



BODY IMAGE CONDUCT, SELF ESTEEM AND QUALITY OF LIFE IN PCOS AND NON PCOS WOMEN.

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ABSTRACT

The present research measures body image conduct, self-esteem and Quality of life in Polycystic ovary syndrome (PCOS) & Non- Polycystic ovary syndrome (PCOS) women. A sample of 100 women (50 PCOS and 50 non PCOS) were taken. The research had three questionnaires which measures the level of self-esteem, body image conduct and quality of life in both the situations. The standard deviation between body image issues and self-esteem of PCOS and Non-PCOS women is of negligible difference, whereas there is significant differences in the quality of life of PCOS and non PCOS women.

Keywords: *Body image conduct, Self Esteem, Quality of Life, PCOS, Non- PCOS*

INTRODUCTION

BODY IMAGE:

Body image refers to how attractive an individual feels about themselves and how they see and feel about their own body. According to the National Eating Disorder Association (NEDA), body image does not only stem from what we see in the mirror but also the experiences and a range of beliefs also contribute.

Body image connects with:

- what an individual understands to be true with regards to their appearance

- how they feel about their body, level, weight, and shape
- how they sense and control their body as they move

Self-perception is of two types : 1. Positive and 2. Negative SELF ESTEEM

The term "self" refers to all of a person's conscious experiences, ideas, thoughts, and feelings in regard to themselves.

PERSONAL COGNITIVE AND BEHAVIOURAL ASPECT:

1. SELF Idea
2. Confidence
3. SELF Adequacy
4. SELF Guideline
5. Restraint

Signs of Healthy Self-Esteem

- Abstain from harping on past, negative encounters
- Express your requirements
- Feel certain
- Have an uplifting perspective on life
- Say "no" when you need to
- See in general qualities and shortcomings and acknowledge them.

Indications of Low Confidence

- You accept that others are superior to you
- You find communicating your requirements troublesome
- You center around your shortcomings
- You as often as possible experience sentiments like disgrace, sorrow, or tension
- You have a negative point of view
- You have an extraordinary feeling of dread toward disappointment
- You experience difficulty tolerating positive input
- You experience difficulty saying "no"
- You put others' necessities before your own
- You battle with certainty

IMPACT OF SELF ESTEEM :

Self esteem is an important part of motivation and success. Its best to strike a balance as the extreme high and low ends of spectrum can be harmful. A grandiose sense of self-importance, on the other hand, can be off-putting to others and can even damage personal relationships. It can also be a sign of narcissistic personality disorder, a mental health disorder characterized by an excessive need for admiration and lack of empathy toward other people.

Low levels of confidence can leave people feeling squashed or deterred. It can in like manner lead people to make awful choices, fall into ruinous associations, or forget to fulfill their most extreme limit. Low certainty might get you far from winning at the everyday schedule since you have little to no faith in yourself to be prepared for progress.

THEORIES :

Abraham Maslow in his theory stressed that self esteem plays an important role in people's life. He suggested that people need both esteem from other people as well as inner self-respect. Both of these needs must be

fulfilled in order for an individual to grow as a person and achieve .

PCOS AND SELF ESTEEM :

Polycystic ovary syndrome (PCOS) is a condition that affects a woman's hormone levels. Women with PCOS produce higher-than-normal amounts of male hormones. This hormone imbalance causes them to skip menstrual periods and makes it harder for them to get pregnant.

PCOS also causes hair growth on the face and body, and baldness. And it can contribute to long-term health problems like diabetes and heart disease. Birth control pills and diabetes drugs can help fix the hormone imbalance and improve symptoms. PCOS is a problem with hormones that affects women during their childbearing years (ages 15 to 44). Between 2.2 and 26.7 percent of women in this age group have PCOS. PCOS affects a woman's ovaries, the reproductive organs that produce estrogen and progesterone — hormones that regulate the menstrual cycle. The ovaries also produce a small amount of male hormones called androgens.

PCOS can have a negative effect on a woman's self-esteem. This condition causes symptoms that can include acne, excessive hair growth, hair loss, obesity, and infertility. Self esteem is also shaped by one's life experiences and coping skills hence the experience can differ from one woman to another.

QUALITY OF LIFE :

The recognition of the importance of quality as well as quantity of life is captured by the World Health Organization's definition of health as 'a state of complete physical, mental and social well-being'. The World Health Organization (WHO) defines Quality of Life as individuals' perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns.

