



Addis Ababa University
College of Educational and Language Studies
School of Psychology

**Fast Food Consumption Behavior and Self-image among Female
Adolescent Students in Addis Ababa: The Case of Selected Schools in
Bole Sub City**

By: Nardos Tadesse
Advisor
Yekoyalem Dessie(PhD)

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Declaration

I, Nardos Tadesse, hereby declare that this research thesis entitled “Fast Food Consumption Behavior and Self-image among Female Adolescent Students in Addis Ababa :The Case of Selected Schools in Bole Sub city ” submitted to the School of Psychology, College of Education and Language Studies, Addis Ababa University, in partial fulfillment of the requirements for the degree of Master of Arts in Developmental Psychology, is my original work and has not been presented for a degree in any other university or institution.

All sources of material used in conducting this study have been properly cited and acknowledged. I fully understand that any failure to comply with the university’s policies on academic honesty including plagiarism, misrepresentation, or fabrication of data may lead to academic disciplinary measures or legal consequences.

Researcher Name: Nardos Tadesse

Advisor: Yekoyealem Desie (PhD)

Date: October, 2025

Signature: _____

Statement of Certification

This is to certify that the MA thesis prepared by Nardos Tadesse entitled “Fast Food Consumption Behavior and Self-image among Female Adolescent Students in Addis Ababa: The Case of Selected Schools in Bole Sub City” has been submitted to the School of Psychology, College of Education and Language Studies, Addis Ababa University, in partial fulfillment of the requirements for the degree of Master of Arts in Developmental Psychology, with my approval as the university advisor.

Advisor’s Name: Yekoyealem Desie (PhD)

Signature: _____

Date: November, 2025 GC

Approval Sheet

FAST FOOD CONSUMPTION BEHAVIOR AND SELF-IMAGE AMONG FEMALE ADOLESCENT STUDENTS IN ADDIS
ABABA:THE CASE OF BOLE SUB CITY

A THESIS SUBMITTED TO THE SCHOOL OF PSYCHOLOGY, ADDIS ABABA UNIVERSITY IN PARTIAL FULFILMENT OF THE
REQUIRMENT FOR THE DEGREE OF MASTERS IN DEVELPOMENTAL PSYCHOLOGY

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SUBMITTED BY

NAME OF THE STUDENT

SIGNATURE

DATE

APPROVED BY BOARD OF EXAMINERS

SIGNITUE

CHAIRPERSON

EXTERNAL EXAMINER

INTERNAL EXAMINER

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Abbreviations and Acronyms

AOR-Adjusted Odds Ratio

AI-Adequate Intake

BMI-Body Mass Index

DBI-Double Burden of Malnutrition

DD-Dietary Diversity

FF-Fast Food

FFC-Fast Food Consumption

FS-Food Security

FI-Food Insecurity

NCD-Non Communicable Disease

MOH-Ministry Of Health

NE-Nutrition Education

24HR-24 Hour Recall

SDG-Sustainable Development Goal

SI-Self Image

UNICEF-United Nation's International children's Emergency Fund

Abstract

Adolescence constitutes a pivotal psychological, physical, emotional, and social transition toward adult life, characterized by heightened self-awareness, identity exploration, and increased sensitivity to social and environmental influences on self-perception and behavior. There is a rapid increase in media exposure, advertisements, and access to fast food. Therefore, it is important to understand and give attention to the consumption behavior and self-image of this age group due to its future influence on physical and emotional health and well-being. This study is intended to assess the fast food intake behavior and self-image of female adolescents and their relationship in Addis Ababa private schools. It is a cross-sectional study conducted in Ethiopia, Addis Ababa, Bole Sub-City, due to the high enrollment (5,922) of female students. Among them, two schools in the sub-city were randomly selected, and a sample of 252 female adolescents aged 13–19 in grades 9–12 participated in the study. Data were collected using a structured self-administered questionnaire, which had three sections: background characteristics, fast food consumption, and self-image assessment. Data were analyzed using SPSS version 26. Logistic regression was used to identify the association, with odds ratio (OR), 95% confidence interval (CI), and a significance level of $p < 0.05$. About 9.13% of the study participants consumed fast food more than three times per week, while 8.47% consumed soda more than three times per week. Additionally, 39.68% and 27.2% of the participants consumed fast food and regular soda more than once per week with only 1.3 per week average intake, respectively. In terms of BMI status, 13.6% were underweight, 3.1% overweight, 0.8% obese, and 27.1% had normal weight, indicating a risk of a double burden of malnutrition. A statistically significant relationship was found between BMI and self-image ($p < 0.0003$). The adjusted odds ratio (OR = 53) shows a higher likelihood of frequent and diverse fast food consumption among low-income participants. There is a high intake of fast food and soda/sweetened beverages among female adolescent students in Addis Ababa. A significant association was found between fast food intake and BMI, which may, in the long run, affect their self-esteem. Although this finding was not initially expected, it highlights the need for preventive health, self-image, and nutrition intervention actions.

Keyterms: Self-image, Fast food consumption, Body image

CHAPTER ONE

INTRODUCTION

Background of the Study

Adolescents are the age group where there is growth and development. There are physical, mental, emotional and Hormonal changes that occur specifically to these age groups and it's also the time of transition into adulthood(Erikson, 1968; Steinberg, 2014; Bodega et al., 2023; Peternel & Sujoldžić, 2009).The Hormonal changes caused by the endocrine system changes the physical appearance of these age groups specially for females to increase their fat distribution in their body parts that are described in secondary sexual characteristics it's also the time when the menarche starts(Himes, 2001).

Self-image is the perception, belief and evaluation of an individual about oneself. There are 3 parts of Self-image which are self-esteem, self-worth, and self-confidence. Female adolescents question the definition of self and image starting from this age. And the self-image of these adolescents is mostly determined and influenced by the society, norm, family, experiences ,peer and media and in this era of social media female adolescents are mostly focused on their image and external appearance more than before (Peternel & Sujoldžić, 2009; Bodega et al., 2023). Trends, Ideal body types and the social media entirely plays a role in influencing female adolescents to be overly consumed with their body image (BI)) (Dewi & Wirjatmadi, 2019; Hossemi & Padhy, 2022).Positive Self-image developed by these female adolescents by the healthy influence of their parents ,school, environment is crucial for their academic performance, confidence and later life experiences, challenges and resistances(Steinberg & Morris, 2013).

Dietary Behavior is a food choice and eating pattern an individual has. These days there is an increase There is an increase in the advertisement and supply of Fast Food in urban areas and there is high demand towards these foods due to taste, convenience ,cost and it's becoming common to consume food outside of home and adolescents also take part in these life style which was once a western tradition (Elias et al., 2025; Meena & Varma, 2015; Story et al., 2002; Popkin & Gordon-Larsen, 2004; Asfaw, 2011).Fast foods are foods that are quick to make ,quick to purchase and quick to consume(Mahmoodabad et al., 2020).And they are more preferred than other types of foods including local foods by youngsters and adolescents(Peternel & Sujoldžić, 2009).natural feeling of hunger using cognition will then be associated with the feeling of not adequate not enough, dissatisfaction and below the normal and healthy self-esteem (Peternel & Sujoldžić, 2009).

And in addition, the growth and development of these female adolescents may be compromised by their deep obsession and concern about their body, which they compare with their ideal models, trending people, or any advertisement, and force themselves to appear as their role models in terms of body type or beauty standards (Kim, 2007; Peternel & Sujoldžić, 2009).

Beauty and body image is usually defined by the standards of the US and the western culture, and the exposure of social media and advertisements creates peer pressure and comparisons among these female adolescents (Peternel & Sujoldžić, 2009; Bodega et al., 2023; Astuti & Puspitasari, 2024; Kim, 2007). Even though these adolescents are of normal weight, fit, and good-looking, due to these beauty standards they might feel inadequate and dissatisfied within their healthy being (Peternel & Sujoldžić, 2009; Bodega et al., 2023). Therefore, body image reflects how they value their self-worth and contributes to their sense of self-concept and identity formation during this age group (Peternel & Sujoldžić, 2009; Bodega et al., 2023).

As we have seen above there is definition and redefinition of self-image, beauty, body image has been accepted and recognized and its relationship with the dietary habit of fast food consumption has also been accepted in the world of psychology (Peternel & Sujoldžić, 2009; Bodega et al., 2023; Astuti & Puspitasari, 2024). There are findings that show the association of dieting with self-esteem, BI and life satisfaction (Peternel & Sujoldžić, 2009; Neumark-Sztainer et al., 2006; Quick et al., 2013).

How a person views themselves and their weight as well as their image that is the perception one has about oneself is associated by the consumption habit and dietary behavior of the person as one might feel overweight while being of a normal range and might change dietary behavior and one might feel thin and increase the dietary habit (Kim, 2007), the feeling of not enough and not satisfied by one's body could also lead to unhealthy dietary practices (Astuti & Puspitasari, 2024). But healthy consumption habit is related to feeling of adequate, enough and satisfied (Bodega et al., 2023; Astuti & Puspitasari, 2024).

As our country is urbanizing the culture of fast food has also spread in as other African and Asian countries. And this urbanization with changing and updating of different cultures and lifestyle changes has adopted young students including adolescents (Elias et al., 2025). Female adolescents may be exposed and influenced by the changing of the life dynamics of body type, life style habits, peer pressure, social media influence that affect their self-image and FF consumption behavior and private schools have exceptional life styles and psych-social context than the common (Brown & Larson, 2009; Tadesse et al., 2018). There are findings of exceptional behaviors of adolescent students and psychological influences in our country (e.g., Elias et al., 2025) but the context of private and public school is quite different and should be studied accordingly.

Consequently, despite international research exploring links between eating behaviours, body image, and psychological well-being in diverse adolescent populations (e.g., Peternel & Sujoldžić, 2009 in Croatia; Kim, 2007 in the USA; Elias et al., 2025 in Southern Ethiopia), a significant gap exists in understanding the subjective experiences and psychological dynamics linking fast food consumption behaviors specifically with self-image perceptions among female adolescents operating within the distinct sociocultural and educational environment of private secondary schools in Addis Ababa. Existing studies often focus on different populations (university students, community samples) or geographical locations with varying cultural norms and socioeconomic landscapes (Elias, et al., 2025; Birru et al., 2018). This study, therefore, seeks to explore the psychological dimension of this issue by examining patterns of fast food consumption and their perceived association with self-image construction and evaluation among female adolescents in Bole Kale Hiwot and Future Talent Academy.

Statement of the Problem

Fast Food consumption is not just a matter of food consumption but it encircles body/physique, emotion and psychological matter as pleasure ,taste, internal and external factors and hormonal changes (as western studies show causing depression and anxiety in high portion frequent intake) (Mahmoodabad et al., 2020; Peternel & Sujoldžić, 2009).Female adolescents are known for the practice of dieting, fasting,pills,bing eating, Anorexia and bulimia despite the fact that the Hormonal changes during this age increases their body fat and there is higher requirement of iron, calcium and folate due to the starting of the menarch the increase in the intake of unhealthy calorie decreases the amount of the micronutrient their body requires while increasing their body fat and the increase in their unhealthy soda intake decreases the calcium in their bones causing osteopenia and making them at risk for osteoporosis(Peternel & Sujoldžić, 2009; Stice & Shaw, 2002; Allen et al., 2008).

Internationally there are studies that show the relationship between fast food consumption and self-image but the matter might differ in our countries context as Fast Food has a way different type and context in our city Addis Ababa than the US and the European culture therefore the relationship might be quite different. This is due to the specific types of fast food consumed locally (such as samosas ,falafel, shawrma, fried potatoes (ertib), and sweetened beverages), prevailing cultural ideals that may favor larger body sizes, and the influence of globalized media among youth from higher socioeconomic backgrounds (Berhane et al., 2022; Elias et al., 2025; Waltsgott et al., 2024).

Due to limited research especially linking the Nutrition aspects of adolescents with their psychology in addition to lack of context-specific understanding presents a significant barrier to developing effective, targeted, and culturally relevant health promotion programs and psycho-social support systems for this population. Without understanding the specific relationship between fast food consumption and self-image in this group, public health initiatives, school-based wellness programs, and mental health support services may fail to adequately address the underlying psychological factors contributing to potentially unhealthy dietary habits and negative self-perceptions.

Therefore, this study was necessary to address this problem by systematically investigating the patterns of fast food consumption and elucidating their association with self-image among female adolescents in Bole Kale Hiwot School and Future Talent Academy in Addis Ababa. The research aimed to fill the identified knowledge gap, providing crucial evidence to inform tailored psychological, educational, and public health initiatives designed to support the unique needs of this demographic group in their specific environment.

Research Questions

Having the problem stated below, the study aims to answer the following research questions.

1. What is the frequency of fast food consumption among female adolescent students?
2. What is the prevailing level of self-image among these female adolescent students?
3. Is there a statistically significant association between the pattern and frequency of fast food consumption and self-image of female adolescent students?
4. How do specific socio-demographic factors relate to variations in fast food consumption patterns and self-image within this group of female adolescents?

Objectives of the Study

General Objective

The main objective of the study is to investigate the relationship between fast food consumption behaviour and self-image among female adolescent students of Addis Ababa private secondary schools.

Specific Objectives

- To determine the frequency of fast food consumption among female adolescent students.
- To assess the levels of self-image among female adolescent students
- To examine the statistical association between fast food consumption and self-image of female adolescent students
- To explore whether specific socio-demographic factors are associated with variations in both fast food consumption patterns and self-image perceptions within this group.

Significance of the Study

The study will be of benefit to a number of stakeholders including academicians, researchers, parents, policymakers and nutritionists. The study addresses initially a clear gap that lies in the literature, and this is in the Ethiopian context. There are many individual studies that assessed Fast food consumption behaviour and the psychological impact of frequent fast food consumption and there are also independent individual studies that studied the psychological concept of self-image among female adolescents in different socioeconomic and cultural environment of secondary schools in different African countries and in our country Ethiopia in different regions and in different sub cities of the city Addis Ababa. But this study is believed to provide a finding in the unique context of Bole sub city as it's mostly neglected for research purposes.

This finding of our study will give us solid fundamental information in order to understand these study groups, as a building block for other research conductors to use it as a foundation for further study and for health care, nutrition, psychology experts to work on the prevention and promotion of holistic wellbeing with interventions. The finding can also be used as an instrument for policy makers, schools, parents, health care professionals, councillors to understand the context of the children and address the matters that help in building the growth and development of the emotional, social, nutritional, mental and physical aspects of the students.

Policy makers along with School owners of Addis Ababa private school can use our finding to introduce policies concerning lunch box meals, food taken to school ,Fast food vendors found in close proximity to school, self-image awareness programs, fitness/physical activity and nutrition education programs .And these requires an evidence based finding of the self-image perception and consumption behaviour and pattern. As Addis Ababa continues to urbanize so rapidly, understanding how lifestyle habits like the eating of fast foods affect the psychosocial well-being of its youth is crucial to planning public health. Our study will provide a valuable information in order to update this continuously changing lifestyle of eating patterns, social media and other factor influenced .It can also be used to produce health ,fitness ,physical activity ,dietary guidelines and lunch box standards for these age groups and their family.

Even though it's not common in our country this study can be used as an evidence to help psychologists ,counsellors to have a clear understanding about the matter of consumption and the driving forces and physical appearances and the mental and emotional health consequences.

This research is useful in creating an awareness and understanding of female adolescents stand on self-image and fast food consumption in this day of social media which will be very educating in order to understand and fill the gap for better growth, development ,emotional, mental and physical health as well as prevention of future health problems and unproductivity that comes with it.

Scope of the Study

The study is more concerned on the fast food consumption behaviour of female adolescents and their self-image in Addis Ababa, Bole sub city specifically in Bole kalehiwot and Future Talent Academy. Data collection was limited to the 2 schools (Bole Kalehiwot and Future Talent Academy). The Questionnaire has 4 sections and it included the Background characteristics, Fast food Consumption, Beverage consumption and self-image questions in order to assess our objectives. The study was carried out in September of 2025. The Finding of the study may be to the specifically selected area and may not be generalized to public schools and to other regions.

The core focus is the relationship between the two key constructs (Fast Food consumption behaviour and self-image). It used cross sectional design meaning data was collected at a single point and doesn't investigate the cause and effect relationship and longitudinal effect but explored the association of the 2 constructs.

Operational Definition of Variables

Female Adolescents: individuals who identify as female, are aged between 13-19 years old, corresponding typically to grades 9-12 in the Ethiopian system, and are currently enrolled as full-time students in one of the selected private secondary schools within the administrative boundaries of Addis Ababa during the data collection period.

Fast Food: Fast food refers to ready-to-eat meals that are quickly prepared, often available at chain restaurants or takeout establishments. These foods are typically high in calories, sugar, saturated fats, and salt, and are often associated with convenience and speed of service.

Fast Food Consumption Behavior: In this study, it is operationally defined as the self-reported frequency (e.g., number of times per week, categorized as Never, Rarely (less than once a month), Sometimes (1-3 times/month), Often (1-3 times/week), Very Often (4+ times/week)) with which participants consume food items obtained from commercial establishments known for quick preparation and service, often eaten as a meal or substantial snack outside of regular home-cooked meals or standard school lunches.

Self-image Perceptions: Operationally defined as the participant's subjective cognitive evaluation and affective feelings regarding their own physical appearance and body. This will be measured using scores obtained from standardized, validated psychometric scales administered via the study questionnaire. Key dimensions to be assessed will include: OAE = Overall Appearance Evaluation; HFI = Health Fitness Influence; II = Investment in Ideals; HFE = Health-Fitness Evaluation; AG = Attention to Grooming; HD = Height Dissatisfaction; FE = Fatness Evaluation; NA = Negative Affect; SD = Social Dependence.

