

Contradiction over the top:
*Less topless sun tanning in the Netherlands
as its popularity declines.*



Bachelor thesis SGP

Roel van der Veer S3033759

Tutors: Billie de Haas & Bettie Oosterhoff

University of Groningen

Faculty of Spatial Sciences

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Abstract

The popularity of topless sun tanning, a conduct-based sexual right claim, seems to have dropped drastically in the last few decades. The media and social scientists point towards higher physique standards on social media and less privacy, because of cameras everywhere, as possible explanations. In a survey 127 Dutch women were asked about their intentions to recreate topless in public and private places. Hypothesized was that women would sooner go topless in private places such as their own garden or places they cannot be seen by anyone. Results of the survey in this inquiry however, show that women recreate topless sooner in places where nobody can see them. When comparing the influence of statements about attitude, norms and perceived behavioral control on intention (concepts from the theory of planned behavior) through an ordinal logistic regression analysis, the results show that the fact that it feels comfortable is the most important predictor for intention of going topless in places where nobody can see the respondent. It can be stated that a lot of women think topless sun tanning is physically more comfortable than with a top on. Despite a predominantly positive attitude and behavioral control most women nowadays seemingly do not engage in the behavior of topless sun tanning as a result of lack of privacy and the fear for cameras and relatives and friends. Although the survey in this research mostly had young respondents and does not reflect the entire Dutch female population, it shows that when being alone and having enough privacy, topless sun tanning is still popular among young women.

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1. Introduction

1.1 Background

In the Netherlands during the 1970s, 1980s and 1990s women of all ages were laying unanimously topless on beaches. These unconcerned women brought out their message: the female body is just a female body and not a sexual object. This was the outcome of the 1960s, the ideas of emancipation of women and flower power (Oomen, 2018). As Espin (1999) pointed out, a freer sexuality is commonly associated with a modern society. However, nowadays it can be concluded that women seem less comfortable with enjoying the sun without a top on.

There are multiple proposed reasons for the fact that women feel this way (Woertman, L. in: Oomen, 2018). She notes one of the reasons lies with women themselves: because they seem to have become more critical of their physical self. Around the 1970s, 1980s and 1990s issues like origin, religious beliefs and social class mainly determined your identity. Now these issues have become less important in society, ones physique has grown more essential for women's identity. The 'ideal' depiction of female bodies of famous Dutch people and fit girls on social media lift the standard in people's minds making them less satisfied with their own body: especially young women are growing ever more uncertain about their physique because of this change in frame of reference. The American Psychological Association has found a similar effect: "Girls exposed to sexualizing and objectifying media are more likely to experience body dissatisfaction, depression and lower self-esteem" (American Psychological Association, 2007: 15, 35). In Naaijer (2016) social scientist Linda Duits also claims that the upcoming of social media does not, as many people think, result in a sexualized society but rather the opposite: a more prude society. She points out that the amount of nudeness in public and in the media together does not change through time. In this way Facebook is succeeding in what conservative politicians failed to achieve for years: spreading a conservative American sexual morale where no revealed nipple or educational picture of a vagina is allowed to be seen. In the USA approximately 76% of all teens aged 13-17 used at least one social media platform in 2015 (Lenhart, 2015). Stevens et al. (2017) have proven that youths that have been subject to sexual health messages on social media are 2.69 times more likely to have used contraception during their last intercourse. This is an evidence for what Ralph et al. (2011) pointed out: Regardless of race/ethnicity, education, or economic status, youth demonstrate rapid uptake of social media.

Woertman says another reason can be found in the fact that a 'new conservatism' has risen in the western world; there is more social control in the public spaces: e.g. young men for example think it is normal to confront young women with miniskirts because they associate nudeness with 'whorish' or 'dirty'. To put a halt on this 'new conservatism' perhaps the most prude country, the United States of America, has launched a free-the-nipple-day (Jan Heemskerk in: Oomen, 2018).

Another reason for this so-called 'new prudery', according to Woertman (in Oomen (2018)), is the internationalization of Dutch society: people with other cultural and religious backgrounds (e.g. immigrants and international students) have made us think of nudeness as a less 'normal' thing. Influential groups are variable in origin and through time (Centraal Bureau voor Statistiek, 2018) and are in some cases not equally concentrated through the Netherlands,

e.g. Syrian refugees being placed into separate refugee camps, making their cultural influences less evident (Centraal Orgaan opvang Asielzoekers, 2018).

In Oomen (2018) Esthetical doctor Floor Claus thinks the number of women that had surgery on their breasts has increased and that these women are most likely to leave their top on in public spaces because of the scars. She also notes there is camera's everywhere these days making women feel less comfortable with the idea that every picture taken can appear on social media or the internet.

Assuming that the phenomenon of 'new prudery' or 'new conservatism' in Dutch society is a real and happening change in social norms, it seems that women feel less comfortable these days and in this way feel restricted in their freedom of behavior. Important processes like feminism and emancipation of women appear to experience a downfall on this regard. The aim of this research is to contribute to a better understanding of the changing of social norms in Dutch society. Mainly because there is a lot of theories and no certainties; these theories are in some cases contradictory. The aim of this inquiry is to clarify what makes that women (seen from their perspective) do or do not feel comfortable enough to recreate topless in public places. In this way a clear indication and scientific proof could be obtained of what the most important motivations or obstacles for women are to engage in the specific conduct of recreating topless.

