

## Q & A TRANSCRIPTS

**TRANSCRIPTION:** R5  
**DATE:** 29<sup>th</sup> April, 2010

- I: Are you ready?  
R: Yes.  
I: How do you feel about your body image in comparison [uh] with the women portrayed in the slimming ads you're looking right now?  
R: Uh... They're looking very impressive.  
I: What do you mean by impressive?  
R: By their figures, yeah, spending so much on it, of course must get this kind of figure [giggle] ... but I rather spend some money in the gym.  
I: If you look at your body with their bodies, in comparison, [uh] how would you feel? Your own body size with their body sizes, er, how do you feel?  
R: Er, I feel fat [laughters] ... because they are very skinny.  
I: Oh because they are very skinny, oh ok ...  
I: In your opinion, to what extent does being slim is an advantage to your, say, workplace?  
R: My workplace ah...  
I: So if you're slim and beautiful like them, how are you, erm, you know...  
R: Ah because I'm in sales,  
I: Alright ...  
R: 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.  
I: You mean you're selling something, something else, but the client... it matters how you look like to them.  
R: Erm, I would think yes.  
I: Ooh...so therefore it is quite essential for you to be slim where you work. You are saying that, is that what you saying...  
R: My company doesn't request, require on that, but personally I think that as a salesperson la ha, especially you go outside to see your client, you know, what will the client feel you know if let's say that day your client is really in bad mood, suddenly he look at you, Wow! Fat and ugly, short very rounded...so...  
I: So it's affect the business...  
R: Yes, it's affect.  
I: Hmm...in that case in your opinion, to what extent does bring slim will be an advantage or is an advantage in your relationship with others? Men, women, friends, boyfriends... [giggle]  
R: [Giggle] O...mm..., I always...encourage la ha.. all women....whether you're married or not married, especially for those already married, even though am not married...ok, ah, you have to look good always. You know erm...  
I: It's a kind of encouragement to encourage people who is obese, you know, ya.  
I: So that, they would want to slim down?  
R: Ya...  
I: But, how does that help in their relationship with others? When you say you want to advice people who are married, you mean like, ah, ok, women who are fat but there are married as well, so you like to advise them to look good.  
R: Oo....  
I: What is the reason? What are you really saying?  
R: 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.

I: To you personally...eh...how you seen that your relationship with others is at a upper hand, if..ah... because you are not fat, you are not obese, so do you see yourself like that and can you give me an example.

R: [Silent] see myself into these situation...quite into these situation....

I: An advantaged situation as in uh like your relationship with others, simply because you are not fat. Are you....

R: How do I feel it, ah.....?

I: Mmh...How do you see yourself? Do you see yourself like, [uh] having problems, you know, because you are over- weight or do you see yourself..now that you are not over weight now, you know. Now that your figure is alright..your relationship with others, is it at upper hand? You are in control of the situation?

R: Control of the situation? [with doubt]

I: Is that why that you are in the position that you can advice spouses that are..ya obese..

R: Ok..ok...

I: Good...good..thank you..

R: [giggle]

I: Now, in another, another thing that I like to know that in your opinion, to..to what extent does a slim body image help you in building up your self confidence or self-esteem?

R: 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..

I: O...alright..o...convince others, in other word if you are unable to convince others is also implies that you don't have that kind of self-esteem.

R: Mm.....

I: Oh, alright. Ok, ok. So you do see slim body image in a very solid and ah...situation of helping someone in their self-esteem.

R: Ya...

I: Ok. Alright. Do you think that these slimming advertisements that you have seen...are they are useful or are they harmful, or are they useful and harmful?

R: Both la...

I: Both...useful and harmful.

R: 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, em that is the the harmful things la...so as I say that you know that I would rather to put money into this building your own figure, really nice and tone up go to the gym la...

I: Ya...ya...So useful because it's give information how to do so. Harmful ah...

R: You just enjoy a certain period then you are back to normal. If you are not really in control of your diet. 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: Umm...hmm...Ok. Alright. Harmful also because is really about yourself, it's a short-term thing, you can be slim in the short term, yet to maintain it is difficult. That's what you are saying?

R: Yes...

I: Ok. Ok. Alright. Thank you so much for your participation. R05, do you have anything else to say?

R: Not at the moment.

I: Alright, alright. Thank you. So if you have any question about this research, you can always contact me uh in the consent form that I give you. You can always contact me.

R: Ok.

I: Thank you.

**TRANSCRIPTION: R6**  
**DATE: 29<sup>th</sup> May, 2010**

- I: Are you ready for this?
- R: Yes.
- I: Ok. Thank you for your participation. Ok base on the slimming advertisement that you have just took a look. Now, how do you feel about your body image in comparison with the women portrayed in the slimming ad?
- R: Ah...mm...Can I have the question again? How do I feel about my body ah? Ah...mm...I'm like the success case la.
- I: Ok. What do you mean by that?
- R: Ah...I'm already very slim. So...no need to go for advertisement ... [laughter]
- I: O...Ok. My second question for you is that, in your opinion, to what extent does being slim is an advantage in your workplace?
- R: A...umm...because ah...you know, I think fat people are very look down upon. Like what did they do to get so fat, you know, so it's definitely an advantage because I can give an image that I work so hard that I don't have any fat accumulation. So um...I think in terms of the image I portrayed la, when I walk into the class for example. And then...ah..for...mmm... Ya, I think like am lighter if I have to stand for a long time. Then maybe my feet won't hurt so much, compared to if I have more fat.
- I: Ok. Alright. Thank you. Now, in your opinion to what extent does being slim is an advantage in your relationship with others?
- R: Ah...relationally speaking, ah...people don't nag me about, you know, going to gym, 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. So um...
- I: Do you think is an advantage in like male-female relationship, male to male, uh female to female, for example?
- R: Ah...I think guys prefer ah...someone with a fatter body. I'm too slim la...
- I: O...Ok. Now in your opinion, to what extent does a slim body image actually help you in building up your self-esteem?
- R: O...I feel like I'm normal. So, erm being normal has its advantages. Like, 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. Ya...
- I: In other words, you are agreeing you are fit and therefore you have no problem in self-confidence, self-esteem.
- R: Ah...myself disconfidence come from elsewhere la. But not from my body, body size, ya...
- I: Ok. Now, um...from some of these advertisements that you have just flip through, do you think that these advertisement are useful or harmful, or harmful and useful?
- R: Wow...I think that um...they are very harmful because I think they are very condescending toward women. And then ah...especially the one that says like get the muffin from your top. A...the one that...ah...you know, get the what else ah...aiya...I do these all in the name of love, aiya, stupid la...and then the next one...ya...I think they are all are very harmful, because they portrayed fat people in a such negative light. And even thin people, now I look at fat people, I also feel like someone kind...ya...
- I: I noted that you took offence at the advertisement say that you do these in the name of love. Can you elaborate a bit more? What do you mean exactly by that?
- R: So, love I think will accept anything la. But this one is like only accept you only if you are thin, so you only be accepted by your husband if you fit a certain physical criteria and not, you know, it looks as women just from physical side and not like mentally, emotionally. Like those person who say these maybe mentally retarded la. [giggle] You know, because she say all these things about wanting to be accepted by her husband just by being slim. No la. Not enough.
- I: So, you think if that a spouse accept the other base on her physique, you think this is a kind of like, repulsive statement. Is that what you are saying?
- R: Ya. I think is repulsive. And ah...you know, you want to marry someone, you married already then you can't reject any part of them. Yes, you can raise concerns but it's about their health, not about how they will look good together.
- I: I just want to quote you another one that you mentioned just now the muffin top. How is that imagery kind of like repulsive to you as well?
- R: Um...I think comparing people to object ah is always repulsive to me la ah.
- I: What's wrong with that muffin?

- R: The muffin ah...is an object la. You can't compare human to a food. A kind of food that people eat, splurge on. So, ah...ya... it objectifies women and comparing women to muffin is like comparing human to a thing that disgust other people. Thank you.
- I: Thank you so much for your participant in this. Thank you for your time. Basically when I do this project, I'm looking also at not just how women perceive, I'm also actually looking at how like women are actually controlled by them. By these kind like slimming fear factor, for example. So if you keen to find out more, you can always contact me.
- R: You are very, very, very welcome.

**TRANSCRIPTION: R7**  
**DATE: unrecorded**

- I: OK. Based on the advertisements that you have seen, how do you feel about your body image in comparison with the women portrayed in those slimming ads?
- P: 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 la.
- I: So they don't affect you in any way.
- P: Not in a major way. I'm very critical of advertisements.
- I: So, um, well, to what extent does being is slim an advantage or a disadvantage in your home or your workplace?
- P: 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. To me it's more of healthwise rather than being to please anyone.
- I: Wow, ok. So, do you feel like people look at you differently or treat you differently because you're slim?
- P: No I don't really consider myself slim just that, no I, I never thought of myself in that way.
- I: So you're saying there's really no advantage in your relationship with others or are there any advantages...
- P: I don't think, er, I've had any advantages in that sense of the word as in physically because I've never thought of it from that point of view. My perception of being thin or not is only related to like buying clothes and, um, being healthy but other than that I've never thought about it in relationship as in with other people.
- I: Do you think that having a slim body image helps you to build up your self-esteem?
- P: Ya, I think to a certain extent because everybody likes to feel confident and looks are to a certain extent important.
- I: OK, so it is some kind of advantage...
- P: Yeah it gives some kind of advantage I think.
- I: Ok, alright. Do you think these slimming ads are useful or harmful to women?
- P: 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 but I've never really tried whether it works or not...to me I just take care of my diet and exercise, and even if people do go for these kind of slimming packs they should do this to regulate their weight rather than trying to fit into their concept of body image.
- I: So you're saying that, uh, you want to be healthy?
- P: Ya, I mean whoever signs up for it they should go more for the health and just to help control their weight rather than trying to fit in being super thin or whatever, I don't believe that you should live up to somebody's standard of being thin, it's just being thin for being healthy, and just for your own good.
- I: At the same time the society does influence.
- P: Yes, does influence, in a way, because you see it everywhere, and you get to hear about it every time. But you still get these feelings in a way. But it's just that it's not very obsessive.
- I: By looking at these advertisements, maybe you can show me some that really strikes you?
- P: Strikes in the sense... I wouldn't know, I would say whether it is really achievable, and it really show someone really big and then like sudden transformation. I just wonder in the long term or short term and wonder about the methods used to achieve it. But it would be a psychological

boost to whoever who is able to... it just has to boost your self-confidence. I just wonder if it's really true or, I wonder about the means they use to achieve it.

I: As you read these words like battle your bulge, and you see these pictures, ya, how does it affect you? I'm not sure, like pictures, of you know, of women who look really slim contrasted to women who look big sized.

P: I just feel really sometimes tempted to go and try but it's 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.

I: Ok, alright, thank you very much for your time.

**TRANSCRIPTION: R8**  
**DATE: unrecorded**

I: So, uh how do you feel about your body image in comparison with the women portrayed in the slimming advertisements?

P: 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 oh, my... my body shape is not good enough.

I: So, in um your opinion, um to what extent does being slim an advantage to your home or your workplace?

P: At my workplace... irrelevant because it's education, the education industry la, ok, but because I'm a former beauty queen, and because I model part-time, although I'm 31 years old you know, the... yeah... I have to ensure that I maintain my figure. Because I don't want someone coming to me, or someone from the industry saying, "That was a former... that one ah, and you know."

I: So you were a former beauty queen, but still when you compare yourself to them...

P: You're not good enough, I feel that people in this industry are constantly... being judged and penalised 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.

I: So, in your opinion, um you know apart from your home or workplace, in your relationship with others, for example, say your students or um with your family members or your friends um being slim how would it be an advantage?

P: Actually, no advantage whatsoever, no expectation, but it's my own personal expectation.

I: OK, yeah. So um again in your opinion does a slim body image help in building up our self-esteem?

P: Definitely it does but you know 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, exercising and all but still I still feel, I think I, I even know people who does not practice what they preach and go into other forms of illegal ways to diet because of what you see around you, you know on TV, or on the papers, or... What's the question again? [giggle]

I: In terms of building up our self-esteem...

P: It does, in a way it does, but the method used is wrong.

I: M, ok. Ok, so let's say someone who has gained a lot of weight after 3 months, do you think their self-esteem would be affected?

P: Of course, 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: Discipline... easier to say than do. So do you think these advertisements that you have seen you know in detail are they useful or harmful for women.

P: Depends on the age and maturity of that woman. Because for youngsters nowadays with MTV and whatever you listen on the radio and TV, mmm, not really, 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, but like I said to me because of the industry that I am sort of connected to it definitely has an impact.

I: And when you look at your friends who are also in the industry...

- P: You feel pressured. Especially at my age now I'm in my 30s, those who are 20 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.
- I: Ya ah, ok. I guess those are all my questions, thank you so much for your time. Do you have anymore opinion or feedback you'd like to give?
- P: I think um, that um, slimming... is a universal thing especially to women. I think we have to encourage women to eat healthy and exercise rather than just focusing on the flabs. You can have the flabs but you know you can be curvaceous which is good...

**TRANSCRIPTION: R9**  
**DATE: unrecorded**

- I: OK, uh good afternoon, thanks for taking part in this study. So the first question after looking at the advertisement would be how do you feel about your body image in comparison with those models that are portrayed in the slimming ads?
- P: Er, thinner than the model. [laughs]
- I: Right, um... Is it good or bad?
- P: Mm, good I think [laughter]
- I: So I can say that when you actually compare yourself with them you feel even happier?
- P: Mmm... Not really happier but then, but, satisfied, em, I can manage my body, uh even I have three kids.
- I: Ya, can I ask when you had your children did you gain significant weight after giving birth to them?
- P: Um, no.
- I: Ok, so in your opinion to what extent does like um being slim an advantage your home or to your workplace?
- P: Advantage... Uh, I feel more satisfied, ah, because I feel healthy, no need to think a lot about controlling diet.
- I: You basically can eat whatever you want.
- P: Ya
- I: OK. Uhm, in your opinion, being slim, how, how is that good for your relationship. Do you think they will look at you differently if you have a different body size?
- P: I don't think so. Mm, I think no difference whether fat or thin.
- I: And uh so to what extent does a slim body image help you to build up your self-esteem? Do you think it's connected, like, your self-esteem and being slim? Is it connected?
- P: Uh, being slim make you feel more confident and um, then more spirit to do our work.
- I: More energy.
- P: More energy, yeah.
- I: Um... You felt that when you're slim you have more self-esteem about yourself. How... where does that self-esteem come from, is it from your feeling of satisfaction about the way you look at yourself, or from the way other people look at you?
- P: Both.
- I: Both. So, if you were, say, overweight, what will other people say about you?
- P: Maybe other people comment about our body, comment about er our healthier... is it healthier? And from there we are going to feel, um, unconfident, that's all.
- I: Ok, that's great, there's actually no right or wrong answer, so it's really your perception. And uh ... Here you are looking at these advertisements, like whatever that they say here, you know the figures that they have here. Uh so for each of these advertisements, do you think they are beneficial or harmful for women in general?
- P: Yes, it's harmful and can attract [can't hear] actually.
- I: So which part of it is in what way is it harmful?
- P: Um, the picture of the model, um, the figure of the model, em, not for this one [flips pages] like this one, lucky draw... um, lucky draw if they use their product they can win the lucky draw isn't it? So it can attract people to, to buy the product.
- I: Ok, is that a good thing or a bad thing?
- P: Er, it's not bad thing, it's a good thing, it's a good thing for the advertiser, but it's not a good thing for the reader, for the customer.

- I: So, um, for example this advertisement, they have these wordings, you know they have these wording like muffin top, things like that, how do you think it could be harmful to women who read and look at these ads?
- P: 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 because they see the ad.
- I: Mmm. So alright in one of the ads that you chose, battle your bulge, how would it affect women you know who have this problem in, say, buttoning their clothes, what do these kinds of image portray?
- P: 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.
- I: OK. Thanks for your feedback. And then do you have other things to say about the all the advertisements that you see?
- P: Uh... It can attract people actually, these ad, all these ads can attract people to change their figure especially for the women, because of the way the writing, copywriting, everything is good.
- I: Ok, thanks a lot....

**TRANSCRIPTION: R10**  
**DATE: unrecorded**

- I: Ok, uh thank you so much for participating. So uh the first question I have to ask is um how to do you feel about your body in comparison with the women portrayed in the slimming ads?
- P: Erm, I'm, I am to a certain uh, to a certain point, I am confident with my body image, I rarely compare myself to people in the slimming ads because [indistinguishable]... um but I... if you wanna talk about comparison I do compare to people who are slim, and not people in the ad, everyday people, um, yeah.
- I: So it's um...you understand that there is some manipulation involved in the advertisements. You don't even buy into that?
- P: I don't buy into that yeah.
- I: But in real life you sometimes do make the comparison.
- P: Yes.
- I: Ok. Um... In your opinion um to what extent is being slim an advantage in your home or your workplace?
- P: Um, I don't think being slim, uh I don't think being slim is an advantage um... to uh 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. Um, It doesn't, erm, confidence and self appearance that... if you're slimmer you wear clothes it looks nicer, uh it sits well on slimmer people than it does on an overweight person. Yeah.
- I: It also um, helps, I mean...Do you find it easier to find clothes um for say compared to people of smaller sizes?
- P: Um it is at the moment, although I'm overweight, um it's still easy to find clothes, but it's just that the same kind of clothing would look better on a more slender woman than it would look, I wouldn't say curvier, but a woman that has bulges yeah, because um, th-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 [laughter].
- I: So you don't also believe that you know those really slim like the Kate Moss type...
- P: I, I, I don't think those are attractive, I don't think really thin girls or girls who want to be really really thin are attractive and to appreciate figures, I do think that they should have curves and I do think that a lot of men especially men who are more mature do feel that way as well.
- I: Alright. They look healthier.
- P: Yes, they do look healthier yeah.
- I: So um what about in terms of your relationship with others, um to what extent does um being slim help um or is an advantage in your relationship with others?
- P: Um, it doesn't change, it doesn't change, er, yeah, it doesn't change at all actually.