Private Secondary Schools: For this study, these are defined as educational institutions located within the administrative boundaries of Addis Ababa, providing secondary level education (typically grades 9-12 or equivalent as per the Ethiopian system), which are not primarily funded or administered by the government. They operate under private ownership, or management by non-governmental entities (such as religious bodies, community organizations, or private corporations), and typically require tuition fees. Schools included in the study sample will meet these criteria based on information from the Addis Ababa Education Bureau or direct confirmation.

Organization of the Paper

This paper is organized into chapters. The first chapter of the thesis is devoted to Introduction, statement of the problem, objectives of the study, research questions, limitation of the study, and operational definitions of key concepts. The second chapter deals with the review of related literature consists of the conceptual review and the empirical studies, and conceptual framework. The third chapter presents and describes the study area, the research design and methods, universe of the study, sampling method, tools and procedures of data collection. In addition, it explains about data processing and analysis, and ethical considerations in the research process. Chapter four presents data analysis, interpretation, and discussion. The fifth chapter, puts together those major findings drawn, conclusions, recommendations and plausible actions using social work perspectives.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter aims to establish the theoretical underpinnings and empirical landscape relevant to the proposed study. It provides a comprehensive review of existing literature concerning key developmental processes during adolescence, the formation of self-image with a particular focus on body image, the increasing prevalence and drivers of fast food consumption, and the potential psychological interplay between these dietary behaviors and self-perceptions. The review specifically considers these dynamics within the context of female adolescents in urban Ethiopia, culminating in the identification of the current research gap and the presentation of the conceptual framework guiding this investigation. The chapter begins by exploring relevant developmental, social, and behavioral theories, proceeds to define core constructs, examines global and local empirical findings, analyzes the potential relationship between fast food consumption and self-image, highlights the unique Ethiopian context, and concludes by outlining the study's specific contribution and framework.

2.2. Theoretical Frameworks

Several theoretical perspectives provide lenses through which to understand the complex interplay between adolescent development, eating behaviors, and self-image. These include theories from developmental psychology, social psychology focused on self and body image, and behavioral theories related to eating choices.

2.2.1. Developmental Psychology Perspectives on Adolescence

Developmental psychology views adolescence as an exceptional stage of development where critical changes occur. According to Erikson who (1968) labeled this age as a time where identity and role confusion occurs, describing that this is the time that formation of identity happens and when because of this reason these age groups face tension to identify and form sense of self colliding with high concern to peer pressure and societal reaction to their appearance perspective or life style and because of these how they view themselves as well as how they value themselves and their appearance is crucial during this time of the development stage.

Significant cognitive sharpening also occurs during this stage giving these adolescents the ability to think critically in a meaningful and higher level of thinking capacity which enables them to advance in thinking of the self and how others perceive them creating a sense of self awareness and concentration on themselves and their appearance(Steinberg, 2014).

On the other hand there are biological changes that start to occur during this age of adolescence such as the formation of secondary sexual characteristic which have hormonal and physical perspective of change and the females start having menarche and an increase in body fat in different areas that partially or completely the appearance they were used to in their earlier years which will increase the way they view themselves (image),and the understanding they have of their body(awareness) (Himes, 2001; Stice & Whitenton, 2002). These overall changes the focus of female adolescents to concentrate more on their body , appearance and image .Due to these reasons female adolescents may be very vulnerable and fragile in body image and form/shape beauty matters(Kroger, 2017).And the currently observed dietary habit and pattern might have an impact on the self-image as food is consumed together with friends and food is more than Nutrition in our culture.

2.1.4 Ecological Systems Theory (as Applied to Adolescent Eating Behavior and Self-concept)

Bronfenbrenner's Ecological Systems Theory frames adolescent behavior as a result of interaction within multiple environmental systems: microsystem (family, peers), mesosystem (school), exosystem (media), and macrosystem (cultural values) (Bronfenbrenner, 1979). Adolescent food consumption and self-image are shaped by direct interactions (e.g., peer influence), as well as broader cultural and socioeconomic contexts (Story et al., 2002). This theoretical lens is particularly useful for contextualizing the fast food and body image relationship in Addis Ababa, where urbanization, globalization, and changing family dynamics intersect.

Certainly, let's continue with the literature review for your master's thesis, focusing on sections 2.2 through 2.7. This comprehensive review integrates interdisciplinary perspectives from psychology and nutrition, emphasizing the Ethiopian context where applicable.

2.2.2. Theories of Self-Image and Body Image

Theories specifically addressing self-image and body image further illuminate the pressures adolescents face. Sociocultural theory posits that body image is largely shaped by societal and cultural messages regarding ideal appearance, which are internalized from pervasive sources like mass media, family interactions, and peer groups (Thompson et al., 1999; Grabe et al., 2008). These culturally transmitted ideals, such as the thin ideal prevalent in many Westernized contexts, become powerful standards against which individuals, especially young women, evaluate their own bodies. Building on this, Social Comparison Theory suggests that individuals possess an innate drive to evaluate themselves, frequently doing so by comparing their attributes, including appearance, to those of others (Festinger, 1954). During adolescence, appearance-related comparisons with peers and idealized media figures are particularly common and have been shown to significantly influence body satisfaction and overall self-esteem (Dohnt & Tiggemann, 2006). Furthermore, Self-Discrepancy Theory proposes that negative emotional outcomes, including body dissatisfaction and lowered self-esteem, can arise from perceived discrepancies between one's actual self (how one sees oneself), ideal self (how one would like to be), and ought self (how one believes one should be) (Higgins, 1987). This framework readily applies to body image, where a significant gap between one's perceived actual body and an internalized ideal body shape can lead to considerable distress.

2.2.2.1. Social Comparison Theory and Body Image

Social Comparison Theory, proposed by Festinger (1954), tells us that people assess and measure themselves and their self-worth in comparison to others. This theories practice is mostly observed among female adolescent as they usually compare themselves, appearance, body, presentations to others in social media ,advertisements ,trending's and peers .There competition creates a sense of not being enough ,feeling adequate and creates a discomfort in one's own body and the resistance to accept this disturbs their perception of themselves(Fardouly & Vartanian, 2016).Increase in the usage of social media increases these competition of wanting to be like the ideal people which are not realistic and these increases the tension to engage in an unhealthy dietary behaviors (Perloff, 2014).

2.2.2.2. Sociocultural Theory of Body Image (Tripartite Influence Model)

As the name indicates body image is influenced by 3 factors which are parent, peers and the external factor of social media creating unrealistic standards as trends to follow as ideals creating an un fulfillment concerning once body and appearance (Thompson et al., 1999).

Studies show that females who are concerned and follow these body ideals practice unhealthy habits of skipping meals, dieting, fasting as well as cutting portion sizes and fast food consumption enhancement to perfect their perceived body image

(Tiggemann & Slater, 2014). This theory is more common in urban settings where beauty is defined by western standards.

2.2.3. Theories Related to Eating Behavior

The attitude towards the behavior of Fast food consumption is determined by the intention such as the acceptance or rejection of the behavior and the behavioral control towards the action as how easy or hard the action of the behavior is are the determinants of conducting an act according to the TPB(Theory of Planned Behavior(Ajzen, 1991). Eating is not just an act conducted due to the driving force of Hunger but there are driving forces to it as taste ,preference ,emotional regulation(in response to anger/stress/boredom) (Macht, 2008; Story et al., 2002). Additionally, Cognitive Restraint Theory highlights the potential paradox of dieting; attempts to cognitively restrict food intake, often driven by body dissatisfaction, can ironically increase the likelihood of disinhibited eating or overeating, especially of highly palatable 'forbidden' foods like those commonly found in fast-food meals (Herman & Polivy, 1980; Polivy & Herman, 2002). This cycle can perpetuate negative feelings about both eating and the body.

2.3. Conceptualizing Self-Image in Female Adolescence

Self-image during adolescence, particularly for females, is a complex construct deeply intertwined with physical development and sociocultural context. It encompasses how individuals perceive, think about, and feel about themselves, with body image being a central component.

2.3.1. Defining Self-Concept, Self-Esteem, and Self-Image

It is useful to distinguish related terms. Self-concept refers broadly to the cognitive descriptions and beliefs one holds about oneself, while self-esteem involves the affective evaluation of one's own worth (Harter, 1999). Self-image often refers specifically to the mental picture one has of oneself, frequently emphasizing the physical aspect or body image, which is a key domain within the multidimensional structure of self-concept, especially during adolescence (Harter, 1999). Body image encompasses an individual's perceptions, thoughts, and feelings about their physical appearance. It includes four dimensions: perceptual (how one sees their body), affective (feelings about body appearance), cognitive (beliefs about body image), and behavioral (actions related to body image) (Cash & Pruzinsky, 2002).

2.3.2. Body Image as a Key Component of Self-Image

Body image is formally defined as a multifaceted construct encompassing an individual's perceptions, thoughts, feelings, and behaviors related to their own body (Cash & Pruzinsky, 2002). It includes perceptual accuracy (how accurately one estimates body size), cognitive elements (thoughts and beliefs about shape and weight), affective components (feelings like satisfaction, anxiety, or shame related to the body), and behavioral manifestations (actions such as body checking, avoidance of situations, or dieting) (Cash & Pruzinsky, 2002). Body image concerns often intensify for females during adolescence due to the convergence of significant biological changes associated with puberty and heightened exposure to sociocultural pressures regarding appearance ideals (Bodega et al., 2023; Peternel & Sujoldžić, 2009).

2.3.3. Factors Influencing Female Adolescent Body Image

Numerous factors contribute to the development of body image in adolescent girls. Sociocultural pressures, including pervasive media portrayals of often unrealistic thin ideals, frequent appearance-related conversations among peers, and comments from family members, exert a powerful influence (Grabe et al., 2008; Dohnt & Tiggemann, 2006; Smolak & Levine, 2015). The

extent to which an individual internalizes these societal standards of attractiveness as their own personal goals is a critical predictor of body image concerns (Thompson et al., 1999; Stice & Whitenton, 2002). Furthermore, both objective weight status (Body Mass Index, BMI) and an adolescent's subjective perception of her weight significantly correlate with body satisfaction levels (Paxton et al., 2006; Kim, 2007). The dissatisfaction of one by their body and feeling of not being adequate causes low self-esteem followed with low self-confidence decreasing the productivity of the person and causing anxiety and depression (Stice et al., 2000; Heatherton & Polivy, 1991).

2.3.4. Consequences of Poor Body Image

How we see, view, perceive and think of our body our body image has an impact in the health of an individual as the dissatisfaction and feeling of inadequacy creates a damage that kills the self-esteem as well self-confidence of the person which causes anxiety, unhealthy comparison as well as depression and in order to amend these feeling adolescents usually engage in a wrong corrective actions as eating disorders (Stice & Shaw, 2002; Neumark-Sztainer et al., 2006). And these feeling of inadequacy of oneself causes dissatisfaction which forces the individuals to take part in restrictive behaviors of diet and weight as fasting, pill usage, meal skipping, dieting, purging (Neumark-Sztainer et al., 2006; Quick et al., 2013). It can also lead to social withdrawal, avoidance of activities like swimming or sports, and preoccupation with appearance that detracts from other aspects of life.

2.4. Fast Food Consumption Patterns and Drivers

In these constantly changing world we also need to know the dietary pattern and habit of adolescent females along with their internal, external factors and driving forces that motivate them to start and continue with the pattern of intake in order to bring a healthy and open system of dietary system that has a positive effect on their self-image.

2.4.1. Defining Fast Food

Fast Food are foods that are quick to make usually made by frying by using oil easy to carry and prepared in a ready to go way for quick intake (Mahmoodabad et al., 2020). These ready to go consume foods are high in calorie low in nutrient content of vitamins, minerals and fibers fried by unhealthy fats/oils and presented with high sugar and salt (Popkin & Gordon-Larsen, 2004; Bowman et al., 2004). These includes burgers, french fries, pizza, fried chicken, and sugary soft drinks, though local variations, such as certain fried snacks or pastries relevant to the Addis Ababa context, also fit this category (Elias et al., 2025).

2.4.2. Trends in Fast Food Consumption

Due to urbanization ,high social media influence, advertisement and marketing strategy of the Fast Food industry the trend of fast food consumption habit is increasing globally and these global change has also included and affected children and adolescents (Popkin & Gordon-Larsen, 2004; Vandevijvere et al., 2015). These trends has highly influenced adolescents in particular as their consumption habit is multiple times per week frequently and replacing the total daily dietary intake with the unhealthy nutrient dense foods (Story et al., 2002; Pereira et al., 2005). These trends were common in the western culture but they have now spread to Africa and Asia.

2.4.3. Drivers of Adolescent Fast Food Consumption

According to studies there are factors that influence adolescents to consume fast food some of these factors are nearness/closeness of fast food vendor/restaurant services to schools and houses and the quick service which gives the convinces to use as the accessibility and availability is high (Larson et al., 2009; Story et al., 2002).

But the major factor according to many studies is taste since it contains high salt and high sugar plus highly fried with appealing smell which makes it irresistible (Story et al., 2002). Affordability, or the perception of fast food as a relatively inexpensive option, can also be influential, particularly in certain economic contexts (Asfaw, 2011). Social factors play a significant role; eating fast food can be a social activity engaged in with peers, and certain brands or outlets may carry perceived social status (Neumark-Sztainer et al., 2004; Peternel & Sujoldžić, 2009). Furthermore, targeted marketing and advertising campaigns by the fast food industry heavily influence youth preferences and consumption patterns (Harris et al., 2009).

2.4.4. Nutritional Implications and Health Outcomes

From a nutritional perspective, frequent fast food consumption is generally associated with poorer diet quality. Studies consistently show links between higher fast food intake and greater consumption of total calories, fat, saturated fat, sugar, and sodium, alongside lower intake of essential nutrients found in fruits, vegetables, milk, and whole grains (Bowman et al., 2004; Paeratakul et al., 2003). These dietary patterns have significant health implications. Frequent fast food consumption has been prospectively linked to weight gain, increased risk of overweight and obesity, insulin resistance, and the development of chronic conditions such as type 2 diabetes and cardiovascular disease later in life (Pereira et al., 2005; Ludwig et al., 2001).

Eating disorders have morbidity and mortality rates that are among the highest of any mental disorders and are associated with significant functional impairment.(Herpertz-Dahlmann, 2009).Breakfast skipping significantly increased risk of stress and depressive mood. Prevalence of stress, depressive mood and suicidal ideation were directly proportional to the frequency of skipping meals(Lee et al., 2017.)

High dietary fat intake among adolescents of emotional eating disorder were said to cause poor sleep quality and NES (Night Eating syndrome) while Anorexia nervosa is said to cause life-threatening medical complication as Structural and Functional brain changes ,impaired bone mineralization, alteration in linear growth ,reseeding syndrome and cardiovascular complications (Katzman, 2005).More than half of clinical obese adolescents have been diagnosed with anxiety-depression ,Social problems ,Social withdrawal(Erermis et al., 2004).Unhealthy weight control behaviors are initially caused by the perception of being overweight. severe depression among high socioeconomic status adolescents are highly affected (Tuffa et al., 2020)

Bulimia nervosa symptoms were highly observed among teenagers with migraine (de Oliveira-Souza et al., 2022).A study Conducted in South Africa Showed that the frequency of fast food consumption(3 or more times a week) was linked with wheeze and asthma among adolescents(Nkosi et al., 2020).

2.5. The Interplay between Fast Food Consumption and Self-Image

Emerging research suggests that dietary patterns, including fast food consumption, do not exist in isolation from psychological well-being and self-perception. There appears to be a complex interplay between what adolescents eat and how they feel about themselves, particularly their bodies.

2.5.1. Empirical Evidence Linking Diet Patterns and Psychological Well-being

Research increasingly connects overall diet quality with mental health outcomes. Healthier dietary patterns, characterized by higher intake of fruits, vegetables, and whole foods, have been associated with better mental health status and higher self-esteem among adolescents (Jacka et al., 2010). Conversely, dietary patterns high in processed foods, sugary snacks, and potentially fast food have been linked with an increased risk of depressive symptoms and lower psychological well-being in young people (Allen et al., 2008; Quick et al., 2013).

2.5.2. Body Image Dissatisfaction and Dietary Choices

The relationship appears bidirectional, as body image dissatisfaction can also influence dietary choices. Feeling negatively about one's body may trigger maladaptive eating patterns, such as cycles of severe restriction followed by overeating (potentially including fast food), or using highly palatable foods for emotional comfort (Stice & Shaw, 2002; Astuti & Puspitasari, 2024). Some studies suggest that adolescents who perceive themselves as overweight or are dissatisfied with their bodies may, perhaps paradoxically, consume fast food more frequently (Kim, 2007), potentially reflecting complex coping mechanisms or resignation. Conversely, higher body satisfaction has been associated with healthier dietary habits (Bodega et al., 2023).

2.5.3. Fast Food Consumption, Weight Status, and Self-Image

A plausible pathway linking fast food and self-image involves weight status. As frequent fast food consumption can contribute to weight gain (Pereira et al., 2005), this change in body size or shape, particularly if it moves the individual further from their internalized ideal, can negatively impact body image and subsequently self-esteem (Paxton et al., 2006). This dissatisfaction might then trigger dieting attempts, which, as noted earlier, are themselves linked to body image concerns and potentially disordered eating (Peternel & Sujoldžić, 2009).