1.2 Research problem

The behavior of topless sun tanning itself is not a suitable measure for determining its popularity, since it appears that there is only a handful of women doing it nowadays. Peer pressure is suspected to have a negative effect on appearance of topless recreation and thus the focus of this inquiry lies on the intention to engage in behavior. Therefore the main research question of this inquiry is the following:

What is the main predictor for women's intention to (not) recreate topless?

Three factors have an influence on intention towards behavior, being attitude, norms and behavioral control. Investigating these three concepts (explained later in section 2) leads to three sub questions:

- ***What attitude towards recreating topless do women have?***
- ***What are the norms regarding recreating topless that women perceive?***
- ***To what extent do women feel they themselves control their behavior?***

Another important aspect of this research is the geographical distinction between private and public places. If women tend to go topless in private places sooner than public places, it would support the notion that privacy is important and thus the social norms in the area play an important role in determining the intention that women have.

- *How does intention of women to recreate topless differ between public and private places?*

1.3 Structure of the thesis

Following this chapter there will be an outline of the theoretical framework of the inquiry (chapter 2) including the conceptual model and explanation. In chapter 3 the hypothesized outcomes of the research questions will be outlined followed by an overview of methodology of the analyses in chapter 4. In chapter 5 the results of the analyses on the main research question and the sub questions. The main conclusions of this research can be found in chapter 6, where there will also be sections dedicated to discussion, strengths, limitations and recommendations.

2 Theoretical framework

According to Richardson (2000), the concept of sexual rights are divided in three types of claims: Conduct-based right (practice), Identity-based right and claims that are relationship-based. Conduct-based rights contain the right to participate in sexual activity, the right to pleasure (e.g. legalization of consuming prostitution and pornography) and the right to sexual self-determination (e.g. right to engage in sex without fear of sexual transmittable diseases or unwanted conception; the accessibility of abortion).

Since my research topic will be about the phenomenon of the relatively fewer women who recreate topless on certain public (e.g. beaches) and private places (garden) compared to the 1970s/1980s/1990s, this research will be about a conduct-based right claim: the practice of recreating topless. There will be focus on the public/private binary as described by Richardson: the spatial distinction between the public and private spheres in which women may or may not feel comfortable to engage in physical expression.

The main theory used in this approach of Penney (2014) is the queer-theory. The queer theory is a social and philosophical theory that criticizes the notions of sex, essentialist or deterministic feminism and the idea that there is a genetic determination of sexual preference. In that way Penney (2014) challenges Richardson's notion that having the right to sexual expression is based on a genetically determined desire. In another time this was stressed as well: "sexuality is culturally variable rather than a timeless, immutable essence" (Parker et al., 1992, p. 4). Espin (1999) explains that a freer sexuality is commonly associated with a modern society.

As has already been discussed in the background section, the phenomenon of fewer women recreating topless in public places has not been studied in-depth. There is a number of proposed reasons and factors that have an influence on the feeling of comfort women have to engage in such expressing activities. Using the 'reasoned action approach' of Fishbein & Aizen (2010) an attempt can be made to explain this change in women's behavior during the last decades. Within this theory there is a set of factors that have an influence on the outcome, being people's behavior. Behavioral beliefs, normative beliefs and control beliefs determine the

attitude towards behavior, perceived norms and perceived behavioral control respectively. According to the model, these three factors result in the intention of behavior that people have. Lastly there is the actual social control that may or may not turn intention into behavior (Fishbein & Aizen, 2010).

2.1 Conceptual model

The conceptual model of the research is illustrated in figure 1 below.

