

## Abstract

Self-objectification theory proposes that women are socialized to evaluate themselves based on their body. Among a sample of 394 female students, the present study examined the relationship between self-objectification, body image coping strategies, face and body esteem, and psychological well-being (disordered eating and depression). Structural equation modeling findings showed that the model had a good fit to the data. Self-surveillance was positively associated with appearance fixing coping , which, in turn, was related to lower body esteem. Positional rational acceptance was positively associated with face esteem and body esteem and the reverse pattern was observed for avoidance coping. Finally, body esteem was negatively associated with disordered eating attitudes whereas face esteem was negative related to depression. Findings in the current study suggested that coping strategies training could be incorporated in future body image promotion program.