- I: Ok. And um in your opinion again, um to what extent is um having a slim body helping in your, you know, building up the self, you know, self, self-esteem?
- P: Mmm... I guess if um, if you... to me, if you're al.. 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, but again if you're always slim and... then no, um, compliments given to you then you just feel good... you don't feel bad about yourself, um you feel good when you get, or you feel good when you wear a particular type of clothes or you wear your hair in another way... so you feel good from the compliments not from just any being slim I think yeah.
- I: So other people's opinion does contribute to self-esteem.
- P: Yeah, I think so, yeah, to me I do believe that.
- I: And uh when you look at the ads, [indistinguishable] does it build up their self-esteem, at the same time, or really make the reader's self-esteem go down?
- P: I think for other readers yes, for other readers um because I don't know whether the other readers realise um that these people are working for the media, they are already in the limelight, and they are always being ridiculed, if they are overweight, um they are so to me it goes with your work and er... those who actually succumb [laughter] or to the... the yeah, or the celebrities that succumb to that um, I mean it's totally up to them but um, they are taking care of their ricebowl as well if you're talking about celebrities but 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. I mean it can either be from their qualification, it can either be from um the rank of job that they're in, so if that gives them confidence then it's good. If slimming... if being slim gives them confidence then, you know, go for it, yeah. Yeah.
- I: The last question. After seeing these advertisements, um, do you think that these slimming advertisements are useful or harmful to women?
- R: Uh... It's, it's always useful to get information, um if someone is looking, a woman is looking at how to be slim um fast, then yes it is useful to them uh... because it gives out information, it satisfies a certain need that they've been looking for... so I say yes, it is useful. It's, um, consumers always have a choice.
- I: So, um, uh, giving you back the packet again, maybe you can choose um two advertisements that you find striking to you.
- R: I'm going to choose this one... [flipping]
- I: So um when you're looking at these advertisements, um at what they say, and um the graphics they have, um, how do you think about, you know, how truthful they are.
- R: Mmmm...
- I: Particularly regarding these advertisements that you see.
- R: Ok. On the dare to lose ad, um, there is a testimonial by this lady and she says that um because she is married and that she has 4 children, she has lost her shape, and... the reason why she slims down is because of her marriage and that it gives me, um, the impression that if she's fat she won't be attractive to the husband and I think that happens. Um, 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... you know, who may attract their husband's attention, and to me it is kind of, um sad, although it's true... and the fact that um these company are using that to attack um the women back, er, it's very um, it's quite an opportunist for doing that. Yeah, so, er... yes, it does target where it hurts, it does work, but then it's a sad thing that they're not slimming down for themselves because a lot of women are not slimming down 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. Yeah, so and they get rewarded not for slimming down when they're slimming down for their husbands, they get rewarded for slimming down. Er, so there's no mention of the husband's uh participation [laughter] I mean. And then the second one is the Marie France Bodyline, um, it's another testimonial of this woman she says that her eight-year-old son are ashamed of the way that she looks and wishing that she's more attractive like um, her... his friends' moms... that's another thing that uh you're injecting this image of a perfect woman to an eight-year-old er and the fact that he doesn't see her as nurturing or loving, and the fact that he wants her to look hot like his friends' mother [laughter] aw, I mean she's a bit fat, um yeah so that's another thing: she's ashamed of herself for being that way. Um, so I think it's it's, it's sad to be that way because you are sacrificing your body, you are sacrificing your youth and all that for someone who doesn't even appreciate it cause you're fat [laughter] I know how they feel [laughter]... No, although my son doesn't want me to, or doesn't see that I lose weight in order to be uh, what do you call it? To, to look attractive... it's more, ok, let's do it together [laughter]. Yeah.
- I: How old is he?



R: Er, he's six. Yeah, yes, so he's, he's more subtle than this [laughter] Yeah, so yeah.  
I: Ok, thanks so much...

**TRANSCRIPTION: R11**  
**DATE: unrecorded**

I: Ok, alright, thank you so much for participating in this uh study, research. So uh, I'll ask you several questions, uh in addition to these questions I'll be asking maybe other probing questions.

R: Alright.

I: So uh number one, uh how do you feel about uh your body image in comparison with the women that are portrayed in the slimming ads?

R: Um, ok, um, looking at um their body before they actually manage to put off some weight... um, I actually I don't... because I am by nature [giggle] 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, so because I'm sort of underweight, so when I look at them slimmed down nicely, like, I wish like I -I actually can put on more weight [giggle] instead of losing more weight. So, so...

I: So, so that's how they affect you, the, um, the advertisements?

R: Yeah...

I: Well, maybe because they used to be more overweight before, they now have a more voluptuous...

R: Yeah.

I: Ok. [laughter] Um, so um in your opinion um to what extent does being slim an advantage in your relationship to others?

R: Ok. Um, what are the advantages actually, because you are, not, not to say that you are healthier, but you can move around more easily and a-at work right, for example um you can just go up and down using the staircase without feeling that you're really tired and it's easy for you to get clothes and everything is just easier because the sizes are there for you. Um, and at home as well you can just go up and down the stairs, I mean, to not... just go up and down again and again because ...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.

I: And um, ok, um, apart from that, how about in your relationship and your interaction with others? Is that an advantage?

R: Ok. Um, hmm... I've never seen it that, um probably it is, probably it's just e-easy to, to... be in a relationship in a, in a uh romantic relationship when you're... when you're slimmer, I guess, yeah. In that sense.

I: That it actually matters to guys?

R: Yeah. I-I think that some of them do look at, you know... they're conscious about how their partner will look like before and after marriage I guess. So [giggle].

I: Ok. Um in your relationship with ah say your friends, or even students?

R: Um, no, I don't think so because um, I don't think that they... have that kind of feeling when, you know, whenever either you're bigger or you're smaller in size doesn't affect, I don't feel it yet, vibe.

I: So in your opinion does a slim body image help you in building up your self-esteem?

R: I think yes, because I think if I would have been big, overweight I would have a very low self-esteem because, um... I don't know, probably people think that um, I just don't, I like to eat, I don't exercise, um, because sometimes it's hereditary... right?

I: That's true.

R: Um so I think it is uh yeah, my self-esteem is actually... I've been positive because I've not been going through any body changes or anything, drastically, yeah, so [giggle].

I: So um, you're saying that the society does have a certain perception of people with like an overweight body?

R: Yes.

I: Yeah, and it has to do with like they're not disciplined...

R: Yeah, probably they're, it's not, it's not ... I mean, most of the time it's not the case... It could be inherited, but, the public will think it like that. Ok.

- I: Alright, the next question um has to do with the slimming advertisements that you've seen, so, so uh do you think that uh slimming advertisements are useful or harmful to women?
- R: Um, my mom [giggle]. So, this... um, slimming, um, um ok um... well it's not really... first of all it's not really effective [giggle]. Um... Ok I'm just based on my mom because um she is not big, I mean, um, and my I heard it from her, her body figure and everything, she is not big, uh, just a bit overweight but she don't look very big... so that is one of the reasons why she went. But it didn't really, um, it wasn't really effective, because they need to follow, um, strict diets, see in the first week you just eat fruits, second week you just eat um, meat or something like that I can't remember it anymore, years ago. So when it comes to the diet part probably it's not healthy because you need, you know, a balance of everything when you eat right, so that was, that was one of the part .. and then the session was also um [giggle] the session... what they would, what she had to go through was um wrapping with something which were very heavy and, um, some, some um some of... my mom had some rashes cause it's pretty sensitive skin right, so probably I... for me it is harmful because we don't know what kind of diet they eat will influence on you and you paid such a lot of money and you have to follow if not it-it's your loss. [Indistinguishable conversation]
- I: Ok, maybe um if you don't mind you can choose about two of the advertisements, and uh and look at them in detail, and then maybe I can ask you further questions in detail such as what you feel um [indistinguishable].
- R: Ok.
- I: Ok, um what um, based on these particular slimming ads that you have seen, um, how do you feel, whether it's useful or harmful to women, and why do you say that?
- R: Um... useful or harmful... [pause] well... I don't see it as e-either useful or harmful, but... wait. Harmful? Probably it's harmful or it's a... it's a form of advertising for me, because um, you're looking at, this is um, this is an actress, so I'm sure that she, she has not only gone to this therapist but, to these sessions but you know she would also have a gone to the gym where she has a, a personal um, what you call it, what's the words, when you go to the gym you have a personal...
- I: Trainer.
- R: Trainer, yeah that comes so you really help her out so, um, yeah so I guess it's it's only false advertisement...[indistinguishable] as a, an image.
- I: So if you were an audience looking at this advertisement, uh number one you would see this as a marketing strategy.
- R: Yeah, a marketing strategy. Here's an ambassador.
- I: Do you buy to any, let's say, um, from the three advertisements that you have seen, how persuasive they are?
- R: Um, how persuasive they are, Oh, I guess when um they have this kind of um you know, a Raya promotion or something, [giggle] um, triple value package, probably if-if I'm overweight probably I would want to try because it says if three session plus twenty sessions only one thousand five hundred. Yeah, and it is really true actually. Yeah, if I'm overweight I probably I think I would probably go, when you have special offers. [giggle]
- I: Ok. So in terms of the promotions that they have, the prices are visible...[indistinguishable] and you would sign up or it.
- R: Yeah.
- I: How about the images that you see, you know, as a woman in general, how do you perceive, yeah, how they actually use these, you know, different figures to market themselves? Is it good for women or is it harmful for women?
- R: Well, most of them like to use celebrities, most of them have been... most of them are, I mean they have a good body image since they started acting or singing or whatever they do, um probably some of the pictures they put up are some post pregnancy pictures um you know, they have all those meat still and... so it is just using the strategies to, to try to lure in more customers I guess. That is my perception.
- I: Um, ok, thanks uh thanks a lot. This is the end of the interview. Thank you.

**TRANSCRIPTION: R12**  
**DATE: 29<sup>th</sup> May, 2010**

- I: R12, are you ready for the interview?  
R: Ya.  
I: Ok. So, we'll proceed. Just now I give you several advertis, um, advertisements from packet A, you chose packet A to view. From these advertisements you have chosen a few that attracts your attention. Have you done that?  
R: Ya.  
I: Ok. I'll just ask you few questions first, then I will go on and refer to the same advertisement again later. Ok.  
Now, how do you feel about your body image in comparison with the women portrayed in the slimming advertisement?  
R: Um...But actually I didn't really compare with it. [giggle]  
Never thought of it to compare. Just feel that, eh...the advertisement the lady is so...look...look...nice.  
I: Ah...ha...alright. So you just feel that they look nice. It's doesn't affect you in anyway?  
R: Ya...no, not really.  
I: Oh...not really. Ok. Proceed on to my second question. In your opinion to what extent does being slim is an advantage in your workplace or home?  
R: Ah...I don't think the body shape will affect er in my workplace or home.  
I: Oh...it doesn't.  
R: Ya, I don't think so.  
I: Um...is there any particular reason why you say that it doesn't affect at all?  
R: Because I think working place, you see, ah...is what is your performance, your relationship and all these things, I don't think is really related to the body shape.  
At home, definitely...I don't know... [laughter]...  
Ya your family member will accept...you know...who are you. Ya...  
I: Ok, Then in your opinion to what extent does being slim is an advantage in your relationship with others?  
R: I don't see any relationship with the body shape with the relationship with others.  
I: You don't see any connection.  
R: Ya... I don't see any connection.  
I: Um...then ah... in your opinion to what extent does a slim body image will help you to build up your own self-esteem?  
R: Ah...I think, 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. [laughter]  
If not you will always feel very tight. [laughter]  
I: Ok. I understand that.  
R: So, easily to choose clothes also. So, ah...Ya, but self-esteem I think is from inner, not really from outlook, appearance.  
I: So, appearance doesn't so much carry so much weight.  
R: Yes.  
I: From the advertisement that you have just seen, do you see this advertisement uh, slimming advertisement are they useful or harmful to people, or to women particularly. Or are they useful and harmful. What do you think?  
R: Actually, it depends on the reader. If their self-esteem is very low, but I think this is really uh harmful. For them to feel more low. But if, yes, if they are confident with themselves ah, I don't think got any, they won't affected la, by the advertisement.  
I: Oh...So, what you are saying is that a person with confidence, with high confidence and with high esteem, he or she will definitely not be affected.  
R: Not so, not definitely la, but I think very little. Unless, I think, everyday he together with all the...everyday she go to the slimming center or with the people who always talk about the slimming. I don't know, whether, slowly, slowly she will be affected or not. But I think, if only see the picture or advertisement, I don't think so.  
I: But you generally agree that for those who are with low self-esteem it's harmful.  
R: Ya, I think so, they will feel...ya...  
I: Um...is it...  
R: Because people who have low self-esteem ya, always, very easily influence by the...  
I: Society, environment...ok. So, in any way are you saying also that it is useful or it is not useful?

R: For me ah...because...is a...some is information. People who is really, really fat, want to reduce weight ah...I think this is ah...like...ah...good information la for them. If they really wanted to reduce, then they have money, then maybe it's helpful for them also.

I: Ok. Ok. Alright. Now, you have chosen 3 advertisements...

R: But too much is not good la...

I: Too much is not good.

R: Ya, because some ah...they elaborate like...one person have successful, like everybody they want they can successful. I think it's not true also.  
[laughter]

I: So it's not entirely true.

R: Ya...Ya..

I: If we work for...

R: I think is exaggerate.

I: Ah...is exaggerated...

R: Because is an advertisement.

I: Ah...ok. Ok. So you think that some are exaggerated because if it works for this person, doesn't mean that it works for another.

R: Ya.

I: Ok. You have chosen this one, Marie France thigh envy, particularly. What about this advertisement that attract you?

R: The model.

I: The model. Alright. She is Bernice Liu from Hong Kong actually. Hong Kong artist. Exactly can you describe, can you give some reasons why she attracts you here?

R: I think the way that she stand, the pos... the pos... posture is very attractive. It's really like, show out her body very well.

I: Ok. Show out her body really well. Ok. Ah...then the wordings are, any of them that do you read them carefully?

R: I just, I read through la... but I think the first one, impression is the picture.

I: Um...ok.ok.

R: Not the wording.

I: Any other from this packet that you chose just now? Any second one?

R: No. I thought I can only choose one. [laughter] So I only choose one.

I: You only choose one. Is there another one that you would comment about?  
[flipping...]

R: I think...

I: What about...

R: I think, I think this one is better.

I: That one attracts you...what if...we are looking at...ah...say...simply say this one. How would you feel with this kind of advertisement?

R: Maybe I not affected, that's why I don't really...[silent]...very ugly la...[laughter]

I: Ok. Very ugly. Because they show that she cannot button up her pants ah...

R: Ya lo...so...

I: What about this one...she..before and after...the slimming course that she went through...

R: Umm...[silent] look like different person. [giggle]

I: Does that convince you?

R: Umm...not really. [laughter]

I: Not really [laughter]. Ok...a...and...would you say this kind is useful or harmful?

R: No... it's little bit like what you say...exaggerated [in Mandarin] [laughter].

I: Oh...ok. Alright. It's exaggerated. Ok. Um...  
Is there anything else that you would like to comment from here. [silent]

I: Ok. Thank you so much for R12 for your participation. Basically, in my research...a...I go beyond looking at women perception of their own body and others. I would like to also find out whether this idea construction of body image, does it, is it ideological in other words. So I'm looking at certain hegemony, certain forces that certain institution or media that govern this kind of things and detached that kind of thought on many women. So should you wish to find out more, you can always keep in touch with me and find out about my studies. Thank you so much for your participation.

R: Thank you so much.