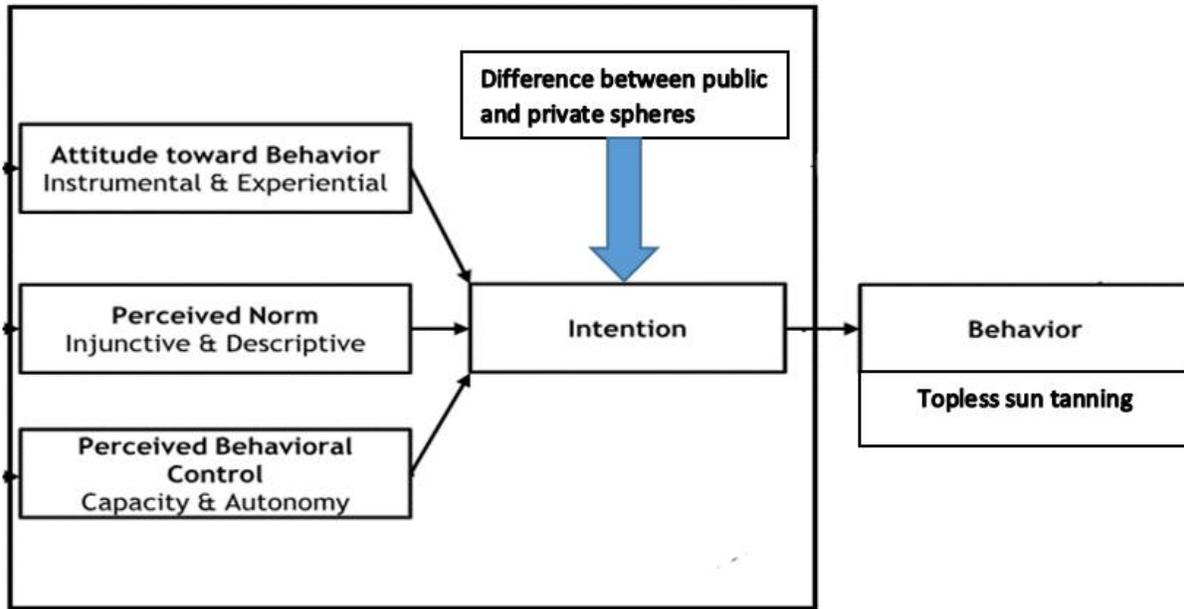


Figure 1: conceptual model underpinning the research

It is a primarily visual presentation of the concepts and theories underpinning this research. This model will be tested on several linkages for the specific behavior of women recreating topless (Behavior). A survey will firstly determine what attitude women have toward this behavior: meaning what they themselves think about the practice of topless sun tanning. Furthermore the perceived norm and the perceived behavioral control will be determined as well. For these three factors several questions will determine their positive or negative effect on the intention to whether women engage in the behavior or not. Another way this model will be tested is the extent to which the intention of women to recreate topless differs between public and private places by women.

According to the model the perceived behavioral control consists of a perception on capacity (the belief that one can, is able to, or is capable of, performing the behavior) and autonomy (the perceived degree of control over performing the behavior). The attitude can also be divided into two aspects: the instrumental aspect (anticipated positive/negative consequences) and the experiential aspect (perceived positive/negative experiences). A perceived norm can either be injunctive (perceptions concerning what ought to be done) or

descriptive (perceptions that others are (not) performing the behavior) (Fishbein & Aizen, 2010).

3 Hypotheses

In the background section a number of proposed reasons for women not recreating topless in public and private areas are given. Some of these will be tested during the inquiry by means of a survey. I suspect the most important recent development in our society that has an impact on women feeling restricted is the effect of increased use of social media and the type of information that appears on it. Especially the fact that advertisements and private posts on e.g. Facebook or Snapchat are usually idealized because people want to sell a product or create a positive image of themselves. Given the fact that youths demonstrate rapid uptake of sexual knowledge on social media (Ralph et al., 2011), the ads and idealized pictures must also have a significant influence on their standards of physical shape. For this reason I suspect that, with regard to the 'reasoned action approach' model and its components, most respondents will imply that other people would not like it (perceived norm) if the respondent recreated topless (behavior) and in this way having a negative effect on the intention to do so.

With regard to the difference between intentions, it can be suspected that for many women the intention to recreate topless differs for public and private spheres, with the latter being positive more likely. The third measured intention, intention to go topless in a place where no one can see you, is likely to be the most positive of the three, since there won't be the danger of cameras around and if women have a positive attitude they would go topless in this situation.

4 Methodology

4.1 Study design

There are two ways to investigate the intentions of women to recreate topless: either a qualitative inquiry or a quantitative one; both approaches are plausible. In order to determine which of the three predictors of intention, attitude, perceived norms and behavioral control (figure 1) is strongest, a quantitative approach was preferred. If a qualitative research strategy is to be used, an indication of the most important explanatory factor(s)/reason(s) could not be obtained.

4.2 Data collection method

There was also another advantage of the quantitative method using a survey (and in this way collect more respondents): the low popularity of topless sun tanning, as Espin (1999) pointed out, can in this way be tested. The survey can be found in appendix A. Recruitment has been conducted by spreading online surveys via facebook. 127 female respondents and one male respondent have filled in the survey on survio. The one male respondent has been eliminated from the analyses because the aim of the research is to investigate the intentions and thought of women on topless sun tanning. As discussed by Clifford (2016), the negative side of using online questionnaires is that it raises a lot of sampling issues. For example: what types of people respond and do not respond to Internet surveys? One major consideration of the spreading method of the survey (online) would be that most people filling in the questionnaire will be known to me and in that way may feel like not giving completely honest answers. This can be resolved by executing the queries anonymously and online. Some information on the research has been included in the survey and by marking a checkbox respondents could agree to participate.

It was important to formulate the questions in the questionnaire carefully, meaning in a way that the questions could not be understood in a different way than intended. Clifford (2016, p.131) says advises “avoiding long, complex questions, two or more questions in one, jargon, biased or emotionally charged terms and negative words like not or none”. Most statements are positively formulated.

4.3 Data analysis methods

4.3.1 Determining the main predictor for intention to recreate topless

According to Fishbein and Aizen’s reasoned action approach, three factors influence the intention towards behavior: attitude, perceived norms and perceived behavioral control.

What is the main predictor for women’s intention to (not) recreate topless?

In order to point out the most important factor statements will be provided that the respondents are asked to answer with an ordinal number on the basis of a five point Likert scale (1 = Agree, 2 = slightly agree, 3 = neutral, 4 = slightly disagree and 5 = disagree). Use of such Likert scale enabled us to give an ordinal value to all three factors (perceived norms, attitude towards behavior, and perceived behavioral control) from the reasoned action approach of Fishbein & Aizen (2010). These values have been used for ordinal logistic regression to determine which of the three factors has a significant influence on a positive intention outcome.

4.3.2 Public/private spheres

The second goal of this inquiry is to determine whether there is a different intention of women for topless sun tanning in public and private spheres.

How does intention of women to recreate topless differ between public and private places?

The respondents are asked to give the likeliness or intention of topless sun tanning in 'public' places, 'private' places and places where nobody can see you; in this way comparison can be made. 'A place where nobody can see you' functions as an ideal private place (in the sense that no passersby can see you) and in that way differs from 'normal' private places.

