to them this is how a women body should look like. [...] They're just being a spokesperson for the brand la. Like, in other words. So, of course... of course, the idea for the ad is for women to wish to look like them. In the whole, it's not, not just the slimming industry at fault, but the entire media,</p>	<p>Um... Well being in the industry, I know that advertisement is a lie. And I think most people out there, do kind of know that it's a lie. Uh... But, they are very good at selling. That's why there's so much, so many ads. [...] It's, it's all about money, at the end of the day it's all about profit. [...] So, we as advertisers or film makers when we do that kind of job, I actually do...for me personally, I try my best not to involve in any sort of product selling, uh kind of video at this print. [...] Because the client also grows up watching TV, so we had to kind to get typical,</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>pretty girl type. Fair, tall, you know, slim, long silky hair, a typical Pantene girl la. [...] They are... they definitely perpetuate how women should look. And they have to be slim, they have to be gentle, they have to be pretty. Uh... Even one of my friend who is a model, um she... well, because she... she works out, she is not fat. She's probably like your size, small...smaller, uh but she works out, she likes keeping fit and strong. So, she has muscle, even though she is small. And they will photo shop her muscle out. It is bad enough that you want women to be small and thin, but you don't want them to be muscular too. [...] I think, I think. It's still... We still live in definitely, reality we still live in a very patriarchal society and they want, it's a way to suppress women. [...] You know, all these are gimmicks to really distract women from thinking, using their brain. [...] I really blame all these media and ads. If they are not around to remind me, I'm quite ok. Like if I'm in my own house, hanging with my friends. I don't remember all these things. And then when I go out, and then I look at the newspaper, like...oh my god.[...] . And to look at the slimming ad, cause if I look at the slimming ad then I will feel sad, then I've to reconcile with myself with my activism side, and talk myself out of it. Is always these...&lt;I&gt;action [...] Awareness, constantly have to be aware and careful, critical about things I would receive. [...] I wonder how about the young people out there. They won't be critical about things, they will just believe. [...] O...they are very very harmful. Definitely very very harmful. Uh, like all the things I've said before, you know, you are perpetuating a stereotype that is very very unfair. [...] Actually you are discriminating against people of different sizes. Some people are born very skinny. And that's fine too. And some people, you know, just have this bone structure that's bigger than others. [...] And by telling people that you have to be a certain size, you are making, it is actually unnatural, you know. You're actually contorting something that is supposed to be one way, but youre making it into something else. [...] Ya, Ya, it's very</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>limiting. It's really really unfair. It's making a lot of unnecessary stress and worry out there when all these women could happily love themselves. And, and when people are healthy, they're generally more productive people and they contribute meaningfully to society. If they're unhappy, they can't do much, if they're stressed they can't do much. All they can do is fork out money to go to a slimming center, which of course at the end of day is the entire point for the slimming center la. &lt;Ads&gt; Like any ads, uh beautiful, sexy girl is the most attractive la. That's why they use. [...] That's why beautiful, sexy girls is used to sell everything. Not just slimming ads, but washing machine, to cars, to handphones, really, you know, it's not how the hand phone works but how pretty is the girl selling the hand phone. Is quite crazy, so, as usual, it will be the first thing that attracted me to it. [...] Maybe somewhere I do wish I look like her, or I am her, or maybe also the other part of me, where attracted to all sort of people that I might be interested in sleeping with her.[...] But of course, quickly after that, my feminist activism will kick in, and say, no it is just an ad. And this person what you see, is just a superficial front that they give you. They might be really horrible people, that you can't even stand to spend ten seconds of your life with. [...] All also visual la. All have similar &lt;I:&gt;Aspects. [...] Um... The celebrities ah... well, cause if you use celebrities, I would know, more directly. [...] If you use random people, then is harder for me to say. [...] It's very very very questionable. Before and after shot la. Also it's easy to manipulate la. As you see, because you also can see the way the photograph is shot. I also know how you can make someone look thinner or fatter by the way, the, the position of the camera and the lighting. So, all these photo shop. [...] I'll definitely feel victimized by all these slimming ads. Because I am, other than all these ads, I'm doing very well in my very own capacity as a person, in relation with my friends, my working life, my sexual partners but all these people are just out to get you. In other words and I don't see why they should be doing that.</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
