

FIGURE 10.7 Do Men and Women Differ in Terms of Ideal and Attractive Ratings?

Men are more likely to see their current body as more attractive and ideal than women. This figure shows the mean rating by women (*top*) and men (*bottom*) of their current figure, ideal figure, and the figure most attractive to the opposite sex. Participants were shown four figures varying in size and asked to make a mark along the arbitrary scale in terms of ideal, attractive, current, and most attractive to the opposite sex.

Source: Fallon & Rozin (1985, p. 183).