The outcomes of the three measured intentions in different kinds of areas will be compared using Wilcoxon signed rank tests, because the intentions are paired outcomes of the same group (being answered by the same individuals). In this way intention to recreate topless may prove to be significantly different between these spheres.

4.3.3 Attitude towards behavior

The second sub question investigates the attitude towards topless sun tanning women nowadays have.

What attitude towards recreating topless do women have?

Two statements were added to the survey, 'Topless sun tanning is comfortable' and 'Topless sun tanning is good for me'. The effect of the outcome of these statements on the intention will be tested using the ordinal regression as is explained in section 4.3.1.

4.3.4 Subjective norms towards topless sun tanning

What are the norms regarding recreating topless that women perceive?

To determine the norms that women perceive two statements were added to the survey, 'Other people think it is appropriate if I recreate topless' and 'People like me recreate topless'. The effect of the outcome of these statements on the intention will be tested in the ordinal regression (as explained in section 4.3.1). In the third part of the survey the respondents were asked to answer some additional statements on subjective norms regarding topless sun tanning: if they thought if it is normal that women recreate topless in public and how they think men see it.

4.3.5 Women's perceived behavioral control

The fourth and last research question aims at the perceived behavioral control that women experience.

To what extent do women feel they themselves control their behavior?

Only one single statement remains and is included in the survey, being the degree to which women feel they themselves are in control of their behavior. This statement, 'The choice to recreate topless or with top on is entirely up to me', has been added to the ordinal regression.

4.4 Positionality

My positionality as an 'outsider' in this research is a major consideration. I am a male person and logically I am not able to place myself in a women's position. Although I will make an attempt to perform this research objectively, I am not free of theory, personal background and opinion.

4.5 Ethical considerations

An ethical consideration in this inquiry is the fact that the survey is on a sensitive subject where people might not want to speak openly about. Respondents are given the option to not participate or to quit filling in the survey any time if they feel uncomfortable answering the questions. If they did wish to participate, they could check a box to give their informed consent. On the last page respondents were promised that their identity would remain anonymous.

5. Results

5.1 Determination of the main predictor for topless intentions

Intentions of women to engage in the behavior of topless sun tanning are depicted in the tables below. As can be read from the tables below the lion part of the respondents does not intend to recreate topless in all three kinds of places being 'public places', 'private places' and 'places where nobody' can see you respectively.

Table 1: Intention for topless sun tanning in public places

	Frequency	Percent
Never	85	66.9
Sometimes	27	21.3
Regularly	3	2.4
Often	4	3.1
Always	8	6.3
Total	127	100.0

Table 2: Intention for topless sun tanning in private places

	Frequency	Percent
Never	77	60.6
Sometimes	36	28.3
Regularly	8	6.3
Often	5	3.9
Always	1	.8
Total	127	100.0

The differences between table 1 and table 2 are very small and thus are the intentions of women to recreate topless in public and private places. Table 3 however shows us that when the respondent is in a place where nobody can see her, she is more likely to go topless than in public places or even private places such as a garden where passersby can see her.

Table 3: Intention for topless sun tanning in a place 'where nobody can see you'

	Frequency	Percent
Never	46	36.2
Sometimes	29	22.8
Regularly	9	7.1
Often	17	13.4
Always	26	20.5
Total	127	100.0

The ordinal regression on intention to recreate topless in public and private places did not yield any significant predictors among the attitude, behavioral control and norm statements. However the third intention of topless sun tanning on a place where nobody can see the respondent yielded two statements as having a significant positive effect on the intention.

The pseudo R-square value of 0.693 (Appendix B) indicates that 69,3 percent of the variance is explained by the model components. The table with model fitting information (Appendix B) reveals a significant value meaning that the model fits the data well.

Table 4: Predictors of Intention to recreate topless in 'place where nobody can see you'

	Estimate	Std. Error	df	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Recreating topless feels nice	1.332	.209	1	.000	.923	1.741
Topless sun tanning is good for me	.305	.202	1	.130	-.090	.701
Other people think it is appropriate if I recreate topless	.019	.211	1	.930	-.395	.432
People like me recreate topless	.545	.189	1	.004	.174	.916
The choice to recreate topless is entirely up to me	.147	.187	1	.431	-.219	.513

The predictors of intention of recreating topless in a place where nobody can see you (IntNobody), attitude, norms and behavioral control and their effect are depicted in table 4 above. As the estimates show, all five statements in table 4 logically have a positive effect on the intention, because a higher value illustrates agreeing with the statements of the survey (Appendix A). However, only the statements 'recreating topless feels nice' and 'People like me recreate topless' have a significant positive effect (significance level lower than 0.05) with the

former having a stronger estimated effect. Other people think it is appropriate if I recreate topless' and 'People like me recreate topless'.

5.2 Public-private spheres

With regard to the boundary between public and private spheres the respondents roughly perceived places like a beach, a park, swimming pool, camping and a ship deck as public and their garden or a friend's garden as private places. Apparently if a place is part of your property or a friend's property, it is perceived as private. A ship deck or camping spot, which could be seen as a private place in a sense that it has been paid for and generally would not be accessed by strangers except if it is on invitation, is perceived as public. In these cases people pass by frequently (places for recreation or holiday resorts). The statement on topless sun tanning in company compared to being alone resulted in more than 60 percent of the respondents being more likely to do it when being alone.