2.5.4. Psychological Aspects: Guilt, Control, and Social Perceptions

Beyond weight, other psychological factors mediate the relationship. Consuming foods labeled as 'unhealthy' or 'fattening', such as many fast food items, can elicit feelings of guilt or shame, particularly among individuals who are highly focused on weight control or already dissatisfied with their bodies (Polivy & Herman, 2002). Furthermore, food choices, including the consumption of fast food, can carry social meanings, potentially being used to signal belonging to a peer group or project a certain lifestyle image, thereby indirectly influencing self-perception (Peternel & Sujoldžić, 2009).

2.6. The Ethiopian Context: Addis Ababa and Private Schools

While global theories and trends provide a necessary background, understanding the relationship between fast food consumption and self-image requires careful consideration of the specific sociocultural, economic, and educational context of female adolescents in Addis Ababa's private schools.

2.6.1. Urbanization and Dietary Transition in Addis Ababa/Ethiopia

Ethiopia, particularly its capital Addis Ababa, is undergoing rapid urbanization, which is associated with significant shifts in lifestyle and environment, including the food environment. There is an increase in the consumption of food outside of home due to the convenience and proximity of fast food places near any of the available place we are (Asfaw, 2011; Elias et al., 2025). This change of fast food intake occurs in parallel with low SES and under nutrition indicating the mixed existence of under nutrition and the luxury to choose on what to consume with different options (Belachew et al., 2011; Gebremariam et al., 2017).

2.6.2. Adolescent Health Behaviors in Ethiopia

Studies conducted in our city Addis Ababa show that intake of healthy and green vegetables and fruits has deteriorated and that consumption of unhealthy foods has increased (Gebremariam et al., 2017). Even though there is limited study in the specific of fast food consumption frequency and trend but the changes in consumption are already discovered in the urban areas of our country Ethiopia (Elias et al., 2025).

2.6.3. Body Image Perceptions and Ideals in Ethiopia

A study showed that body image displeasure among female adolescence was a concern among those who live in the capital city of Addis Ababa (Fikadu et al., 2019; Abdo et al., 2023; Tadesse et al., 2018). There are two string forces of the society forcing females one being the cultural appreciation of higher weight as a sense of pride, wealth, well-being and health while the other the exposure of these adolescents to social medial and peers which tells them otherwise as thinness is a symbol of beauty health and well being and there is a tension as they are sandwiched between these 2 conflicts (Waltsgott et al., 2024; Terhoeven et al., 2020; Tadesse et al., 2018).

The youth in Addis Ababa are influenced by the social media and the trends that come with the exposure of the western culture alongside with their BMI were found to be the factors for the self-image of these age groups in our capital Addis (Abdo et al., 2023; Tadesse et al., 2018). There are also assumptions in the Ethiopian culture that increasing in body weight and looking in a certain way indicates comfort, well-being and wealth these societal taught may also affect adolescents sense of self and body image (Tigist et al., 2015).

2.6.4. The Private School Context

The context which is private secondary school in the capital city of Addis Ababa shows a different dimension as most students enrolled in these schools are believed to have moderate and good financial status than the public population which might give them access to fast food restaurants and good income (Elias et al., 2025). These age grouped may also have access to internet and social media with the exposure of the western world which will influence their dietary habit, sense of self and the way they present themselves. Even though evidence is required but it is assumed that most students in private schools are overweight /obese as compared to their peers in public schools (Elias et al., 2025).

2.7. Synthesis and Identification of the Research Gap

According to different studies; indicate that self-image is an important matter of female adolescents and this critical matter is highly influenced by hormones or physical changes, emotional and psychological changes as well as sociocultural factors. Concurrently, fast food consumption represents a significant and growing dietary pattern among adolescents globally, driven by convenience, taste, cost, and social influences, and carrying established nutritional and long-term health risks. Evidence suggests complex, often bidirectional, and psychological links between overall dietary patterns, body image satisfaction, and broader mental well-being.

However, while global trends and theories provide an essential framework, the specific manifestation and psychological meaning of the relationship between fast food consumption and self-image are highly context-dependent.

Factors such as local food availability, specific cultural ideals regarding body size, socioeconomic conditions, and peer group dynamics within a particular setting can significantly shape this relationship. Despite existing research conducted in Ethiopia that has examined adolescent dietary patterns (Gebremariam et al., 2017; Elias et al., 2025) or body image perceptions (Abdo et al., 2023; Fikadu et al., 2019; Tadesse et al., 2018) as separate issues, there remains a significant gap in empirical knowledge regarding the specific psychological relationship between fast food consumption behavior (including its patterns, frequency, and underlying motivations) and self-image perceptions (encompassing body satisfaction and appearance evaluation) specifically among female adolescents navigating the unique sociocultural and socioeconomic environment of private secondary schools in Addis Ababa. Findings from international studies conducted in vastly different cultural contexts (e.g., Kim, 2007 in the USA; Peternel & Sujoldžić, 2009 in Croatia; Astuti & Puspitasari, 2024 in Indonesia) cannot be reliably extrapolated to this specific Ethiopian demographic without local investigation. This study is therefore necessary to address this critical gap in context-specific understanding.

2.8. Conceptual Framework

Based on the synthesis of the reviewed theoretical perspectives and empirical literature, this study proposes a conceptual framework (visualized in Figure 1) to guide the investigation into the relationship between fast food consumption behavior and self-image among female adolescents in the selected private secondary schools in Addis Ababa.

The framework posits Fast Food Consumption Behavior, operationalized primarily through self-reported frequency and potentially patterns or types of fast food consumed, as the main independent variable cluster. The Dependent Variable is Self-Image, operationalized using scores from validated psychometric scales measuring key dimensions such as overall appearance evaluation, body area satisfaction/dissatisfaction, and potentially weight-related concerns or investment in appearance ideals. The Study Population is clearly defined as female adolescent students (aged 15-18) enrolled in Bole Kale Hiwot School and Future Talent Academy.

Drawing predominantly from international literature suggesting links between unhealthy eating patterns and poorer psychological outcomes (e.g., Kim, 2007; Quick et al., 2013; Allen et al., 2008), the primary Hypothesized Relationship is an association between higher frequency/patterns of fast food consumption and lower (or more negative) self-image perceptions

(e.g., lower body satisfaction, greater appearance concerns). However, given the potential complexity introduced by unique local body ideals in Ethiopia (Waltsgott et al., 2024; Terhoeven et al., 2020), this relationship requires empirical exploration rather than being assumed.

The framework also acknowledges the potential role of Socio-demographic Factors (such as age, grade level, potentially proxy indicators of family socioeconomic status) as correlates or potential moderators, as literature suggests variations in both eating behaviors and self-image across different demographic groups (e.g., Neumark-Sztainer et al., 2002). While not the primary focus, these factors will be explored for their associations within the sample. This framework provides a structured approach to examining the hypothesized associations within the specific context of the study.

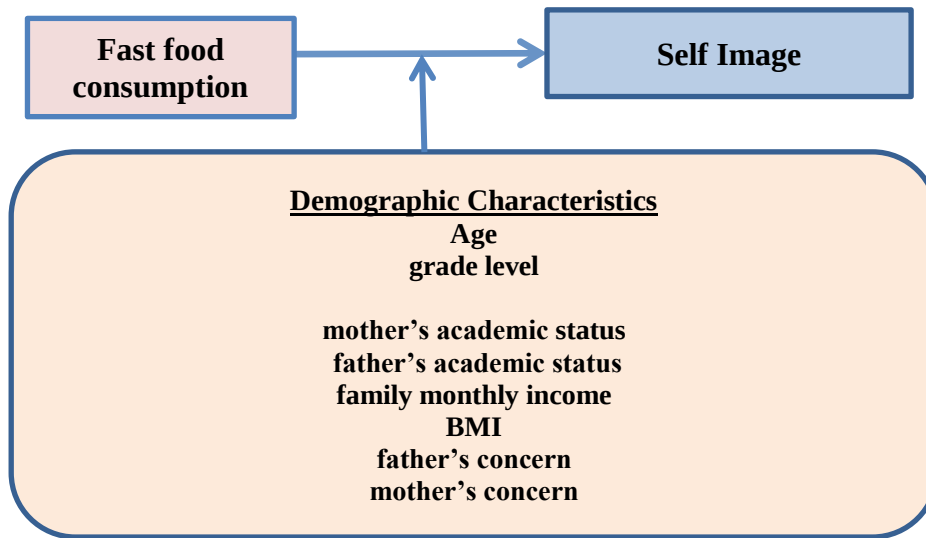


Figure 1: Conceptual Framework Diagram

2.9. Conclusion

This chapter has provided a theoretical grounding and reviewed relevant empirical evidence concerning adolescent development, self-image formation, fast food consumption trends, and their potential psychological interconnections. The review highlights the salience of these issues during female adolescence and underscores the importance of considering the specific sociocultural context. A critical gap was identified in the lack of research focusing specifically on the relationship between fast food consumption behaviors and self-image perceptions among female adolescents within the private secondary school setting of Addis Ababa. The proposed conceptual framework outlines the key variables and hypothesized relationships to be investigated.

CHAPTER THREE

RESEARCH METHODS

The methods section of a research proposal provides a systematic explanation of how the study will be conducted and how information will be gathered. It includes various sub-sections, such as a description of the study area, the research design, methods of data collection, sampling techniques, data collection tools, data collection procedures, and methods of data analysis and ethical considerations.

3.1. Research Design

The study was employed a cross-sectional research design. This design is chosen because it allows for the examination of the relationship between variables—in this case, fast food consumption behavior and self-image—at a specified time. The quantitative approach will enable the use of structured instruments and statistical methods to gather and analyze numerical data, providing an objective basis for interpreting the nature and strength of relationships among the variables under investigation. The correlational component of the design will be appropriate for identifying patterns of association without manipulating any variables.

3.2. Study Site

The study was conducted in Ethiopia, Addis Ababa Bole sub city which was purposefully selected due to it's high number of private secondary schools from other sub cities in the city with enrolment of 5922 female students .The two schools Future talent and Bole kalehiwot were selected due to their physical location, Homogeneity, representativeness ,permission provided and their closeness to the main studied variables of our study. Moreover, the convenience of the schools for the researcher is also the reason to select the schools as a study site. Bole Kale Hiwot School is situated in Woreda 01 of Bole Sub-City, near Bole Kale Hiwot Church on *Qelebet Menged*. It was established in September 1998 as an extension of Geja Meserete Hiwot Primary School and originally opened with 91 students. The school was renamed to Bole Kale Hiwot School in 2006/2007, and by that time had expanded its enrollment capacity to over 800 students. The institution offers education from grades 1 through 12 and places strong emphasis on both academic achievement and character development. Currently, 283 students are enrolled in the secondary school (9-12) by the year 2024/25. Among these students, 153 are female.

Future Talent Academy, specific branch located in Bole Sub-City, specifically in Woreda 02. The school is a privately owned institution that provides education from grades 9 through 12. Available data indicate it has enrollment of approximately 262 students, for the 2024/25 academic year. The number of female students is 136 enrolled in the specified academic year. Like Bole Kale Hiwot School, Future Talent

Academy serves students from middle- to upper-income families, making it a relevant site for examining adolescent exposure to fast food culture and contemporary self-image influences. The selection of these two institutions enhances the relevance and contextual grounding of the study.

3.3. Population of the Study

The target population of the study consisted of female adolescent students aged 13 to 19 years who were enrolled in grades 9 through 12 at the selected schools. This segment of the school community is selected because female adolescents, in particular, are more likely to be influenced by sociocultural ideals of appearance, making them a relevant group for this study. These adolescents represent a key developmental stage during which both eating behaviors and self-concept are particularly sensitive to environmental and psychological influences. In the year 2024/25, 289 female adolescents are enrolled in the two selected schools.

3.4. Sampling Method

To ensure representativeness and reduce bias, a stratified random sampling technique was employed. First, the population was stratified by school and grade level (grades 9, 10, 11, and 12). The share of each school and grade level is presented in table 1 above. Within each grade stratum, participants were then selected using simple random sampling. Specifically, lottery method was employed to select individual cases from the classes. Name of students was obtained from the schools and a unique identifier number was given for students. The number was then coded into SPSS and the sample was generated randomly. This method is believed to ensure students from all grade levels and schools adequately represented in the sample, thus enhancing the generalizability of the findings.

3.5. Sample Size

The sample size was determined using Yamane's (1967) formula for finite populations. Based on an assumed total population of 289 female students across both schools, and using a 95% confidence level with a 5% margin of error, the required sample size was calculated to be 252 students. This sample was proportionally allocated between the two schools according to their respective female student populations.

The sample size was determined using Yamane's formula (1967) for a finite population:

$$n = \frac{N}{1+N(e)^2}$$

Where:

n = sample size

N = total female students in both schools

e = desired level of precision (0.05)

$$n = \frac{289}{1+289(0.05)^2} = \frac{289}{1+289(0.0025)} = \frac{289}{1.7225} = \mathbf{168}$$

By adding a 1.5 design effect, the final sample size is determined to be 252 and proportionally distributed between the two schools and grade levels based on their respective female student enrollment figures.

Table 1: Sample size distribution across schools and grade levels

Grade level		Bole Kale Hiwot Secondary School	Future Talent Academy	Total
9	Population	38	42	80
	Sample	33	37	70
10	Population	39	39	78
	Sample	34	34	68
11	Population	39	31	70
	Sample	34	27	61
12	Population	37	24	61
	Sample	32	21	53
Total	Population	153	136	289
	Sample			252

3.6. Data Collection Tools

A self-administered structured questionnaire was used to collect the data. The questionnaire had three parts: Socio demographic characteristics of students, fast food consumption measurement tool, and self-image questionnaire.

3.6.1. Socio-demographic characteristics

Demographic characteristics of participants was the first part of the questionnaire it was adopted from(Central Statistical Agency [CSA] & ICF, 2016) . The demographic variables of adolescent students were part of the study was collected include age, grade level, mother's academic status, father's academic status, Perceived monthly income as compared from surrounding, BMI, father's concern of consumption of FF, and mother's concern of consumption of FF, friend/peer concern of consumption of FF ,Internal and External factors for FF consumption, food insecurity ,proximity of FF vendors to Home and School.

3.6.2. Fast Food Consumption

The Brief Screener to Estimate Fast-Food and Beverage Consumption among Adolescents was used to measure the pattern and frequency of fast food consumption among participants. This tool is a validated 22-item dietary assessment tool developed by (Larson, Neumark-Sztainer, Hannan, & Story, 2009) also included food insecurity questions (Coates, Swindale, & Bilinsky, 2007). It is specifically designed to evaluate the intake of fast food and beverages among adolescents aged 13 to 19 years over the past month. The screener includes 13 items focused on fast food consumption (such as burgers, fries, pizza, Street vendor FF, FF shops, Bakeries, Tea and coffee shops selling FF and fried chicken) and 9 items on beverage consumption, covering both caloric (e.g., regular soda, sports drinks) and non-caloric options (e.g., diet soda, water).

It has demonstrated acceptable test-retest reliability, with most items yielding Spearman correlations and kappa statistics above 0.60. The screener also showed moderate criterion validity when compared with 24-hour dietary recalls, making it a practical tool for use in school-based and public health research settings. Its brief format and ease of administration make it suitable for large-scale surveys, particularly those focusing on adolescent health and nutrition behaviours. The instrument is modified to the ground context of our city Addis Ababa including our customized cultural/local fast food inclusion.

3.6.3. Body Self-Image Questionnaire – Short Form (BSIQ-SF)

(BSIQ-SF) is used to assess the self-image of female students. The instrument is a standard tool used to measure different aspects of self-image (Rowe, Benson, & Baumgartner, 1999). The tool is important in examining different aspects/versions of psychological and behavioural self-image parts to conduct studies in different contexts.

BSIQ-SF has 27 questions that are classified into 9 assessment groups which are assessed individually and independently these are 1. OAE – Overall Appearance Evaluation 2. HFI-Health fitness Influence 3. II-Investment in ideals 4. HFE-Health Fitness Evaluation 5. Attention to Grooming 6. HD-Height dissatisfaction 7. FE-Fatness evaluation 8. NA-Negative affect 9. SD-social dependence.

The BSIQ-SF has demonstrated strong factorial validity and is suitable for use in adolescent and youth-focused research settings. It is a practical tool for capturing diverse aspects of body self-image and can be administered using paper-based forms or bubble sheets.

3.7. Data Collection Procedures

Before the main data collection, a pilot test was planned to be conducted with 10% of the intended sample (25 students) from a similar school not included in the final study. The purpose of the pilot test was to assess the clarity, relevance, and reliability of the questionnaire but unfortunately only a number (of students 6 students

responded fully (67) to the questions which was useful but not as expected and intended in the plan of the study.

Necessary adjustments were made based on the feedback received. Ethical clearance was obtained from the research ethics committee of Addis Ababa University, School of Psychology, and permission letters were submitted to the selected schools. Participation in the study was voluntary, and informed consent was obtained (only from a number of students) from both the participants and, where applicable, their parents or guardians. Purpose of the study, time required, and ethical considerations will be informed. Anonymity and confidentiality was assured throughout the process.

School administrators were contacted and data collection schedule was prepared not to distract the teaching learning process (especially for the 12th grader students). Data collection took place during regular school hours in designated classrooms to ensure a quiet and comfortable environment. Trained assistants facilitated the process under the supervision of the researcher, and the completed questionnaires were collected immediately after completion to ensure a high response rate and data integrity.

