

## ABSTRACT

The present study attempted to investigate the relationship between media exposure towards thinness image and eating disorder among 1,064 female undergraduate students in Bangkok, aged between 18 – 23 years. This study utilized a survey questionnaire for data gathering. The current investigation comprised three studies (Studies 1, 2, and 3). Study 1 involved the translation of two measures: the Comparison to Models Survey (CMS) and the Eating Attitude Test (EAT-26), from English to Thai. Study 2 aimed to investigate the direct and indirect causal relationship between media impact and its influence on eating disorder, being mediated by social comparison, body dissatisfaction, and self-esteem. Study 3 employed the level of body image self-discrepancy (high/low) as a moderating factor to investigate the relationship between media impact and eating disorder. The findings supported Hypothesis 1 that stated that media impact in terms of thinness image has a direct and positive impact on eating disorder. Hypothesis 2 was supported in that the mediating factors of social comparison, body dissatisfaction, and self-esteem have positive impact on eating disorder. Hypothesis 3 was supported by the results on high/low levels of body image self-discrepancy. More specifically, it was found that high level of body image self-discrepancy has a higher impact on eating disorder than lower level of body image self-discrepancy.