Table 5 Private and public places according to respondents

	Public	Private
Beach	126	2
Park	124	4
Own garden	6	122
A friend's garden	25	103
Swimming pool	125	3
Camping	118	10
Schip deck	102	26

On the different intentions for these both spheres, public and private places, the Wilcoxon signed rank test did not reveal a significant difference. The third intention, from which the distribution is given in table 3 in the previous section, has also been compared with intention to recreate topless in public using the same Wilcoxon signed rank test. In table 6 the mean values of the ordinal Likert scale values (1='never', 2='Sometimes', 3='regularly', 4='often', 5='always') for intention are given, where the outcome for public places is almost a full point lower.

Table 6: differences in mean for intention 'public' and 'where nobody can see you'

	Number of Respondents	Mean
Intention to recreate topless in a public place	127	1.61
Intention to recreate topless where 'Nobody can see you'	127	2.59

In Appendix C the remainder of the test specifications are depicted. The difference between the outcomes for both intentions are tested both ways and the significant value of 0.000 in the test statistics table (appendix C) is below the significance level of 0.05 meaning there is a significant

difference. The Z value in the test statistics table (Appendix C) yields that the intention to recreate topless in a 'place where nobody can see you' (IntentionNobody) has significantly higher values in the responses than the intention to recreate topless in a public place (IntentionPublic), meaning that the respondents are more likely to go topless in a place where nobody can see them.

The result was the same for running the test between the intention to recreate topless in a 'place where nobody can see you' and intention to recreate topless in a 'private' place. This implies the tests reveal that intention to recreate topless in a place where nobody can see you is significantly more likely than the intention to recreate topless in public or private places.

5.3 Attitude towards behavior

A frequency table for the answer on the attitude statements are depicted in table 7 and 8 below. The spreading of the answers is very consequent for the first statement: 'Topless sun tanning feels comfortable' Most of the respondents (around 60 percent) have answered in both extremes: agree or disagree.

Table 7: answers to attitude statement 1: 'Topless sun tanning feels nice'

	Frequency	Percent
Disagree	39	30.7
Slightly disagree	9	7.1
Neutral	26	20.5
Slightly agree	15	11.8
Agree	38	29.9
Total	127	100.0

The second statement on attitude, 'Topless sun tanning is good for me' was answered as follows in table 8. Here the spreading is also very evident, but there is a slight preference for disagreeing with the statement.

Table 8: answers to attitude statement 2: 'My recreating topless is good for me'

	Frequency	Percent
Disagree	41	32.3
Slightly Disagree	8	6.3
Neutral	41	32.3
Slightly Agree	15	11.8
Agree	22	17.3
Total	127	100.0

5.4 Perceived norms

In the general section of the survey respondents were asked about reactions on their topless sun tanning behavior. In figure 3 below half of the respondents said never to have recreated topless.

Heeft iemand ooit iets gezegd over het feit dat je topless aan het zonnen was? Zo ja, was dit een positieve (iemand moedigde je aan) of een negatieve reactie (iemand zei dat het niet gepast was)?

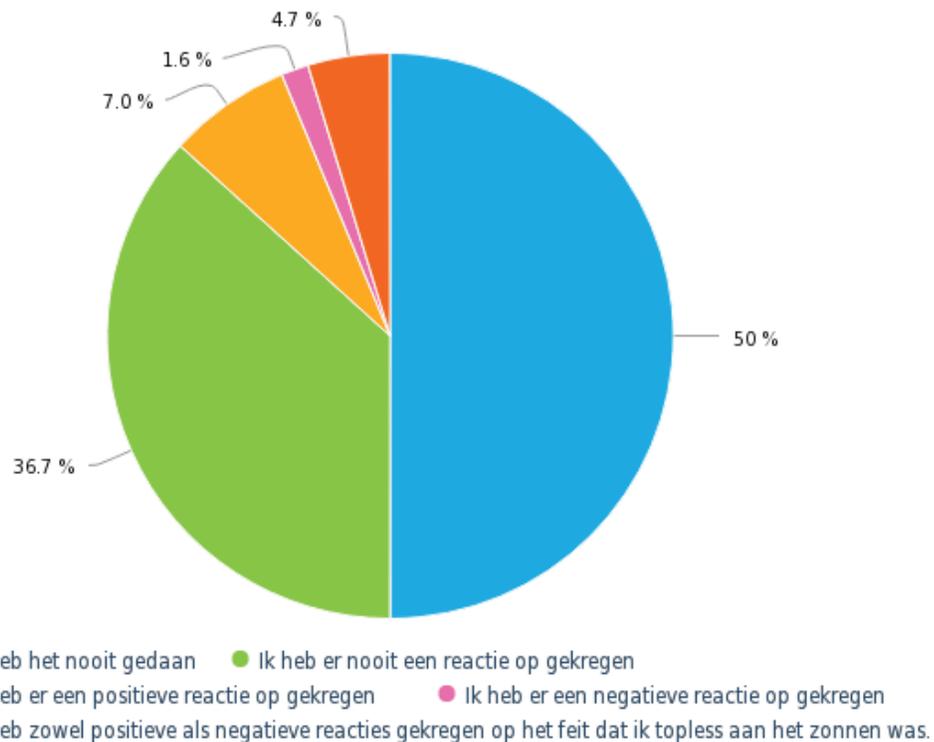


Figure 2: Reactions on topless sun tanning

Most of the ones that did however, mentioned they did not receive a reaction on their behavior. One out of four women that engaged in topless sun tanning had a reaction from other people, from which the most reactions were positive. Over two thirds of the respondents find it normal that women recreate topless in public, whereas half of the respondents think men do not.

