

Does Sensitivity to Positive and Negative Environmental Cues Relate to Body Image?

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Higher reward responsiveness and behavioral inhibition are linked to eating disorders and, thus, may also be connected to body image. In the current study, we considered how both reward responsiveness and behavioral inhibition relate to body image. Undergraduates (N = 155; 67.7% women) completed assessments of reward responsiveness, behavioral inhibition, appearance evaluation and orientation, body shame, and body surveillance. Results indicated that higher reward sensitivity is related to more positive appearance evaluations, but higher body shame and appearance orientation. Behavioral inhibition was associated with all negative body image outcomes, including lower appearance evaluation, higher body shame and surveillance, and higher appearance orientation.

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North American Journal of Psychology, 2026, Vol. 28, No. 3, 1662 -1672
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