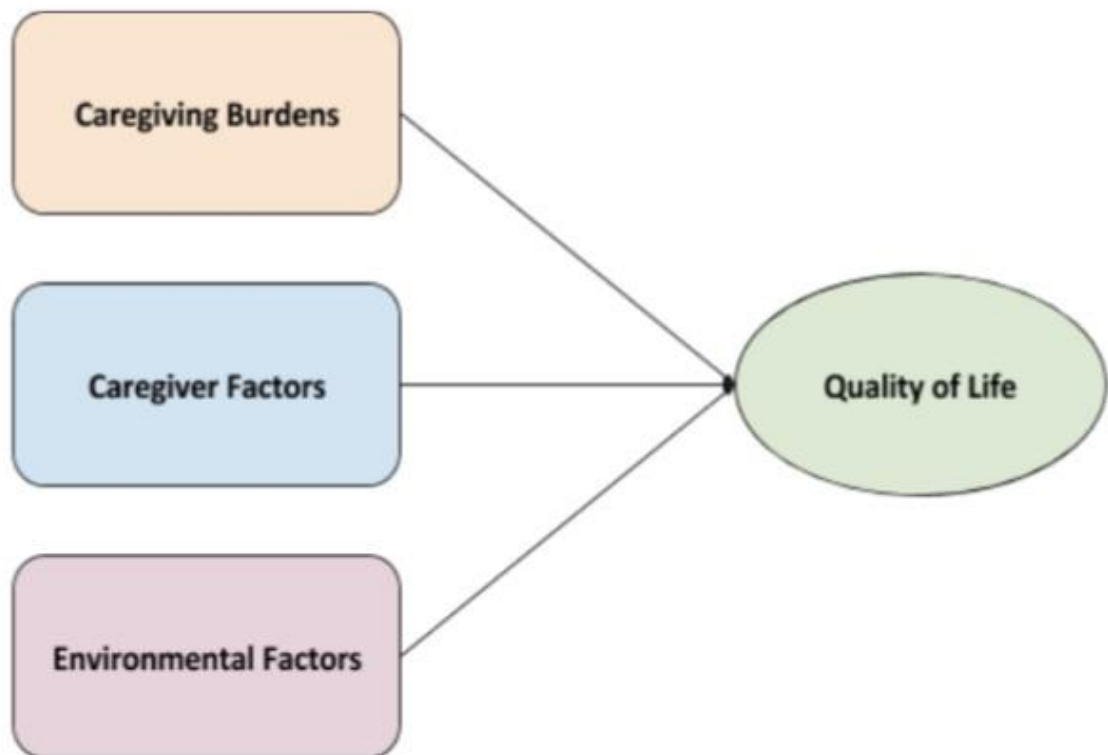
REVIEW OF LITERATURE

Fatemah bazarganipour, Sadie ziaei (2013)

The enthusiastic prosperity of the patients giving the disorder should be perceived all the more completely, especially comparable to the low confidence, helpless self-perception, and battles with weight, feminine inconsistencies, hirsutism and fruitlessness. The consequences of this examination raise suggestions for clinical practice and propose that a multidisciplinary way to deal with the administration of ladies with PCOS.

Fatemah bazarganipour, Sadie ziaei (2014)

CAREGIVING AND QUALITY OF LIFE



The most elevated impact of PCOS side effects on HRQOL hindrance among patients was applied by self-esteem, self-perception, and sexual brokenness. As to HRQOL in clinical daily practice, we close these interceding elements ought to be mulled over and sufficiently treated if present.

Ozge gizli çoban (2019)

Youths with PCOS habitually experience mental problems. Doctors ought to know that young people with PCOS are at a high gamble for significant sadness and uneasiness problems.

Elisebetta scaruffi, Isabella Giulia franzoi (2017)

It appears to be that actual appearance and substantial capacity have a focal spot in the personalities of ladies with PCOS, just as in their connections. Be that as it may, it is a body they think that its difficult to and generally are awkward. They're way to deal with rest of the world is by all accounts portrayed by a specific level of adolescence, outrage, antagonism and doubt. Low confidence likewise is by all accounts associated with a specific inclination toward con-templation and withdrawal. This prompts issues in friendly, expert and personal connections.

Agnieszka podfigurna-stopa Stefano luisi (2015)

Polycystic ovary condition (PCOS) influences 5–10% of the number of inhabitants in ladies. The specific

etiology of PCOS stays indistinct, yet it is accepted to result from complex communications between hereditary, conduct and ecological variables. The range of its side effects like hirsutism, skin issues, weight lastly fruitlessness contrarily affects the people's mental and relational working. PCOS side effects can prompt huge decay in personal satisfaction and be exceptionally unpleasant adversely influencing mental prosperity and sexuality. Dread side effects like palpitation, being winded and strain may be brought about by numerous substantial infections. Also, recognition and nonstop pondering disease can prompt critical negative effect on singular working in the public arena. PCOS might be a factor conceivably preferring the event of mind-set issues and melancholy. Organic, social and mental results of PCOS among ladies of conceptive age are opening another point of view on administration of ladies' wellbeing in these patients.

Snigdha alur Gupta, Anat chemerinski (2019)

Women with PCOS have extended Offered and troublesome and apprehension incidental effects. In our investigation different pieces of Offered either totally or to some degree mediated the connection between PCOS/control status and misery and pressure scores, recommending that helpful mediations centered at further developing self-discernment might reduce oppressive and apprehension aftereffects. Lidia Borghi, Daniela Leone (2016)

Results were reliable with the past writing on the prosperity of PCOS ladies (specifically for tension and personal satisfaction [QoL]) yet neglected to discover proof for wretchedness. The connection between mental misery and the highlights of the disorder featured the part of hirsutism. Concerning hyperandrogenemia, our information dismissed its inclusion in the raised negative disposition states and influences. Receiving an interdisciplinary methodology in the PCOS patients' consideration, outrage demonstrated to be normal and merits significant thought.