5.5 Perceived behavioral control

The single statement on perceived behavioral control yields a very positive effect as can be found in table 9 below. Somewhat more than 85 percent of the respondents answered the statement ‘The choice to recreate topless is entirely my own’ with Slightly agree or Agree. This implies that women predominantly say they themselves are in control of their behavior and the choice is totally their own.

Table 9: Distribution of the answers on behavioral control statement: ‘The choice to recreate topless is entirely my own’

	Frequency	Percent
Disagree	5	3.9
Slightly Disagree	8	6.3
Neutral	4	3.1
Slightly Agree	25	19.7
Agree	85	66.9
Total	127	100.0

5.6 Additional findings

From the 127 respondents that filled in the survey online the age distribution is depicted in figure 3 below. The major part of the responses is aged between 18 and 34.

Tot welke leeftijdscategorie behoort u?

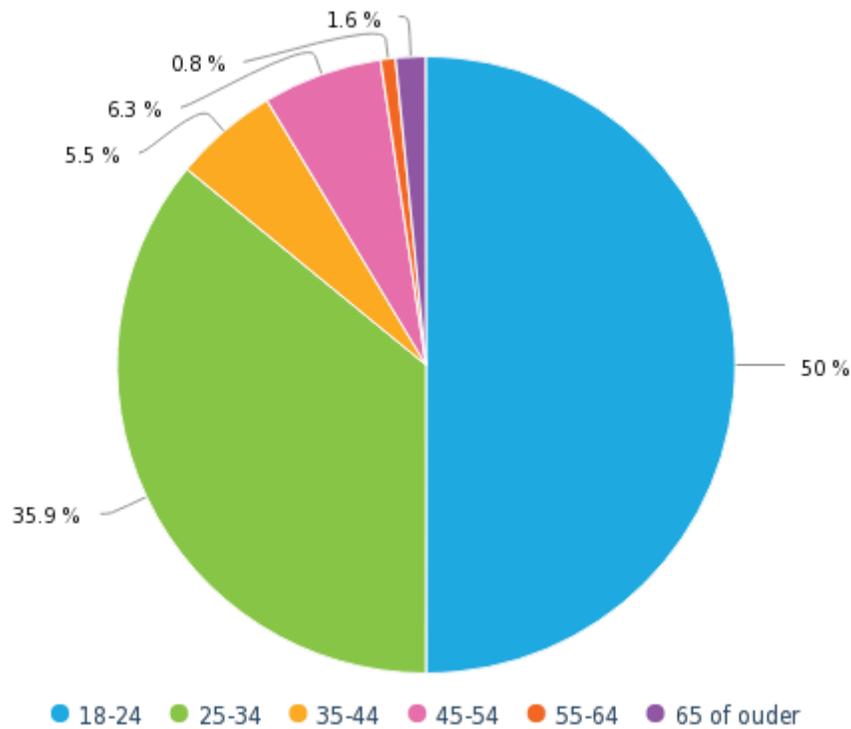


Figure 3: Age distribution of the respondents

Among the respondents the reasons for (not) having the intention to go topless vary; main reasons respondents give for enjoying topless sun tanning are avoiding tanning lines, that it feels physically more comfortable especially (warmer) when drying up after bathing activities. Another reason is that it provides a feeling of freedom. Negative responses yield that women feel uncomfortable and being watched when recreating topless. Women against topless sun tanning also mention that breasts are private parts and that it is not generally accepted to go topless. Other respondents say they like to go topless when they are alone but when being in the company of your family and/or kids they do not.

Roughly 61 percent of the respondents imply that they either slightly agree or agree with the statement that if they recreate topless in public, they are afraid of getting caught on camera.

6 Conclusion

6.1 Conclusion

Women's perceived behavioral control is very positive for most women resulting in a strong feeling of freedom to conduct the behavior of going topless. Also roughly half of the women have a positive attitude towards the behavior. How the norm is being perceived varies a lot between women. Most women think men find it inappropriate for women to recreate topless whereas women themselves think it is quite 'normal' to recreate topless. The analyses yield that there are two significant predictors for the intention to go topless in ideal private places (where nobody can see you), being the attitude statement (the fact that it feels comfortable) and the norms statement 'People like me recreate topless'. It can be concluded that in places where respondent cannot be seen by anyone the attitude towards the behavior is a significant explanatory factor.

Many women do not intend to go topless in public and private places on a sunny day, 67 percent and 60,6 percent respectively, but for a place where nobody can see you it is only slightly higher than 35 percent of the women. When applying a Wilcoxon signed rank test on the several intentions it yields that the intention to go topless in 'a place where nobody can see the respondent' only significantly differs from the intention to go topless in public or private and is significantly more positive. This result is being supported by the results of one of the statements discussed at the end of section 5.3 ('Being in company makes it more likely for me to go topless than when I am alone'). Thus, it can be concluded that a lack of privacy is by far the most important issue for women in public to go topless.

