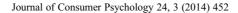


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Corrigendum

Corrigendum to "Imagining thin: Why vanity sizing works" [Journal of Consumer Psychology 22 (2012) 565–572]

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In the article, the signs for the *Beta* coefficients and *t* values for Mo *Appearance self-esteem* (line 2) should be positive for Eqs. (1) and (3) of Table 1 (p. 569); and should be negative for Eq. (2) of Table 1 (p. 569) and for Eqs. (1)–(3) in Table 2 (p. 570). The signs for the *Beta* coefficients and *t* values for XMo *Interaction* (line 3) and MeMo *Interaction* (line 5) of Tables 1 (p. 569) and 2 (p. 570) should be negative. There are no changes to the numerical values.

Thus, the text on p. 569, line 30, should read: "... $\beta = -.29$, t = -2.08, p < .05..."; the text on p. 570, column 2, line 22, should read "... $\beta = -.23$, t = -2.15, p < .05...".

The text on p. 570, column 2, line 35, should read "... β = .315, t = 2.06, p < .05..." instead of "... β = .345, t = 2.11, p < .01..."; the text on p. 570, column 2, line 38 should read "...(p > .2)..." instead of "...(p > .3)...".

Please note that all the inferences in the paper stay intact. N. Z. Aydınoğlu, who collected the data and did the analysis, regrets these errors.

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