The female student participants of the study were given clear and precise guideline with brief explanation of the study intention and were told that the study was harmless and at the same time useful and all the raised questions of the students were addressed then they were politely asked to fill all of the questions according to their true self-expression and thought and they were also told that their names were not necessary and that their response will be kept in secret. Additionally, an

optional five-item Social Desirability Response Set (SDRS-5) may be included to detect and control for socially desirable responding.

3.8. Data Analysis Methods

Following data collection, the data was coded and entered into SPSS version 26 for analysis. Then the coded data was checked for completeness, cleaned and tested to assure the data quality. Descriptive statistics such as frequencies, percentages, means, and standard deviations were used to summarize participants' socio-demographic characteristics, patterns and frequency of fast food consumption, and self-image profiles. Pearson's correlation coefficient was employed to examine the relationships between fast food consumption behavior and the various dimensions of self-image. In addition, independent sample t-tests and one-way ANOVA were used to determine whether there are significant differences in fast food consumption and self-image scores based on demographic variables. Finally, multiple regression analysis was conducted to assess the extent to which fast food consumption and selected socio-demographic variables predicted self-image among the participants.

Validity and Reliability

The reliability and Validity of the questionnaire was pretested on a number of students that were not enrolled in the schools of the main study. Internal validity of the self-esteem section was assessed using Cronbach's alpha indicating consistency. And the other section of the assessment questionnaire was evaluated by a professional psychologist and Nutritionist before the enrollment of data collection.

3.9. Ethical Considerations

Efforts were made to strict ethical standards to protect the rights, privacy, and well-being of all participants involved. A letter of support was obtained from Addis Ababa University School of Psychology and submitted to the school administrators to grant a permission.

First, all participants were fully informed about the purpose, procedures, and scope of the study before their participation. Informed written consent was obtained from the study participants

after clearly introducing the purpose, the benefits, and risks of the study. Moreover, the participants were assured that no harm will occur to them by not participating in the study and they could withdraw from the study at any time without any repercussions.

To protect the identities of participants, all personal information were anonymous. Their names, IDs and other identifying details of the respondents were replaced with codes or pseudonyms during data analysis and reporting. Data was securely stored, and access was restricted to the researcher and authorized personnel. Furthermore, information provided by participants was used exclusively for academic purposes and treated with the highest level of confidentiality.

The study was conducted with careful consideration to avoid any physical, psychological, or emotional harm to the participants. Sensitive questions were approached with care, and participants were encouraged to skip questions they felt uncomfortable answering. The researcher ensured that the discussion topics were framed respectfully and professionally to avoid any distress or discomfort.

CHAPTER FOUR

RESULT

4.1 Background Characteristics

Out of the total female adolescent students surveyed. The average age of the students was 15.47 ± 1.17 . The age distribution was split into 3 sections as their age ranged from 13-19 based on (Steinberg, 2014) The 3 sections of age classification were early, middle and late Adolescents.

Table 4.1 Background characteristics of female private secondary school students, Addis Ababa (n=252)

Characteristics	Category	Frequency (%), Mean $\pm$ SD
Age	Early Adolescent	5(1.9)
	Middle Adolescent	198(76.7)
	Late Adolescent	49(19.1)
Grade	9 th	97(37.6)
	10 th	84(31.8)
	11 th	45(17.4)
	12 th	26(10.1)
Mother's Education	Read and Write	15(5.4)
	Elementary Completion	27(10.5)
	Secondary Completion	81(31.4)
	Diploma or Degree	87(33.7)
	Masters and above	43(16.7)
Father's Education	Read and Write	7(2.7)
	Elementary Completion	12(4.7)
	Secondary Completion	67(36)
	Diploma or Degree	98(38)
	Masters and above	68(26.4)

Perceived income of students in relation to their Surrounding	Very low income	2(0.8)
	Low income	12(4.7)
	Moderate/Normal income	67(26)
	High Income	98(38)
	Very High income	68(26.4)
Weight	I don't Know	99(38.4)
Height	I don't Know	135(52.3)
BMI	Under weight	35(13.6)
	Normal Weight	70(27.1)
	Overweight	8(3.1)
	Obese	2(0.8)
Internal factors for Fast Food Consumption	Individual	162(62.8)
	Social/Cultural	45(17.4)
	Environmental	23(8.9)
	Economic	22(8.5)
External factors for Fast Food Consumption	Health and Hygiene	167(64.7)
	Parental control	59(22.9)
	Socio economic factor	20(7.8)
	School policy	6(2.3)
Food Insecurity(Lack of money) driven Fast Food Consumption	Never	228(88.4)
	Rarely	14(5.4)
	Sometimes	5(1.9)
	Often	5(1.9)

Food Insecurity(not enough food/low portion)driven Fast food Consumption	Never	224(86.8)
	Rarely	17(6.6)
	Sometimes	5(1.9)
	Often	6(2.3)
Perceived Concern of Father on Fast food consumption	Not at all	72(27.9)
	A little	59(22.9)
	Some what	41(15.9)
	Quite a bit	35(13.6)
	Very much	45(17.4)
Perceived Concern of mother on Fast food consumption	Not at all	70(27.1)
	A little	53(20.5)
	Some what	42(16.3)
	Quite a bit	43(16.7)
	Very much	44(17.1)
Perceived Concern/Pressure of friends on Fast Food Consumption	Not at all	146(56.6)
	A little	50(19.4)
	Some what	30(11.6)
	Quite a bit	16(6.2)
	Very much	10(3.9)
Proximity of Fast food vendor to School	Yes	199(77.1)
	No	53(20.5)
Proximity of Fast food Vendor to House	Yes	155(60.1)
	No	97(37.6)

Regarding the mother's educational level, 43(16.7%) of the mothers have master's degree and above while 14(5.4%) of the mothers were reported to only read and write. 98(38%) of the female students Fathers were reported to have master's degree and above while 7(2.7%) of the fathers can only read and write. The Income of the Students perceived by the students in relation to their surrounding were 155(60.1%) had normal/moderate income while 2(0.8%) has very low income and 65(25.2%) reported as high income. 99(38.4%) of the students didn't know their weight,135(52.4%) of the students didn't know their height while from those who correctly described their weight and height According to the World Health Organization (WHO, 2007), the nutritional status of children and adolescents can be classified using Body Mass Index (BMI) values as follows: a BMI less than 18.5 kg/m² is considered underweight, a BMI between 18.5 and 24.9 kg/m² indicates normal weight, a BMI between 25.0 and 29.9 kg/m² is classified as overweight, and a BMI of 30.0 kg/m² or greater is considered obese. it was found that 35(13.6%) of the students were underweight,70(27.1%) of the students were in the Normal weight range,8(3.1%) of the students were Overweight and 2(0.8%) of the students were Obese showing a double burden of malnutrition.

Factors concerning Fast food consumption were divided into two as internal and external, Internal were those factors as Individual (taste, preference ,habit) which was found to be 62%,Social and peer social media influences were found to be 17.4%,Convenience and availability of fast food was found to be 23(8.9%),Economic factors as having pocket money ,affordability of fast food and their advertisement were found to be 22(8.5%).External Factors influencing Fast food consumption of Female Adolescent students were Health concern and Cleanliness/Hygiene 167(64.7%),Parental Control 59(22.9%),Socio economic factors 20(7.8%),School policy 6(2.3%).

According to the Food insecurity effect on Fast Food consumption for the question of lack of enough money forcing to consume Fast Food 14(5.4%) answered rarely while 5(1.9%) answered sometimes and 5(1.9%) responded that they often consume fast food due to lack while 17(6.6%) rarely,5 (1.9%) sometimes,6(2.3) often consumed fast food since there was no enough portion of food.

It was Found that there was 45(17.4%) very high concern of father's on Fast food consumption 44(17.1%) very high concern of Mother's on the consumption of Fast Food while peers had 146(56.6%) not at all concern of consumption of fast food. 199(77.1%) of Female students reported that there is proximity of fast food vendors around school while 155(60.1%) reported there is a proximal fast food vendor near their Home.

Fast Food Consumption

The result revealed that, Fast Food is Consumed 1.3 types in average per week by the Female students. Street fast foods as sanbusa, falafel, chips, erteb ,shawrma ,chornake/biscuits are consumed by 107(42.4%) of private school attending female adolescent students .small Ice cream shops who sell fast foods were found to be given service for 106(42.1%).Fried chicken places as the KKFC and other formal restaurants were not consumed by 193(76.6%).Snack bars containing fast food in super/hyper markets(shoa,Queens..) and vegetable corners(Fresh corner) were only consumed by 58(23%) of the study participants.

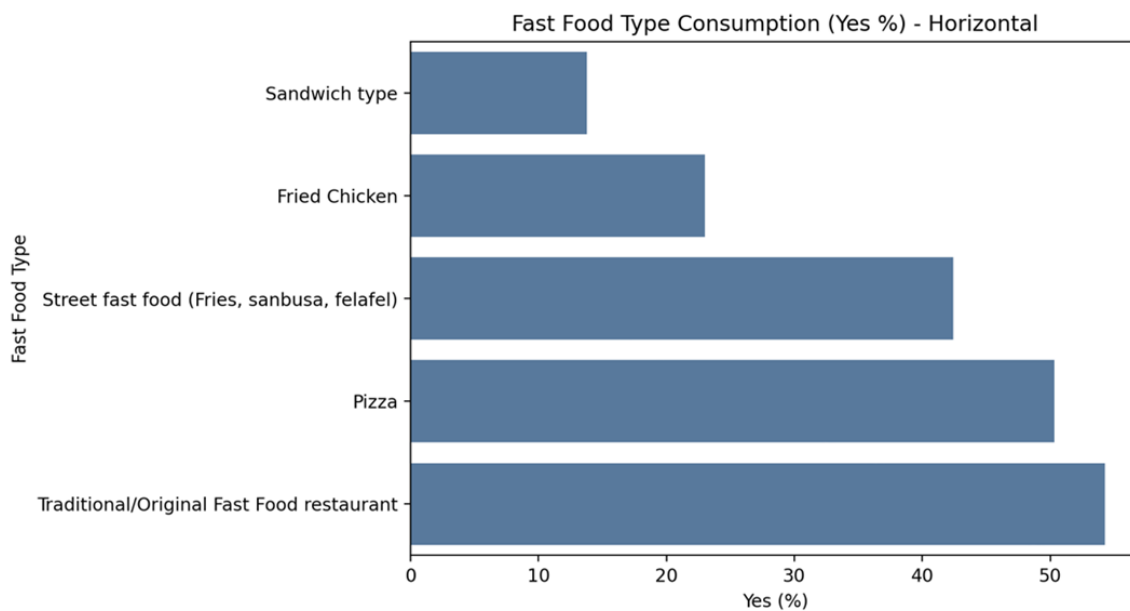


Figure 2 Fast Food consumption by secondary school female students in Addis Ababa(n=252)

Regarding Fast Foods sold in Bakeries as doughnuts and other sweet and fast bakery products were consumed by 103(40.8%) of the study participants, Fast Foods sold in “Atiklt bet” were found to be consumed by 78(30.8%) of adolescent female students. Students who consumed fast foods in coffee or tea shops including “chor nake” and oil fried cakes and biscuits were found to be 35(13.8). Even though not very common in our country Fast food sold from cars/vans/portable vendors as Kewosk were consumed by 29(11.5%) of female adolescent students.

4.3. Beverage Intake

According to the Analysis it was found that the median intake of Beverages commonly consumed by teenagers as Regular soda was 0.5 soda/week ,Diet Soda(Sugar free drinks) was 0ml/week , ,Sweetened beverages 0.5 times per week ,milk 98 ml/week ,coffee drinks as macchiato ,mocha ,Frappuccino(excluding coffee) found to be 204.2 ml/week.

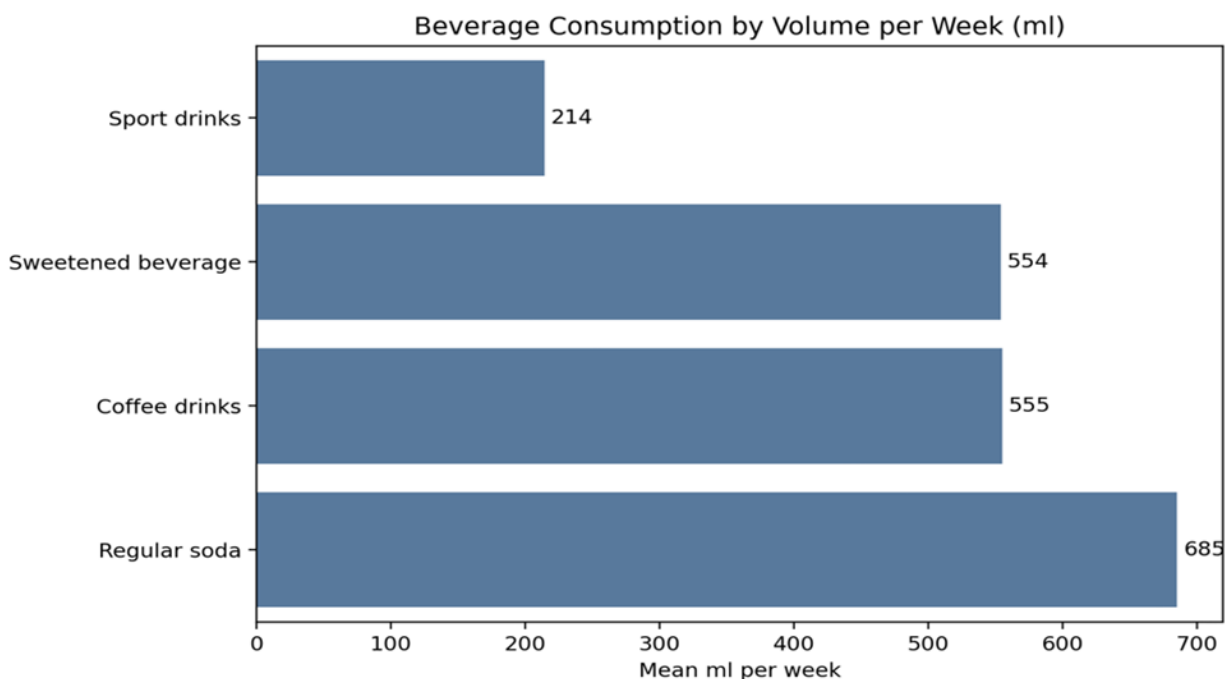


Figure 3 mean and median intake of beverages by female adolescent students in Addis Ababa (n=252) Intake of water a basic necessity for life was only found to be consumed with an average of 89ml-89l per week with median intake of 5040ml/week by all of the 252 female adolescent students .

Self-Image

The Self-image of Female adolescents Students attending in Private Secondary schools of Addis Ababa Bole sub city were found to be of some concern and moderate dissatisfaction with values ranging 1-4.

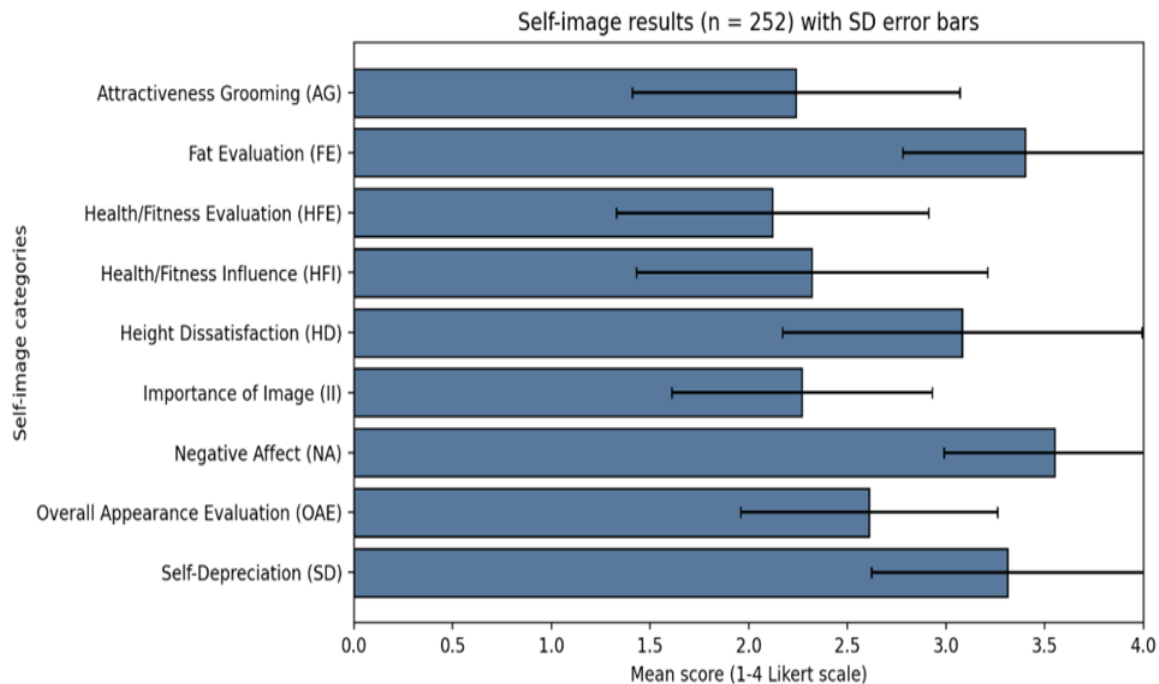


Figure 4 Self-image of female secondary school students in Addis Ababa(n=252)

AG (0.42) midline concern on attractiveness and grooming. NA (3.5) with modest reliability of the alpha indicated that there is somewhat dissatisfaction with self-image. HFE (3.4) shows that most of the children feel they weight is higher. SD with moderate reliability shows that some of the students show critical view of themselves and their image. Height dissatisfaction with moderate alpha of 0.72 shows that there is concern of height among the student participants. OAE shows negative value indicating that there is moderate concern of the overall appearance of the students. Self-image is moderate 0.55 showing that there is a midline of concern on their image.