**TRANSCRIPTION: R13**  
**DATE: 30<sup>th</sup> May, 2010**

- I: R13, are you ready for the questions?  
R: Yes.  
I: Now, first question. How do you feel about your body image in comparison with the women portrayed in the slimming ads?  
R: Definitely different la. Because...ah...i feel that they pay a lot to get themselves looking like that, in the ads.  
I: Hmm...So how do you feel? Your feelings? When you look at them that they are always so slim and trim.  
R: Very sure for the first time when I look at the ads, I will have the feeling that, wa...I want to be like them ah...But after going through some of the sessions, I notice that it's not going to be as easy as you see, um...how they look like on the advertisement and also, what they actually show in the advertisement might not be as real as the real person is la.  
I: Mmm...What do you mean by that, as real as the real person is...  
R: Because now advertisement, they can always have all these the photo shop editors and all. That means ah, real life when that person, that person might not be that beautiful, might not be that thin or that particular part of the body might not be that good looking, but maybe because of the editor, they look wa... super good in the ads la.  
I: So, you are saying that the photos are airbrush or the photos are edited in some way, doctored.  
R: Yes, yes.  
I: Oh ok. Now, move on to the second question. In your opinion to what extent does being slim is an advantage in your, say, workplace?  
R: 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, people will tend to like to stay along with you, go out, with you, chat with you, even in your workplace like...ya...But when you are...I mean the first impression to, the first impression for someone is always very important la. Maybe when they look at you, wa...you are so pretty, ok la...I can always made friend with you. But when they look at you, eh...why this girl so a bit chubby one, never mind la, can don't bother first. Later if we really have the time to find out about her, then we only we can go find out about her la. That's how I feel about it lo.  
I: So, ah, you are saying that because your size, there is a difference of how people will be treated?  
R: Yes, and also because some people were actually think that, you know, aiya, she is fat la. She is fat because she is lazy lo, she doesn't do exercise all these things. In a way you actually give quite a bad impression to other people la. To your own...how to call personal attitude kind of thing la.  
I: Oh...ok. So you are saying that if being slim and trim in the workplace then it also gives you an added advantage in some way.  
R: Yes...yes, it does  
I: Like, like how?  
R: Don't know la, people always feel that when you are fat, your are quite lazy, and don't work, you know. They have this kind of intention so call those kind of thinking. Even though before they actually know the person. Ya...that's actually very bad la. [laughter]  
I: All these assumption, presumption towards bigger size people. Alright, now in your opinion to what extent does being slim is an advantage in your relationship with others?  
R: Advantage ah...I don't quite understand about advantage la...But...ah...I just feel that people would want to be closer to you lo. And they will feel more proud bringing you out la. I assume...[laughter]  
I: O...o...By people, who do you mean?  
R: Whoever it is la... Maybe your boyfriend or your husband. They might, might wa... be more proud la. My wife so pretty, my girlfriend so pretty, people will look at her, that kind of thing la. So...it does la...you know. Because ...also...if...ah...so call like friends around, they might also compare, you know. How come your girlfriend look like that one, how come your wife like that. People will compare. For guys they may feel...aiya...why...people talk about my wife like that. That kind of thing la.  
I: Ok. Ok.  
R: Not very good la...[laughter].  
I: So...in relational wise, it's definitely something that influence.  
R: It will be affected la.

I: Then in your opinion to what extent does a slim body image help you in building up your self-esteem?

R: Slim body image help me in building self-esteem ah? It does lo...because people around you won't have so much to talk about you la...because when you are fat, they will practically call you name la...eh...fat girl. You know. They come up with names.

I: Have you ever got called like that?

R: Yes, so is my choice to evaluate lo. If same one calls me that, so that person call me that, it's whether I can accept what that person say. If I cannot, then I just ignore la.

I: Ok...alright...

R: But sometime it does makes you feel...

I: Bitter...

R: Very bad...

I: Very bad.

R: Very bad...when you actually hear all those thing. Because if it's comes from one person, it's ok. But if you hear from every single one around you, then it's very bad.

I: So it's hurts the self-esteem ah.

R: Yes. It will definitely hurt your self-esteem.

I: By people calling you names and all that.

R: And then also...ah...human have these kind of mentality, if you look pretty, they will give you more chance, you know, give you more advantage, you know. But when you are fatter then people will think never mind la...let she be la...when I don't have people to put in then only take her as substitute lo. Ya. Which is very common la in working world. [laughter]

I: Would you say that fat people are more victimized?

R: Yes.

I: Ah...then...would you say that slim people are more empowered in some ways?

R: Empowered ah...no la...they just give more privilege la...

I: Privilege?

R: Ya.

I: Now do you think that in these advertisements that you have seen just now, are they useful or harmful, or are they useful and harmful?

R: It can be both ways lo. 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. You know. Then they might really work very hard and made themselves looking pretty. And also they were also sign up...some people have that mentality. I pay for these and sign up for these, I should do my best to make sure I look like how they are. But there are some people who feels that...ah...ok la...I'm fat. So I sign up lo...but all these slimming centers, they actually...so...call...every place also would like to earn more money. Basically you go in and sign up they will keep telling you to add packages. And it will be actually very bad, because there are some people who doesn't, who cannot afford to pay for it, they ended up using credit card. Paying month by month, then have overdue debts. All these things which actually can be very harmful lo.

I: U...In that way it's like getting cheated ...indirectly.

R: 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. So...you keep on paying 10...You so call like being a slave to the therapy lo...[laughter]

I: Slave to the therapy? That is the first time I heard anything...

R: They will feel like, since I've already pay ah...why not pay extra 3 session just to made it up to 10. Then you keep on paying la. Until you will find out that it won't work lo.

I: But you are persuaded, right?

R: Definitely they will persuade you la. Even the first day, whatever ads you see right, they will tell you \$888 la, \$488, \$588 all these things. To us a thousand dollar, for a working person right, is...not very big. For someone working at my age is not very big. So to them to go in, ok la...sign \$888, ok ma...few sessions. But when you to there, they will tell you o...they measure you body la...they tell you...o...this one cannot, cannot, this session ah is mainly for which part of the body one. So...for you, we will tailor made another, another, so call another package for you. But when they tailor up another one for you, that particular package come up to \$2900 la \$3000. It will be more then what you see. But you are already there...[laughter]

I: O...I see...you sign up...then you're obliged...you continue...

R: They keep telling you, sign up la. Because you looking like that la. You also should look good la. In a way they actually feed you with some information, would actually made you...will affect your self-esteem la...

I: Ah...they feed you with information...

R: Yes. They will tell you, you know, you're slimmer, you will look like this, like this...if you are not slim, then people will talk about you...you know, this, this, this....they will feed you with things to persuade you to take up the therapy.

I: I see, I see...

R: So...

I: Coming back to the advertisement that you just seen, which one ah...would grab your attention?

R: [silent] Definitely the first thing that would grab my attention is the price la...

I: The price...

R: Yes. But after me signing up in synopsis right, I notice that the price display there is useless lo...[laughter]  
It's doesn't tell me anything. Because like I say earlier, the price would be just like the price o...this is just only for the arm, the tummy, it's will be just for one part, which is why they can charge you that little. So when you go there, they look at you, o...you body is like that...like that...so your problem is not this package, so I cannot give you this package. So...I don't know leh...[laughter]

I: Does a pretty girl like this will they attract you or ah....

R: Pretty girl like that will attract me ah...actually no lo...because most of the pretty girl they put there is also artist la...so...there's nothing much, nothing much to attract la...[laughter]

I: Ok...Besides price, which one will attract you?

R: Eh...actually as at now, no lo...Because I've been seeing too many already. And also because I've already sign up ah once. And I find it...umm...How to say leh...er...It won't capture me anymore la...[laughter]

I: Ok...ah...One last question ah...

R: Ya...

I: What are your thoughts when people use let's say very pretty, Andrea Fonseca for example, very pretty artist ah as a model of their slimming center. What are your thoughts?

R: What are my thoughts ah...Well they are trying to put the best in the picture to attract attention ma...so...ok...la...But for me, knowing her [laughter]...I can say she pay a lot lo for all this, even though if she didn't pay a lot for this also I'm very sure her mom as a Datin would have done a lot of things la... Sorry la because I know her, that's the problem. [laughter] Ya I know her when she is way is bigger and huger the now. Ya....

I: O...O...before that when she...

R: She is one of my secondary schoolmate. That's why...

I: I see...I see...Is there anything else that you would like to add?

R: [giggle] No la, so far...I think.

I: Thank you so much for your participation. When I look at all these, when I study all these ads, besides women perception, am also looking at how women are actually whether they are disempowered or they are empowered or whether they feel they like victims or not. So... that what my further study will go into all that. So if you are interested, do not hesitate to ask me. Again, thank you for your participation.

**TRANSCRIPTION: R24**  
**DATE: 3<sup>rd</sup> June, 2010**

I: R24, are you ready for the interview?

R: Yes.

I: Ok. My first question for you is that, um, just now you look, um at packet B, um some of the advertisement. Now, in comparison with the advertisements, the women in this advertisement, slimming advertisements, the women in these advertisement, how do you feel about your body image?

R: [silent] I feel that my body image is...quite normal, compare to these women...

I: O...You say that your body is normal. Then are you saying their bodies are not normal, not real. What are you saying?

R: No. I don't mean that. But I just feel that...I'm quite satisfied with my own body image right now.

I: Ok. Then...ah...in your opinion to what extent does being slim is an advantage, in your workplace for example?

R: 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 workplace for example.

R: In workplace...ah...maybe would get to work more efficiently. Like...

I: In terms you get the help or what?

R: [indistinguishable answer] Ah...maybe you have...you...because...I can see that some are very fat people, they walk very slow...

I: O...ok...

R: So...maybe...in terms of efficiency, slim people maybe are more...an advantage.

I: Ok...what you really saying is the physique, if it's overweight, it slows them down. So if they are slim and trim therefore they can move more efficiently.

R: Ya...correct...

I: Mm...Ok...In your opinion to what extent does being slim is an advantage in your relationship with others?

R: Mmmm [silent] Um, I still think that, there is um, stigma towards people who are slightly overweight in this society.

I: So, when you say stigma, in terms of relationship with others, how is that let out? Can you elaborate a bit on that?

R: Um...maybe when...ah...a guy choose a, a partner...they will go for the more attractive woman.

I: O...ok. In that way, that kind of relationship, male-female relationship, you are saying. Ok.

R: Umm...

I: In your opinion to what extent does a slim body image help you in building up your self-esteem?

R: Ah...I would think that a slim body will...ah...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.

I: So, you will exude that kind of self-esteem and self-confidence, if you are able to wear clothes that show your shapes. Is that what you are saying?

R: Yes.

I: Ok...ah...Do you think that does from the slimming advertisements that you have seen, are they harmful or useful or both they are useful and harmful?

R: I think both...ya...

I: Both. Ok. Let's say how are the advertisements useful.

R: [silent] Useful...is in terms of...increasing the awareness of the women that overweight 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. Ok.

I: Then how is it harmful then?

R: Ah...harmful is um, to certain women, uh, it will make them overly...how do you say...ah...

I: Obsess, is it?

R: Ah...Ya...obsess about their body image. That they do something that is not necessary, that can be harmful to their body as well.

I: What are the some examples of obsessions?

R: Obsessions. They may on diet, they will go on diet.

I: Go on crash diet.

R: Ya...and which will lead to you know, um, some bad consequences to their body.

I: O...ok...ya...in terms of medically they will be something like bulimic. Is that what you referring to, anorexia conditions.

R: Yes.

I: Ok. Ya...as you flip through the advertisements just now, you have chosen 3 from this packet. And you choose the first one, being Marie France, long slender toned arms. Is it the wording that attract you or is it the visual that attract you first. Or is it the packaging?

R: I think is the figure.

I: The figure. Ok. [giggle] Is it because you like this person?

R: I...I...don't know her.

I: Oh...Ok. You don't know this person in particular. Andrea Fonseca.

R: Just a glance, I think she looks ok...

I: Uh, is it anything uh to do with her pose or and also her silhouette.

R: I think so...[uncertainty]

I: Ok. It's how she position herself and silhouette that you could see.

R: Ya.



I: Ok. Moving on to the second one, ya again is from Marie France and this is Bernice Liu. I see some similarities in the choices. Could you tell me a bit more.

R: I think this one is because of the words.

I: The wordings.

R: Yes, the wording.

I: What exactly that attracts you?

R: [silent] Honestly, I had the a hard time choosing...[laughter]  
So...I...er wording...

I: Because they use technical terms like body tag perfectionist systems? Any of that strikes you?

R: I think is target all your problem area...

I: Area...

R: Ya...

I: O...target...ah...

R: Ya...

I: So, it's very strategic.

R: Ya. And balanced.

I: Like the arms ,the thighs, the calves and then the waist, the buttocks, the hips a...

R: Umm...

I: Ok. Alright. The other one that you chose is actually from the Slimming Sanctuary. How is this very gripping for you?

R: I think it is the...wording as well.

I: How they give 70% discount store wide.

R: And also the 8<sup>th</sup> anniversary. So that would be they have been in the establishment of 8 years.

I: Oh. Ok.

R: So...

I: Oh. They are established so it shows that they have more credential, in that sense.

R: Ya.

I: O...Ok. Thank you so much for your participant. Basically, I'm not just looking at women perception , I'll go a little further by looking at how these advertisement actually to some women whether it victimize or actually it empowers them. So my study actually will go further into that. So, in anytime you are interested in my study you can call me or contact me. Ya. Thank you.

R: Thank you. [laughter]

**TRANSCRIPTION: R25**  
**DATE: 31<sup>st</sup> May, 2010**

I: R25, are you ready for the interview?

R: Ok.

I: Ok. How do you feel about your body image in comparison with the women that you have seen in the advertisement just now?

R: Mmm...Feels ok la. But sometimes I also feel very bigger that the women la.

I: O...Bigger than them.

R: Ya.

I: Now, in your opinion to what extent does being slim is an advantage in your workplace here?

R: I feel very important, because I'm working in Kose here lo. As a beauty adviser, and image is very important for me la.

I: Ok. In your opinion towards what extent does being slim is an advantage in your relationship with others.

R: 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, she...she say ok la.

I: Ok. In your opinion to what extent does being slim help you in building up your self-esteem?

R: Ah...It's true...And slim also...ah...give body image help uh help me to pick up yourself la.

I: Ok. Do you think these advertisement useful or harmful to women? These kind slimming ad that you seen just now. Are they useful or are they harmful?

R: [silent] Ah...useful lo...[silent] ah... no need go to slim down lo.

I: So...thank you R25 for your participation.

**TRANSCRIPTION: R26**  
**DATE: 1<sup>st</sup> June, 2010**

I: R26, are you ready for the interview?  
R: Ya.  
I: Ok. Thank you so much for your time. Now, just now you look through several advertisements from packet A. So, I just like to find out, how do you feel about your body image in comparison with the women portrayed in the slimming ad?  
R: Ok. 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.  
I: Ok. Alright. Em, then in your opinion to what extent does being slim is an advantage in your workplace?  
R: Ok. At the midst of male colleagues they are more helpful to me. I'm slim, so I'm more energetic compare to fat people.  
I: Ok. Oh so just now you mentioned that being slim therefore you get better attention with the male colleagues and you get better favors with the male colleagues. Actually my next question is asking somewhat like that. I'm saying that in your opinion to what extent being slim is an advantage in your relationship with others? Male or female.  
R: My relationship with others remain the same.  
I: O...no change. So, with, uh, female is the same, with male is the same.  
R: Yeah, correct.  
I: Then in your opinion to what extent does a slim body image help you in building up your self-esteem?  
R: A little bit affected, because confident is not based solely on appearance. However, I do feel that it matters for fat people.  
I: Alright. Thank you. Ya. Generally, in a glance would you feel that these advertisements are actually useful or harmful, or useful and harmful?  
R: 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.  
I: O...ok. Mmm, so I like to find out that just now you look at this packet of advertisements. And then I ask you to choose at least 1 or 2 that grab your attention. Which one is the one?  
R: I pick Marie France as they use Bernice Liu as the model. Her slim silhouette is very clear. She appears to be attractive.  
I: O...So you like Bernice Liu in some ways.  
R: Ya.  
I: Thank you so much for your participation.  
R: You are welcome.

**TRANSCRIPTION: R27**  
**DATE: 1<sup>st</sup> June, 2010**

I: R27, are you ready for the interview?  
R: Yes.  
I: Ok, now, first question that I would like to ask you is how do you feel about your body image in comparison with the women portrayed in the slimming advertisements?  
R: [Whispering in Mandarin] I wouldn't compare so much. But the ... when I saw the advertisement, it will attract me...to attract me to look at it.  
I: Ok, alright. Then, in your opinion to what extent does being slim is an advantage in your workplace?  
R: Uh... Advantage in the workplace, because I think that some people they will like the people which is a... better in their appearance.  
I: Oh...alright. Mmm...So you do agree that in workplaces if you look better, if you are slimmer then you gain certain favors.  
R: Ya, certain favor. But not very much.

I: Not very much, huh. Then in your opinion to what extent does being slim is an advantage in your relationship with others.

R: In a girl to girl relationship, it will not affect so much. But maybe a boy-girl relationship.

I: Boy-girl relationship. So male-female it does.

R: Yup.

I: Alright, then in your opinion to what extent does a slim body image help you in building up your self-esteem?

R: Em...it does affect ah in certain degree, but not so much.

I: Mm...alright. Can you give me an example, like for example in what ways you say that your self-esteem is um built up if you have a slim, good body image?

R: Ah...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.

I: Alright. Now in general what do you think of these advertisements? Are they useful or harmful or are they useful and harmful?

R: Advertisement? [whispering]

I: Come again.

R: Harmful.

I: Harmful. Just now you have look through several advertisement from packet B. Now can you show me 2 advertisements that you like best?

