

POSTER

BODY SIZE AND SHAPE MISPERCEPTION: A TINBERGIAN APPROACH

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ABSTRACT

Large numbers of people over- or underestimate their body size. This is thought to be a significant risk factor for body image concerns and resulting negative health behaviours such as eating disorders (especially in young women), steroid abuse (especially in young men) and compulsive exercise. I will describe the work that my collaborators and I have performed to understand the perceptual and cognitive mechanisms behind body size and shape misperception, particularly visual adaptation and attention. I will also discuss how a Tinbergian approach has helped to guide this area of research that is not traditionally considered “evolutionary” in nature.