4.5 Correlation of Self image

The correlation analysis examined the relationship between Fast food consumption behavior and self –image of female adolescent students. A significant positive correlation was observed between BMI of the female students and their self-image .Indicating that female students self-image was highly influenced by their BMI (weight/height 2).BMI (overweight or obese) as compared to the Normal weighing students had low fast food consumption (P=0.0003,OR=0.617) indicating that there might be a behavioral modification(dieting ,skipping meals ,fasting..) of these students as compared to the Normal weight students.

Table 4-5 correlation between fast food consumption behaviors of female adolescents with their self-image.

Variable	Crude OR (95% CI)	p-value	Adjusted OR (95% CI)	Adjusted p-value
Self-image (High vs Low)	1 (1 to 1)	-	-	-
Parental Concern (High vs Low)	0.725 (0.3 to 1.4)	0.34	0.72 (0.38 to 1.3)	0.34
Beverage frequency (≥ 3 /wk vs $< 3^*$)	1.825 (0.8 to 4.0)	0.10	1.79 (0.84 to 3.55)	0.10
Food insecurity (Yes vs No)	1.75 (0.64 to 4.6)	0.20	1.61 (0.48 to 5.32)	0.20
BMI (Overweight vs Normal)	-	-	0.61 (0.48 to 0.78)	0.000

*For $p < 0.05$ and ** for $p < 0.1$

4.6 Regression Analysis on self-image

The regression Analysis showed that there was no statistically significant relationship between self-image and age, and income .But even though the finding was statistically insignificant there is a small effect of Internal Factors association with the self-image of female adolescent students ($F \approx 3.55, P \approx 0.0015$). External Factor relation with self-image was of small effect size ($F \approx 3.15, P \approx 0.026$) .The one-way ANOVA $F=10.44$ indicated that Regular soda intake/week differs/varies by the level of income. BMI also increased with weekly consumption of coffee drinks (Excluding coffee) .OR=53 shows that there is an adjusted association of low income with frequent fast food consumption showing that the low income students consume more diverse and frequent fast food than the other children .Food insecurity brings a less healthy eating behavior . $T=2.19$ indicated that intake of soda $\geq 1/\text{week}$ is related to high intake of Fast Food/week.

CHAPTER FIVE

DISCUSSION

The study highlights the surprising finding that even though our country is a 3rd world country with lots of financial constraints there is adaptation of fast food intake of the western culture .Even though Fast Food seemed a luxury that few who can afford restaurant visits were assumed to consume. There are different sorts of fast food options to be chosen based on our convenience, taste and income.

According to our studies focus on female adolescents with only intake of 1.3 times per week intake in average even though there is risk of high intake in the future the hypothesis we were initially assuming was disproved, in comparison similar studies done based on gender difference in eating habits suggested that girls had more unhealthy eating habits than boys (Amos et al., 2012)in contrary other study shows that boys were more interested in eating fast food than girls(Askari Majabadi et al., 2016) Adolescents who drank more sugar-sweetened beverages tended to be older and male. (Nguyen et al., 2009) reasons behind consumption of fast-food were priory delicious taste followed by accessibility of fast-food, options on the diversity of food, convenience and lastly way of socializing and amusement purposes. (Askari Majabadi et al., 2016).

The study showed that Fast Food was consumed in different affordable places as street vendors, coffee and tea shops, bakeries. And the odds of Frequency and Variety of fast food consumption increased with food insecurity .while on the other studies in contrary it was found that International restaurants were preferable than distinct areas fast foods were favored based on their flavorsome taste followed by usability and hygiene of the consumption area (ALFaris et al., 2015).

The study showed that there is an odd of Overweight and obese students consumed less of fast food than their peers which we believe is due to their awareness of their physical status and assume that they might be having behavioral modification even dieting but in contrast in other studies it was found that Increasing in awareness of Calorie labels among adolescents

didn't stop them from ordering what they are initially used to reporting that taste was the important factor for meal selection(Elbel et al., 2011).

Only those who were slightly overweight changed their order in meals after a nutritional education was provided (Yamamoto et al., 2005) there is no correlation between the knowledge level regarding junk food and the dietary habits of adolescents at the school.(Fatikhani & Setiawan, 2019)on the other hand Awareness created by WHO on UPF significantly changed consumption habits(Vandevijvere et al., 2019).

Our study showed based on the odds ratio score that fast food was most frequently consumed by low income adolescents and there was more diversity and variety in the visitation of fast food restaurant types some was due to food insecurity issues but studies done in other countries show that there is a contrast of our finding High BMI was associated with Urbanization and low SES Rising SES was associated with lower BMI(Wassenaar et al., 2000).Similar to our finding on another study it shows that adolescents from low socio economic status had frequently /daily taken fast-food and bakery items (Omidvar & Begum, 2014).Adolescents from low socioeconomic status were said to suffer from loneliness ,worry ,suicidal ideation an sedentary life style which lead to unhealthy dietary habits(Glozah et al., 2018).

Our study showed that there is a small effect of Internal encouraging factors ($P \approx 0.0015$) and External encouraging factors ($p \approx 0.026$) with self-image. While on another study it showed that parental involvement and encouragement on Healthy habits and healthy living has a positive impacted females in the middle and late adolescent age (Bauer et al., 2011).And on other study that focused on type of parenting showed that Restrictive parenting was linked with lower consumption of sugar sweetened beverages .Parental influence studies in addition showed that Modeling also has a direct impact on eating habits Perception of ad.olescents on parents parenting practice and SSB consumption was associated. (van der Horst et al., 2007). Based on our study and other finding above we see that Internal (social media ,peer, advertisement)and External(including parental control) factors are said to have an impact on the adolescents self-image and food and drink consumption.

According to our study we found that there is consumption of Fast food in both of our private secondary school female students and even there was a small effect ($t \approx -2.47, p \approx 0.0145, r \approx 0.127$) proximity of Fast Food vendors was associated with high intake of soda drinks and beverage frequency $\geq 3 \times / \text{week}$ was associated with odds of Fast Food consumption ($OR=1.792, p=0.1154$) but in opposite to our study Junk food was highly consumed by public school adolescents (Bohara et al., 2021). And similar to our soda and home proximity finding another study showed that Fast food was highly consumed by those whose school has nearby fast food restaurant (Davis & Carpenter, 2009). Even though we couldn't find any statistically significant association between near school vendors and FF consumption despite the fact that we found 60.1% of students confirmation that there is a near school fast food vendor other study showed that Near school fast food outlet was associated with skipping meal specially breakfast and is responsible for the increase in the habit of fast-food consumption.

5.2 Limitation

Even though much effort was made to conduct this thesis some private schools in bole subcity didn't allow for the study to be conducted in a formal and organized way within their school premises therefore even though the 2 Schools gave their full cooperation the pilot study was done only on a number of students the student met on the road/street who filled all the 67 questions voluntarily and the intended pilot study was not conducted as initially planned and intended formally but with the help of the few respondents, a professional psychologist and nutritionist help the questionnaire was corrected and updated.

CHAPTER SIX

CONCLUSION AND RECOMMENDATION

6.1 Conclusion

Our research was conducted to assess the fast Food consumption behavior and self-image of female adolescent students in bole sub city Addis Ababa. And there was only 1.3 times per week intake of fast food, ≥ 3 times per week consumption by 8% by of our study candidates. The total score of the self-image was relatively moderate. And the relationship between self-image and fast food consumption was no statistically significant. But the BMI was statistically significant $P < 0.001$. BMI increased with intake of weekly coffee drinks (macchiato, mocha, fruppachino excluding coffee) consumption $p(0.0.14)$. There was also an odds relation (OR-55) of Fast Food consumption with Food insecurity as the level of frequency and variety of intake increased. Self-image was affected by internal ($p \approx 0.0015$) and external factors ($p \approx 0.026$) (media, peer, environment, SES) with the application of social desirability theory relating to fast food intake to the self-image of female adolescents. Intake of Fast Food was found to be in moderate amount despite the future risk.

6.2 Recommendation

According to our finding our recommendation goes to different stake holders.

Parents :External and internal factors(peer pressure, Social media ,advertisement, family control ,environment) had an association with the self-image of female adolescent students therefore parents should give caution to these factors and give their children time and attention to build a healthy self-esteem .Fast Food consumption ≥ 3 times/week was found to be 8% and soda > 3 times per week is 39% considering future risk preventive action should be given and as learned behavior of young age may increase or will be hard to stop in their future adult life. Intake of these foods and drinks if not handled and managed early have long term health impact as chronic diseases and disabilities of physical and mental wellbeing.

Schools and policy makers: should work on the consumption habit awareness by giving Nutrition education, self-awareness programs and on the Fast Food vendors (even though small businesses should be encouraged).

Students: should be given awareness programs on self-image, weight management and overall intake of Healthy food and drinks and consumption behavior habit development and long term and short term health impacts of today's attitude towards self and consumption behavior.

Researchers: more studies must be encouraged on private school female students and fast food consumption behaviors as according to our study there is a risk of dehydration since they consume a bit over 1 liter in average (average of 4-5 cups per day).Mixed existence of underweight, overweight and obesity showing risk of double burden of malnutrition in the capital Addis Ababa Bole sub city in private school going female students.

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ADDIS ABABA UNIVERSITY
SCHOOL OF PSYCHOLOGY

Date 09/29/2025

To: _____

Subject: Request for Cooperation

_____ is a graduate student in the School of Psychology, Addis Ababa University. He/she is now working on his/her thesis which necessitates a fieldwork at your organization.

This is, therefore, to request your good office to facilitate the fieldwork at your facility. We guarantee that the student will follow all ethical standards and guidelines while working at your organization.

Thank your in advance for your cooperation.

Kind regards,



Kassahun Habtamu (PhD)
Head, School of Psychology
Addis Ababa University

☎ 011 (1) 2259 49

✉ 1176

E-mail: School.psych@edu.aau.edu.et

ANNEXS

Annex I: Informed Consent Form for Student Participants

Study Title: *Fast Food Consumption Behavior and Self-image among Female Adolescent Students of Bole Kale Hiwot School and Future Talent Academy in Addis Ababa*

Principal Investigator: Nardos Tadesse

Institution: Addis Ababa University, School of Psychology

Contact Information: +251920887390

Introduction

You are invited to participate in a research study. The purpose of this study is to understand the fast-food consumption behaviors and body self-image perceptions among female adolescent students. Your participation is important to help us better understand the health and psychological aspects affecting students like you. If you agree to participate, you will be asked to complete a questionnaire that has

three parts: Basic background information, questions about how often you eat or drink fast foods and beverages, and questions about how you feel and think about your body (self-image). The questionnaire will take approximately **20 to 30 minutes** to complete.

Terms and Conditions

Your participation in this study is **completely voluntary**. You may choose not to participate, or to stop participating at any time without any consequences. Refusing to participate will not affect your grades, school standing, or relationship with your teachers or school. There are **no known physical risks** in participating in this study. Some questions may make you feel uncomfortable because they are personal, especially those about your body image. You may skip any question you do not want to answer.

There may be **no direct benefit** to you from participating. However, the information gathered may help improve understanding of young people's nutrition and psychological wellbeing and may support better school-based programs in the future. Your responses will be kept **strictly confidential**. Your name will not be written on the questionnaire, and no one will be able to identify you from your answers. Data will be stored securely and used only for research purposes.

Assent Statement

I have read or had someone read to me the information above. I understand what the study is about, and I agree to participate. I know I can ask questions and can stop participating at any time.

Student Name: _____

Signature: _____

Date: _____

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ስልክ ቁጥር፡ +251920887390

መግቢያ

የዚህ ጥናት ዓላማ በታዳጊ ዕድሜ ላይ ያሉ ሴት ተማሪዎች ፈጣን ምግቦችን የመመገብ ባህሪያቸው እና ለሰውነት ገጽታቸው ያላቸው ግንዛቤ መካከል ያለውን ግንኙነት ለመረዳት ነው። እንደ እርስዎ ያሉ ተማሪዎችን የሚነኩ የጤና እና ስነ ልቦናዊ ገጽታዎችን የበለጠ እንድንረዳ እንዲረዳን የእርስዎ ተሳትፎ አስፈላጊ ነው።

ለመሳተፍ ከተስማሙ ሶስት ክፍሎች ያሉት መጠይቁን እንዲያጠናቅቁ ይጠየቃሉ፡ መሰረታዊ የተሳታፊዎች መረጃ፣ በምን ያህል ጊዜ ፈጣን ምግቦችን እና መጠጦችን እንደሚበሉ ወይም እንደሚጠጡ እና ስለ ሰውነትዎ ምን እንደሚሰማዎት እና እንደሚያስቡ ጥያቄዎች (የራስ ምስል)። መጠይቁን ለማጠናቀቅ ከ20 እስከ 30 ደቂቃ ያህል ይወስዳል።

ደንቦች እና ሁኔታዎች

በዚህ ጥናት ውስጥ ያለዎት ተሳትፎ ሙሉ በሙሉ በፈቃደኝነት ነው። ላለመሳተፍ፣ ወይም በማንኛውም ጊዜ ያለ ምንም ውጤት መሳተፍን ለማቆም መምረጥ ይችላሉ። ለመሳተፍ ፈቃደኛ አለመሆን በውጤቶችዎ፣ በትምህርት ቤትዎ አቋም፣ ወይም ከአስተማሪዎችዎ ወይም ከትምህርት ቤትዎ ጋር ያለውን ግንኙነት አይጎዳውም። በዚህ ጥናት ውስጥ በመሳተፍዎ ምንም የሚታወቁ አካላዊ አደጋዎች/ጉዳዮች የሉም። አንዳንድ ጥያቄዎች ግላዊ ስለሆኑ ምችት እንዳይሰማዎች ሊያደርጉ ይችላሉ፣ በተለይም ስለ ሰውነትዎ ገጽታ። መመለስ የማይፈልጉትን ማንኛውንም ጥያቄ መዝለል ይችላሉ።

በመሳተፍ ለእርስዎ ምንም ቀጥተኛ ጥቅም ላይኖር ይችላል፡፡ ነገር ግን፣ የተሰበሰበው መረጃ የወጣቶችን አመጋገብ እና ስነ-ልቦናዊ ደህንነትን ግንዛቤ ለማሻሻል እና ወደፊት የተሻሉ ትምህርት ቤቶችን ሊደግፍ ይችላል፡፡ ምላሾችዎ በጥብቅ ሚስጥር ይያዛሉ፡፡ ስምዎ በመጠይቁ ላይ አይጻፍም እና ማንም ለጥያቄዎቹ የመለሱትን መልስ ሊያውቅ አይችልም፡፡ የመረጃ ደህንነቱ በተጠበቀ ሁኔታ ይከማቻል እና ለምርምር ዓላማዎች ብቻ ጥቅም ላይ ይውላል፡፡

የስምምነት መግለጫ

ከላይ ያለውን መረጃ አንብቤአለሁ፡፡ ጥናቱ ስለ ምን እንደሆነ ተረድቻለሁ፣ እና ለመሳተፍ ተስማምቻለሁ፡፡ ጥያቄዎችን መጠየቅ እንደምችል እና በማንኛውም ጊዜ መሳተፍ ማቆም እንደምችል አውቃለሁ፡፡

የተማሪ ስም፡ _____

ፊርማ፡ _____

ቀን፡- _____

Annex II: Questionnaire (English Version)

Dear Participant,

Thank you for agreeing to take part in this study. This questionnaire is designed to collect information about your eating habits, especially your fast-food consumption, and your feelings and thoughts about your body. Your honest answers are very important for the success of the research.

Please read the instructions for each part carefully before answering.

Part I: Characteristics of Participants

In this section, you will be asked to provide some background information such as your age, grade level, and your parents' educational and occupational status.

Please write clearly in the spaces provided or mark (√) on the appropriate options.

This information is only for research purposes and will be kept confidential.

Part 1. Background characteristics

1	School	
2	Age	
3	Grade level	9th 10th 11th 12th
4	Mother's educational status	Not Literate Read and Write Elementary Completion Secondary completion Diploma or Degree Masters and above
5	Father's educational status	Not Literate Read and Write Elementary Completion Secondary completion Diploma or Degree

		Masters and above
6	Compared to others in your surrounding you how do you see your family's income	Very low Income
		Low income
		Moderate/Normal income
		High income
		Very High income
7	BMI(Body mass index)=weight/height ²	
8	What are the encouraging factors to consume fast food?	Individual(taste, convenience/time/place availability, craving,Habit)
		Social/Cultural(Peer influence, Television view, media/advertizment,family)
		Environmental(Lack of option/easy access)
		Economic(pocket money,affordability,promotional offer)
9	What are the inhibiting factors influencing fast food consumption?	Health and Hygien
		Parental control
		Socio economic constraint
		School policy
10	In the past 30 days, did you or your family have to eat less preferred or less expensive foods (fast food from the streets) because there wasn't enough money for food?	Never
		Rarely
		Sometimes
		Often
11	In the past 30 days, did you eat smaller meals(fast food from the streets) than you felt you needed because there wasn't enough food?	Never
		Rarely
		Sometimes
		Often

12	Is there perceived mother concern about fast food/healthy eating?	Not at all
		A little
		Somewhat
		Quite a bit
		Very Much
13	Is there perceived father's concern about fast food/healthy eating?	Not at all
		A little
		Somewhat
		Quite a bit
		Very Much
14	Is there perceived friends/peers	Not at all

	concern about fast food/healthy eating?	A little
		Somewhat
		Quite a bit
		Very Much
15	Is there proximity of your school to fast food vendors?	Yes
		No
16	Is there proximity of your house to fast food vendors?	Yes
		No

Part II: Fast-Food Consumption Behaviour

This part has two sections: Beverage Consumption and Fast-Food Consumption.