R43	<p>I find that I am not attractive la. Theirs... Because they are so sexy. And then for me sometimes, I want to wear the clothes that I like, that I couldn't fit, fit on.</p>	<p>I find that they will simply just take one uh, these uh models and then they put in their this uh slimming center as uh their advertisement la. So, I find that is not true la. [...] Because they want to attract people to come in their like center, so that they can get business la. [...] sometime, like you sign up already, and then after a while, you will get fatter again. You will get fatter again, it's like just this is a just a temporary. Not a long term ones. [...] Both ah.[...] Useful, that means you will get slim. And harmful, that means after a while, you won't permanent that you slim all the way. If you don't take care, and then you will also waste your money. [...] &lt;Ads&gt; First of all, I see the price first. And then their, how many package they have. That's why I chose this <i>Unisense</i>. [...] <i>London</i> is uh very famous la.</p>
R44	<p>If in comparison, they will, they will look more perfect la. [...] The body parts where you suppose to have, they have la. [...] Because of their body, they look confident. So that's the difference. Sometime, I look at myself like less confident in comparison to them la. [...] Less confidence ah...is more like, uh like a sense of admiration, when you look at the advertisement, when you look at the person, it's like you admire la, that person have nice body curve.</p>	<p>It can work both ways, useful, because for me some of the programs are actually helpful. To the extent that, it does, it does help the women to, some of, maybe some after giving birth, so it does help them to get slimmer back to their normal shape la. In terms of harmful, is when we indulge in it. And then we felt that I must have it. And then you are willing to spend, you put on a lot of investment. You spend a lot, just to have that curve. And when you still don't get it, then this frustration will feel. It's harmful in that sense. At the same time useful, because then it provide information, people actually can make comparison, think for themselves, whether that for something is actually beneficial or not, to them. &lt;Ads- The Marie France Body Line, MayFair&gt; The one that grips me is actually the, the name of the company. And also is the person portrayed there. So when I look at the advertisement, immediately is the person and the company name. [...] Ya, because y... ya because that is that you can identify with that person la. You know that she is the celebrity. Definitely she is pretty and all, but straight away you saw that person. And then, you say ah, I know this person. [...] That sort of</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>catches the attention, battle your bulge, that word that word like stands out. So when I see it... The first thing I saw is actually the tag line.[...] The thing that that um comes to mind, is that, pregnant ladies, after they've given birth, definitely, the parts of body sometime became flabby. So immediately when I saw, was again is the visual. Most of it is visual. That's the mum holding the child. And then she look very comfortable with her body appearance.</p>
R45	<p>My body image in comparison would be the one in before rather than after. [...] The one that needs to go for the slimming program [giggle], so that you won't look like you are so much over weight. So, so if you are comparing with those women from the slimming ad, after they have gone thru the slimming program, then of course I feel that I'm terribly over weight compared to them. And I feel that uh perhaps I have to do something about it, and to certain degree I feel that I wouldn't mind considering taking up the slimming program they are endorsing. [...] Sometimes and... you become anti social. You try to avoid people. Because if you don't look as good as they look in the ads then you shouldn't be out the wearing skimpy clothing, and sexy clothing, you know, of course due to that you try to change your wardrobe as in wearing uh shirts that are less revealing.</p>	<p>Useful if, um let's say your weight actually posing health problems to you, and no matter how hard you try, you couldn't uh lose it on your own. Perhaps adopting one or two of these programs could help. But I think it's getting more and more harmful, because um, er slimming products, slimming programs, and slimming centers are growing by big number, ok, uncontrollably. [...] Ok, so now the yardstick to measure yourself, ok, in society is to be slim. Woman has to be slim. After you have your baby, you have to go down slim. After you, anything at all, ok you have to be slim, in order to get back to get back to your career or to um be attractive to the opposite sex. Or just for self confidence alone. [...] You can fell quite, ah...how to you say, ah...you might lack confidence when you keep on comparing yourself towards people who are in the ad. &lt;Ads&gt; Ok, the 1st one that I choose was because it's sort of like a program, say, dare to lose right? So ah...I, I don't think this is a slimming, ah...advert through product. Ok, but it's a reality show, where they are actually...subjected to very torturous kind of physical activity. I, I believe in health, uh being healthy rather than just being slim alone. [...] Secondly well there is price money in it [giggle] but that's not the main thing la. [...] Second advertisement is <i>Marie France Body Line</i>, that targets especially on arms. I feel like, I feel that there is a problem with my arms, problem, because they are rather big. They are rather huge and the fact is that they are not proportionate to my body.</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>[...] Next one that I pick I think is also from <i>Marie France Body Line</i>. Again it says target all your problem areas, as I don't agree with the word problem areas, but again because I'm quite set in mind that, you know, if I have a problem with my body, it is with my arms. So, if it's only targeted in my arms, you know, then if they could, um, I don't think they surgically remove it, alright. But I don't know how else they remove it, I don't I'm not really sure how these slimming center works anyway.</p>
