

The University of Hong Kong  
Department of Psychology

*Departmental Seminar*

***Feeling deprived: Sexual objectification increases  
women's desire for money***

**Date:** September 6, 2013 (Friday)  
**Time:** 11:30 a.m. – 12:30 p.m.  
**Venue:** Room 813, 8/F, The Jockey Club Tower, Centennial Campus, HKU  
**Speaker:** Ms. Teng Fei  
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Sexual objectification occurs when women's participation in the society is represented merely by their bodies and thus women are deemed as mere tools to meet other's desires. Sexual objectification happens frequently in women's daily lives and causes many negative outcomes to women. The present investigation examined how objectified women would perceive the influence of sexual objectification on them and how they would respond accordingly. In five experiments, we found that, after being objectified, women felt that their personal growth and development were deprived and the sense of deprivation further led to a stronger desire for money. Moreover, framing objectification experiences as beneficial to women's personal growth and development was sufficient to remove the effect of sexual objectification on objectified women's desire for money. These findings were discussed in terms of their implications on understanding the nature as well as influences of sexual objectification on women.