Lisa M Pastore, James T. Patrie (2011)

Among non-fat PCOS ladies, their abstract self- perception was firmly connected with the serious- ness of their downturn side effects. A large portion of the corpulent PCOS partner had low body ful- fillment and wretchedness manifestations, in this manner singular contrasts in the body disappoint- ment scores were not useful in distinguishing gloom side effect seriousness. Neither testosterone nor free testosterone was related with melancholy side effect seriousness in PCOS ladies in the wake of controlling for body disappointment and age.

Chau T. Tay, Helena J (2019)

Ladies with PCOS are bound to report low confidence, mental pain, and dietary problems. Low confidence and mental misery are profoundly related and further expanded the danger for dietary issues.

Annalisa Panico, Giovanni Messina (2017)

PCOS is a mind boggling sickness that by itself decides a weakening of HRQoL. The inventive uti- lization of these psychometric polls in this examination, specifically the PCOS survey, has featured that heftiness negatively affects HRQoL. It follows that a weight decline is related to phenotypic range improvement and relative decrement in mental trouble.

Seda Aybuke, Nuruallah Celik MD (2020)

Young people with PCOS had more psychopathology than their friends. Additionally, their confi- dence was lower and their body discernments were more disappointed contrasted and their compan- ions.

Syed Mohammed, Shahamah Jomah (2020)

Polycystic ovary condition (PCOS) is the most notable endocrinal issue, and the best justification for pointlessness in women. Disregarding availability of individual data on impact of various en- docrinal, regenerative and shockingly metabolic variables in PCOS individuals, the data on the combination of BED and trouble in PCOS patients with its relationship on the individual fulfillment in Saudi Bedouin females isn't found. Subsequently this assessment is supposed to make sense of the repercussions of PCOS on eating conduct, selection of trouble and general prosperity quality in Saudi Middle Eastern people of Riyadh. Taking all that into account, the ongoing examination shows that women with PCOS are at a basic risk for oppressive issues, scattered eating conduct and debilitated individual fulfillment. Thusly, additional thought and organizations should be made to restrict the impact of PCOS on actually upset individuals.

Farideh Zafari, Mina Jafarabadi (2012)

Polycystic ovary condition (PCOS) is a mind boggling, diverse, heterogeneous turmoil, influencing 4%–18% of regenerative matured ladies and it is related with conceptive, metabolic and mental dys- functions. PCOS influences personal satisfaction and can deteriorate uneasiness and misery either because of the highlights of

PCOS or because of the conclusion of an ongoing sickness.

Sophie Williams, David Sheffield (2018)

Polycystic ovary condition is an endocrine issue among women, which can conflictingly influence individual fulfillment. Assessment suggests that a more sensitive PCOS individual fulfillment measure is required. This assessment hopes to make and at first support an individual fulfillment scale for women with the condition in the Unified Realm. Women with PCOS ($n = 714$) participated in the development and early on endorsement of the 35-thing polycystic ovary condition individual fulfillment scale (PCOSQOL) ($\alpha = .95$). Subscales integrate Effect of PCOS ($\alpha = .95$), Barrenness ($\alpha = .95$),

Hirsutism ($\alpha = .97$) and Temperament ($\alpha = .89$). The PCOSQOL scale tends to parts of individual satisfaction fundamental for women with PCOS and may be more fragile for use in the clinical and examination settings.

Aleksandra Glowinska, Antoni J Duleba (2020)

Women with polycystic ovary condition (PCOS) are at extended risk of mental wretchedness including strain and difficult aftereffects. Regardless, less is pondered sexual satisfaction and certainty similarly as the relationship of these pieces of intellectual ability with clinical and hormonal favorable to records related with PCOS. This cross-sectional assessment differentiated women and PCOS ($N = 96$) and sound controls ($N = 47$). This examination reviewed sexual limit (fundamental outcome), certainty, anxiety, and misery similarly as evaluation of clinical, endocrine, and metabolic limits. Generally, sexual satisfaction scores were basically indistinguishable among women with and without PCOS. In any case, psychosexual limit of women with PCOS showed perceiving ascribes. The oblivious part of sexuality: repeat of interesting dreams, basically connected with free testosterone ($p = 0.24$, $P = 0.03$) and DHEAS ($p = 0.31$, $P = 0.004$) simply in the PCOS gathering. Alternately, in women with PCOS, the repeat of masturbation didn't associate with endocrine profiles, but related with trademark apprehension ($p = 0.21$, $P = 0.049$) and distress ($p = 0.21$, $P = 0.05$). Simply a solitary piece of certainty (body appearance) was reduced in the PCOS gathering ($P = 0.02$) and was related to BMI and androgen. Women with PCOS had more important state anxiety ($P = 0.02$) and anguish ($P < 0.001$); these scores compared with BMI. In any case, pressure and sadness related with testosterone simply in women without PCOS. The above disclosures show that PCOS is connected with a wide extent of changes of intellectual ability including psychosexual perspectives; these changes are in complex relationship with BMI and androgen levels.