I: Ya...o...ok...You like Marie France, no tricks, no magic and Marie France target all your problem areas. Can you tell me a little, why do you like these 2 advertisements?

R: Because the spokesperson, Bernice Liu, is famous and pretty and I like her.

I: O...alright. Thank you so much for your participant R27. Thank you so much for your time.

R: Welcome.

**TRANSCRIPTION: R28**  
**DATE: 3<sup>rd</sup> June, 2010**

I: R28, are you ready for the interview?

R: Yes.

I: Ok ya. I'll start you off with the first question. Now, just now you have a good look at the packet B advertisements. Now, in comparison with the women portrayed in these slimming ads, how do you feel about your body image?

R: Can be improved.

I: Can be improved.

R: Yes.

I: Uh, uh, in what sense? What do you mean exactly?

R: Um...it's great to look like them...[laughter]

I: Ya. Ok. Then in your opinion to what extent does being slim is an advantage in your home and workplace?

R: O...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.

I: So, you mean that you can interact freely without having people think of you. Exactly you are saying that if you are overweight and when you mingle with uh, people you will have certain feelings is it?

R: Ya... Well if I am overweight. Yes, I think I would la...being a little bit um, you know sensitive.

I: Sensitive?

R: Ya...over my physical appearance.

I: Then, in your opinion to what extent does being slim uh is an advantage in your relationship with others, male-female or female-female.

R: Well...um I speak this for myself. Oh...[pause] it's like a...[pause] when you feel attractive, you know, and uh, yourself, and then uh others will find you attractive.

I: Mhm... So, how?

R: Makes it easier for you to interact um freely.

I: Oh in relational, you mean that uh is it the same male-male, uh male-female, uh female-female.

R: Both, you are just happy with yourself, so it's easy, you know.

I: Oh, oh, oh, ok, alright, I get... Now, in your opinion to what extent does a slim body image help you in building up your self-esteem?

R: Oo...of course you can wear sexy clothes. [laughter]

I: Why did you think that in being able to wear all these what you call sexy clothes, it gives you that kind of self-confidence?

R: Well, I guess the... 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 la...

I: It also generates that kind of good feelings and that's why it boosts your self-confidence.

R: Yes.

I: Now, having look at some of these advertisements, do you think that there are useful or harmful or both?

R: [silent] Both la...

I: Both. How are they useful?

R: Mmm, there is an option that, you know, if a person really wants to lose weight, they can go to these places la for help. And...

I: How are they harmful?

R: 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.

I: Now, based on the 3 advertisements that you have choose from packet B, your first choice is actually Marie France, Body line by Andres Fonseca, flaunt slender tone arms. Could you elaborate a bit why did you choose these.

R: Oh...

I: It is because of wording or...

R: Oh, the girl...the girl...[laughter with excitement]

I: Tell me what about the girl that really capture your attention?

R: Oh...she is very attractive.

I: Mmm...Very slim...

R: Very slim...

I: Very slim...so actually you can, your silhouette here. Anything else that you would like to add about her?

R: No more la.

I: No. Now moving on to the second that you have chose, you actually chose from Unisense, ultimate laser lipolysis. Ok. So why is this advertisements attracts you?

R: The signs behind it.

I: Signs behind it, ya what about...

R: They are more detail in showing, you know that, the results part la.

I: Umm...like how they actually use technology is like MRI to observe.

R: Right...right.

I: Ok. Then what about this one, from sonolipolysis, with the before and after figures of 3 ladies?

R: O...the amount of weight they lost...

I: Oh, hoho...[laughter]

R: And still look so good.

I: That convinces you, is it?

R: Definitely.

I: Definitely. Alright. Thank you so much R28 for what you have put in. So just to let you know that besides looking at women's perceptions of these advertisements, I'm also looking into whether these advertisements are for certain quarters whether it victimized them or actually empowered them. So this will be my further findings. So if you are interested you can always contact me to find out how am I doing with my research. Thank you for your participation.

R: You are welcome.

**TRANSCRIPTION: R29**  
**DATE: 3<sup>rd</sup> June, 2010**

I: R29, are you ready for the interview?  
R: Ok.  
I: Now, first question that I like to ask you is, how do you feel about your body image in comparison with the women portrayed in the slimming ads?  
R: Ah...I don't compare much, because am ok with my body shape.  
I: Mmm... Ok. Then in your opinion to what extent does being slim is an advantage in your workplace here?  
R: Ah...I've to be more confident in my workplace, seems more professional la...like that.  
I: Oh so, you mean, when now you are very slim when you work here, you feel more confident.  
R: Ah...Ok also la.  
I: Ok. Now in your opinion to what extent does being slim is an advantage in your relationship with others?  
R: I think it depends more personality, not so much of outlook.  
I: Umm...o...I see, I see, so personality is more important than outlook. Alright, then in your opinion to what extent does being slim help you in building up your self-esteem?  
R: Slim body help self-esteem, but I also have to put on makeup and dress up la.  
I: Ok. Alright. Because where you work it's necessary. Now, do you think these slimming advertisements are useful or harmful to women? Or both?  
R: Useful.  
I: Useful.  
R: Ya.  
I: How it is useful?  
R: Attractive la.  
I: Ah...attractive ah.You have selected few advertisements from packet B just now. Now, I've see that you have selected mostly are these one, Marie France with Andrea Fonseca and then you got uh... again Marie France, with Bernice Liu and... again is Marie France. Now, I see I see that you selected these advertisements, can you let me know, why is it that you pick Marie France? Is it because you like uh the wordings or the visuals?  
R: The visual.  
I: The visual. So it's the person, what attracts you about her?  
R: Ah...the photo shoot, their, their out look la, very attractive.  
I: Very attractive ah...alright. Thank you so much for your participation, uh, ya.  
R: Welcome.

**TRANSCRIPTION: R30**  
**DATE: 3<sup>rd</sup> June, 2010**

I: R30, are you ready for the interview?  
R: Yes.  
I: Ok. Now, I'd like to find out how do feel about your your body image with comparison with the women portrayed in the slimming ad?  
R: Ah...medium.  
I: Er, what what do you mean by that?  
R: Ah...is not very fat, is not very slim.  
I: So, you are not very fat, not very slim. So you are medium.  
R: Medium.  
I: How do you feel when you compared with them? Ah...are you angry, are you no feelings, or are you...  
R: Sometimes angry, sometimes jealous...  
I: [laughter] Ok. Why angry? Why sometimes jealous?  
R: Because a...when I saw the body more nice than me, of cause I get jealous, and then on the spot I can get angry also.

I: Ok. Alright. To your opinion to what extent does being slim is an advantage in your workplace here? Yes?

R: In my workplace, it doesn't give any advantage...

I: Ok. What you mean here is like, where your work is not required whether you are big or you are small.

R: 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.

I: Ok. Alright. Then in your opinion to what extent does being slim is an advantage in your relationship with other?

R: Same.

I: Same. So, even with the male or with female is the same?

R: Same. Even guy also same.

I: So, it's always good. Alright. In your opinion to what extent does a slim body image help you in building up your self-esteem.

R: It's made me more confidence. And then not made me fast tired la. Sometime when I very fat, when I fat before, I very fast get sweaty and tired.

I: Beside tired and sweaty, you know, like clumsy like that, do you also feel sometime like people will laugh at you when you are big last time?

R: A...last time, a...honestly no la. No people laugh at me, but I don't know at my back la...[giggle]

I: O...Behind your back. [laughter]

R: Ya. Behind me I don't know la...but in front me all people say I cute when I fat.

I: [laughter] Cute, o...ok. Do you think these slimming advertisements useful or harmful or both, useful and harmful?

R: Actually...it's ...a...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.

I: How is it harmful?

R: No.

I: Not so.

R: Not so.

I: Ok. Ya. Then just now you took from packet A, then you chose several advertisements that attract you most. Why did you choose from Unisense, this one?

R; A...Because, I saw my friend, a...actually when my friend going to Unisense and then I can see her weight and her size is different la. Is not much but for the few month, can see the body is different.

I: So...is effective, in that sense.

R: Yes, is effective, yes.

I: O...that's why you trust Unisense.

R: Yes.

I: Then, why do you pick London then?

R: London, I saw at the advertisement, before and after the people, and then, the newspaper advertisement also can see people before and after.

I: O...So...the before and after pictures kind of convince you.

R: Yes.

I: O... I see, and the last that you pick was actually Slim world. Why?

R: Because, a...this I pick, because I know the model...

I: Who are these 2?

R: Ziana Zain and Amy Mastura, when she has a baby, after pregnant her size is very big. And then, can see la, slim back.

I: O...That's why you pick them, you like them for that reason.

R: Ya.

I: Ya...so with a picture...

R: No, with picture I saw... real.

I: Umm...if they are not big like these, if they are never been pregnant, then they are big, ah...would you choose them?

R: Ah...If they are normally big, ya, choose la...if...

I: Cause you like them, is it?

R: No, because I can see the effect.

I: A...so you can see the effect. Alright, alright. Thank you so much for your participation. Ya so beside looking at these advertisement, how other look at it, I also want to see whether people, ladies would actually feel that they are victims to these advertisements or they are being empowered. So, if you are interested to find out more about my study, you can always contact me. Thank you so much for your time.

**TRANSCRIPTION: R31**  
**DATE: 3<sup>rd</sup> June, 2010**

I: R31, are you ready for the interview?  
R: Yes.  
I: K, now, my first question for you is that how do you feel about your body image in comparison with the women portrayed in the slimming ads?  
R: Ah...I...feel ashamed, low self-esteem, cause they are so slim.  
I: Umm... Then in your opinion to what extent does being slim is an advantage in your workplace?  
R: I can wear anything I like and be fashion and it will give more confident, and I get favor from other easily.  
I: Mmm... Then in your opinion to what extent does being slim is an advantage in your relationship with others?  
R: Men will favor with me and like me better.  
I: Ah...Like you better is it?  
R: Ya.  
I: Then in your opinion to what extent does a slim body image help you in building up your self-esteem?  
R: If I am slim, I have more confidence and not afraid of a... of other laugh at me or made joke on me.  
I: Do you think these slimming advertisements that you just seen, are useful or harmful or both to women? Give reasons.  
R: So that fat people know where to go to slim down. Bad cause, we're s... we're s... we are spend lots of money, but probably not successful.  
I: O...So, both good and bad.  
R: Ya.  
I: So... Just now you took a look at the advertisement, which one do you like best, which one catches your attention most?  
R: Marie France Body Line.  
I: Which one?  
R: [giggle] Ah... Marie France body Line la. Because ah...this program glamour, and I like, she's model la.  
I: The model, why?  
R: Sexy.  
I: Very sexy. Thank you so much for you participant R31, for your answers and all that and for your time.

**TRANSCRIPTION: R32**  
**DATE: 4<sup>th</sup> June, 2010**

I: R32, are you ready for the interview?  
R: Yes.  
I: Ok. Let me ask you the first question, how do you feel about your body image in comparison with the women portrayed in the slimming ads?  
R: I feel not confident, shy and wish I am slim also.  
I: Umm..... Then in your opinion to what extent does being slim is an advantage in your workplace?  
R: 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. Now, I have no confidence to meet customer, because I am not attractive.  
I: Mmm I see, Now in your opinion to what extent does being slim is an advantage in your relationship with others?  
R: I think, 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. Erm... It's a stigma for fat people, others think of them as clumsy, lazy and not beautiful.

- I: Ok. Then in your opinion to what extent does a slim body image help you in building up your self-esteem?
- R: Ok. Uh, normally, normally women like to be thin, beautiful and follow fashion, fans, ok. Today world fashion almost all for slim people. Then many product advertisement show slim people. Fat peo... Fat people are not taken into consideration. So like not value at all.
- I: O...I see. Now do you think these slimming advertisements are useful or harmful to women, or are, are they useful and harmful?
- R: 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.
- I: From the advertisements that you have flipped through just now, you have chosen one that attract you most, which one?
- R: Ok. I chose London Weight Management, because I've seen London successful case show on TV. So, it sound more effective. And then the cost is also affordable.
- I: Ok. Alright. Ya...Thank you so much for your participation. Thank you for your time.

**TRANSCRIPTION: R33**  
**DATE: 3<sup>rd</sup> June, 2010**

- I: R33, are you ready for the interview?
- R: Ya, I'm ready now.
- I: First question, how do you feel about your body image in comparison with the women portrayed in the slimming ads?
- R: Actually, I'm so jealous to see them so slim, and I wish to have their shape. And then easy to find clothes to wear.
- I: Then in your opinion to what extent does being slim is an advantage in your workplace?
- R: Ok. Slim make me feel good, not easily tired at work. Won't get diabetics. And I don't, no need to diet. Now fashion cloth size are all for small size people. So difficult for me to get what I like.
- I: Ok. In your opinion to what extent does being slim is an advantage in your relationship with others?
- R: Normally men like slim girls. So, I am not that slim, disable for men. I am not so for men.
- I: In your opinion to what extent does a slim body image help you in building up your self-esteem?
- R: 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.
- I: I see. Do you think these advertisements are useful or harmful or both? Give reasons.
- R: For me is harmful. Is up to us to exercise and eat well. And then go... go slimming center is costly. Sometime, it depends on us.
- I: Ok. Ya, so from these advertisements you have seen just now, which one attracts you most?
- R: For me it's London Weight Management. 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.
- I: O...I see. Alright, alright. Thank you so much R33 for your participation.

**TRANSCRIPTION: R34**  
**DATE: 3<sup>rd</sup> June, 2010**

- I: R34, are you ready for the interview?
- R: Yes, I ready.
- I: How do you feel about your body image in comparison with the women portrayed in the slimming ads?
- R: Ah...Not ok, with my body, but I look fat compare to them la.



I: Second question, in your opinion to what extent does being slim is an advantage in your home or wor place?

R: It's made a different in workplace. When I go to shopping people admire me for my... for my look, I feel proud with my body la.

I: Now in your opinion to what extent does being slim is an advantage in your relationship with others?

R: Ok. If I slim, I feel pretty, and I get many friends. Boys or men more attracted to me la.

I: O...ya ... alright. In your opinion to what extent does being slim help you in building up your self-esteem?

R: Slim appear at me to be more outstanding. That boasts my confidence la.

I: O... Do you think these slimming advertisements useful or harmful to women? Give reasons.

R: Some are ok. Malaysian artist are convincing. So I will, I will like to try also la.

I: From all these advertisements, can you show me one that were really grip your attention.

R: Ah...I choose Slim World. I know Ziana Zain and Amy Mastura, during their pregnancy, they look...they look fat la. Now they look slim. So I like la.

I: Ok. Thank you so much R34 for your participation.

R: It's ok. Thank you.

**TRANSCRIPTION: R35**  
**DATE: 3<sup>rd</sup> June, 2010**

I: R35, are you ready for the interview?

R: Yes.

I: Ok. First question, how do you feel about your body image in comparison with the women portrayed in the slimming ads?

R: I feel I like to be slim like the model la.

I: In your opinion to what extent does being slim is an advantage in your workplace?

R: In my workplace, people will see me as attractive. I will feel happy.

I: Mmm, then in your opinion to what extent does being slim is an advantage in your relationship with others?

R: If I am slim my husband will be happy as he is proud of me. My husband is happy, I am happy also.

I: Oh, ok. Then in your opinion, to what extent is a slim body image helps you in building up your self-esteem?

R: Anything, I will also look beautiful if I am slim. So I feel attractive that give me confidence.

I: Ok. Do you think these slimming advertisements useful or harmful or useful and harmful to women? Give reasons.

R: Harmful, the take slim and beautiful people to do advertisement la.

I: From the advertisements that you have flipped through just now, which one attracts you most?

R: They show before and after. Picture and how people shed many kilos.

I: So, you like London Best Product.

R: Yes.

I: O...I see. Thank you so much for your participation.

**TRANSCRIPTION: R36**  
**DATE: 4<sup>th</sup> June, 2010**

I: R36 are you ready for the interview?

R: Yup.

I: Now... How do you feel about your body image in comparison with the women portrayed in the slimming ads?

R: Ah...what I mean, 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, or an attractive young... or any young woman should look like. You know. There is that uh ideal of what a woman should look like. I definitely won't fit in. I do feel a bit shy, that I don't. And I embarrassed. Ya.

I: So, all these feelings like being, you know, knowing that there is these parameters, that causes this kind of like shy, shyness and you know feeling of shame and all that. Now, is it due to the comparison that you observe?

R: Comparison with the women in the slimming ads?

I: Ya, is it stem from there?

R: Um, I think the, it doesn't stem from the ads themselves. But it's also the larger picture of how society um... constructs what women should look like. I mean, 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. It's already there. Ya.

I: Like putting a standard.

R: Ya, so...so it's already there, is just sort of a...just reinforcing the idea...

I: I see, I see, alright.

R: So, I don't think the slimming ads determine it la.

I: Ok. Bearing that in mind, let's say in your opinion to what extent does being slim is an advantage in your workplace?

R: Um... In my... in my workplace to be slim is not an advantage. [laughter] It has no consequences or whatsoever, because I have 2 female bosses. [laughter] And, and um also that I do work in a very gender-sensitive environment.

