

APPENDIX A

RESEARCH INSTRUMENTS

There are six sections to this research instruments:

Section 1: Information Sheet

Section 2: Consent Form

Section 3: Demographic Data

Section 4: Instruction Sheet

Section 5: Interview Questions Guide

Section 6: Debriefing

SECTION 1: Information Sheet

- This interview is developed as part of my Ph.D research.
- The aim of this study is to examine women's perception of slimming advertisements.
- There is no right or wrong answer. The investigator is only interested in your view.
- The interview is divided into three parts:

Part 1: Consent Form

Part 2: Demographic Form

Part 3: Interview

- It will take about 25-45 minutes to complete this interview.
- If you would like to know more information about this study, please do not hesitate to contact Emily Lau Kui Ling (Tel: 016-636 0789 or e-mail: elkl2010@yahoo.com)
- Your answers will be kept confidential.
- Thank you very much for reading this information.

Investigator
Emily Lau
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Department of English
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SECTION 2: CONSENT FORM

**Department of English
Faculty of Languages and Linguistics
University of Malaya**

Title of Project: Perception of Slimming Advertisements
Name of Investigator: Emily Lau Kui Ling

Volunteer's Consent Form

Please read this form and sign it once the investigator has explained fully the aims and procedures of the study to you.

- I voluntarily agree to take part in this study.
- I confirm that I have been given a full explanation by the above named investigator and that I have read and understand the information sheet given to me.
- I have been given the opportunity to ask questions and discuss the study with the above investigator or her supervisor on all aspects of the study and I have understood the advice and information given as a result.
- I authorize the investigator to disclose the results of my participation in the study but not my name.
- I understand that I can ask for further instructions or explanations at any time.
- I understand that I am free to withdraw from the study at any time, without having to give a reason for withdrawing.

Name:

E-mail Address:

Tel. No.:

Signature:.....

Date:

I confirm that I have fully explained the purpose of the study and what is involved.
I have given the above named a copy of this form together with the information sheet.

Investigator's Signature: **Name:**

Study's Volunteer Number:

SECTION 3: DEMOGRAPHIC FORM

DEMOGRAPHIC INFORMATION

Kindly be assured that this information is strictly confidential.

Age years

Height cm

Weight kg

Occupation

Please tick where it fits you:

Marital Status

- Single
- Married
- Divorced
- Widowed

Highest Education Level

- Primary
- Secondary
- College
- Tertiary

Client of any slimming centre:

Yes No

Have you ever read up on any slimming advertisements from the newspaper?

Yes No

SECTION 4: INSTRUCTION SHEET

- Please take a look at either Packet A or Packet B.
- Select 2 or 3 advertisements that grip your attention most.
- Place a tab on each of the chosen advertisements.
- Let the researcher know once you are ready to be interviewed.

APPENDIX B

Interview Questions:

- 1) How do you feel about your body in comparison with the women portrayed in the slimming advertisements?
- 2) In your opinion, to what extent does being slim is an advantage in your home/workplace?
- 3) In your opinion, to what extent does being slim is an advantage in your relationship with others?
- 4) In your opinion, to what extent does a slim body help you in your building up your self-esteem?
- 5) Do you think these slimming advertisements are useful and/or harmful to women? Give reasons.

DEBRIEFING FORM

The purpose of this research study was not only to see women's perception of slimming advertisements, but also to examine how the slimming advertisements work to frame slimness as the ideal female beauty in order to offer proof of how slimness is a part of a socio-cultural system of representation where female beauty is limited to images of women that focus on the slim ideal.

Specifically, the Investigator is researching the affects from viewing slimming advertisements can have on the viewer's own perception of her body and what she thinks of the slim ideal in terms of self-esteem, relational and career aspects. In order to assess these effects, it was imperative that you were unaware that I would be asking about your own body. Had you been informed that how the slimming advertisements work to frame slimness as the ideal female beauty as the research topic, your answers to the questions may have been different and the researcher would be unable to determine if the slimming advertisements had in fact affected your individual body.

Should you have any questions regarding this matter, please feel free to ask Investigator at this time. For more information about this study, please do not hesitate to contact Emily Lau Kui Ling (Mobile no.: 016-636 0789 or e-mail: elk12010@yahoo.com).