Beverages: Frequencies

For each question, select **how often** or **how much** you drink a specific beverage.

Circle the letter from a-i that best matches your answer from the response options provided on the right side of the questions.

Question	Options
1. How often do you drink regular soda or pop, not including diet soda pop?	a. Never or rarely b. 1 time per month c. 2-3 times per month d. 1-2 times per week e. 3-4 times per week f. 5-6 times per week g. 1 time per day h. 2 times per day i. 3 or more times per day
2. How often do you drink diet or sugar free soda pop?	a. Never or rarely b. 1 time per month c. 2-3 times per month d. 1-2 times per week e. 3-4 times per week f. 5-6 times per week g. 1 time per day h. 2 times per day i. 3 or more times per day
3. How often do you drink sports drinks (such as Gatorade, Powerade, etc.)?	a. Never or rarely b. 1 time per month c. 2-3 times per month d. 1-2 times per week e. 3-4 times per week f. 5-6 times per week g. 1 time per day h. 2 times per day i. 3 or more times per day
4. How often do you drink other sweetened beverages (such as sweetened teas, juice drinks, punch or lemonade)?	a. Never or rarely b. 1 time per month c. 2-3 times per month d. 1-2 times per week e. 3-4 times per week f. 5-6 times per week g. 1 time per day h. 2 times per day i. 3 or more times per day
5. How often do you drink milk as a	a. Never or rarely f. 5-6 times per week

beverage, NOT in cereal?	b. 1 time per month c. 2-3 times per month d. 1-2 times per week e. 3-4 times per week	g. 1 time per day h. 2 times per day i. 3 or more times per day
6. How often do you drink coffee drinks such as lattes, mochas, Frappuccinos, and Macchiatos (not including regular coffee)?	a. Never or rarely b. 1 time per month c. 2-3 times per month d. 1-2 times per week e. 3-4 times per week	f. 5-6 times per week g. 1 time per day h. 2 times per day i. 3 or more times per day

Beverages: Amounts

1. Each time you drink regular soda or pop, how much do you usually drink?
2. Each time you drink diet soda or pop, how much do you usually drink?

Response options:

- a. Less than one can
- b. One 12 oz. can (1.5 cups)
- c. More than one can
- d. I never drink regular/diet soda or pop*

1. How much water, including sparkling water, do you drink?

Response options:

- a. 0-1 cup per day (1 cup=8 oz)
- b. 2-4 cups per day
- c. 5-8 cups per day
- d. Over 8 cups per day

Fast food

1. In the past month, how many times did you buy food at a restaurant where food is ordered at a counter or at a drive-through window (there is no waiter/waitress)?

Response options:

- a. Never or rarely
- b. 1time per month
- c. 2-3 times per month
- d. 1-2 times per week
- e. 3-4 times per week
- f. 5-6 times per week
- g. 1 time per day
- h. 2 times per day
- i. 3 or more times per day

2. If you went to these types of restaurants in the past month, which restaurants did you go to?
(Response: Yes/No for each item)
- Traditional (“burger-and-fries”) fast food restaurant, such as WOW, ANGLA,
 - Street fast food shops (sambusa, biscuit, erteb, felafel, shawerma, chips, french fries)
 - Fried chicken, such as KFC
 - Sandwich or sub shop
 - Pizza parlor or restaurant
 - Atkilt bet
 - Bakery or donut shop
 - Kiwosk
 - Coffee shop
 - Ice cream and burger shop
 - Snack Bars in stores like Shewa, Queens, Fresh Corner

Part III: Body Self-Image Questionnaire

Statements 1 through 27 are all related to you and your body. Read each statement carefully, and decide how true the statement is for you. Use the rating scale below to indicate how true the statement is for you. Pencil in the bubble for the letter that indicates your response:

Response Format

<u>Not at all</u> True of Myself (a)	<u>Slightly</u> True of Myself (b)	<u>About Halfway</u> True of Myself (c)	<u>Mostly</u> True of Myself (d)	<u>Completely</u> True of Myself (e)
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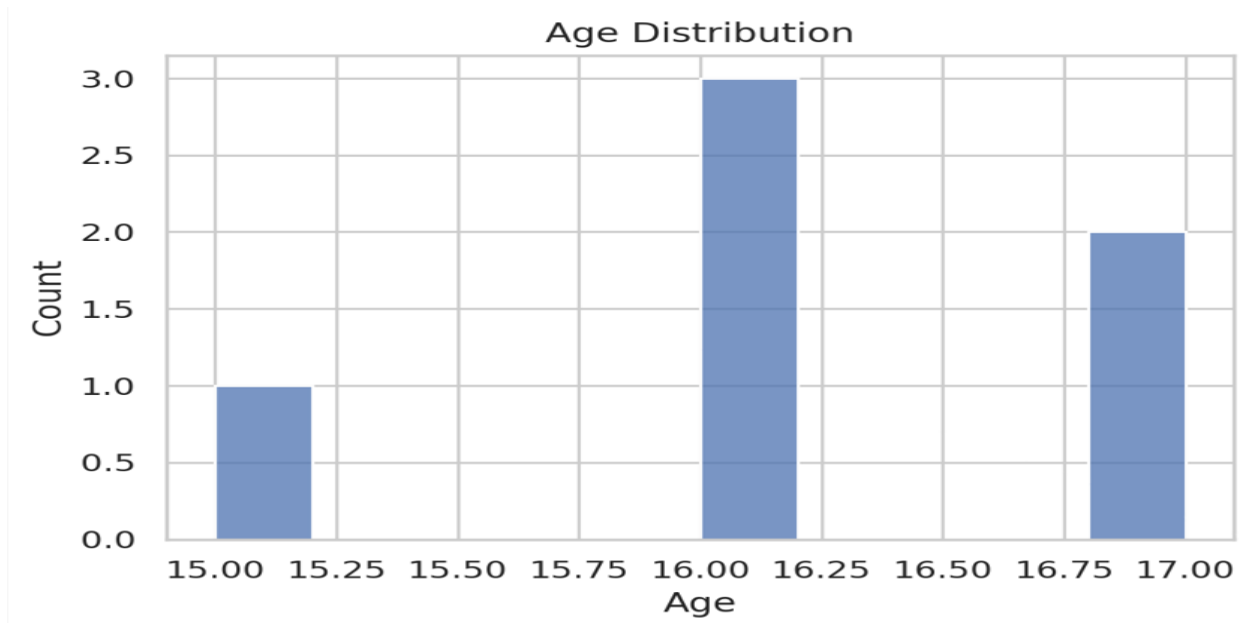
STATEMENTS

- I think my body is unattractive. (OAE)
- How well my body is functioning influences the way I feel about my body. (HFI)
- Having a well-proportioned body is important to me. (II)
- My overall fitness level is high. (HFE)
- I compare my body to people I’m close to (friends, relatives, etc.). (SD)
- I’ve often wanted to be taller. (HD)
- I think my body looks fat in clothes. (FE)
- My naked body makes me feel sad. (NA)
- I pay careful attention to my face and hair, so that I will look good. (AG)
- I look good in clothes. (OAE)
- I feel better about my body when I’m fitter. (HFI)
- Body size matters to me. (II)

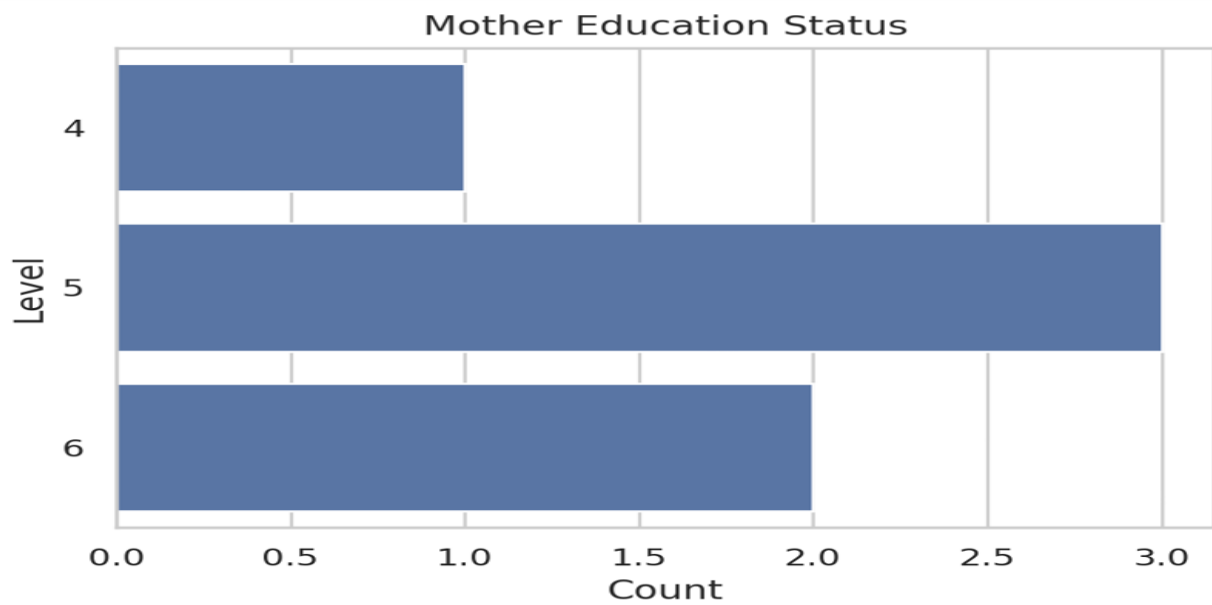
- 13) My body is healthy. (HFE)
- 14) Being around good-looking people makes me feel bad about my body. (SD)
- 15) I wish I were a different height. (HD)
- 16) My body is overweight. (FE)
- 17) I feel depressed about my body. (NA)
- 18) I'm usually well-dressed. (AG)
- 19) My body looks good. (OAE)
- 20) The way I feel about my body improves when I exercise regularly. (HFI)
- 21) I care about how well-shaped my legs are. (II)
- 22) My body is in shape. (HFE)
- 23) I'm more aware of my body when I'm in social situations. (SD)
- 24) If I were a different height, I'd like my body better. (HD)
- 25) I wish I were thinner. (FE)
- 26) Most days I feel bad about my body. (NA)
- 27) I spend time making my appearance more attractive. (AG)

Appendix

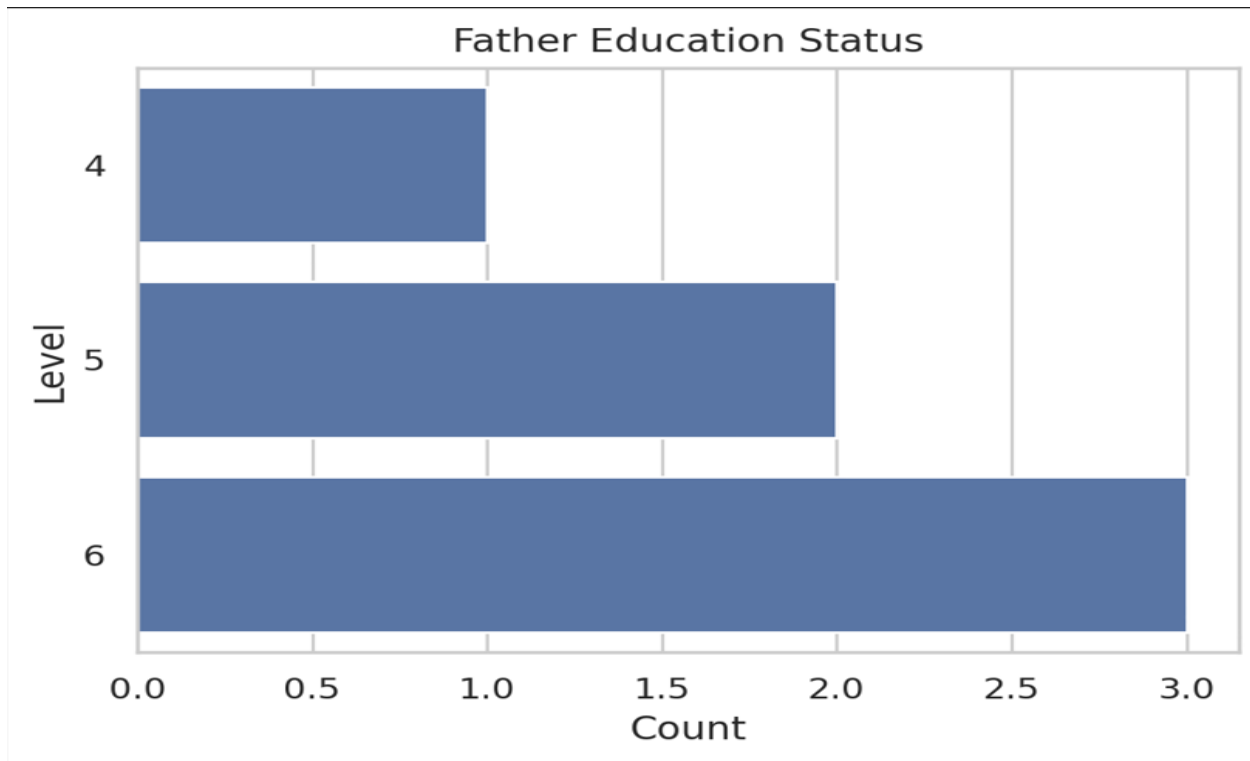
Demographic Characteristics on Age



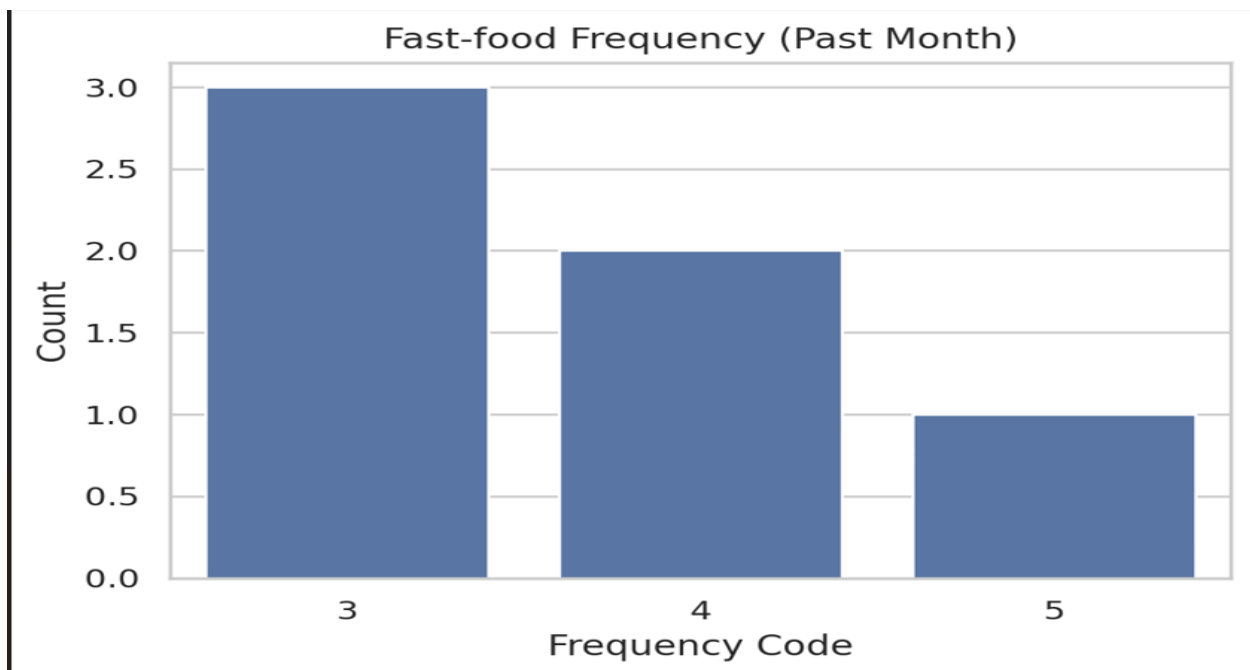
Appendix on mother's Education using bar graph