Marzieh Saei, Fahimeh Ramezani (2019)

Teenagers with Polycystic Ovary Syndrome (PCOS) utilize distinctive adapting systems to face the difficulties of this problem. Different examinations removed adapting techniques among grown-up ladies with PCOS, yet in regards to the psychological distinction among grown-ups and youths, explicit investigation was led to acquire a profound comprehension of how teenagers adapt to the numerous medical problems they experience. Habib Almis MD (2020)

Youths with PCOS had lower self-idea scores, more prominent tension levels, and expanded burdensome indications than the solid controls. Future investigations are expected to analyze the mental issues in youths with PCOS.

Dr. Sukhbir Buddy Kaur, Dr Susmita Sharma (2019)

Polycystic Ovarian condition (PCOS) is a non-adaptable contamination of creating stress due to its effects on physical and profound health of women and long stretch outcomes related with it. Bigger piece of youthful grown-up young women and women with PCOS are stressed over its effects on actual appearance like skin break out, hirsutism, central heaviness which can make a negative self-perception and low certainty can provoke disquiet, wretchedness and dietary issues. Insulin obstacle and progressing infections related with PCOS can similarly add to mental health issues. Women with PCOS had quantifiably immense extended regularity of apprehension and wretchedness when balanced with controls. PCOS bundle had more women

with higher BMI (>25), moderate to serious pressure, and moderate to outrageous bitterness and what is important was quantifiably basic. There was no gigantic differentiation in dietary issue risk between both groups. Women with PCOS are at higher danger of moderate to outrageous anxiety and distress.

Atilla Tekin, Esra D (2018)

The point of this study is to investigate the effect of real signs and comorbid psychopathology on private fulfillment in women with polycystic ovary condition (PCOS). A pessimistic relationship was found between hirsutism score and physical, mental, social, and natural areas of WHOQOL- BREF. Comorbid misery and high BMI and hirsutism scores decline the individual fulfillment in women with PCOS.

DESIGN AND METHODOLOGY

This chapter discusses the objectives of the study, sample profile, sampling technique, research design, tools used, procedure, instructions and statistical analysis. For the purpose of the study an on-line Google Form was created and was sent to all the females. The comparison between the two groups of females were done through data analysis and statistical tools.

OBJECTIVES :

The research study was conducted with the objective to understand the differences that exist in self esteem, body image conduct and quality of life in Pcos and Non Pcos women. There have been several researches conducted earlier on separate variables.

The other objectives of the study will be :

1. The effect of self esteem, body satisfaction and quality of life in Pcos / Pcod women.
2. The effect of self esteem, body satisfaction and quality of life in Non Pcos/ Pcod women.

HYPOTHESIS :

Based on the objectives discussed the following hypothesis were proposed :

- H1. There will be significant differences between self esteem level of women suffering from Pcos and women not suffering from Pcos.
- H2. There will be a significant difference between body image satisfaction of women suffering from Pcos and women not suffering from Pcos.
- H3. There will be a significant difference between Quality of life of women suffering from Pcos and women not suffering from Pcos.

RESEARCH DESIGN :

The research design employed for the purpose of this study was 'Ex Post Facto research design'. This type of research design aims at finding the effect of one variable, which is already present in the respondents prior to study, upon another variable. As the name suggests, this research design is adopted after the fact has already occurred without manipulation or interference of the researcher. It examines the effect of an independent variable that is already present in population upon a dependent variable. The participants are not randomly assigned in.

The variables included in the study are :

- **INDEPENDENT VARIABLE** : Pcos/ Non Pcos
- **DEPENDENT VARIABLE** : Self esteem, Body Image and Quality of Life

• **PROFILE :**

The purpose of this study was to find out the differences that exist in self esteem, body image conduct and quality of life in Pcos and non Pcos women. To achieve this objective 50 females that had pcos and 50 females that didn't have Pcos were taken randomly.

DESCRIPTION OF TOOLS EMPLOYED- ROSENBERG SELF ESTEEM SCALE

10-thing scale that actions worldwide self-esteem by estimating both good and pessimistic sentiments about oneself. The scale is accepted

to be uni-layered. All things are addressed utilizing a 4- point Likert scale design going from unequivocally consent to differ firmly.

SCORING :

Things 2, 5, 6, 8, 9 are opposite scored. Give "Unequivocally Conflict" 1 point, "Clash" 2 focuses, "Concur" 3 focuses, and "Firmly Concur" 4 focuses. Aggregate scores for every one of the ten things. Keep scores on a nonstop scale. Higher scores show higher confidence.

• **BODY IMAGE CONCERN INVENTORY (BICI)**

The Body Image Concern Inventory (BICI) is a brief, self-report measure of dysmorphic appearance concern. Dysmorphic appearance concern includes intense concern and preoccupation with a perceived defect in appearance, as well as behaviors connected to this concern (e.g., camouflaging of perceived defect, avoidance of situations where defect would be exposed). Dysmorphic appearance concern is characteristic of individuals with Body Dysmorphic Disorder (BDD) and also common among individuals with eating disorders.