I: What if I put it in the other way. What if you were to mingle with the public?

R: Aha, ok...

I: How would it be an advantage?

R: Ok. Ya. Now that is different. I think that would be different. Because I used to work in a more corporate um... uh area. And then, I think um... presentation and you know body image and everything is definitely something that made you look more appealing, more successful to people. People would um... approach you more, would, would want to engage with you more. And... uh...It definitely contributed to um... opportunities to networking more.

I: So you are also saying that is an added advantage in your relationship with others.

R: Yes, definitely.

I: Could you spell out some of these, example, what kind, with male-female, or female-female. What exactly do you mean?

R: Well...um...[pause] it's...I mean people would never really say, people have ever said anything anything to me, but like for example, I... like would feel very embarrassed, because once I was, I mean that chair that I using broke...[laughter] I don't know why but I don't think it was because of my weight, I think it was because the chair was, you know... ya...

I: Fragile.

R: Ya, it's fragile and really old, and like already about to break. You know. So I just happen to be the one who finally broke and fall. You know. [laughter]

I: Ok. That's really unfortunate. It just have to happen at that time.

R: Ya, you know, it was a big joke. A bit of the joke, because I broke the chair, that's really embarrassing. Although I mean I tried to laugh with everything. But it was a bit embarrassing ya.

I: Ok. Coming back to the relational side. Um... How would be um, how would it be an added advantage? Say, you know, people out there who are not general sensitive. They are all of buying of that kind of gender standard ideas, how woman should look like, so in that sense, how would you project that kind of like your relationship with others?

R: I don't know, I mean, 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 um... have a better, sort of...ah...um ... um... ability to eng...to talk to people and get them to be interested. And also, I mean, from, from what I've seen from the male colleagues who talk behind the people who are attractive. I mean, they, they kind of, o.....you know like, let's talk to her, that kind of thing. You know... I mean... That shouldn't be the main purpose of being attractive la. But, it gets people interested. Ya...

I: Mmm...And it gets into uh people good praises.

R: Yes.

I: That... That brings me to ask you about how does a slim, to what extent does a slim image body help you in building up your self-esteem? What you have said just now, seem also related to this.

R: Oh, Ya...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. And also my... my character and my confidence was different. But after I started exercising and feeling slimmer, I... I think it's also of the

process of exercising, it's definitely made me more... confident of myself and a little more, um like um not really caring what people think. And, holding um true to what I think. Ya, so because I think that maybe I value myself a little bit more.

I: Ok, so it makes a great different, ya.

R: Ya.

I: Then, um, from viewing these advertisements right, do you think they are useful or harmful or both?

R: Um... I think they are harmful.

I: They're harmful.

R: Ya. I think um, it's true that, you know, because I mean scientifically, they have come out... they came out with the study saying that women who have fat around their bellies, that's very dangerous, in terms of health. So, I think, the idea that people have to lose weight, and to be fit, to be trim and to be healthy, I think that's true. But, the way the slimming advertisements go about it, is, I think very harmful. Because, it's... slimming advertisements promote um the idea of being the perfect woman, and an ideal that is not related to their well-being. And in that way, I think that in the first sense is very ingenuine?

I: Mhm, that's correct.

R: Ya, that first. And second, is the way they advocate um... the method in which they advocate, that woman use to become slim. So, I mean, their products and everything is just very... I think very deceiving, because I been through one or two programs myself, and I think that is not really realistic la.

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. And um you have to, wh-which you have to adhere to. Otherwise, they make you feel bad the next time you come. They guilt.

I: T-they guilt.

R: Yes, they guilt trip you into thinking, oh you ate this, you didn't, you didn't follow the diet that kind of thing, you know, and so, um, and it's very annoying because in the first place, you are the one who was paying for the services, so why the hell are they treating you as though you know, you are the one who's like doing something wrong, or something like that. So, like, so... in the end I decided that what really... and I did lose lots of weight. But what really made me lose lots weight is the diet la. It wasn't really the program and the machine and everything.

I: Because of the self-control over food.

R: Ya. Of course I follow no carbo at all. But all of these is very dangerous. You know. It's very misleading, I mean, I guess, I mean, you hear these all the time over and over again. But it is really about a change of life style. A change of like... habits. It's, it's a whole, a very um, there has to be a very comprehensive change, it can't just be a 3 month program and expect everything to last and sustain after that. It's not about that. It's a whole lifestyle change.

I: Mhm, ok. Having heard of your personal experience with slimming centers - you mentioned that you went for a few - now, having heard of that, now and having heard that you stated very clearly that these advertisements are harmful, then would you say that, the part of the responsibilities is basically um... on the advertiser's side?

R: Um...

I: In order.

R: As in the, the advertiser, as in the company itself who's selling the products?

I: Yes, yes.

R: [Pause] Well, ya, 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.

So, there is... I don't think there is any ethics in the advertising world, in the first place. So, um whether or not, it's, so in that context, if you want me to say that these advertisers, advertising company is for responsible for these, I wouldn't say so. Because, everybody do it. McDonald's does it. [laughter]

I: Ok. Back to the advertisements that you have looked through just now. You have chosen 3, can you let me know, which are the 3 that actually gripped your attention?

R: The first one, is the one by Unisense. Um... 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. Um... I think that, sort of uh appealed to my personal, um, ah... how do you say, my personal... my personal reflections? And so um that's why it appeals to me. And also, um, one thing I always look for at slimming advertisements is, the cost of it. [laughter]

I: Oh. Yes, ok.

R: Of cause, I mean, I'm not about to pay \$2000 over for, \$2000 over I won't pay. I think it's too much. So within, you know, 0-2000, I would actually consider. S'that... That I already got in my head. So ya so the cost is important. So uh, so that's why...

I: That's why they always put in the cost.

R: Yes, and the promotion and stuff, you know, so that does get me sometimes. And what also is that, I... I look out for, if the, if the ad is too cheesy [giggle], I do like, just overlook it, oh... rubbish. You know. So ya...

I: What are the types that you consider as cheesy?

R: Like um [flipping], like this Marie France Body Line, always doesn't get me. I don't know why. But, I feel their advertising is too... I don't know, I don't really want to be a sex goddess. You know what I'm saying. That's not my aim [giggle].

I: Mhm...

R: Um... I do want to lose weight, but I don't want to be sex goddess. So it doesn't appeal, like ok this "Dare to Lose" advertisement, I mean the woman doesn't look that appealing la, in the first place. [laughter] And... um... The, the wordings are too... too long. "Enchanting beauty, blissful moments together" is too ready, too ready, you know.

I: Too wordy.

R: Too wordy. It doesn't catch my attention at all.

I: Oh, ok

R: This "thigh envy" I don't know. I don't, I don't fit into these kinds of categories of women who want to be sexy. So, ya, doesn't appeal to me. So this one appeal to me because it's more everyday, more...

I: And it deals with a certain part of the body.

R: Yes.

I: Ok.

R: Well, not really that, not that...

**TRANSCRIPTION: R37**  
**DATE: 5<sup>th</sup> June, 2010**

I: R37, are you ready for the interview?

R: Yes.

I: Alright. Now, uh you have taken a good look at some of the advertisements. How do you feel about your body image in comparison with the women portrayed in the slimming ads?

R: I think my body uh shows that I'm not perfect enough as compared to theirs.

I: So, when you say theirs is perfect, uh... can you describe a bit more?

R: Proportionally th-their figure look good. What need to be large is large, and what need to be slim, slim. [giggle]

I: Alright, alright. Ok. That's why when you compare yours, you feel yours is unfavorable.

R: Yes. Of course.

I: Then, in your opinion to what extent does being slim is an advantage in your workplace here?

R: Workplace. I made people envy

I: Oh...

R: About my body.

I: If you are able to be slim and beautiful.

R: Ya, I feel... I feel like light to move around and a lot of people actually, um, jealous about it, though they don't say it out.

I: So, in other words you are saying that, if you are slim uh in your workplace, you get that kind of attention that you want and when you say people are jealous, uh, who do you mean?

R: My colleagues um...

I: Male or female?

R: Of course female.

I: Female. So you think that they will be jealous with your beautiful, uh slim, silhouette.

R: They would be, yes, of cause they will be jealous.

I: Mhm...

R: And I feel good.

I: So, is there an advantage?

R: 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.

I: O... You feel good about yourself. That helps you in your work.

R: Yes, confidence.

I: You mentioned about promotion. So you do not think that if you have an added advantage of having a very good silhouette and desirable silhouette, then you get the uh promotion or attention.

R: Yes, of course. Because promotion does not look, um...it does not go by outward appearance. It go by really our performance as well.

I: Mmm, oh I see ok. Then in your opinion to what extent does being slim is an advantage in your relationship with others?

R: I don't see there is any um... correlations to it actually but I think um...if there is any I'll think that uh... it's the confidence level that I'll bring myself around when I... I go around with others.

I: In your opinion to what extent does a slim body image help you in building up your self-esteem?

R: Building up my own self-esteem. I think for... for women, 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 slight [cut] plump people they might not be so comfortable to mingle around with others.

I: OK. In that case you see these slimming advertisements as harmful or useful or both?

R: I think, it is actually both. Because it will be very informative to those who can afford it and to go for it. And to pinpoint 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.

I: Oh... So, you see it as in the financial terms. And you have you chosen 3 advertisements that attracts your attention.

R: Yes.

I: Which is the first one that you put down?

R: Actually, I've Unisense the first one, because it is very familiar to me. The second one will be...

I: Familiar to you, what do you mean?

R: I actually went for the trial if I'm not mistaken. And this is very populised by all the advertisements all over the place.

I: Now, if you look at this advertisement, um...what about the advertisements that strikes you? Is it because what they say, or is it because of the visual, or other things?

R: It is uh, it is the advertisement, the, the company names by itself. And the the logo, which portrays a lady with a... all the fats being uh shed off. And also its look like she is undressing of all the... all the fat.

I: So you like that logo.

R: Ya, I think it speaks all.

I: How you can get rid of your body fat.

R: Correct.

I: O...ok. Then the other one that you pick?

R: I, I choose uh London Weight Management. Because it is also familiar to me.

I: Apart from being familiar, what from these advertisements that kind of like capture at your attention.

R: Ah...the treatment itself. 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.

I: Mmm... So because the picture show how the person, the person is massaging the abdomen so that is why you are attracted to it.

R: Yes, correct.

I: And the next one?

R: Esthetika.

I: Esthetika. Uh, this...this...

R: This one.

I: Oh. Alright. Oh this is with the fat lady going nowhere with hard work. Take the easy way out. Now, what about this advertisement that strikes you.

R: Uh... I think it is the wording you know.

I: The wording.

R: Yes. "Going nowhere with hard work". Because a lot of times, um when try to shed off a lot of the fat, it would not be an easy work. So Slimming Sanctuary or slimming center could be the easy... easy solution.

I: So, that's why it attracts you, because of the wording.

I: Yes.

R: Alright. Thank you so much for your participation. Basically that I'm looking beyond just women's perception of body image. I also want to look into at how whether these uh

advertisements are victim, they consider themselves victim or being by empowered by these advertisements. So once again thank you for your time. Thank you!

**TRANSCRIPTION: R38**  
**DATE: 8<sup>th</sup> June, 2010**

- I: R38, are you ready for the interview?  
R: Yes.  
I: Ok, first questions I would like to find out from you, how do you feel about your body image in comparison with the women portrayed in the slimming ads?  
R: Umm...I think, we are, if not totally, but at least, you know, somehow within the same body image range...  
I: Mhm, when you say that we are, you are referring to yourself and the model.  
R: Yes.  
I: So, when you say the same range, what exactly do you mean?  
R: I think, I think in terms of uh... um...  
I: Weight...  
R: Weight, as....  
I: You are underweight?  
R: Ah...weight according to height, meaning um body mass index, we should be about the same range. So I don't see much difference, except that probably I think my arm is bit big for my size. Other than that, I think we are in the same range. In that sense.  
I: Ok. Then in your opinion to what extent does being slim is an advantage in your home, in your workplace?  
R: I think being slim, if it is equivalent to fit, it is good. Because it usually means being healthy. So, if anyone of us are healthy or, let's say, 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 workplace done within the time frame. So, there's no interruption.  
I: So, basically you see slim is equivalent to fitness. What about slim as in, in the sense of image?  
R: Slim...[pause] as compare with image...  
I: As an image.  
R: Mmm...  
I: How does it help you in your workplace?  
R: [silent] 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. But, but it might not necessary be so. Because, you know, 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. So, it is very fluid. Fluid, you know, but as for me. As long as that person is healthy, no matter how the person look like, as long as that person look healthy. I think that, that is all that matter. Especially in workplace.  
I: It is interesting that you mention that the norms out there, is that a lot of people will, will kind of like find it synonymous between a slim body image as the beautiful. So that's some... uh along that continuum that you discover that as well as for yourselves. Along with that...what we are discussing right now. So how would you see that kind of perception, um... to what extent that kind of perception, is an advantage, would be an advantage to um relationship with others, to a person's relationship with others?  
R: Mmm...That means my perception?  
I: Yes.  
R: Mmm...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. So, it should be, of course it should be, 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. It is good to, it is good to look good, but looking, doesn't mean

that it would maintain a relationship. So, if that is the case then, being beautiful inside is better than beautiful from the outside.

- I: Ok, well-said and interesting. What about in terms of male-female relationship, and male, uh... female-female relationship. How do you see that?
- R: Probably, whatever I say is more applicable to female to female relationship. Because [giggle]... You know that, that usually males are more skin deep person, they look at, at the first image. The first sight. So...unless there is any odd out there. [laughter]  
They'd probably think that am talking crap. But anyway, but if I were to put, translate whatever I say into male and female relationship, talking about maybe boyfriend and girlfriend, husband and wife. Probably it has to be more that what I say. It should be...at least one of it, which is skin deep beautiful, if it's not both.  
So, of course it should be some [indistinguishable] 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, being sexy and things like that. But, 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. Then it depends on which which category people we are talking about.
- I: Very interesting. Now [giggle], in line with what you just said also. In your opinion to what extent does a slim body image now help you in building up your self-esteem?
- R: Mmm...A slim image like I said in the first place, to me equates to being fit. So, if I am fit, if I don't... if I am healthy, if I don't fall sick too frequently, to me, uh, I can continue to, to do my work without interruption. That builds my, my self-esteem. Because that makes me feel that I'm useful. 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.
- I: So, you relate it to fitness and how fitness will actually build up your self-esteem.
- R: Yes.
- I: Alright. From the advertisements that you have browsed through just now, um, I'm sure some caught your attention. Now, generally, would you be able to let me know whether these advertisements in your opinion are useful or harmful or both?
- R: Ok. 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. So it's depend on the method that they use. Most of them probably, am not too sure, but probably they are using a general treatment for everybody, which might not work. Because all of us our body metabolic, um metabolism work differently, so if there is a thorough analysis on the person who require a...a treatment, uh beauty, or uh slimming treatment, let's say there is a thorough analysis done, pertaining, so that it would be, it would be personalized or customized for the customer probably it will work better. But otherwise if it's a general-li...generalized, then I don't think it will work for everybody. Unless, those, if it works for those people probably because they, they are having the same metabolism rate. Within their body itself. So, probably it will 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. They, they will really need to slim down. So that they can get, get rid of certain cardiovascular diseases. But, er in terms of, whether these advertisements are harmful. 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. Because, the body has accustomed to that kind of weight for a long time. So to get rid of it so that the person can continue to stay healthy and without a shock of the body system. It 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 overweight or obese, then I think it would be, it will do more harm than good to the person. Because the body might react, because it will be a sudden shock to the body, and the body might react er inversely to the, to the treatment rendered to these people and, and wouldn't know what will happen to the body.
- I: Mmm, ok, alright. Then from the advertisements that you have browsed through which three capture your attention most. Ok, you have chose this.
- R: This is Marie France Body Line, flaunt slender toned arms. Could you maybe let me know why these advertisements interest you?
- R: Because I have... To me, I have uh bigger arms for my body size. So, toned arms...
- I: Really attracts you...

R: Ya, it attracts me...

I: So, it's basically is the slogan that attracts you most. Next one that you chose was?

R: Uh... Next one is Marie France, O...Marie France Body line as well. 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.

The third one is Slim World, Slim Beauty and health. Um... It attracts me because of Amy Mastura. Uh, the, ya the actress, the celebrity.

I: So, celebrity attracts you as well.

R: Over here in this small little picture, showing her that she was 59kg with uh big arms as well. And the nicer picture that is enlarged here showed that she has a toned arm. So...

I: Basically from the 3 advertisements that you have chosen, what really strikes you are the visuals and also balance with some of the wordings.

R: Yes, correct. The tone arm thing.

I: [laughter] Thank you so much for your participations. So basically when I look at this women's perception, I'll go also deeper to look at whether these advertisements are detrimental or actually is empowering women. So these are along the line that I'll be studying. In any case, you are interested to find out more. You can always contact me.

**TRANSCRIPTION: R40**  
**DATE: 14th July, 2010**

I: R40, are you ready for the interview?

R: Yes, yes

I: I like to know your opinion, how do you feel about your body image in comparison with the women portrayed in the slimming ads?