6.2 Discussion

The mean age of the respondents in this dataset is quite low and it does not reflect the Dutch population entirely. According to Wieringa (2018) a recent inquiry of EenVandaag the percentage of young women that does not want to recreate topless in public places is 49 percent. In this inquiry that number is even higher: 67 percent imply never to recreate topless when going sun tanning in public. An additional main reason for not going topless in the article is that women are afraid of encountering friends or relatives when recreating topless. When considering the insignificant difference (found in section 5.3) between intention to recreate topless in public and private areas it can be discussed if this is not simply the result of the low average age of the respondent. The bigger part of the respondents is between 18 and 35 years old and likely to be student in Groningen (given the sampling method), which means in most cases the respondent does not yet own a house of her own. For these respondents the difference between private and public places may not be that evident: because private property in their case would be unlikely to include a private garden and if so, it would still be in the urban perimeter resulting in many passerbys gazing.

The results in section 5.5 show that perceived behavioral control is very positive, but the intention of women to recreate topless in public or private places is negative. I suspect this means that women believe they are free of choice, but still choose not to recreate topless because of peer pressure from the women that do not like topless sun tanning as mentioned above. Although there has not been much research on topless sun tanning in specific, recent research of Willoughby & Myrick (2018) has shown that the use of social media has a positive effect on outdoor sun tanning in the USA, which seems to be contradictory to the results found in this inquiry. Although the sun tanning mentioned by Willoughby & Myrick (2018) is not necessarily topless, social scientist Linda Duits (In: Naaijer, 2016) also claims that the upcoming of social media does not, as many people think, result in a sexualized society but rather the opposite: a more prude society. According to the model of Fishbein and Aizen (2010), women claim they have the conduct-based sexual right to recreate topless in public.

By using the model of Fishbein and Aizen one significant predictor has been found for intention to recreate topless. Although women feel they themselves control their behavior and many have a positive attitude, there must be other reasons for the fact that they do not intend to go topless in public.

6.3 Strengths & limitations

One major limitation of the group of respondents is that it consists mostly of young people and the population above 35 is not properly represented. The reason for this can be found in the method of sampling: via Facebook. Most respondents are people that are known to me or my friends resulting in a lot of respondents being of the same age. But also because of the fact that it is basically younger people that use Facebook and social media in general.

The model fit of the ordinal regression proved to be of quality because of the significant part of variance in intention explained by the model and because of the fact that topless sun tanning feels good according to most of the respondents results in having a more positive intention to go topless in places where nobody can see them. This research has made clear that younger people aged 18-30 still seem to have a positive attitude towards topless sun tanning.

6.4 Recommendations

If the phenomenon of topless sun tanning is to be investigated in following research, it can be recommended to include some additional statements on the effects of internationalization of the Netherlands (mentioned by Woertman (in Oomen (2018)) and plastic surgery (mentioned by Esthetical doctor Floor Claus in Oomen (2018)). In this research the choice has been made to exclude these possible explanations from the inquiry because of the hypothesized minimal effect. There is a chance these might result in an increase of the explained variance of the intentions. Other recommendations are to collect more responses from different age categories

in order to explore different ideas on topless sun tanning of different generations and not just the younger population. In this way it might become clear if the older generations still have a positive attitude towards topless sun tanning or not.

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Willoughby, J. F., and Myrick, J. G. (2018). Entertainment, social media use and young women's tanning behaviours. *Health Education Journal*. doi:10.1177/0017896918819643

Appendix A: Survey topless sun tanning

Online enquête over topless zonnen

Beste deelnemer,

Deelname aan deze enquête is geheel vrijwillig. Al uw antwoorden worden vertrouwelijk behandeld en uw persoonlijke identiteit blijft anoniem. Er kan geen identificerende informatie opgevraagd worden. Als een van de vragen u ongemakkelijk maakt, voelt u dan vrij om niet te antwoorden. U bent vrij om te allen tijde om welke reden dan ook te stoppen met de deelname. Het invullen van deze vragenlijst duurt slechts 5 a 10 minuten.

De resultaten van dit onderzoek zullen gebruikt worden om te bepalen in hoeverre vrouwen in Nederland zich nog comfortabel genoeg voelen om topless te zonnen. De analyses van de resultaten worden uitgevoerd door Roel van der Veer. Dit onderzoek staat in het kader van zijn bachelorproject.

Deel 1: Algemene vragen

1. Tot welke leeftijdscategorie behoort u?

Question instructions: *Selecteer één antwoord*

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 of ouder

2. Wat is uw geslacht?

Question instructions: *Selecteer één antwoord*

- Man
- Vrouw

3. Houdt u ervan om van de zon te genieten zonder bovenstukje aan?

Question instructions: *Selecteer één antwoord*

- Ja
- Nee

4. Om welke reden(en) (niet)?

5. Heeft iemand ooit iets gezegd over het feit dat je topless aan het zonnen was? Zo ja, was dit een positieve (iemand moedigde je aan) of een negatieve reactie (iemand zei dat het niet gepast was)?

Question instructions: *Selecteer 1 antwoord*

- Ik heb het nooit gedaan
- Ik heb er nooit een reactie op gekregen
- Ik heb er een positieve reactie op gekregen
- Ik heb er een negatieve reactie op gekregen
- Ik heb zowel positieve als negatieve reacties gekregen op het feit dat ik topless aan het zonnen was.