R46	<p>That one day my body will look like them, wow... [...] I feel ashamed of myself when I look into the mirrors. I wish that, oh one day, all those fats will gone away.</p>	<p>That is a good and bad. Ya. The good way is that, it...its also keeps someone, it, it will boost the person confidence. Secondly, its also healthy, lesser cholesterol, lesser others of diseases. Harmful is because someone of the woman, they misuse of this until they will have bulimia or anemia until they are very very, until they can't control themselves, regarding these slimming that sort of thing. &lt;ADS&gt; I will choose <i>Marie France Body Line</i>, because ah the mo-models inside is Christy Chung, which I have saw Christy Chung in a lots of movies, during her young, youngster, teenage until she is married and pregnant. Whereby she is very fat, with a lot of uh, that sort of fat. And after she give birth then she join Marie France, then I saw that it's really a different side of her where she really slim down, so I think that <i>Marie France</i> really works lo. [...] because I also saw her in the TV, she really slim down and I believe that when you do the photograph, uh you put inside the advertisement there, definitely there is some, definitely those people will doctor some of the photograph, but there is differences lo. Whereby, someone after giving birth can lose weight speedily.</p>
R47	<p>Uh... I feel I'm a bit bigger than them. And I feel I'm not so attractive when it come to dressing up.</p>	<p>It's very harmful. [...] Its causes, obse... obse...obsessions like, starvation to death, and problem like anorexia and bulimia.</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
R48	<p>Um...I feel that when I, when I look at these advertisements, I feel that uh these advertisements actually dont, they don't portray the real ladies. Like, you don't, you don't get curves like that everywhere. But they select the most perfect one, and they actually advertise. [...] But the... you might not have that kind of figure. That means let's say, if you want, let's say you are fat, then after you slim down, you might not actually have that curves. So it makes feel like, it's actually like trying uh to trick people into, you know, having this kind of perception on on on figures. All these slimming things.</p>	<p>Uh... I think that certain advertisements are good, like, say, dare to lose advertisement. I think it's quite, quite good, because they don't actually put like a certain, certain, what do you call that, like a certain shape or... As long as you are healthy, or you are slim, but the rest of the a- advertisement is like, they, they portray most of the women with like, like, bigger chest, smaller waist, and bigger butts. [...] So, which I think is, if let's say if the advertisement is more to health conscious kind of advertisement, more to the health, more to health then I think it's quite good. But other than that I don't think it's good, I think it's a bit harmful. &lt;LIKE ADS&gt; The picture.[...] Because of her figure [laughter]. Because her figure is more obvious rather than the words. Of course the words you need to read, but the figure because it attracts you the most. [...] Because I always see this in TV. [laughter] <i>London Weight Management</i>. I always see this in TV, then somehow it gives me this, this good feeling. That is not fake, compare to like the rest. It look fake. Then this one, I feel like, it's actually successful and you can actually trust it. That's why I, I pick <i>London</i> weight.</p>
R49	<p>Of course, I think that they really have a perfect body shape, compared to my like, compare to mine are actually average. [...] Uh... So, I think that everyone is perfect in their different ways. So, I mean I may not have the best part of the chest, the bum, or the legs. But I suppose I compared to a lot of other people, I, I'm pretty much lucky, that I, I'm not like obese or anything in that range.</p>	<p>I think it works both ways. [...] Let just say some people they might not have, they might not, genetically in the whole family, they are like big size or fat, but they might have the cash, so, I guess if they cant lose all these out, extra weight, naturally then, ya, these slimming, ya these advertisements....um...ah...i think...they will...they have the cash to spend, then they can go to these experts and seek for, seek for professional help to help them to lose their weight. I mean, eventually it gives them back their confidence and self esteem all that. Then again it can be harmful maybe to those people who cannot afford it. They will be very ah...they will be very...um, uh, they'll be, it will make them feel a bit rejected, it's like, how the community, the people is perceiving ah...that this is the kind of image you need to carry out there to to to be</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>a survivor or to live, or to