SCORING :

The action is scored by adding every one of the things. Scores can go from 19 to 95 (higher scores represent more significant levels of dysmorphic concern). In school tests, the mean score was 50.4 with a standard deviation of 14.2. Utilization of a score of 72 as a clinical cut-off brought about a responsiveness of 96% and a particularity of 67% for recognizing people who met symptomatic rules for BDD or bulimia from those with subclinical side effects of BDD or a dietary issue.

WHO PERSONAL SATISFACTION SCALE :

The WHOQOL-BREF is a more limited variant of the WHO-Q 100. Both were created by the World Wellbeing Association (WHO) and distributed in 1995. It has four spaces and all out of 26 inquiries. The spaces are actual wellbeing, Mental, social connections, and climate.

The WHO Personal satisfaction Scale-Brief (WHOQOL-Brief), still in field preliminaries, is a subset of 26 things taken from the WHOQOL-100. Similar strides for scoring WHOQOL-100 ought to be followed to

accomplish score for this rendition. Despite the fact that scoring the short form is indistinguishable from scoring the WHO-QOL-100, there are a distinctions that should be tended to:

- The WHOQOL-Brief doesn't have aspect scored
- Mean replacements are suggested for Space 1 Actual Wellbeing and Area4

Climate assuming something like one thing is coded missing. # Simply three things should switched before score

The WHOQOL-Brief (Field Preliminary Variant) delivers a profile with four space scores and two separately scored things about a singular's general view of personal satisfaction and wellbeing. The four space scores are scaled in a positive heading with higher scores indicat-ing a better of life.

Three things of the WHOQOL-Brief should turned around before score. They should be visible in the accompanying table, demonstrated by the "- (turn around)" meaning Toward scaling segment.

PROCEDURE

A sample of 100, 50 PCOS females and 50 NON PCOS females was made to fill the questionnaire, all the subjects were 15 and above .

For the purpose of the study an online Google Form was created and was sent to all the females. The instructions were given clearly.

The test was administered and completed within 20 minutes and the scores were taken out. The comparison between the two groups of females were done through data analysis and statistical tools. The results were interpreted using the manual.

STATISTICAL TOOLS

The statistical tools used on the data was t-test. The type of t-test used was independent sample t- test. The independent sample t- test is used to compare the means of two different independent groups to know whether or not they differ significantly. Hence, t-test was applied on the data to know whether or not the means of PCOS and NON PCOS females sample differ significantly. This statistical analysis helped in knowing the difference between self esteem, body image conduct and quality of life in pcos and non pcos women.

RESULT AND FINDINGS

A total data of 100 women respondents was collected and analysed. The statistical tool conducted on that data was t-test.

DESCRIPTIVE STATISTICS

N	MINIMUM	MAXIMUM	MEAN	STD. DEVIATION
BODY IMAGE	20	67	42.25	11.479
SELF ESTEEM	22	39	29.57	4.370
QUALITY OF LIFE	24	132	73.91	29.803

Valid N (LISTWISE)				
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INDEPENDENT SAMPLE TEST

	F	Sig.	t	df	sig (2-tailed)	Mean difference	Std. error difference
Equal variance assumed	1.262	0.264	3.797	98	<.001	8.180	2.154
Equal variance not assumed			3.797	97.209	<.001	8.180	2.154

BODY IMAGE

	N	MEAN	STD. DEVIATION	STD. ERROR DEVIATION
PCOD	50	46.34	10.275	1.453
NON PCOD	50	38.164	11.247	1.591

Table 1 shows the means, standard error, standard deviation and t-scores for Pcos and Non Pcos women. After conducting t- test on both the samples and interpreting the t-scores, no significant difference among the means are found. Body image issues between Pcos and non pcos has a t -score value of <0.001 which indicates that there is no significance between the two. The results from t- test show that there is no significant difference among the self esteem level of pcos and non Pcos.

The mean difference shows a very little difference between the two categories.

	F	Sig.	t	df	Sig (2-tailed)	Mean difference	Std. error difference
Equal variance assumed	0.479	0.490	1.829	98	0.70	1.580	0.864
Equal variance not assumed			1.829	97.190	0.70	1.580	0.864

SELF ESTEEM

	N	MEAN	STD. DEVIATION	STD. ERROR DE- VIATION
PCOD	50	30.36	4.152	0.638
NON PCOD	50	28.78	4.117	0.582

Table 2 shows the means, standard error, standard deviation and t-scores for self esteem in pcos and non pcos women. The t score value came out to be 0.70 which indicates that it is not significant.

The standard deviation between body image issues of Pcos and Non Pcos women is of negligible difference.

	F	Sig.	t	df	Sig (2-tailed)	Mean dif- ference	std. error differenc e
Equal variance assumed	5.201	0.025	-10.083	98	0.000	-42.3200	4.19720
Equal variance not as- sumed			-10.083	94.192	0.000	-42.3200	4.19720

	N	MEAN	STD. DEVIATION	STD. ERROR DEVIATION
PCOD	50	54.3400	22.99921	3.25258
NON PCOD	50	96.6600	18.75798	2.65278

QUALITY OF LIFE

Table 3 shows the means, standard error, standard deviation and t-scores for quality of life in pcos and non pcos women. The t score for quality of life in women with pcos and non pcos came out to be 0.000 which is significant both at 0.001 and 0.005 level. There is a significant dif- ference between the two categories pcos and non pcos.

