

COMPARISON BETWEEN KOREAN AND AMERICAN ADOLESCENTS' DEGREE OF SELF-ESTEEM AND ITS RELATION TO THEIR VALUES IN PHYSICAL APPEARANCE AND PERSONALITY

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Abstract

Purpose: This study was performed to investigate the differences in self-esteem and individual's values about physical appearance and personality among Korean and American adolescents.

Methods: From June 5th to 25th, 2014, we collected data from 268 high school students from 1st and 2nd grade of high school, which are equivalent of 10th and 11th grade in the U.S., at a private high school in Seoul, Republic of Korea, and 233 high schools students from 9th, 10th, and 11th grade at a Catholic private high school in Pennsylvania, the United States of America. Researchers orally presented the purpose and importance of the survey to the participants, and survey responses were collected physically- hard copies of the survey- in Korea and electronically-link created thorough www.surveymonkey.com - in the United States. In the survey, Rosenberg's Self-Esteem Scale and Stunkard's Body Image was utilized along with multiple choice questions, matrix questions, and rating scales regarding demographic s such as gender, grade, ethnicity, and religion, and physical appearance, personality, experience of psychological problems, happiness, and stress. Data were analyzed using SPSS window 21.0 version statistics package.

Results: It was found that self-esteem has significantly positive correlation with happiness ($r = .459$, $p < .001$) and emphasis on personality ($r = .233$, $p < .001$), and significantly negative correlation with stress ($r = -.459$, $p < .001$), willingness to change personality ($r = -.234$, $p < .001$), and acceptance towards plastic surgery ($r = -.175$, $p = .004$) among Korean students. On the other hand, American students reported that self-esteem has significantly positive correlation with happiness