to to be among your peers, so...it's...it's..both ways la. It can be advantages, it can be harmful. [...] maybe the other advantage is you can create some awareness, um that, I mean maybe to give some awareness or to alert those people who are on...on...the heavy side. [...] &lt;ADS-like artist&gt; Mmm...I suppose it's just how the whole lay out. And I find it attractive, and I guess it helps that... ya, because I know this is a Hong Kong celebrity. So I suppose the ambassador plays a role when it comes to advertisement. [...] it's something different, usually, slimming programs, I mean, that they won't give much description, this one like, they tell you things like, things like feel lymphatic drainage, I feel that sort is quite, because I myself, I know like when I go for those effective slim massage, they will tell you things like it drains out toxic and thing like that. I find it very interesting.</p>
R50	<p>I feel that I uh still need to improve on my image and my body. That's why I'm going to gym now. [...] Yes, I think I can uh slim down more in certain portions so that I can be look, looking more attractive.</p>	<p>Ah...slimming advertisements is useful. And I always believe that, uh these slimming center not about making money. But is actually also helping ladies who have weight problem. And to help them in a short period of time to lose the weight. And also to help them to feel good, and to make them feel confidence. &lt;ADS&gt; Uh I felt <i>Unisense</i> are very professional and it seems that they advertise on their therapy on what lipolysis or what kind of technology they will use. And they will explain also uh how to lose the weight. So, I think they do educate the from the advertisement to people who want to sign up [...] Sonolipolysis add proof to be a person that before actually they are actually heavy weight. Then after that they had slim. It's a proven track record. That it's ah...It's a good testimony. So, convincing people to join them to be higher. Because is not like using a model or a celebrity whereby they originally already look good. But all these are original people whereby, before they go slimming and after slimming they can see the big difference. So, the convincing for client will be higher.</p>



Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
R51	<p>Ah...eh...Honest I don't know how to compare, because firstly uh they, they are... they are picture in a quite a perfect, high, and a, also the perfect body shape la. So with my height I'm comfortable with what I'm, figure with la. [...] because I... firstly I, I'm not as high, not as tall as them. So...uh I couldn't have the same shape as they have la.</p>	<p>A...if...when over...when is over...uh over advertise or over, they have over committed la, what they can do. Sometime is a disadvantage la. [...] Because ah...I mean...they...there is too many of these, these things ah...woman also start gets worry la. Ah, earlier they won't feel like...maybe they feel their figure is good enough, but too many advertisement will, will lead them to the, the misunderstanding, they are, they are not good enough. [giggle] be better, be slimmer, they have to cut down the food, what ever, which leads to unhealthy life or unhealthy practice ah. [...] a...firstly I look at the advertisement ah...the, the models look very healthy to me la, and is not to expose la. [giggle]</p> <p>And the advertisement is quite balance in the way that they're... they are...some advertisement I could see ah, is either the model is is over portraited, or is is too small, so in, in, in, if I want to comment about the advertisement, I think some of the advertisement they want to highlights certain things but to me is not so appropriate la. So I think this...in term of advertisement this is quite professional la, and the model looks to me is quite healthy la, look very cheerful, very healthy</p>
R52	<p>&lt; Missing Recording &gt;</p>	<p>Ok. Oh...useful or harmful? I would not say harmful. Ok. But it depends on individual. I don't say that these advertisements would not help to attract people but the thing is, um whether the the truth is it lies behind these advertisement. Is it 100% or not even not 50%. This is up to individual. But a lot of people will guess that is how much effort I have to pay in order to have this model figure. People sometimes... Oh...i just sign up the course for these few thousand, I can get up to these results. But at the end is not, they will try to thought that these advertisements, I mean false...but actually these advertisement I mean, neither true or false. You have to put in how much attention or how much diet for to get this kind of figure. [...] &lt;ADS&gt; Ya, I mean, this is</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>very important to show, because ah...I...for me, to attract, I mean, no matter whether your body is really good figure or slightly lesser. But if we pose, you pose it in a way, in a right way. Actually, really, I mean it will attract people. Because it really depend on how you pose yourself. [...]. Ah....ok...in term of slimming centers, celebrity will more on, more, getting more demand than others uh normal, although they are customer, they are real testimonial. But, uh you mean be frank, in this community no one will care whether this is your customer or your relatives. But they does care only, only when he or she is an artist.</p>
