

Poster Presentation: #P1
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Internalizing objectification

Objectives: Internalizing objectification means when being objectified, people tend to internalize sexual objectification as self-objectification. Prior research manipulated the self-objectification by objectifying female participants. Once sexually objectified, women gradually internalize and objectifying observer's perspective on their own bodies, becoming preoccupied with their own physical appearance, which is called self-objectification. However, there are some conflicts among studies on being objectified and self-objectification. The first aim of current study is to examine whether being objectified will result in self-objectification. Internalizing objectification may be affected by various factors, such as social power, and cognitive resources, etc. Power plays an important role in daily social life that can be defined as an individual's capacity to control resources and influence others. The second aim to explore whether social power moderate the association between being objectified and self-objectification.

Methods: Two hundred female participants will be recruited in study 1 and self-reported their objectifying experiences synchronously via their phones during a month. Study 2 will divide one hundred female participants into three groups: high-power, low-power and control. Each group will first experience objectification gaze (breast being gazed by males). Afterwards, three groups will be asked to recall a personal experience to manipulate their social power. High-power group will recall a situation when their power was over someone else; low-power group will recall a reverse situation; while control group will simply recall what had occurred to them on the previous day. Levels of self-objectification will be measured via corresponding scales.

Hypothesis: 1) Sexually objectifying women leads women to objectify themselves in both laboratory and real-life contexts. 2) Power also moderates the association. When power is relatively low, females are more likely to internalize others' judgement about appearance.

Implication & Application: It is a colossal challenge to prevent and treat self-objectification in girls and women. The findings of current study provide hints on the intervention strategies. The efforts to deal with these challenges should raise consciousness using interventions grounded in feminist, gestalt, cognitive-behavioral, and interpersonal theory.

Keywords: internalizing objectification; self-objectification; cognitive resources.