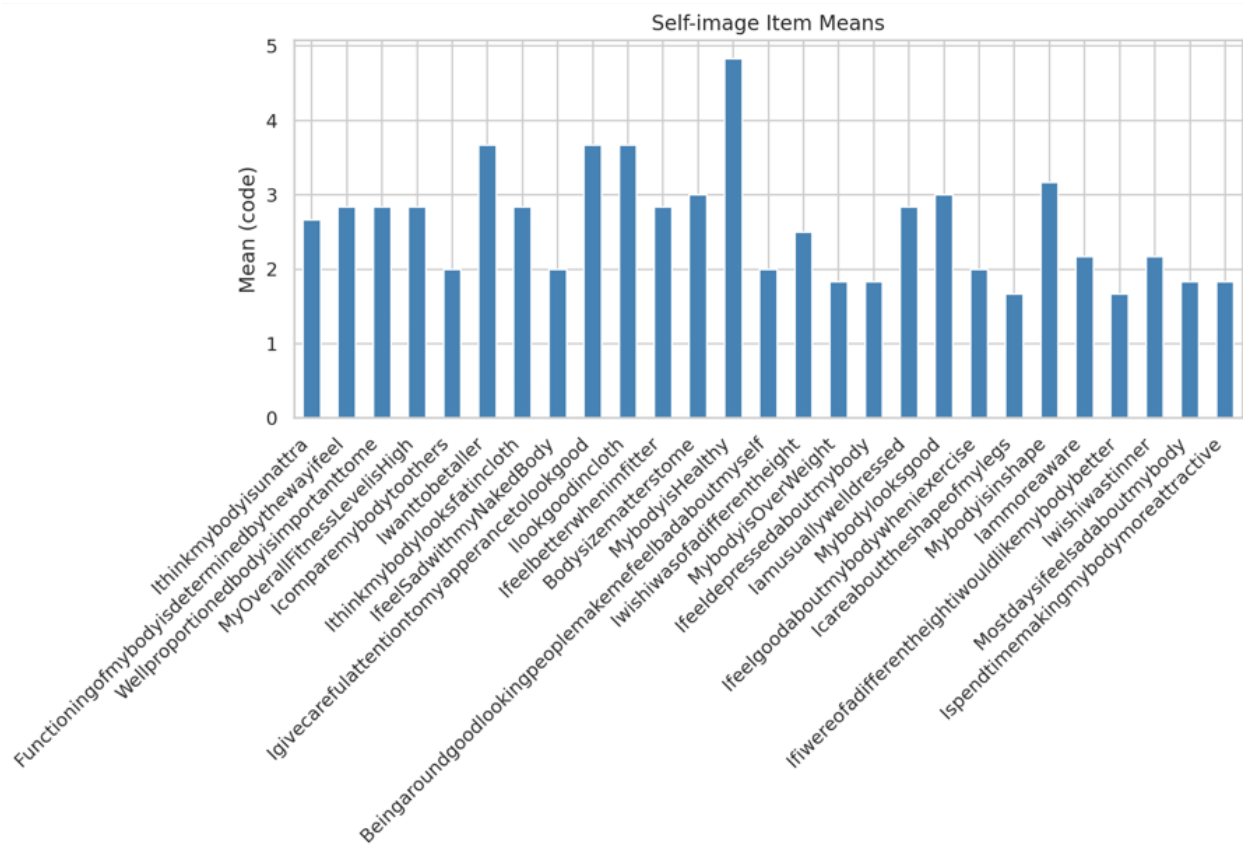
Appendix of Father Education Status Using Bar graph



Appendix: on the Fast Food consumption presented by Bar graph

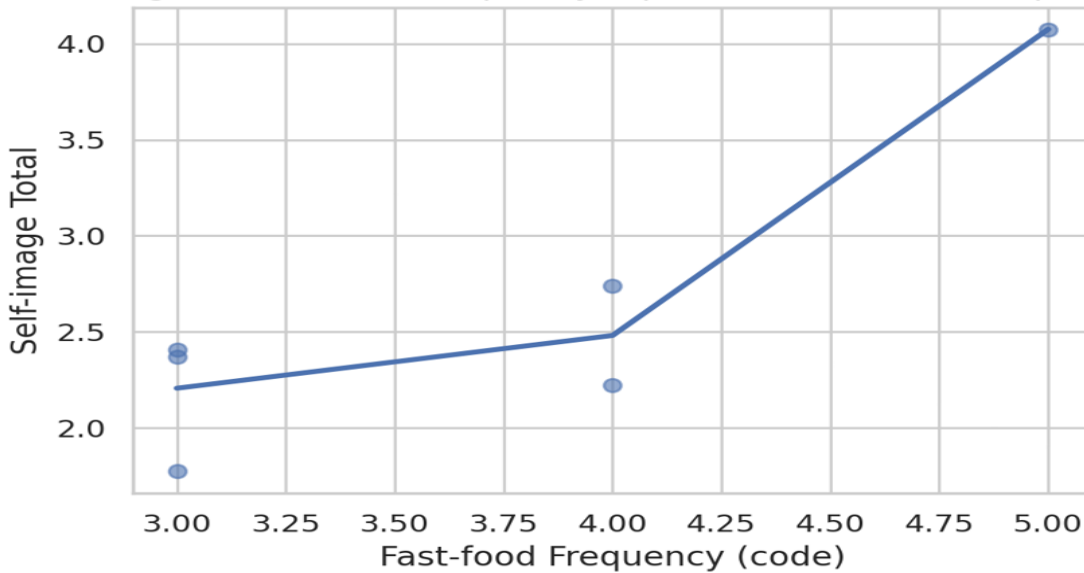


Appendix of the bar graph representing finding of self-image

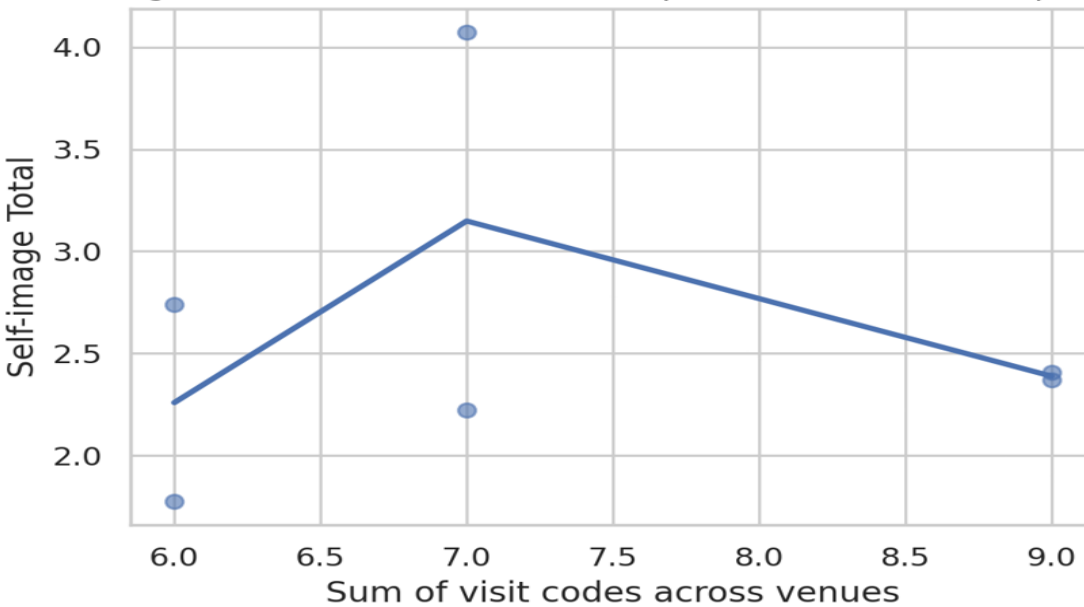


Appendix on Scattered plot of the relationship between self-image and fast food frequency and Fast Food and Self-image venue

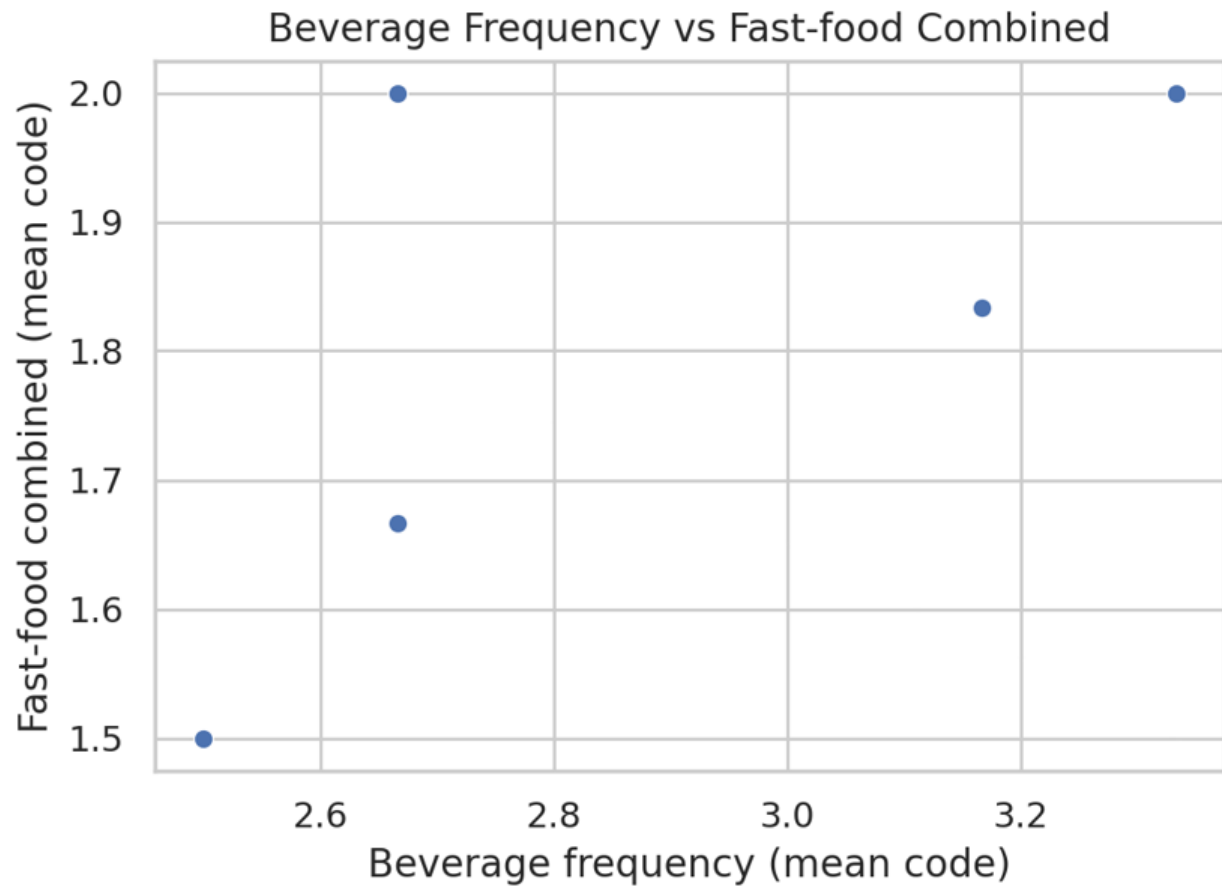
Self-image vs Fast-food Frequency (Spearman rho = 0.617, p = 0.192)



Self-image vs Fast-food Venue Sum (Spearman rho = 0.12, p = 0.822)



Appendix on the Association of Fast Food and Beverage Frequency



አዲስ አበባ ዩኒቨርሲቲ
የትምህርት እና የባህሪ ጥናት ኮሌጅ
የስነ-ልቦና ትምህርት ቤት

ይህ መጠይቅ የተዘጋጀው “ፈጣን የምግብ ፍጆታ ባህሪ እንዲሁም በአዲስ አበባ በጉርምስና ዕድሜ(13-21) ላይ የሚገኙ ሴት ተማሪዎች የራስን ምስል አመለካከት” በሚል ርዕስ ለምርምር መረጃ ለመሰብሰብ ነው። የዚህ ጥናት ግኝቶች የቤተሰብ/የወላጆች /ተንከባካቢዎችን ህይወት ለማሻሻል ጥረቶችን ሊያበረክቱ ይችላሉ። የሚያቀርቡት ማንኛውም መረጃ በሚስጥር ይጠበቃል ፣ለተጠቀሰውም ዓላማ ብቻ ጥቅም ላይ ይውላል። እባክዎ በጥናቱ ውስጥ ያለዎት ተሳትፎ በፈቃደኝነት ላይ የተመሰረተ ስለሆነ በማንኛውም ጊዜ በጥናቱ ላይ ምንም አይነት አሉታዊ ተጽእኖ ሳይኖርዎት ከጥናቱ ለመውጣት ነጻ እንደሆኑ ያስታውሱ። የዚህ ጥናት አካል ለመሆን እና መጠይቁን ለመሙላት ስላሳዩት ፍላጎት አስቀድሜ ለመሰግናችሁ እወዳለሁ።

አባሪ I፡ ለተማሪ ተሳታፊዎች የፈቃድ መጠየቂያ የስምምነት ቅጽ

የጥናት ርዕስ፡ በአዲስ አበባ ታዳጊ ሴት ተማሪዎች ያላቸው የፈጣን ምግብ ፍጆታ ባህሪ እና ለራሳቸው ያላቸው ምስል ግንኙነት

ዋና ተመራማሪ፡ ናርዶስ ታደሰ

ተቋም፡- አዲስ አበባ ዩኒቨርሲቲ የሥነ ልቦና ትምህርት ቤት

ስልክ ቁጥር፡ +251920887390

መግቢያ

የዚህ ጥናት ዓላማ በታዳጊ ዕድሜ ላይ ያሉ ሴት ተማሪዎች ፈጣን ምግቦችን የመመገብ ባህሪያቸው እና ለሰውነት ገጽታቸው ላይ ያላቸው ግንዛቤ መካከል ያለውን ግንኙነት ለመረዳት ነው። እንደ እርስዎ ያሉ ተማሪዎችን የሚነኩ የጤና እና ስነ ልቦናዊ ገጽታዎችን የበለጠ እንድንረዳ እንዲረዳን የእርስዎ ተሳትፎ አስፈላጊ ነው።

ለመሳተፍ ከተስማሙ ሶስት ክፍሎች ያሉት መጠይቁን እንዲያጠናቅቁ ይጠየቃሉ፡ መሰረታዊ የተሳታፊዎች መረጃ፣ በምን ያህል ጊዜ ፈጣን ምግቦችን እና መጠጦችን እንደሚጠቀሙ እና ስለ ሰውነትዎ ምን እንደሚሰማዎት እና እንደሚያስቡ ጥያቄዎች (የራስ ምስል)። መጠይቁን ለማጠናቀቅ ከ20 እስከ 30 ደቂቃ ያህል ይወስዳል።

ደንቦች እና ሁኔታዎች

በዚህ ጥናት ውስጥ ያለዎት ተሳትፎ ሙሉ በሙሉ በፈቃደኝነት ላይ የተመሰረተ ነው። ላለመሳተፍ፣ ወይም በማንኛውም ጊዜ ያለ ምንም ግዴታ መሳተፍን ለማቆም መምረጥ ይችላሉ። ላለመሳተፍ ፈቃደኛ አለመሆን በውጤቶችዎ፣ በትምህርት ቤትዎ አቋም፣ ወይም ከአስተማሪዎችዎ ወይም ከትምህርት ቤትዎ ጋር ያለውን ግንኙነት አይጎዳውም። በዚህ ጥናት ውስጥ በመሳተፍዎ ምንም የሚታወቁ አካላዊ አደጋዎች/ጉዳዮች የሉም። አንዳንድ ጥያቄዎች ግላዊ ስለሆኑ ምችት እንዳይሰማዎች ሊያደርጉ ይችላሉ፣ በተለይም ስለ ሰውነትዎ ገጽታ። መመለስ የማይፈልጉትን ማንኛውንም ጥያቄ መዝለል ይችላሉ።

በመሳተፍ ለእርስዎ ምንም ቀጥተኛ ጥቅም ላይኖር ይችላል. ነገር ግን፣ የተሰበሰበው መረጃ የወጣቶችን አመጋገብ እና ስነ-ልቦናዊ ደህንነትን ግንዛቤ ለማሻሻል እና ወደፊት የተሻሉ ትምህርት ቤቶችን ሊደግፍ ይችላል። ምላሾችዎ በጥብቅ ሚስጥር ይያዛሉ። ስምዎ በመጠይቁ ላይ አይጻፍም ስለዚህ ማንም ለጥያቄዎቹ የመለሱትን መልስ ሊያውቅ አይችልም። መረጃው ደህንነቱ በተጠበቀ ሁኔታ ይከማቻል እና ለምርመራ ዓላማዎች ብቻ ጥቅም ላይ ይውላል።

የስምምነት መግለጫ

ከላይ ያለውን መረጃ አንብቤአለሁ። ጥናቱ ስለ ምን እንደሆነ ተረድቻለሁ፤ እና ለመሳተፍ ተስማምቻለሁ።

ጥያቄዎችን መጠየቅ እንደምችል እና በማንኛውም ጊዜ መሳተፍ ማቆም እንደምችል አውቃለሁ።

የተማሪ ስም: _____

ፊርማ: _____

ቀን:- _____

ውድ ተሳታፊ፤

በዚህ ጥናት ለመሳተፍ ስለተስማሙ እናመሰግናለን። ይህ መጠይቅ የተዘጋጀው ስለ አመጋገብ ባህሪ በተለይም ስለ ፈጣን ምግብ ፍጆታ እና ስለ ሰውነትዎ ያለዎትን ስሜቶች እና ሀሳቦች መረጃ ለመሰብሰብ ነው። የእርስዎ ታማኝ መልሶች ለጥናቱ ስኬት በጣም አስፈላጊ ናቸው።

እባክዎን መልስ ከመስጠትዎ በፊት የእያንዳንዱን ክፍል መመሪያ በጥንቃቄ ያንብቡ።

ክፍል አንድ፡ የተሳታፊዎች ግላዊ መረጃ

በዚህ ክፍል እንደ እድሜ፣ የክፍል ደረጃ እና የወላጆች የትምህርት እና የስራ ሁኔታ ያሉ አንዳንድ ግላዊ መረጃዎችን እንዲያቀርቡ ይጠየቃሉ።