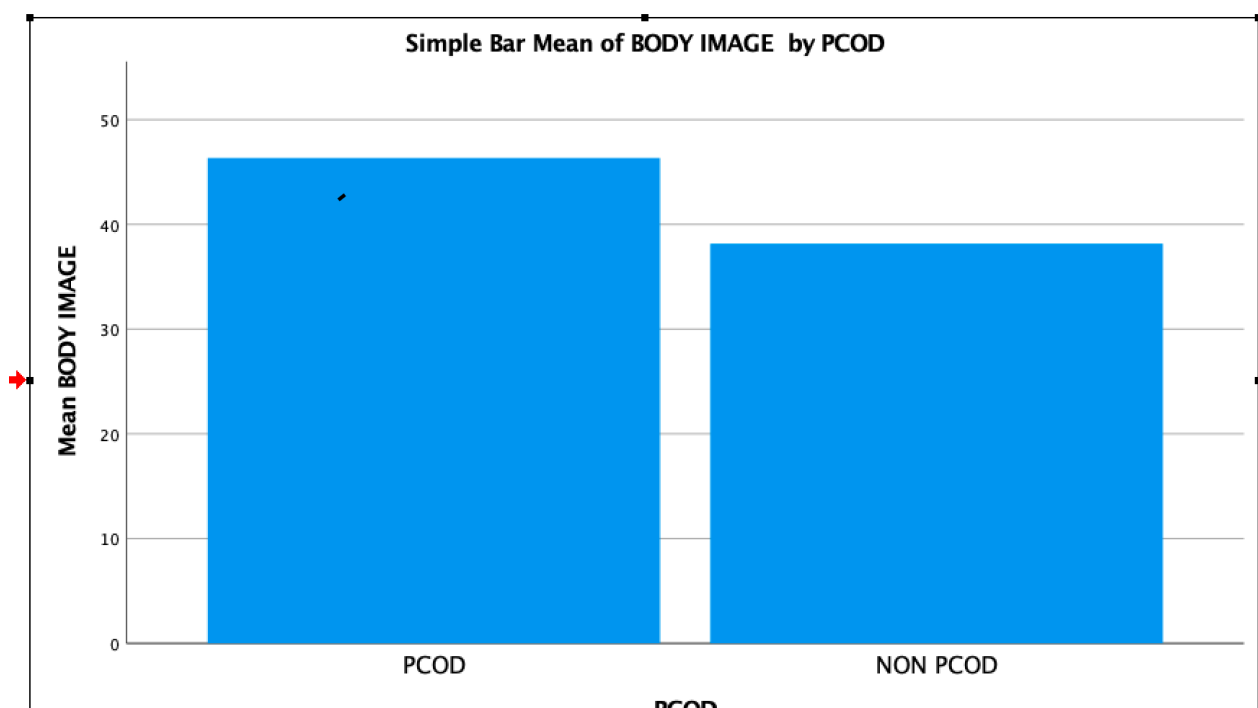
DISCUSSION

The aim of the research was to understand the differences that exist in self esteem, body im- age conduct and quality of life in Pcos and non Pcos women. The sample size taken for the study was 50 Pcos women and 50 non Pcos women. Self esteem was assessed by ROSEN- BERG SELF ESTEEM SCALE. Body image by BODY IMAGE CONCERN INVENTO- RY (BICI) and Quality of life by WHO QUALITY OF LIFE

SCALE.