R: 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: So, how does that made you feel?

R: I feel very discouraged.

I: Ok. Then in your opinion to what extent does being slim is an advantage let's say in your home or your workplace?

R: 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.

Workplace, of course everybody looks at those who are slim and pretty, so...

I: You do think at workplace, people will actually take into account your body size?

R: Of course, of course. The bosses do.

I: The bosses?

R: Yes, in my ex-workplace.

I: O...alright. Then in your opinion to what extent does being slim is an advantage in your relationship with others?

R: Ah...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. [laughter]

I: Oh...So, you have have that kind of experience before?

R: Ya, people still ask me whether I am still pregnant or not. [laughter]

I: Then in your opinion to what extent does a slim body image help you in building up your self-esteem?

R: What extent does a slim body image...

I: Self-confidence.

R: Does a slimming body image... O...means, to my, that means...ah...ya...what extent ah? That means a slim body...Uh I don't understand...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 overweight. So, in that extent...



- I: So, in that extent. Then do you think these slimming advertisements are useful or harmful or both?
- R: Actually it depends, if you really want to lose weight, I've actually gone to... to a slimming center before. Long time, that's about what, before I got married. Actually work for me. So, I lost weight and I managed to maintain from there. 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 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. Except to try other way to slim down.
- I: Thank you so much for your view.
- R: Thank you.

**TRANSCRIPTION: R41**  
**DATE: 9<sup>th</sup> June, 2010**

- I: Hi R41, are you ready for the interview?
- R: Yes I am.
- I: Ok, now, how do you feel about your body image in comparison with the women portrayed in the slimming ads that you've seen just now?
- R: 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.
- I: Mm... So, you are really saying that they are of, uh can you describe a bit more about them?
- R: 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 this kind of people with very limited grey matter. So, even with that, they are able to get along just by the way they look. I mean, no doubt, like I said, could mean otherwise, 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: So, your idea of beautiful is a lady that will look like what is appeared in the advertisement.
- R: Yes.
- I: Now, so how do you feel about your body then? Besides being overwhelmed.
- R: Well, 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. So, in, in a way, these people, these advertisements, even though they encourage people to look good, they also put a stamp or, or they put a...a confirmation about how you look and what you can look like. But being where I am I know I can never achieve what they hope to sell.
- I: Mmm... Ok, ok. Very interesting views. Then in your opinion to what extent does being slim is an advantage in your workplace, for example?
- R: 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. Just like we like to look at somebody, and automatically whether rightfully or wrongly, we're just nice to people who look better than your normal slop. So, it is importance to what I do, because I need people to feel comfortable with me, you know.
- I: So, uh good impression from the outlook.
- R: Yes.
- I: Alright. Then in your opinion to what extent does being slim is an advantage in your relationship with others?
- R: In terms of work or...
- I: In terms of work, in terms of friendship, in terms of male-female relation, in terms of female-female relation.
- R: Well, I I think in in terms of work, like I said, it is definitely an advantage. Female relationship, I think it's not so much of an issue. You know. And male-female relationship, is guys likes pretty women. And I am not. [laughter] So there it is again, so...you know, 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.

I: So, you are endorsing...in, in uh saying what you are saying, you are endorsing that looks matters in male-female relationship.

R: Yes, definitely.

I: Definitely.

R: Because guys don't think that... that well.

I: When you said, you are not beautiful. You are saying your figure does not fit the sampling of figures portrayed in the advertisement.

R: That's right.

I: Alright. Now then, um, in your opinion to what extent does a slim body image help you in building up your self-esteem?

R: I think it, 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.

I: Mhm... So, in that way does it really like kind of like correlates with your own self-esteem?

R: Yes, it does.

I: It does.

R: Ya.

I: So it matters

R: So it does matter.

I: So your perception is that you are not quite of that standard.

R: Ya.

I: And therefore, you do, are saying that you don't have that kind of level confidence in terms of beauty, in terms of authority as you mentioned just now?

R: Correct.

I: Oh, ok, then now... Do you think these slimming advertisements useful or harmful or both?

R: 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. It's the, I'm beautiful, look at me, that kind of aspect. You know. I think that's wrong. I think you should balance out the two. You know, because there is no way you can get rid of the beautiful aspect. So, at the very least, you must balance it up, 50/50.

I: As in like, stress on the health part. Alright. Interesting view. Now, just now you have picked 2 advertisements that actually capture your attention. Now, let's look at the first one that you got. This is...the first one is from...

R: Marie France the thigh envy, because you see in your survey, I actually said that this was my problematic area. [laughter] So, it's something that catches my eyes because it's a problem I can relate to.

I: So, basically is the tagline that captures your attention.

R: Ya, ya.

I: Is there any a body copy, or the visuals...

R: Well, she got a nice thigh la...[laughter]

I: Oh... definitely that was attract you. Basically because the spokesperson for these advertisements has a very nice body shape and therefore...

R: Highlights the area that I've problem with...

I: Alright, then a second one you chose. Mmm, ya. Why this then?

R: Because I think new mothers uh should be a target group. Because they often, they go through so much ya. And uh, a lot of time guys do nothing. Nothing... [laughter] There is no change in their body weight, nothing, throughout the pregnancy. I think this is something a mother should... deserves to do for themselves. 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.

I: Oh... So, in other words that you are really transferring your sympathy and empathy to those women and e... especially mothers. And y-you want them to be, to have that kind of shape.

R: Ya.

I: Could I really want, uh like find out, uh why exactly that you think value resides only in this kind of perfect, quote unquote perfect shape?

R: What do you mean by, by perfect shape, like how?

I: Uh... Earlier you mention that, these slimming uh spokespersons for these slimming ads, they, they are the one who portrayed and represents the perfect shape. Why do you think that there is a need for women to adhere to this kind of like shape?

R: Again, it...it's a [silent]... 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 the ...[silent]...the fame comes from the support of their fan base. So the fan base says I like the way you look, so that says like that I've certain number of people who definitely thinks I'm beautiful, yeah, 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'.

I: So in other words uh, the fan that you, uh can I translate that to the people, the society that would actually...

R: Ya, judge them are beautiful, so they are like little icons that we want to imitate.

I: I see, I see, thank you so much for your participation.

**TRANSCRIPTION: R42**  
**DATE: 11<sup>th</sup> June, 2010**

I: So, R42, are you ready for the interview?

R: Ok.

I: Ok. First question that I'd like to ask you is how do you feel about your body image in comparison with the women portrayed in the slimming ads?

R: 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. Or this is how women would want to look like, therefore we will sell them what they want to look like. And most of the time, because I also know a bit of the people featured are usually celebrities and I work in the film industry before, and I also hear from the industry that actually all these celebrities, sort of already look like that when they went into the industry. They're just becoming ambassadors for the slimming ads. So, a lot of people out there might not realize that it's just all a hoax. You know, these people already look like these. They didn't really go through the program, in order to look this. 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, that's how the stars look. That's how the models look. That's how all your role models look. And role models in media are I'm... are so important for young people when we are growing up, and just recently I was talking to my friend, and we talk about our childhood. Ya, I want to be princess Leia, you know in Star Wars. That was because she kick ass, she had a gun, she fought, you know. And it's very hard to find a woman role model that are tough, you know. The kind of model you want to be. But still even princess Leia is thin. She is thin. She is very slim and she has a typical look. So it's definitely very hard for not growing up thinking it would be nice to have that kind of body. Like those models in the ads. You know, like it... it...that's what they are trying to sell. And it work la. That's why there are so many slimming, slimming centers everywhere right.

I: Very interesting point of view. What I caught you said, you were saying just now that you are a filmmaker, for... for that you know some of the actresses, the ambassadors. Their backgrounds and so forth. Now, having that, bearing that in mind, how does that make you feel, when they use these ambassadors as spokesperson? How does it make you feel?

R: 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. And... and when we, when we meet up with clients and they tell us to sell a product, we have to show the best part of the product and, and not the whole truth sometimes. And because they pay us to do that. It's, it's all about money, at the end of the day it's all about profit.

So, we as advertisers or filmmakers 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. But sometime you have no choice when you need to pay the rent. And they pay the best money out there. People...[giggle] the corporate world. So...um you kind of have no choice la. Even then, I'm to be blamed as well, cause when am the production manager or assistance director, they ask me to look for cast. I've to look for cast that the client will find "ah, yes, this is good for our video." Because the client also grow up watching TV, so we had to kind to get

typical, pretty girl type. Fair, tall, you know, slim, long silky hair, a typical Pantene girl la. I guess, [giggle] er ... not to name any brand. [laughter]

But ya, I mean it's... it's... it's make me very uncomfortable.

I: Eh...uncomfortable...

R: Ya, it's definitely very uncomfortable. If I have to do, that's why I try to do as little as possible. I try not to perpetuate this crazy stereotype.

I: O...so actually you have that realization yet for uh making ends meet, you do it. That's what you're saying.

R: Very rarely, maybe once or twice a year.

I: Ha...I see...I see...[laughter] Then in your opinion to what extent does being slim is an advantage let's say in your workplace uh when you mingle with others?

R: Uh... Workplace-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. And, because of my past work, so they watch my videos, they've heard me in some of the other trainings. So, it's 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 definitely given a more chance to be in front of the camera. And that is actually bigger money than behind the camera. Um I've actually thought of actually dabbling to go in front of the camera, but I am not so much because I think am good-looking. I don't think am good-looking. I just think that, personality-wise, am not shy, cause I've seen other people who are pretty but the moment got in front of the camera, you want to be host, you are like, "er...er...ah...ah...", like that, it's like excuse me, you know. So, sometime things like that happen, though maybe I could try, cause it's easier money, better money and less stress. And more fun as well. You got to travel, if you are a host. Things like that. But of course the thing that stop me end of the day is that I do not look the part. Uh...Yes it does pisses me off. Definitely pisses me off. Um... And, but more than workplace. 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. Because they always so infatuated with just trying to look one way. So that is irritating. But, more so than workplace, I'm actually more disturbed about my weight from home. From my family. From my mum, actually. I love her, she is great, she is strong, she is amazing. But she also an athlete. So, she grow up uh playing all sorts of sports. She you know is healthy and fit, which is opposite of me. I hate sports. I like all creative stuff. I always love performing on stage, the creative side. Singing, dancing. Um... So, that's why I'm into filmmaking now. So I am different from her. And, and she knows that. And so she's always harping on me, being fat, you're overweight. You know, and... and that I guess really impact me the most. 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 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. Oh...like my god she gonna, my dad not like her, my dad doesn't talk too much of it. He will just look at me like, [sigh] eat some more is it? [laughter]

Ya? And that's bad, because the more they do that, the more I'm stressed, the more I eat. I'm the kind of person like am stress I eat more. So, it's like a... I've have to see my parent again, No....

I: O...no...

R: You know right. 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 am great. Its only my parent is like [sigh]...so that one is really frustrating. I might...

I: Would you say that your mum is buying the ideas that, a female must look, must have that kind of standard perfect curves, and all that?

R: Um, I think maybe somewhere she has that, but most importantly to her is... this is what she tell me la, I'm worried about your health [laughter] I'm worried about your health.

You know, fat people they get prone to get heart attack, then they will fall sick, you know... 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 it's 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.

I: Would slimming advertisement also fall into the part where you mentioned just now? Gender stereotypes. Along that line.

R: Oh...definitely, definitely. 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. You want them to be like, you know just like gentle ...

I: Lean and thin...

R: Ya, like no muscle. You want them to like they are fragile so, that is another thing that they want women to look. I mean, it would be scary, if a woman look like they could kick your ass.

I: Why fragile?

R: 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. Like foot-binding, like what you call that

...

I: Girdle.

R: Girdle, corsets.

I: High heels.

R: Er, all these, ya. All these are reasons to make women uh... unable to move as fast, as flexible or think as well. You know, all these are gimmicks to really distract women from thinking, using their brain. Cause, oh, my god. If women use their brain, maybe they can get to the moon as well. But no...no...let's get them fixated about their body, their weight, make them wear heels, so that, you know, seriously they can chase after you, and it's easier to rape them, because they're wearing heels, you can chase after them, push them down and they'll just topple over. Cause it's 5 inch heel, they will definitely topple over. [laughter]

I: Ok, ok, you are getting, ok you're getting really into this. Ya, its good, good. And uh what do you think about relationship-wise? Does it, does being slim is an advantage?

R: Ah...

I: Cause you seems to have no, uh you know just now you mentioned that your friends look at your personality. What about male-male, uh, male-female relationship?

R: 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 boyfriend and girlfriend. Even in high school they have that. And, so you're like shit, you know is there something wrong with me? 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 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.

And I was just more confident, like I won't give a damn anymore. In terms of fine, like, if you like me, you like me, you don't like me, leave. I have enough friends of my own. I think it's to do with that. I begin to find myself...a lot more, I don't know, people attracted to me back. And, I've no problem finding sexual partners la. Men or women, although I think if I am slimmer, I probably would have more, but, as it is, I already have enough la. So, I was thinking like, if I have more, you know, if I'm slim, sometime I tell my mother that, you know ma, if am slimmer, people have to queue up. Ok. Now, I'm already like have enough. [laughter]

I: Had there been a partner that say that, I wish you were slimmer, then I will, you know, perhaps go long-term with you. Something like that.

R: No. None. 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 girlfriends that are pretty, slim, tall, fair. I had boyfriends who are also slimmer, more muscular, more tone, um... my look never was like a problem. Sometime, I would be the one telling them, aiya shit, you know, I'm so fat. Like after a nice big meal. 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. Oh my god. I'm so fat. But they will like, don't worry la. It's of you look great. So they are the one who have to pacify me sometimes. But, otherwise...

I: Deep down you do feel it. Deep down you do feel it affects you in certain extent.

R: Ya, because, I mean, 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.

I: So it's the media, you do see the media part that the media plays.

R: Ya...ya...

I: Then in what way, in your opinion, to what extent does having a slim body image help you in building up your self-esteem?

- R: 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. It's sort of have to be vigilant about all these ads trying to make me feel. It's like ok, 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. And it's tiring to always constantly put up your guard. 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...
- I: Action...
- R: Awareness, constantly have to be aware and careful, critical about things I would receive.
- I: O...I see...
- R: And that me, I wonder how about the young people out there. They won't be critical about things, they will just believe. Um... But it would nice to live in a society, where everybody told you you are just beautiful as you are. It will be so much more easier. [giggle]
- I: Yes, yes definitely. Then... In terms of what we've just spoken, do you think these slimming ads are actually useful or harmful or both?
- R: 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. Uh and you... 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 it's, you... you cannot have 1 size fit all. It's impossible. Um... 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 you're making it into something else. Like, like it's supposed to be a wild jungle or forest, where it grows freely and wildly. And then you want to make the forest into a well-trimmed garden. But that is such a waste. Because a well-trimmed garden has its own beauty, and so does the jungle. You should just appreciate all as it is. And, thus with people as well. You know. It's the same thing.
- I: So, you, you see this slimming as a way of like, you know, like binding people, like like foot-binding that's what you say just now.
- R: Ya, Ya, it's very 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. So...
- I: Yes, then, with the advertisement you have seen just now, you have put down 3 that capture your attention most. Now, maybe, perhaps you can kind of like tell me why it is what these advertisement attracts you most?
- R: Um... Like any ads, uh beautiful, sexy girl is the most attractive la. That's why they use.
- I: So, it's the visual.
- R: Ya. 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. So, the more sexier the, the clothes are, the more revealing they are, it will be the stopping point la.
- I: Uh, is there a projection of desire that makes you want to connect with her, makes you want to identify with her?
- R: Hmm...it's a little bit of both for me. 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 this is the first, like what I say, this is the first reaction that comes to my mind. 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. You know, you never know.
- I: So, the visual is the one that attract you most. The body, the copy taglines they don't. Not so much of that.
- R: Media study also will tell you that.
- I: So, this is from Marie France Body Line. What is your second one?
- R: All also visual la. All have similar...
- I: Aspects.
- R: Ya, uh... Very sexy girl la...tadaa.
- I: Another sexy girl, so this is another Marie France, with Bernice Liu. Does it matter who do they use? And this is another one from Marie France with Norlin Aziz. Is it matter who they use?

- R: Um... The celebrities ah...well, cause if you use celebrities, I would know, more directly. I guess that, they are not... they didn't look like that, not because of the slimming centers la. They already are sort of like that as an ambassador. If you use random people, then is harder for me to say. Maybe it's real, and maybe it's not, you know
- I: But they put the before and after, like Norlin here, before and then after.
- R: This is before when, [laughter] how long ago was this...
- I: Questionable for you.
- R: 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: Lighting, photo shop.
- R: All this is not new la, for me.
- I: Ok, thank you so much for your time. Ya... So basically when I go into all these, I just uh look at women's perception from, voices from different people. But at the same time, when I go further into it, I will also look at how woman are, you know the ideology behind it, whether woman are actually felt that they are actually empowered because they have slim body image. Or they felt that they are victimized. So that would be a point that I will further on in my studies.
- R: I'll definitely feel victimized by all these slimming ad. 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.