6. Geef voor de volgende plaatsen aan of u ze als openbaar of privé beschouwt.

Question instructions: *Selecteer één antwoord per rij.*

	Openbaar	Privé
Strand	<input type="radio"/>	<input type="radio"/>
Park	<input type="radio"/>	<input type="radio"/>
Uw eigen tuin	<input type="radio"/>	<input type="radio"/>
De tuin van een vriend/vriendin	<input type="radio"/>	<input type="radio"/>
Zwembad	<input type="radio"/>	<input type="radio"/>
Camping	<input type="radio"/>	<input type="radio"/>
Het dek van een schip	<input type="radio"/>	<input type="radio"/>

Deel 2: Geef aan in hoeverre u het met de volgende stellingen (on)eens bent.

7. Stellingen

Question instructions: *Selecteer één antwoord in elke rij.*

	Altijd	Vaak	Geregeld	Soms	Nooit
Als ik ga zonnen op een openbare plaats, doe ik dat zonder bovenstukje aan.	<input type="radio"/>				
Als ik ga zonnen op privéterrein waar andere mensen me kunnen zien, dan doe ik dat zonder topje aan.	<input type="radio"/>				
Als ik zou zonnen op privéterrein waar niemand anders me kan zien, dan doe ik dat topless.	<input type="radio"/>				

8. Stellingen

Question instructions: *Selecteer één antwoord in elke rij.*

	Eens	Beetje eens	Neutraal	Beetje oneens	Oneens
Topless zonnen vind ik fijn.	<input type="radio"/>				
Topless zonnen is goed voor me.	<input type="radio"/>				
Andere mensen vinden het gepast als ik topless van de zon geniet.	<input type="radio"/>				
Mensen zoals ik zonnen topless.	<input type="radio"/>				
De keuze om topless te zonnen is volledig aan mijzelf.	<input type="radio"/>				

Deel 3: Laatste stellingen

9. Geef voor de volgende stellingen aan in hoeverre u het met ze (on)eens bent.

Question instructions: *Selecteer één antwoord in elke rij.*

	Eens	Beetje eens	Neutraal	Beetje oneens	Oneens
Ik voel mij zeker genoeg over mijn uiterlijk om zonder bovenstukje aan te zonnen.	<input type="radio"/>				
Als ik een andere vrouw topless zie zonnen, ben ik eerder geneigd om het ook te doen.	<input type="radio"/>				
Ik ben bang dat er foto's van me op het internet/social media verschijnen als ik topless zon.	<input type="radio"/>				
Ik vind het normaal dat vrouwen topless zonnen in het openbaar.	<input type="radio"/>				
Ik denk dat mannen het normaal vinden als vrouwen in het openbaar zonder bovenstukje aan zonnen.	<input type="radio"/>				
In gezelschap zou ik eerder topless zonnen dan wanneer ik alleen ben.	<input type="radio"/>				

Dit was het laatste deel van de enquête. Vergeet niet op submit te klikken. Hartelijk dank voor uw deelname. Mocht u de resultaten van het onderzoek willen verkrijgen, neem dan contact op met Roel van der Veer.

Appendix B: SPSS output ordinal regression

PLUM - Ordinal Regression

Warnings

There are 370 (77.9%) cells (i.e., dependent variable levels by observed combinations of predictor variable values) with zero frequencies.

Case Processing Summary

		N	Marginal Percentage
Outcome3	1	46	36.2%
	2	29	22.8%
	3	9	7.1%
	4	17	13.4%
	5	26	20.5%
Valid		127	100.0%
Missing		0	
Total		127	

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	360.139			
Final	224.138	136.000	5	.000

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	404.296	371	.113
Deviance	209.360	371	1.000

Link function: Logit.

Pseudo R-Square

Cox and Snell	.657
Nagelkerke	.693
McFadden	.360

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confiden Lower Bound
Threshold	[Int.Nobody = 1]	5.540	1.109	24.945	1	.000	3.366
	[Int.Nobody = 2]	7.772	1.243	39.069	1	.000	5.335
	[Int.Nobody = 3]	8.465	1.282	43.630	1	.000	5.953
	[Int.Nobody = 4]	9.904	1.362	52.895	1	.000	7.235
Location	Att1.FeelsNice	1.332	.209	40.784	1	.000	.923
	Att2.Good	.305	.202	2.288	1	.130	-.090
	Norms1.Others	.019	.211	.008	1	.930	-.395
	Norms2.LikeMe	.545	.189	8.282	1	.004	.174
	Beh.Cont	.147	.187	.621	1	.431	-.219

Link function: Logit.

Appendix C: SPSS output on the Wilcoxon signed ranks test

NPar Tests

		Notes
Comments		
Input	Data	C:\Users\Roel\OneDrive\Documen ten\Master Population Studies\Bachelor thesis SGP\Topless SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	127
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax	NPAR TESTS /WILCOXON=Int.Pub WITH Int.Nobody (PAIRED) /STATISTICS DESCRIPTIVES /MISSING ANALYSIS.	
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.05
	Number of Cases Allowed ^a	224694

a. Based on availability of workspace memory.

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
Outcome1	127	1.61	1.114	1	5
Outcome3	127	2.59	1.575	1	5

Wilcoxon Signed Ranks Test

Ranks

		N	Mean Rank	Sum of Ranks
Outcome3 - Outcome1	Negative Ranks	7 ^a	54.57	382.00
	Positive Ranks	70 ^b	37.44	2621.00
	Ties	50 ^c		
	Total	127		

a. Outcome3 < Outcome1

b. Outcome3 > Outcome1

c. Outcome3 = Outcome1

Test Statistics^a

	Outcome3 - Outcome1
Z	-5.744 ^b
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test

b. Based on negative ranks.