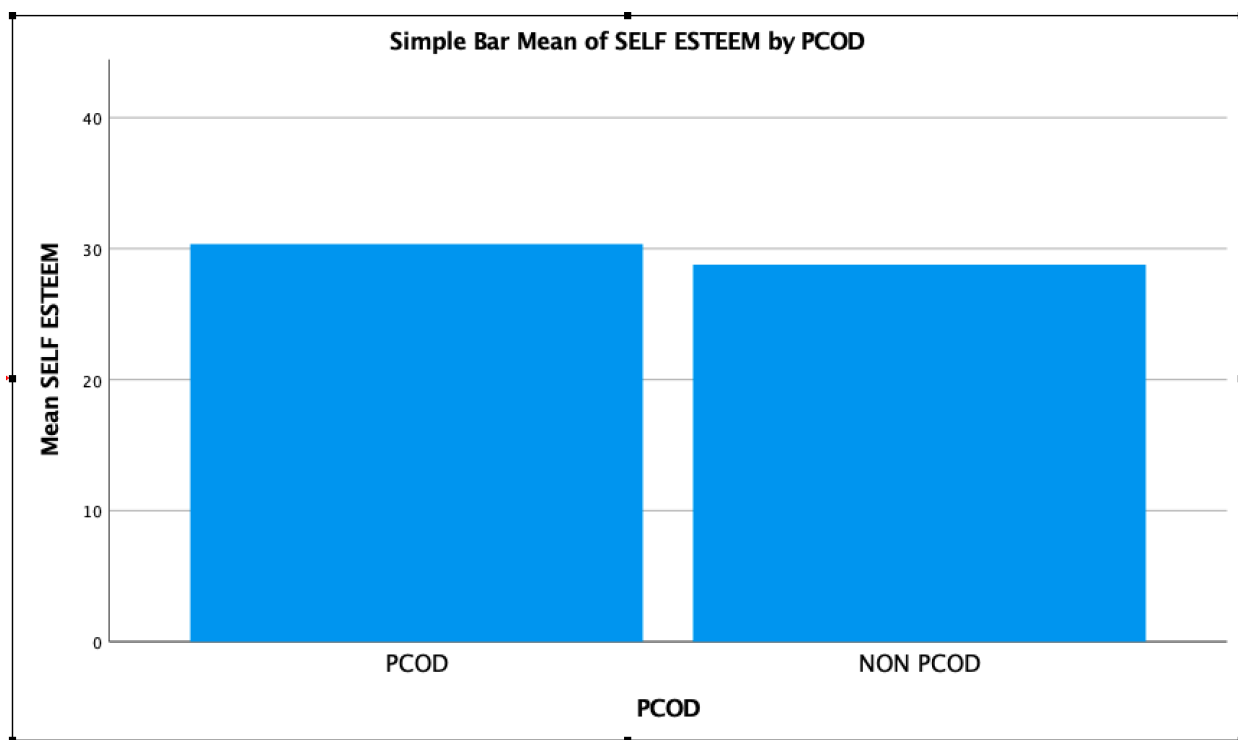
The first hypothesis of the study was that there will be significant differences between self-esteem level of women suffering from Pcos and women not suffering from Pcos. The t score value came out to be 0.70 which indicates that it is not significant. The standard deviation between body image issues of Pcos and Non Pcos women is of negligible difference. Self-esteem on a whole is generally seen low in women. According to a research done by A KEARNEY (1999) The beginning of pre-adulthood - the time of progress among youth and adulthood - is typically joined by sensational and frequently troublesome changes in the existence of a youngster. Natural, mental, social, and ecological factors all add to influence a young adult's self-awareness and confidence. Studies have shown that adolescent young ladies will generally have lower confidence and more bad evaluations of their actual qualities and scholarly capacities than young men have. These discoveries might make sense of why the frequency of self-destruction endeavors, wretchedness, and dietary problems is considerably higher in young ladies. Future exploration on techniques for advancing confidence might assist with lessening the pessimistic sensations of young adult young ladies, as well as the issues that originate from them. These days high school young ladies are in everyday unreliable about themselves and their looks. Progressing life-altering situations, for example, separation, accomplice issues, vocation issues causes low confidence in ladies. Confidence is a center character issue, fundamental for individual approval and our capacity to encounter satisfaction. "Once accomplished, it comes from the back to front. In any case, it very well may be attacked or hindered from an external perspective in." A lady with low confidence doesn't feel far better about herself since she has ingested negative messages about ladies from the way of life as well as connections. In the working environment, ladies with low confidence will generally be self-evaluated.

The second hypothesis of the study that there will be a significant difference between body image satisfaction of women suffering from Pcos and women not suffering from Pcos. Body image issues between Pcos and non pcos has a t-score value of <0.001 which indicates that there is no significance between the two. The results from t-test show that there is no significant difference among the self-esteem level of pcos and non Pcos. The mean difference shows a very little difference between the two categories. This indicates that females on a whole are dissatisfied with their bodies and not only women who have Pcos. Body image is how one views one's own body. This belief in women is shaped by a lot of factors in our society, including and cultural and personal experiences. The media plays a significant role in moulding such perceptions, not only through overt messaging in the form of the model or celebrities brands choose to represent them, but also by indirectly supporting certain attitudes and reactions — take for example, the endless ridiculing of a Bollywood actress