**TRANSCRIPTION: R43**  
**DATE: 12<sup>th</sup> June, 2010**

- I: Hi, R43, are you ready for the interview?
- R: Yes.
- I: Ah. First question that I would like to ask is that how do you feel about your body image in comparison with the women portrayed in the slimming ads?
- R: Ah, sometime I saw these advertisements from the sliming center one ah. 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.
- I: What do you mean by not so true?
- R: Because they want to attract people to come in their like center, so that they can get business la. And then, sometimes, when you go join into these ah... you sign in as a , you want to go for slimming right, then I find that this one they will attract you, then ask you to, money, a lot of money la. You have to pay la. [giggle]
- I: So, in other words, you are feeling cheated. Am I right in saying that?
- R: Not cheated la. Because, ah sometimes, I not very sure how to say. [giggle]. Is like uh, 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. Uh...That's what I feel la.
- I: So, when you compare your body with the model's body, how do you feel?
- R: I find that I am not attractive la. Theirs... Because they are so sexy. And then for me sometime, I want to wear the clothes that I like, that I couldn't fit, fit on.
- I: Ok. Then in your opinion to what extent does being slim is an advantage in your workplace?
- R: For me is like, my workplace, I don't face these problems. Because I don't see customer, always in the office like that.
- I: I see... then in your opinion to what extent does being slim is an advantage in your relationship with others?
- R: If I slim, then a lot of people will, a lot of people, attract by others people. Then people will make friends with you la.
- I: Ah. Then in your opinion to what extent does being slim help you in building up your self-esteem?
- R: I feel confidence la.
- I: Do you think these slimming ads are useful or harmful to women, or both?
- R: Both ah.

I: Both ah. How it is useful? Yes?  
 R: 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.  
 I: Mmm, ok. Now just now you look thru some advertisement. You chose something that attracts you from Unisense. Is this the way you trim your hips to stay hip. Why do you choose this advertisement?  
 R: First of all, I see the price first. And then their... how many package they have. That's why I chose this Unisense.  
 I: Ok. Because of the packaging ah, or of the price. And then secondly, you choose London, why?  
 R: London is uh very famous la [giggle].  
 I: What about the advertisement, anything that attract you?  
 R: They have this one London full body session. Then one set of slimming product also free la.  
 I: Ok, for only \$18 then you like that. And then lastly, you also chose Marie France, body line by Norlin Aziz. Why?  
 R: Also the same, got 16 session la, and then got lucky draw all these la.  
 I: Oh...for you it's the value of the package that they offered. Alright, alright. Thank you so much R43 for your time.  
 R: Ok. Thank you.

**TRANSCRIPTION: R44**  
**DATE: 12<sup>th</sup> June, 2010**

I: R44, are you ready for the interview?  
 R: Yes.  
 I: Alright. First question for you is that, how do you feel about your body image in comparison with the women portrayed in the slimming ads?  
 R: If in comparison, they will, they will look more perfect la. [giggle]  
 I: What, what do you mean by perfect?  
 R: Means that... The body parts where you suppose to have, they have la. [laughter]  
 I: Can you be a bit more specific, what they supposed have, they have.  
 R: When you look at the advertisement. 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.  
 I: So, basically you feel less confident when you look at them. When you mean, um, when you say less confident, what exactly do you feel, uh do you mean by that?  
 R: 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.  
 I: So, it's the feeling of admiration. Then in your opinion to what extent does being slim is an advantage in your workplace?  
 R: For where I am, at my workplace, 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 [laughter]. In the workplace environment where I am at this point of time, there is no... compel, com, they don't compel you, I don't felt compelled that there is comparison things like that. 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 workplace.  
 I: Ok. Then in your opinion to what extent does being slim is an advantage in your relationship with others?  
 R: 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.  
 I: What do you think about male-female relationship? Before you were married for example. Do you felt like there is a compelling need, you know, to keep in shape, in order to attract the other sex?  
 R: Before and after, it's only during the wedding. Yes.  
 I: Why is that?



- R: 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.
- I: So, it affects you in some way, during that time. During the grand occasion. Then in your opinion to what extent does being slim, or having a slim body image, help you in building up your self-esteem?
- R: 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.
- I: Ah so it gives you a good feeling, feel good ah. Then do you think these slimming advertisements are useful or harmful or both?
- R: 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.
- I: Alright, ya. Then um, just now when you browsed through the advertisements, you pick some that attract you most. Can you tell me which one have you chosen?
- R: Chosen...
- I: Ya, ok, this is...
- R: The Marie France Body Line advertisement. There is Bernice Liu there, about thigh.
- I: What exactly about these advertisements that grips your attention?
- R: 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.
- I: So, it's the ambassador, Bernice Liu that attracts you. Is it because uh you know that she is a celebrity?
- R: 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.
- I: So, that attracts you most. Second that you pick uh ... is...
- R: The second one I pick is uh, is also the Marie France Body Line, this one is more like, uh the picture of the person trying to button... button her shirt. That sort of 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 tagline.
- I: It's the tagline that grips your attention. And also the visual that tells you that you have to button your bulge. The next one that you pick?
- R: The next one that I pick is by MayFair, is a, it says that, shaping branded figure for new mother.
- I: Mhm... What is the distinctive about this advertisement that grip your attention?
- R: 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.
- I: Alright. Thank you so much for your participation. Thank you for your time. So, when I conduct these, I also look deeper as in like whether these advertisements do women view them as, you know, like empowering them or do their feel actually victimize by it. So, this is will be done by further probing. So thank you for your time.

**TRANSCRIPTION: R45**  
**DATE: 17<sup>th</sup> June, 2010**

- I: R45, are you ready for the interview?
- R: Yes.
- I: Mmm...How do you feel about your body image in comparison with the women portrayed in the slimming ads that you'd just seen?
- R: My body image in comparison would be the one in before rather than after.
- I: What, what do you mean uh before rather than after?

- R: The one that needs to go for the slimming program [giggle], so that you won't look like you are so much overweight. 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 overweight 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.
- I: So, basically you f...you felt that you're, your... yours compare unfavorably and therefore you are willing to consider the idea going for slimming as well.
- R: Right.
- I: Ah, it... Would you say that sometimes you would have very deep emotions uh regarding your body image, when you see all these portrayal is always perfect curves, and perfect sizes, perfect proportion?
- R: You mean feeling depressed?
- I: Um... Whatever.
- R: 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 clothings, you know, of course due to that you try to change your wardrobe as in wearing uh shirts that are less revealing. You know, baggy in a way.
- I: Ok, then in your opinion to what extent does being slim is an advantage in your workplace?
- R: Home I can't really comment on that. I don't think there would be any uh implications as in very evident ones. But workplace 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 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. Ok? 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. Alright? 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.
- I: Um to what extent then does being slim is an advantage in your relationship with others?
- R: 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 irks me when they try to always say, oh.. 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 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. And, 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. [giggle] You actually binge, alright. And so you know, there's, there's pros and cons. 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: What about um male-female dynamics, does having a slim body image, have some, you know, implications?
- R: I think so, because I feel that, nowadays, attractiveness is measured by how slim you are. And, maybe, I don't have a lot of friends to make this assumption but the slimmer friends that I have, they tend to have more attractions toward the opposite sex. Alright, of course the fatter or 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.

- I: Um in light with what you have to told, uh how do you see a slim image help in building up self-confidence or um self-esteem?
- R: 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. You know. And, what is it... self-esteem right. 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 would build a little bit of confidence. Ok. But I don't think it should be the... the only erm aspect that gives you confidence.
- I: Then do you think that these slimming advertisements are useful or harmful or are they both to people, to women especially?
- R: Useful or harmful or both? 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. So, when you have so many in the industry, and everyone of them are advertising for themselves, so you, you keep getting on these images in your head, without actually realising it anymore. 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 know. And they will go like, lose unwanted weight or unwanted fat. What do you mean by unwanted. Ok, it's like something that, you know, shouldn't be in your body. When you, even you don't think like that, in the first place, if it is, it's being repeated, you know then you get to feel that oh, I do have some excess weight which is not supposed to hang in me, and all that. 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.
- I: So, from these advertisements, you have chosen 3 that actually attracts um you most. This is...can you let me know, why um particularly this advertisement...
- R: Ok, the first 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. So, the ways that they adopt to lose weight is that through exercise, you know, strenuous exercise through it maybe, but, they don't starve themselves, they don't do hurtful or harmful things to themselves. Ok. So, that one is fine, uh rather fine.
- I: So, basically it's because of uh this is a reality show that attracts you. Secondly?
- R: Secondly well there is prize money in it [giggle] but that's not the main thing la.
- I: Which is your second advertisement you choose?
- R: Second advertisement is Marie France Body Line, 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. And, also that, I think it is genetic, because my mother has big arms although she is skinny. So, um... I think if it can target only my arms. You know, and then I wouldn't mind giving it a try.
- I: Basically is because how they put it, flaunt slender, toned arm, so that actually capture your attention. Would you say that? Alright. Is there anything else on here that really kind of encourage you to say that. Ya, beside just the wording, yes I, I...I'll go for it. Something like that.
- R: I don't think so.
- I: And the next one that you pick?
- R: Next one that I pick I think is also from Marie France Body Line. 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. But because it is based on target and I've a specific area which I'm unsatisfied with my body. So I chose this advertisement. Because I think, it's ok.
- I: Mmm, Ok. So basically it's because the tagline what they say in the tagline. Alright. Thank you so much for your participation.
- R: Welcome.
- I: And that's about it.

**TRANSCRIPTION: R46**  
**DATE: unrecorded**

- I: R46, are you ready for the interview?  
R: Yes.  
I: How do you feel about your body image in comparison with the women portrayed in the slimming ads?  
R: That one day my body will look like them, wow...[laughter]  
I: Alright. How do you feel exactly?  
R: I feel ashamed of myself when I look into the mirrors. I wish that, oh one day, all those fat will gone away.  
I: Ok, then in your opinion to what extent does being slim is an advantage in your workplace?  
R: In my opinion to what extent oh advantage. In my workplace 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. Aih!  
I: Oh. You mean that if you are slimmer, then you are able to attract your bosses, and your colleagues in your workplace. Is that what you mean?  
R: Yes. Indeed because my boss is a guy, and he is more like, er how do I phrase it. He more to side someone's more physical attractiveness, instead of their intelligence.  
I: Ok. Then in your opinion to what extent does being slim is an advantage in your relationship with others?  
R: I believe that being slim will be an advantage in my relationship with other, because once I've a slim figures, 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.  
I: Then, uh... Related to what you say just now, in your opinion to what extent does being slim help you in building up your self-esteem?  
R: Yes, definitely.  
I: Ok then do you think these slimming advertisement are useful or harmful to woman?  
R: That is a good and bad. Ya. The good way is that, it...it's also keeps someone, it, it will boost the person confidence. Secondly, it's 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.  
R: Just now you look through these advertisements, can you let me know which 3 attract you most?  
I: I will choose Marie France Body Line, 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 Marie France really works lo.  
I: So, you are convinced by the visual in other words.  
R: You can say that, 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.  
I: Thank you so much for your participation.

**TRANSCRIPTION: R47**  
**DATE: unrecorded**

- I: Uh... How do you feel about your body image in comparison with the women portrayed in the slimming ads?  
R: Uh... I feel I'm a bit bigger than them. And I feel I'm not so attractive when it come to dressing up.  
I: Ok. Then in your opinion to what extent does being slim is an advantage to your home or workplace?

R: It make no different, workplace depend on intelligent, but appearance do play a part.  
 I: How so?  
 R: I notice my boss will favor more to those who are slim and attractive. He talks to them more frequently.  
 I: Ok. Then in your opinion to what extent does being slim is an advantage in your relationship with others.  
 R: 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.  
 I: Ok. Then in your opinion to what extent does a slim body image help you in building up your self-esteem?  
 R: I can dress up nicely and I have confident in communicating with others.  
 I: Then do you think these slimming advertisements are useful or harmful to women?  
 R: It's very harmful.  
 I: Why?  
 R: Its causes, obse... obse...obsessions like, starvation to death, and problem like anorexia and bulimia. [laughter].

**TRANSCRIPTION: R48**  
**DATE: 1<sup>st</sup> July 2010**

I: R48, are you ready for the interview?  
 R: Yes.  
 I: Ok. First question. How do you feel about your body image in comparison with the women portrayed in the slimming ads?  
 R: Um...I feel that when I, when I look at these advertisements, I feel that uh these advertisements actually don't, 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. So when people see, they thought oh you can be like that. But actually you, not to say impossible. 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 [smiling].  
 I: Ok. Then in your opinion to what extent does being slim is an advantage in your workplace or your home?  
 R: Um... My opinion in the workplace, there is a few, I think there is a lot of advantage, advantages. The first 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 second 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 workplace 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. All those kind of things. 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 workplace 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.  
 I: Um, so you see it in the sense of physical ability. Then in your opinion to what extent does being slim is an advantage in your relationship with others?  
 R: Uh I think that if you are s-slim, uh, uh more to, let's say, uh boss. No, no. 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 whatsoever. 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. That s the second disadvantage in relationship let's say if you are very thin or very fat.

The third one is, more to, most guys they prefer girlfriends 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, 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. You know, this kind of things. That's the third thing. I'm not sure whether there is a fourth. [laughter] I think there is a fourth but I forgot. [laughter]

I: Ya, it's alright. Then in your opinion to what extent does being slim help you in building up your self-esteem?

R: If...you're not supposed to [laughter] I, actually have this slim body image, of cause it will boost my self-esteem.

I: In what way?

R: 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. [laughter]

I: Then in your opinion do you think these slimming advertisements useful or harmful or both to woman?

R: 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. [laughter] So, which I think, like you don't, you don't get Asian women like that. I, I think...Then um, so, I think it's a bit like, y-you're trying to... trying, you're, you're not telling the women out there that you can be slim. But you can't get that kind of figure. Not everyone can get that kind of figure. So, so, I think, let's say if a certain lady or what, let's say if that person is thin, then they gain weight by those slimming advertisement la they join, then don't get that kind figure, so what is the effect right. 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.

I: Then um in line with what you just said, uh just now you pick 2 advertisements that attract you most, and this is the first one, this is actually from packet B, so you chose Marie France Body Line, now, what exactly from these advertisements attract you most?

R: The picture.

I: Picture. Is it because you recognize who she is?

R: Er no.

I: Not exactly ya. Then what about the picture?

R: 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.

I: In particular is because the figure even though she is unknown to you ya. The other one that you chose was... ok, this is from London. Why uh in particular this advertisement?

R: Because I always see this in TV. [laughter] London Weight Management. 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 London Weight.

I: How do you measure that it's successful. Is it said here? Is there anything from the advertisement itself?

R: Uh... Because, not exactly from the advertisement but more to the TV advertisement.

I: Ok, so you relate what you known from experience ah.

R: Ah ya, ya.

I: Ok, that's about it. Thank you so much for your time.

**TRANSCRIPTION: R49**  
**DATE: 1<sup>st</sup> July 2010**

- I: R49, are you ready for the interview?
- R: Yes.
- I: Ya, I would like to find out what do you think of uh these few questions. First one, how do you feel about your body image in comparison with the women portrayed in the slimming ads?
- R: Of course, I think that they really have a perfect body shape, compared to my like, compare to mine are actually average.
- I: So, how, how does that make you feel?
- R: 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.
- I: Then in your opinion to what extent does being slim uh like you're average like that is an advantage in your workplace?
- R: In the workplace 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, like just another day I heard my colleague, another other guy telling her that, Ya la, you putting on weight la, you know, the more, as you, as time pass... um... as time passes when you're staying with us. Initially she is ok, but then she becomes very conscious like , eh, did I put on weight, did I really put on weight? You know. That sort of kind of things. I think for people it's like, I mean sometimes because you work with people, in a workplace but then again depends on what kind of workplace. 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.
- I: So, basically you are saying that it is an advantage where it comes to meeting people, getting clients all that.
- R: It is true la. We are in a sales business. I've salesguys and salesgirls, my salesgirl 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.
- I: I see. I see, then in your opinion to what extent does being slim is an advantage in your relationship with others?
- R: In my relationship with others, is it just at work or just generally with people?
- I: Generally with people, male-female, female-female.
- R: 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. So, it's, I think slim doesn't really play a part, when comes to relationship about people. You can be slim, if you have a very... um you have a very bad attitude or kind of bad character. Ya, you won't get along with people, at the end of the day.
- I: What do you think about boy-girl relationship then?
- R: Boy-girl relationship ah...I think it's very subjective lo. Sometime you see, you can see very pretty, is very often you see very pretty girl with very ugly guys so. [laughter].  
Ya, it's true, we always think, 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 to wake up at the next, next morning, you look at your husband and you feel like to throwing up. [giggle] So, these kind of things. Ya.
- I: Ok, in your opinion to what extent does being slim help you in building up your self-esteem?

