



The Impact Factors of Internalizing objectification

Introduction

Background

Internalizing objectification means when being objectified, people tend to internalize sexual objectification as self-objectification

(Loughnan, Baldissarri, Spaccatini, & Elder, 2017). 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

(Fredrickson, & Roberts, 1997). However, there are some conflicts among studies on being objectified and self-objectification.

Internalizing objectification may be affected by various factors, such as social power (Teng, Chen, Poon, & Zhang, 2015), and cognitive resources (Aubrey, & Gerding, 2015), etc.

Hypothesis

H1: Sexually objectifying women leads women to objectify themselves in both laboratory and real-life contexts.

H2: Power also moderates the association.

When power is relatively low, females are more likely to internalize others' judgement about appearance.

Method

Materials

Videotape of objectifying gaze
Self-Objectification Scale(Fredrickson, 1998)

Formal Experiment

Study 1 will recruit two hundred female participants to self-report 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).

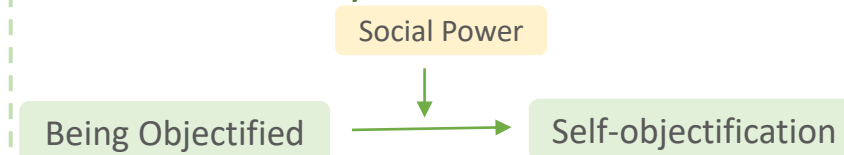
Afterwards, three groups will be asked to recall a personal experience to manipulate their social power. High-power group will recall a situation when their power was over someone else; low-power group will recall a reverse situation; while control group will simply recall what had occurred to them on the previous day. Levels of self-objectification will be measured via corresponding scales.

Planned analysis

Correlation test

The frequency of objectifying experience with the level of self-objectification

Moderation analyses



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.

Reference

Fredrickson, B. L., & Roberts, T. A. (1997). Objectification theory: Toward understanding women's lived experiences and mental health risks. *Psychology of women quarterly*, 21(2), 173-206.

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Teng, F., Chen, Z., Poon, K. T., & Zhang, D. (2015). Sexual objectification pushes women away: The role of decreased likability. *European Journal of Social Psychology*, 45(1), 77-87.

Aubrey, J. S., & Gerding, A. (2015). The cognitive tax of self-objectification: Examining sexually objectifying music videos and female emerging adults' cognitive processing of subsequent advertising. *Journal of Media Psychology: Theories, Methods, and Applications*, 27(1), 22.