R53	<p>Ok. Average I think. [...] Er I'm not really think, ah...how to say, Um....attracted by all the slimming advertisement. [...] . Because I don't think I'm fat.</p>	<p>Ah...probably it will be useful for those who are very negative or very slow self esteem. Probably they will attract them. For those who are, in the, how to say, in a, like me in the average, I say, oh, ok. Just have a look, ok. But we don't like really feel anything about that. [...]. Harmful.... I think no. Probably is harmful to their pocket. [laughter] I ...this is what I think, if let's say talk about harmful. I think harmful to their pocket I scared, I guess. [...] &lt;ADS-like artist&gt; Her smile. [...] &lt;I: Her smile. So <i>Slim World</i> Amy Mastura's smile caught you.&gt;Ya. That is it. Her smile. So, she is so...so...confident. I like it.</p>
R55	<p>I actually hardly compare with them. I look at it's actually is another piece of ad. Never come across to my mind that, er why should I be like them. [...] Ya, never cross my mind that I've to compare.</p>	<p>Advertisement sometime can mislead people. Magazines as well. So, a lot of people think, you got to be that slim , then you are call you have good body, which I think it come with other things. Your personality, your characters, you know. It's a lot of things to go in together. It's not just your body. [...] Well, um I won't say harmful, because, maybe as I say, I'm blessed in the sense that I never been so fat. You know, if I try to put myself in those very fat people position, maybe it's something to guide them, to help them to to to start off a new life again. [...] You you have to love yourself in the first place. Then you will make sure, you</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>will eat the right food. Do the right things, to take care of your body. So, it goes hand in hand. Not just the advertisement. Some people think that I sign up this slimming course, after 10 course of what I will be slim. I think most cases of that will be fail. You still must have your commitment to do your part. De-de- definitely they will be helpful that they have a program to guide you, what to eat, when to do exercise. [...]</p> <p>So, I believe there are certain degree that a ...help there. I definitely believe that. But the person who attend the course or sign up the slimming course they also will have to their part. [...] &lt;ADS&gt; I I guess first thing catch my eyes, is that this is the only part of my body, sometimes I feel I've this abdomen fat. That catchy, catch my eyes eh, I thought that if I got to do something, I'll probably do this. Because it very straight forward, focused on what do you want. It's time to lose the flab? You know, than the picture showing the abdomen there. [...]</p> <p>Again, I say it's very straight forward. Target your problems areas. So, you know, what you want. So, it's kind of a advertisement that straight forward to tell, whoever, ok, target your problems areas [...] I always get very confused when I see those advertisement that they show people that, I was like that, and now I this. Somehow I always have this, maybe I'm wrong to have this impression that it might not be so real. I don't know.</p>
R56	<p>Actually, the...um the women portrayed in the slimming as does not really affect my feelings about my body image. Because um I'm ok. Of course there are certain areas in my body which I want to be slim. I still don't feel any uh so call, it does not really give me a threat la. [...] It do-doesn't affect you in anyway la.</p>	<p>I wouldn't, not say that they are harmful to women. In fact, I find that, looking at the advertisement I selected they are quite useful. Because, some of them do tell us about body fats. And it's something we need to know what is body fats lo. It's not only about slimming, uh to be a model. But it's more about keeping ourselve fit. To certain extent lo. [...]</p> <p>For me is not harmful in a y particular way. [...] &lt;ADS&gt; For the <i>Unisense</i>, uh slimming, uh actually, advertisement, I kind, I kind of look at is, very neutral. In the sense that, what attracts me is the fats issue.</p>

Themes Respondents	Reaction in Comparison with Model	Useful/ Harmful
		<p>Because, well maybe I've this problem with fats. That is why it attracts me lo. The fats issue, that I find is quite, it didn't really portrayed so much of a beautiful woman. Because the picture is very small. But they, they, they actually focus more about the, about the, educate you more about fat. [...] For <i>Marie France</i> is, uh because, is the ambassador that they use lo. Uh is more attracted to the ambassador that they use lo, which one, which is quite popular la. [...] For <i>Slim World</i> is like it portrays how does a woman today, woman looks like. I don't see that she is being very ah.....sexy whatever, but she has a cheerful, cheerful face. So, that that that why I chose this, it's like a happy, happy woman. [...] Some of it are more of the visual, some of it is more of the wordings la.</p>
R57	<p>O...I'm fat! [...] I mean compare to them, their curve, their curve that, you know, the curve that they have I don't have. And I compare to them, I'm huge. It's, ya, basically that.</p>	<p>I think, some form is useful to women, and it does help other women to gain back their confidence in themselves. [...] &lt;ADS-like model&gt;O.. because I look at the, the main thing that attract me is the model. The body that she has is what I desire for. [...] Ya, the other 2 as well. It's because of the model. Is the dream, somehow is the dream body I wish I can have. [...] Is not because of the <i>Marie</i>, the company, the main thing that attract me is the model. [...] Yes, the visual.</p>