- R: Um...being slim? Self-esteem? 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. Things like that, ya, 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. And then some people will think like, oh like oh a girl who's slim can be somebody who is voluptuous as well. So, it's a perception it really varies la, up to individual but, of course it is, in today's community, it's just one 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.
- I: Then do you think these uh slimming advertisements are useful or harmful or both to women?
- R: I think it works both ways. Um I suppose, if, if, ok la. 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 can't 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 be a survivor or to live, or to be among your peers, so...it's...it's...both ways la. It can be advantages, it can be harmful. Uh but you can probably ...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. Ya, just tell them, ok, ya you should go for slimming, I suppose if they can't afford the slimming, maybe they can go for the uh... natural way.
- I: Ok. Then took a look at the several advertisement from the packet B, you choose these, now could you, kindly elaborate why did you chose these advertisements?
- R: Mmm...I suppose it's just how the whole layout. 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.
- I: Ok, basically because you know Bernice Liu, and uh because of the graphics here, that strikes or grips your attention?
- R: Ya, I mean, 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.
- I: Ok, so even the text itself strike you a bit. Mmm, alright, then the next one you also chose from Marie France, why is this...particular?
- R: Oh...this one is generally, I, I think is the layout very attractive and very nice.
- I: Ok, it's the layout.
- R: Is the layout how the, how...how...how...to say. Ya, it's the layout la. I find it very attractive.
- I: That they use this scale... Do you know this artist Norlin Aziz?
- R: Not really.
- I: Oh...not really, so it's more of the lay out.
- R: Yes.
- I: Is there anything to do with the before and after?
- R: No. It is quite common, I don't know here that, I mean, I mean, I would, I would really have to go for somebody I know then I'd probably I'll chose like Amy Mastura.
- I: Uh...it's more of the artistry layout. Alright, thank you so much for your comment and view.



**TRANSCRIPTION: R50**  
**DATE: 11<sup>th</sup> July 2010**

- I: R50, are you ready for the interview?
- R: Yes.
- I: How do you feel about your body image in comparison with the women portrayed in the slimming ads?
- R: I feel that I uh still need to improve on my image and my body. That's why I'm going to gym now.
- I: You say improve, ah...what exactly you mean by that. You mean yours is not perfect enough?
- R: Yes, I think I can uh slim down more in certain portions so that I can be look, looking more attractive.
- I: Are you implying that, the people the ladies in the slimming ads they are so much more perfect and thinner?
- R: Yes.
- I: Then in your opinion to what extent does being slim is an advantage in your workplace?
- R: 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.
- I: So, it helps you in your sales. Then in your opinion to what extent does being slim is an advantage in your relationship with others?
- R: 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.
- I: So, you think that image will actually help you to engage in relationship. Is that what you are saying?
- R: Ya. 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.
- I: Then in this aspect, to what extent does being slim help you in building up your self-esteem?
- R: 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: So, you think, you do think that appearance matters in order to lift up your image?
- R: Yes.
- I: Alright, ok. Do you think that these slimming advertisements are useful or harmful or both?
- R: 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.
- I: So you think that there are more advantages.
- R: Yes.
- I: Now... Just now you pick 2 advertisements that actually capture your attention. The first one is from Unisense. Now, why did you pick this advertisement?
- R: Uh I felt Unisense 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.
- I: So, basically from their technique and technology that would be the, the thing that attracts you from these. The other one that you choose is actually from sonolipolysis, why is that?
- R: 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.
- I: Basically it's because they use more celebrity. Secondly is you saw there are before and after change on there.
- R: Yes.
- I: Ok. Thank you so much for your time.
- R: Thank you.

**TRANSCRIPTION: R51**  
**DATE: 16<sup>th</sup> July 2010**

- I: R51, are you ready for the interview?  
R: Ah... Ya.  
I: Now, uh looking at all these slimming advertisements, how do you feel about your body image in comparison with the women portrayed in these slimming advertisements?  
R: 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 ah, also the perfect body shape la. So with my height I'm comfortable with what I'm, figure with la.  
I: So, basically you don't feel um anything in particular?  
R: Ah...No, 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.  
I: So, you notice that you don't have the same shape, right?  
R: Ya...ya...  
I: Now in your opinion to what extent does being slim is an advantage, let's say in your workplace?  
R: Ah...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, I think is become a trend in the, in our environment la. 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. [laughter]  
I: Alright, so you think they will treat...  
R: More favor la...I think so...[laughter]  
I: O...more favor ...  
R: Ya, more favor la, in the sense la...  
I: Then in your opinion to what extent does being slim is an advantage in your relationship with others?  
R: 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: Ok...so, it's like first impression, how you attract...are you saying male only or even female?  
R: Both la, I think.  
I: Both, alright. Then in your opinion to what extent does a slim body image help you in building up your self-esteem?  
R: Um...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.  
I: Umm...Why is that? Can you elaborate a bit on that?  
R: Uh...because uh you feel, I mean [uncertainty] when you feel that, you are...I mean...you feel, you are...[pause] sorry I'm finding the words ah. 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: I noted that you keep saying is a trend to be slim. Now, being, knowing that this is a trend, a notion, what do you think of this notion? Is this a good uh notion? The trend of being slim?  
R: 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 don't...I won't say you promote, I'll...not go along with this trend la.  
I: Erm...you go along with it.  
R: No, I won't really go along with this trend la. Because, anyway, I...I...mean, ultimate end, I 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.  
I: Do you think these slimming advertisements that appear in newspaper, are useful or harmful to women, or both?  
R: Ah...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. To, to, to the, to the, to the womens 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, whatever, which leads to unhealthy life or unhealthy practice ah.
- I: Ok. Just now you pick uh... a few advertisements that attract you. Now maybe you could let me know, why did you choose these advertisements in particular? Alright, you pick from Slim World, uh ya, is there any particular reason why you choose this advertisement?
- R: Ah... firstly I look at the advertisement ah... the, the models look very healthy to me la, and is not too exposing la. [giggle]
- 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 portrayed, 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.
- I: So, ok, you look at the facial expression, you look at the dressing, uh basically you look at the model.
- R: Ya, ya.
- I: Alright, alright.
- R: All the presentation of these advertisements la.
- I: Thank you so much for you participation.

**TRANSCRIPTION: R52**  
**DATE: unrecorded**

- I: Ah ok you are R52. I will just call you by that, alright. Mmm... Basically these are the 5 questions that I'll ask, I ask you. Uh so later when you talk try to talk louder, since this is quite, quite hard for me to catch. So far I've been having problem listening to it.
- R: 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 sattles, they walk, when they walk, they tend to be, I mean, show their confidence level, even double than 100% [laughter] but, but if you are looking at a girl wearing normal shirt, T-shirts and a jeans, they, you will see their confidence level is not there by their walking pace. This is what I see, 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.
- I: So, it affects your confidence level. Oh then do you think these slimming advertisements are actually useful or harmful or even both?
- R: Ok. Oh...useful or harmful? I would not say harmful. Ok. But it's very 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. Ya.
- I: Ya. Just now you view through some advertisements and you pick up 2 that attract you most, while, 1 being from Marie France Body Line. Can you roughly tell me, what attracts you most from this advertisement?
- R: Ok. For this Marie France Body Line, I saw is because of this artist [giggle] the model. Because of the...the...the...model, the model, they, they put the model figure, attract me. And the thigh envy, that, that slogans.
- I: So, basically is the model body shape, how she stand, and ya that attracts you.
- R: Pose.
- I: Oh...how she pose herself. And this one that you pick is from Marie France as well. Ok. Why it is your choice?
- R: [giggle] Still the same la. Because of the artist pose herself. I mean...  
 I: Norlin Aziz is the artist.

- R: Ya, I mean, this is very important to show, because ah...I...for me, to attracts, 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.
- I: So the visuals is very important to you ah. The pictures, the person...
- R: Mm...Yes [giggle].
- I: Does it matter, whether they are celebrities or common people?
- R: 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 a an artist.
- I: Thank you so much for your view, thank you so much for your time as well.

**TRANSCRIPTION: R53**  
**DATE: 16<sup>th</sup> July 2010**

- I: R53, are you ready for the interview?
- R: Ok.
- I: Now, I'd like to find your views about these advertisements. First of all, how do you feel about your body image in comparison with the women portrayed in the slimming ads?
- R: Ok. Average I think.
- I: Average. What do you mean by average?
- R: Er I'm not really think, ah...how to say. Um...attracted by all the slimming advertisement.
- I: Ok. You are not attracted. Is there any kind of feelings that uh you know, that you feel when you look at them?
- R: Not really.
- I: Not really.
- R: Ya. Because I don't think I'm fat. [laugh]
- I: Ok. Because you think you are not fat. Therefore when you look at these advertisements, you don't have much feelings.
- R: Ya, that's right.
- I: Then in your opinion to what extent does being slim is an advantage in your workplace?
- R: Not really. I mean, I mean slim or fat. To me in the workplace, I think my boss don't care. I also don't care.
- I: Mmm... So, your boss doesn't care much whether you are slim. Does it matter to you?
- R: Not really. 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. Mm...
- I: So, unless you are fat. Then it matters to you.
- R: Ya. Can say so. Unless you're fat. But I think still ok la. I can still maintain myself. [giggle]
- I: Mmm... Then in your opinion to what extent does being slim is an advantage in your relationship with others?
- R: Being slim? 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. [giggle] Ya, because they are happy they are fat. I say, ok, well. But it doesn't means that if you are slim, you are not happy.
- I: So, are you saying that, uh these bigger size people as you call it have better relationship with others?
- R: 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.
- I: Just now you mentioned that, you don't call them fat, but you call them bigger size people. Is there a reason why the word fat is a no-no to you?
- R: 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 [giggle].

I: Then in your opinion to what extent does being slim help you in your uh self-esteem or self-confidence?

R: Of course erm yes, for body, of course you can get...mm...how to say, eh...how to say...you don't feel, you won't feel a burden. 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 schoolmates during the school 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. You want to be friend, friend la. I don't care. So, when you are not care, is like to me is like, probably is their eating or diet habit, or their life style cause them that. 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: What about yourself. Does it help you in your confidence being slim?

R: Of course yes.

I: Mmm... In what ways?

R: I mean, at least your appearance to others. Your first image.

I: So, your... you appear as attractive to others. Because of your slim image.

R: Not really to be say I mean attractive. But at least you won't caught the attention. [giggle]

I: Alright. Do you think these slimming advertisements they're useful or harmful or even both?

R: 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.

I: Ok, so um... In other words you are saying that it's useful for some people?

R: Maybe.

I: Maybe? Mmm...Is it harmful for others?

R: 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.

I: So, you know that these slimming advertisements packages are exorbitant, that's right?

R: Ya.

I: O... I see. Now just now you chose a few from packet B. right? Or Pac... oh, ya. So, uh could you kind of like... Alright, uh why did you choose this advertisement as something that uh grips your attention?

R: Her smile.

I: Her smile. So Slim World Amy Mastura's smile caught you.

R: Ya. That is it. Her smile. So, she is so...so...confident. I like it.

I: O...alright. So, confident, you like it. Then, the next one that you chose is from Slimming Sanctuary, why this advertisement in particular?

R: The...uh what is that. The travel package.

I: Because they give something bonus ah...a travel package. So, that one that attract you.

R: Yes.

I: Alright, alright. Basically, from this when you first glance on the advertisement, you actually note the visual first or the pack?

R: Visual.

I: Visual. Alright, alright. Thank you so much for your participation.

**TRANSCRIPTION: R55**  
**DATE: 20<sup>th</sup> July 2010**

I: R55, are you ready for the interview?

R: Yes.

I: Now, how do you feel about your body image in comparison with the women portrayed in the slimming ads?

R: 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.

I: Ok. Uh, you don't feel particularly, uh in anyway, because you don't compare. Is that what you say?

R: Ya, never cross my mind that I've to compare.

- I: Alright. Then in your opinion to what extent does being slim is an advantage in your workplace? Let's say.
- R: 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 workplace. I always believe that a healthy person, you shouldn't be too fat. Because of health reason. So, as long as you are healthy. Uh, it's people perception, what do you mean by slim. 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, 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.
- I: When you say perfect body just now, so, you do believe that there is this notion of perfect body?
- R: No, I don't believe.
- I: You don't believe in it.
- R: 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.
- I: Then, in your opinion to what extent does being slim is an advantage in your relationship with others?
- R: 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.
- I: Mmm, I see, I see. Then in your opinion to what extent does having a slim body image help you in building up your self-esteem?
- R: Ah...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.
- I: So it does affect you in the sense that, you body image does in a way dictates the way you dress up.
- R: 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 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. You know.
- I: Ok, ya, ya. Then do you think these slimming advertisements useful or harmful or both?
- R: 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. But, I also believe very much that they also must have a commitment to do it. You know, it comes with so many things. You, you have to love yourself in the first place. Then you will make sure, you 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. I suppose, I never done it before. 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.
- I: Then from uh the advertisements that you browse through just now, you pick on 3. Could you roughly elaborate why these 3 of your choices are, for example Marie France Body Line and this advertisement lose the flab.
- R: 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 straightforward, focused on what do you want. It's time to lose the flab? You know, than the picture showing the abdomen there.
- I: So, it's basically is because it's relevant to you.
- R: Yes.

- I: Ok, the next one, what about this one? Marie France as well. Target your problem areas.
- R: 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: So, just now the other one is on the visual that capture your attention. This one is precisely is the word. The taglines. And what about this one? This is quite different. This is from the Slimming Sanctuary.
- R: It is also something to do with the tummy. [laughter]. I guess, because I have to chose 3 from here. 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.
- I: Alright, thank you so much for your response.

**TRANSCRIPTION: R56**  
**DATE: 20<sup>th</sup> July 2010**

- I: R56, July 20th, are you ready for the interview?
- R: Ah, yes.
- I: I would like to find out about your view on certain things. Now, how do you feel about your body image in comparison with the people portrayed in the slimming advertisements?
- R: 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.
- I: It doesn't affect you in anyway.
- R: It do-doesn't affect you in anyway la.
- I: In your opinion to what extent does being slim is an advantage in your workplace, or home?
- R: Um [pause] 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 workplace, it does, workplace, because you see, other people working together with you correct, so sometimes, it makes you feel slightly better not being overweight la.
- I: Why it is slightly better?
- R: Well, because I'm not fat myself, so, I don't really feel that there is anything wrong with me.
- I: Uh, ya ok. Then in your opinion to what extent does being slim is an advantage in your relationship with others?
- R: 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.
- I: It does affect you?
- R: It doesn't affect me whether being fat or being slim in a relationship. It doesn't.
- I: Then um, um... In your opinion to what extent does being a slim body help you in building up your self-esteem?
- R: 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.
- I: So there is this thing call personal desire.
- R: 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.
- I: Do you think these slimming advertisements are useful or harmful or both?
- R: 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 ourselves fit. To certain extent lo.
- I: Not harmful in any particular way?

R: For me is not harmful in a y particular way.  
 I: You browse through this packet, and then you choose 3 that capture your attention most. First being from Unisense, can could you elaborate why on this is your choice?  
 R: For the Unisense, 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. 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.  
 I: Uh... What about this one? No trick no magic from Marie France.  
 R: For Marie France 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.  
 I: So, you personally know uh you kind of know this artist, Bernice Liu. Therefore you will choose this. Then, what about Slim World?  
 R: For Slim World 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.  
 I: Alright, thank you so much. So, basically also you look at the more of the visual. Um and also certain you will look at the wording.  
 R: O...ya. Some of it are more of the visual, some of it is more of the wordings la.  
 I: Thank you so much for your responses.  
 R: You are most welcome.

**TRANSCRIPTION: R57**  
**DATE: 20<sup>th</sup> July 2010**

I: R57, are you ready for the interview?  
 R: Yes.  
 I: Um... I would like to find out about your view in this question, first one is, how do you feel about your body image in comparison with the women portrayed in the slimming ads?  
 R: O...I'm fat!  
 I: Oh, ah...How do you feel about that?  
 R: How do I feel?  
 I: W-Why do you say that I'm fat?  
 R: 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.  
 I: Ok. Then in your opinion to what extent does being slim is an advantage in your home, or when you go to work?  
 R: Ok, go to work. Advantage. Advantage, that's mean...nowadays, I mean you have been slim. An-Anything that I wear ons 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.  
 I: Mmm, so you think it matters that uh body shape means pretty girls and means attraction  
 I: Ya la. [laughter]  
 I: Then in your opinion to what extent does being slim is an advantage in your relationship with others?  
 R: O...relationship with others. How to say. I said if I'm been 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.  
 I: Mmm, so it affects in that way that um your social life.  
 R: Yes.  
 I: In your opinion to what extent does being slim help you in building up your self-esteem?  
 R: In my opinion...  
 I: Mhm, like your self confident...  
 R: Like being, as I say earlier on just now. Being slims, beside slim, of cause my facials 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.  
 I: Ok, do you think these slimming advertisements are useful or harmful or both?



R: I think, some form is useful to womans, and it does help other womans to gain back their confidence in themselves.

I: Mhm, alright, um not harmful in anyway?

R: Ya.

I: Alright. Just now you pick some advertisement. So, I just like to find out what are this your choices. For example this one, you pick from Marie France, flaunt slender toned arms. Why is this your choice?

R: 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.

I: O...ok...[laughter] Alright. The other 2 as well?

R: 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.

I: They are all celebrities do you know that? Andrea Fonseca, Bernice Liu, Norlin Aziz, all these are your choices, so...

R: Is not because of the Marie, the company, the main thing that attract me is the model.

I: So, the model the visual.

R: Yes, the visual.

I: Alright, alright. Thank you so much for your responses.