እባክዎ በተሰጡት ክፍት ቦታዎች ላይ በግልፅ ይፃፉ ወይም በተገቢው አማራጮች ላይ የ (✓) ምልክት ያድርጉ።

ይህ መረጃ ለምርምር ዓላማዎች ብቻ የሚውል ሲሆን በሚስጥር ይጠበቃል።

የጠቅላላ ዳራ ግምገማ ጥያቄዎች		
1	የሚመለከት ትምህርት ቤት	
2	ዕድሜ	
3	የት/ት ክፍል ደረጃ	9ኛ
		10ኛ
		11ኛ
		12ኛ
4	የወላጅ እናትዎ የትምህርት ደረጃ	ማንበብ እና መጻፍ የምትችል
		የመጀመሪያ ደረጃ አጠቃላች
		ሁለተኛ ደረጃ አጠቃላች
		ዲፕሎማ ወይም ዲግሪ አላት
		ማስተርስ እና ከዚያ በላይ አላት
5	የአባት የትምህርት ሁኔታ	ማንበብና መጻፍ የሚችል
		የመጀመሪያ ደረጃ ያጠናቀቅ
		ሁለተኛ ደረጃ ያጠናቀቅ
		ዲፕሎማ ወይም ዲግሪ ያለው
		ማስተርስ እና ከዚያ በላይ ያለው
6	በአካባቢዎ ካሉ ሌሎች ሰዎች ጋር ሲወዳደር የቤተሰብዎን ገቢ እንዴት ይመለከታሉ	በጣም ዝቅተኛ ገቢ
		ዝቅተኛ ገቢ
		መጠነኛ/መደበኛ ገቢ
		ከፍተኛ ገቢ
		በጣም ከፍተኛ ገቢ
7	BMI(ቦድይ ማሥ	

	ኢንዱስትሪ) = ክብደት/ቁመት 2	
8	ፈጣን ምግብን ለመመገብ አበረታች ምክንያቶች ምንድን ናቸው?	ግለሰብ (ጣዕም፣ ምችት/ጊዜ/በታ መገኘት፣ ፍላጎት፣ ልማድ)
		ማህበራዊ/ባህላዊ (የእኩዮች ተጽእኖ፣ የቴሌቪዥን እይታ፣ ሚዲያ/ማስታወቂያ፣ ቤተሰብ)
		የአካባቢ (የአማራጭ እጥረት/በቀላል መገኘት
		ኢኮኖሚያዊ (የኪስ ገንዘብ ስላለኝ ፣ የዋጋ ተመጣጣኝነት ፣ የማስተዋወቂያ አቅርቦት)
9	ፈጣን ፍጆታ ምግቦች(ፋስት ፋድ) ላይ ተጽዕኖ የሚያሳድሩ ነገሮች ምንድን ናቸው?	ጤና እና ንፅህና
		የወላጅ ቁጥጥር
		ማህበራዊ ኢኮኖሚያዊ ጫና
		የትምህርት ቤት ፖሊሲ
10	ባለፉት 30 ቀናት ውስጥ፣ እርስዎ ወይም ቤተሰብዎ ለምግብ የሚሆን በቂ ገንዘብ ስለሌለዎት ወይም ስላጡ ብዙ ተመራጭ ያልሆኑ ወይም ውድ ያልሆኑ ምግቦችን (የጎዳና ላይ ፈጣን ምግብ) መመገብ ነበረብዎት?	በጭራሽ
		አልፎ አልፎ
		አንዳንዴ
		ብዙ ጊዜ
		በጣም ብዙ ጊዜ
11	ባለፉት 30 ቀናት ውስጥ፣ በቂ ምግብ ስለሌለ ከምትፈልጉት በላይ ትንሽ ምግብ ወይም (የጎዳና ላይ ፈጣን ምግብ) በልተሻል?	በጭራሽ
		አልፎ አልፎ
		አንዳንዴ
		ብዙ ጊዜ
		በጣም ብዙ ጊዜ

	ስለ ፈጣን ምግብ/ጤናማ አመጋገብ	
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12	ልምምድዎ የወላጅ /የአሳዳጊ እናት ስጋት አለ?	የለም
		ትንሽ
		በጣም
		በመጠኑ
		በጣም
		እጅግ በጣም
13	ስለ ፈጣን ምግብ/ጤናማ አመጋገብ ልምምድዎ የወላጅ /አሳዳጊ አባት ስጋት አለ?	የለም
		ትንሽ
		በጣም ትንሽ
		በመጠኑ
		በጣም
		እጅግ በጣም
14	ስለ ፈጣን ምግብ/ጤናማ አመጋገብ የሚያሳስባቸው ዳደሮች/እኩዮች አሉ?	የለም
		ትንሽ
		በጣም ትንሽ
		በመጠኑ
		በጣም
		እጅግ በጣም
15	ትምህርት ቤትዎ ለፈጣን ምግብ (ፋስት ፋድ)አቅራቢዎች ቅርበት አለው?	አዎ
		አይ
16	ቤትዎ ለፈጣን ምግብ አቅራቢዎች(ፋስት ፋድ) ቅርበት አለው?	አዎ
		አይ

ክፍል II፡ የፈጣን ምግብ ፍጆታ ባህሪ

ይህ ክፍል ሁለት ክፍሎች አሉት፡ የመጠጥ ፍጆታ እና ፈጣን-ምግብ ፍጆታ።

መጠጥ፡ ድግግሞሽ

ለእያንዳንዱ ጥያቄ አንድ የተወሰነ መጠጥ ምን ያህል ጊዜ ወይም ምን ያህል እንደሚጠጡ ይምረጡ።

በጥያቄዎቹ በቀኝ በኩል ከቀረቡት የምላሽ አማራጮች ከሰጡት መልስ በተሻለ የሚዛመደውን ከ1-0 ካሉት ፊደላት ያክብቡ።

ጥያቄ	ምርጫ	
1. ምን ያህል ጊዜ መደበኛ ሶዳ ወይም ፖፕ (የለስላሳ መጠጦችን) ይጠጣሉ?	1. በጭራሽ ወይም አልፎ አልፎ 2. በወር 1 ጊዜ 3. በወር 2-3 ጊዜ 4. በሳምንት 1-2 ጊዜ 5. በሳምንት 3-4 ጊዜ	6. በሳምንት 5-6 ጊዜ 7. በቀን 1 ጊዜ 8. በቀን 2 ጊዜ 9. በቀን 3 ጊዜ ወይም ከዚያ በላይ
2. ከስኳር ነፃ የሆነ ሶዳ ፖፕ (ከስኳር ነፃ የለስላሳ መጠጦችን) ምን ያህል ጊዜ ይጠጣሉ?	1. በጭራሽ ወይም አልፎ አልፎ 2. በወር 1 ጊዜ 3. በወር 2-3 ጊዜ 4. በሳምንት 1-2 ጊዜ 5. በሳምንት 3-4 ጊዜ	6. በሳምንት 5-6 ጊዜ 7. በቀን 1 ጊዜ 8. በቀን 2 ጊዜ 9. በቀን 3 ጊዜ ወይም ከዚያ በላይ

3. በስንት ጊዜ የስፖርት መጠቀሚያ (እንደ ጋራጭ፣ ፓውርክ፣ ወዘተ) ይጠቀሱ?	1. በጭራሽ ወይም አልፎ አልፎ 2. በወር 1 ጊዜ 3. በወር 2-3 ጊዜ 4. በሳምንት 1-2 ጊዜ 5. በሳምንት 3-4 ጊዜ	6. በሳምንት 5-6 ጊዜ 7. በቀን 1 ጊዜ 8. በቀን 2 ጊዜ 9. በቀን 3 ጊዜ ወይም ከዚያ በላይ
4. ሌሎች ጥፋጭ የታሸጉ መጠቀሚያ (እንደ ጥፋጭ ሻይ፣ ጭማቂ መጠቀሚያ፣ ፓንች ወይም ሎሚናት ያሉ) ምን ያህል ጊዜ ይጠቀሱ?	1. በጭራሽ ወይም አልፎ አልፎ 2. በወር 1 ጊዜ 3. በወር 2-3 ጊዜ 4. በሳምንት 1-2 ጊዜ 5. በሳምንት 3-4 ጊዜ	6. በሳምንት 5-6 ጊዜ 7. በቀን 1 ጊዜ 8. በቀን 2 ጊዜ 9. በቀን 3 ጊዜ ወይም ከዚያ በላይ
5. በምግብ ውስጥ ሳይሆን እንደ መጠጥ ምን ያህል ጊዜ ወተት ይጠቀሱ?	1. በጭራሽ ወይም አልፎ አልፎ 2. በወር 1 ጊዜ 3. በወር 2-3 ጊዜ 4. በሳምንት 1-2 ጊዜ 5. በሳምንት 3-4 ጊዜ	6. በሳምንት 5-6 ጊዜ 7. በቀን 1 ጊዜ 8. በቀን 2 ጊዜ 9. በቀን 3 ጊዜ ወይም ከዚያ በላይ
6. እንደ ማኪያቶች፣ ሞቻ፣ ፍራፑቺኖ እና ማኪያቶች (መደበኛ ቡናን ሳይጨምር) የቡና መጠቀሚያ ምን ያህል ይጠቀሱ?	1. በጭራሽ ወይም አልፎ አልፎ 2. በወር 1 ጊዜ 3. በወር 2-3 ጊዜ 4. በሳምንት 1-2 ጊዜ 5. በሳምንት 3-4 ጊዜ	6. በሳምንት 5-6 ጊዜ 7. በቀን 1 ጊዜ 8. በቀን 2 ጊዜ 9. በቀን 3 ጊዜ ወይም ከዚያ በላይ

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የመጠራች መጠን

1. እያንዳንዱን መደበኛ ሶዳ ወይም ፖፕ(የለስላሳ መጠራችን) በሚጠጡበት ጊዜ ብዙ ጊዜ ምን ያህል ይጠጣሉ?

2. እያንዳንዱ ጊዜ መደብኛ ሶዳ ወይም ፖፕ (የለስላሳ መጠራችን) ሲጠጡ, ብዙ ጊዜ ምን ያህል ይጠጣሉ? የምላሽ አማራጮች:-

ሀ. ከ1 ብርጫቆ ያነሰ

ለ. አንድ 12 አውንስ ብርጫቆ (1.5 ብርጫቆ)

ሐ. ከአንድ ብርጫቆ በላይ

መ. መደበኛ ሶዳ ወይም ፖፕ * ፈጽሞ አልጠጣም

1. ምን ያህል ውሃ, የታሽገ ውሃን ጨምሮ, ይጠጣሉ? የምላሽ አማራጮች:-

ሀ. በቀን 0-1 ኩባያ/ ብርጫቆ

(1 ኩባያ = 8 አውንስ)

ለ. በቀን 2-4 ኩባያዎች/ብርጫቆ

ሐ. በቀን 5-8 ኩባያዎች/ብርጫቆ

መ. በቀን ከ 8 ኩባያ /ብርጫቆ በላይ

ፈጣን ምግብ

ባለፈው ወር ከሬስቶራንት ወይም መስኮት ላይ /መንገድ ላይ ከሚሸጡ ፈጣን ምግቦች

1. ስንት ጊዜ ምግብ ገዝተዋል?

የምላሽ አማራጮች፡-

ሀ. በጭራሽ ወይም አልፎ አልፎ

ለ. በወር 1 ጊዜ

ሐ. በወር 2-3 ጊዜ

መ. በሳምንት 1-2 ጊዜ

ሠ. በሳምንት 3-4 ጊዜ

ረ. በሳምንት 5-6 ጊዜ

ሰ. በቀን 1 ጊዜ

ሸ. በቀን 2 ጊዜ

ቀ. በቀን 3 ጊዜ ወይም ከዚያ በላይ

2. ባለፈው ወር ወደነዚህ አይነት (የጫካ ፈጣን(Fast Food))ምግብ ቤቶች ከሄዱ ወደ የትኛዎቹ ምግብ ቤቶች ሄዱ? (ምላሽ፡- አዎ/አይደለም ለእያንዳንዱ ዝርዝር)

ሀ. (“በርገር-እና-ጥብስ”) ፈጣን ምግብ ቤት፣ እንደ WOW፣ ANGEL፣

ለ. የጎዳና ላይ ፈጣን ምግብ መሸጫ ሱቆች (ሳምቡሳ፣ ብስኩት፣ እርጥብ፣ ፈላፍል፣ ሻወርማ፣ ቺፕስ)

ሐ. የተጠበሰ ዶሮ ቤት, ለምሳሌ KFC

መ. ሳንድዊች ወይም ንዑስ ሱቅ

ሠ. ፒዛ ፣ እርጥብ ፣በርገር ወይም ምግብ ቤት

ረ. አትክልት/ጁስ ቤት

ሰ. የዳቦ መጋገሪያ ወይም የዶናት ሱቅ

ሸ. ኪዎስክ ወይም ተነቀሳቃሽ የፈጣን ምግቦች መሸጫ ሱቆች

ቀ. የቡና የሻይ ሱቅ

ጀ. አይስ ክሬም እና የበርገር ሱቅ

ክ. እንደ ሸዋ፣ ኩዊንስ፣ ትኩስ ኮርነር ባሉ መደብሮች ውስጥ መክሰስ መሸጫ

ክፍል III: የሰውነት ራስን ምስል መጠይቅ

ከ1 እስከ 27 ያሉት መግለጫዎች ሁሉም ከእርስዎ እና ከሰውነትዎ ጋር የተያያዙ መጠይቆች ናቸው። እያንዳንዱን መግለጫ በጥንቃቄ ያንብቡ እና መግለጫው ለእርስዎ ምን ያህል እውነት እንደሆነ ይወስኑ። መግለጫው ለእርስዎ ምን ያህል እውነት እንደሆነ ለማመልከት ከታች ያለውን የደረጃ መለኪያ ይጠቀሙ። ምላሽዎን ለሚያመለክት ፊደል በሰጥኑ ውስጥ የ✓ ምልክት በማድረግ ይመልሱ

በፍጹም አይገልጽኝም (ሀ)

በትንሹ ይገልጻል (ለ)

ግማሽ ያህል ይገልጻል እውነት ነው (ሐ)

በብዛት ይገልጻል/እውነት ነው (መ)

ሙሉ በሙሉ ይገልጻል (እውነት ነው) (ሠ)

መግለጫዎች	ሀ	ለ	ሐ	መ	ሠ
1) ሰውነቴ ማራኪ አይደለም ብዬ አስባለሁ።					
2) ስለ ሰውነቴ ያለኝ ስሜትና አመለካከት ሰውነቴ በጥሩ ሁኔታ እንዲሰራና እንዲንቀሳቀስ ያደርጋል።					
3) የተመጣጠነ (ሽንቃጣ)የአካል አቋም መሆን ለእኔ አስፈላጊ ነው።					
4) አጠቃላይ የአካሌ(ቅርጽና ውበት) አመለካከት ደረጃዬ ከፍተኛ ነው።					

5) ሰውነቴን (የሰውነት ገፅታዬን)ከምቀርባቸው ሰዎች (ጓደኞች፣ ዘመዶች፣ ወዘተ) ጋር አወዳድራለሁ።					
6) በቁመቴ ረጅም መሆን እፈልጋለሁ።					
7) ሰውነቴ በልብስ ውስጥ ሲታይ ወፍራም ይመስላል ብዬ አስባለሁ።					
8) እርቃን ሰውነቴን በግል ሳየው ሰውነቴ ያሳዝነኛል።					
9) መልካም ገፅታ እንዲኖረኝ ቆንጆ ሆኖ እንድቀርብ ፊቴንና ጸጉሬን በጥንቃቄ እንከባከባለሁ እከታተላለሁ።					
10) ደህና ልብስ ስለብስ በጣም መልካም ገፅታ አለኝ የተዋብኩም እሆናለሁ።					
11) ጤናማ የሰውነት ቅርፅ ሲኖረኝ(ሸንቃጣ) ስሆን ስለሰውነቴ ጥሩ ስሜት ይሰማኛል።					
12) የሰውነት መጠኔ(መወፈር ውይም መክሳት) ለእኔ አስፈላጊ ነው።					
13) ሰውነቴ ጤናማ ነው።					
14) ጥሩ መልክ ባላቸው ሰዎች መካከል መሆን ውይም መከበብ በሰውነቴ ላይ መጥፎ ስሜት እንዲሰማኝ ያደርጋል።					
15) የተለየ ቁመት(ረዝም ብል ውይም አጠር ብል) ብሆን እመኛለሁ።					
16) ሰውነቴ ከመጠን በላይ ወፍራም ነው።					
17) ስለ ሰውነቴ ቅርፅና ገፅታ የመንፈስ ጭንቀት ይሰማኛል።					
18) ብዙ ጊዜ በደንብ ለብሳለሁ(እዘንጣለሁ)።					
19) ሰውነቴ ጥሩ ቅርጽና ውበት አለው።					
20) አዘውትሬ የአካል ብቃት እንቅስቃሴ ሳደርግ ስለ ሰውነቴ ያለኝ ስሜት ይሻሻላል።					
21) እግሮቼ ምን ያህል ጥሩ ቅርፅ እንዳላቸው አስባለሁ ስለ እግሬም ቅርፅ እጨነቃለሁ።					
22) ሰውነቴ የተሻለና የተዋበ ቅርጽ አለው።					
23) በማህበራዊ ሁኔታዎች ውስጥ ስሆን ስለ ሰውነቴ የበለጠ					

አተኩራለሁ					
24) የተለየ ቁመት ብሆን ኖሮ (ረጅም ብሆን) ሰውነቴን በተሻለ ሁኔታ እወደው ነበር።					
25) ቀጭን ብሆን ብሆን ብዩ እመኛለሁ።					
26) በአብዛኛው ስለ ሰውነቴ መጥፎ ስሜት ይሰማኛል።					
27) መልኬን የበለጠ ማራኪ ለማድረግ ጊዜ ወስጄ ራሴን እንከባከባለሁ።					