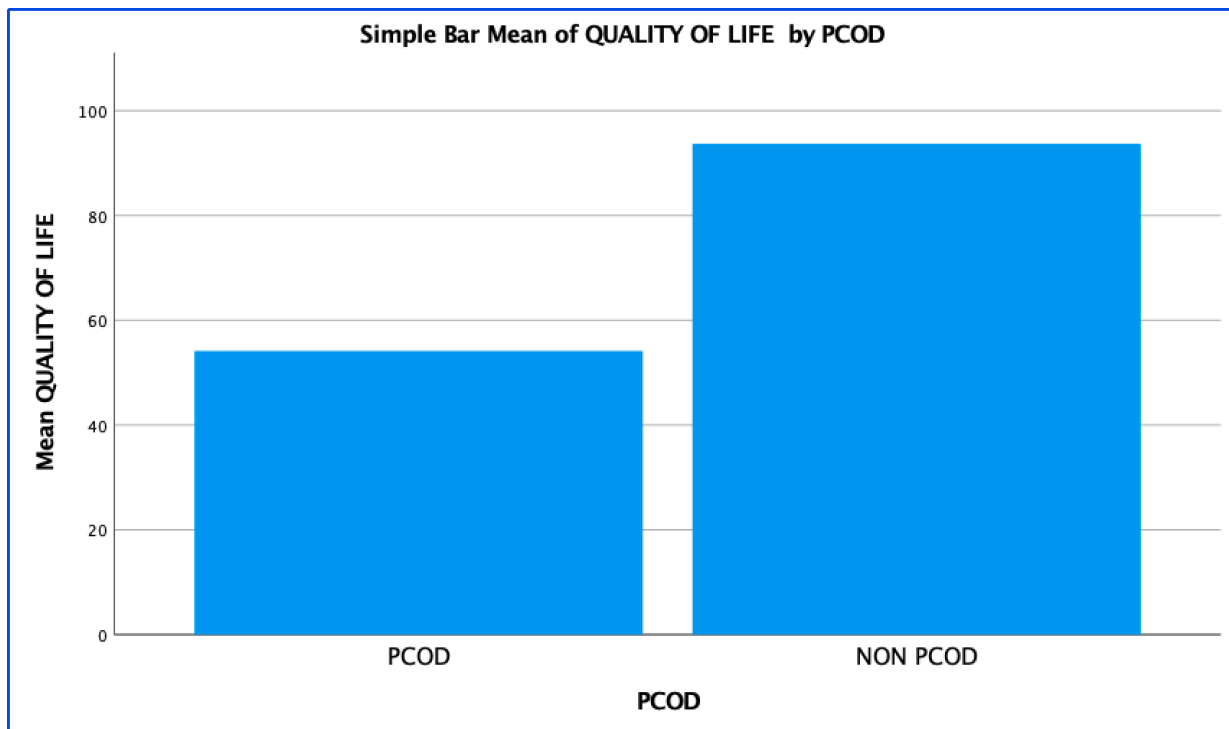
after putting on post-pregnancy weight, or elevating an actress' weight loss journey as the ultimate

achievement of her career. These messages percolate deeply and manifest in the cultural fabric of our society. Let's talk about marriage, for example. Traditionally, it is a father's duty to marry off his daughter to a potential suitor. This was especially true if participants were scrolling through appearance-related content, like the account of a fitness instructor or model on Instagram. A 2015 study found that female-identifying college students who spent more time on Facebook had poorer body image. The researchers concluded that "young women who spend more time on Facebook may feel more concerned about their body because they compare their appearance to others (especially to peers)."



The third and last hypothesis was that there will be a significant difference between body image satisfaction of women suffering from Pcos and women not suffering from Pcos. The t score for quality of life in women with pcos and non pcos came out to be 0.000 which is significant both at 0.001 and 0.005 level. There is a significant difference between the two categories pcos and non pcos. Hence, Hypothesis 3 is proved. The quality of life of women with Pcos gets hampered a lot as it can affect a women's daily activities because they do not feel well emotionally and physically. For example : They may lose interest in going out or feel embarrassed by acne, hair growth, weight gain due to pcos. Women with PCOS fail to conform with societal norms for outer appearance. Although the notion that PCOS patients feel stigmatized appears reasonable, the concept of a loss of 'feminine identity' in PCOS is as such difficult to assess using standardized measures. Decreased health-related quality-of- life, particularly in areas concerning social and emotional functioning, decreased sexual self- worth and sexual satisfaction, and increased emotional distress in women with PCOS. The researchers studied a longitudinal cohort of 5,889 women at ages 31 and 46 and identified women with PCOS from this Northern Finland Birth Cohort 1966.

Mood swings, anger issues, facial hair growth makes women conscious about themselves. The impact of PCOS on the HRQoL may be more specifically seen in the perception of values and culture. Obesity is believed to be a primary source for poor HRQoL and contributes substantially to negative psychological symptoms in women with PCOS. Moreover, changes in body dimensions and physical beauty as well as imbalance of sexual hormones could lead to reduction in QoL and sexual performance. Psychological distress from long-term health risks, infertility, and changes in appearance (obesity, acne, and hirsutism) can influence sexual function among PCOS women.



CONCLUSION

The aim of the research was to understand the differences that exist in self esteem, body image and quality of life in Pcos and non Pcos women. The sample size taken for the study was 50 Pcos women and 50 non Pcos women. Self esteem was assessed by ROSEN- BERG SELF ESTEEM SCALE. Body image by BODY IMAGE CONCERN INVENTORY (BICI) and Quality of life by WHO QUALITY OF LIFE SCALE.

The first hypothesis of the study was that there will be significant differences between self esteem level of women suffering from Pcos and women not suffering from Pcos. The t score value came out to be 0.70 which indicates that it is not significant. The standard deviation between body image issues of Pcos and Non Pcos women is of negligible difference. The second hypothesis of the study that there will be a significant difference between body image satisfaction of women suffering from Pcos and women not suffering from Pcos. Body image issues between Pcos and non pcos has a t -score value of <0.001 which indicates that there is no significance between the two. The results from t-test show difference among the self esteem level of pcos and non Pcos. The mean difference shows a very little difference between the two categories. This indicates that females on a whole are dissatisfied with their bodies and not only women who have Pcos. Body image is how one views one's own body. The third and last hypothesis was that there will be a significant difference between body image satisfaction of women suffering from Pcos and women not suffering from Pcos. The t score for quality of life in women with pcos and non pcos came out to be 0.000 which is significant both at 0.001 and 0.005 level. There is a significant difference between the two categories pcos and non pcos. Hence, Hypothesis 3 is proved.

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