



Reactions to Sexism and Sexual Objectification

By Olivia Rivera Faculty Sponsor: Dr. Karol Chandler-Ezell Department: Anthropology, Geography and Sociology



BACKGROUND

- Men and women have different attitudes about sexism (Phys.org Staff, 2015). Men are more likely than women to be indifferent about sexist situations.
- However, most studies have not examined attitudes that college students have about sexist situations, jokes, and advertisements.
- Therefore the aim of the current study is to examine gender differences and perceptions of sexism/sexual objectification in college students.

HYPOTHESIS

- Women in college will more likely recognize sexism and sexual objectification than men in college.
- Men in college will be more likely to deny that sexism/sexual objectification exists.

METHODOLOGY

QUANTITATIVE DATA:

- Participants consisted of 19 college men and 48 college women.
- On a 0-10 point scale participants were asked if the situation, joke or advertisement portrayed sexism/sexual objectification.
- Responses between 6-10, were qualified as acknowledging sexism or sexually objectification.

QUALITATIVE DATA:

- Participants were asked for their reaction to each situation, joke, and advertisement.
- Reactions were coded according to common themes to determine whether or not the participant recognized sexism or sexual objectification and whether it was justified.

RESULTS

- Confirming the hypothesis, men were less likely than women to recognize sexism/sexual objectification, and more likely to justify sexism/sexual objectification.

THEMES IN PARTICIPANTS' REACTIONS THAT JUSTIFIED SEXISM:

- "The women chose to do it"
- "Sex sells, this is normal"
- "It's only a joke"

ADVERTISEMENTS 1



<http://www.businessinsider.com/earth-to-kraft-your-salad-dressing-is-not-sexy-2013>

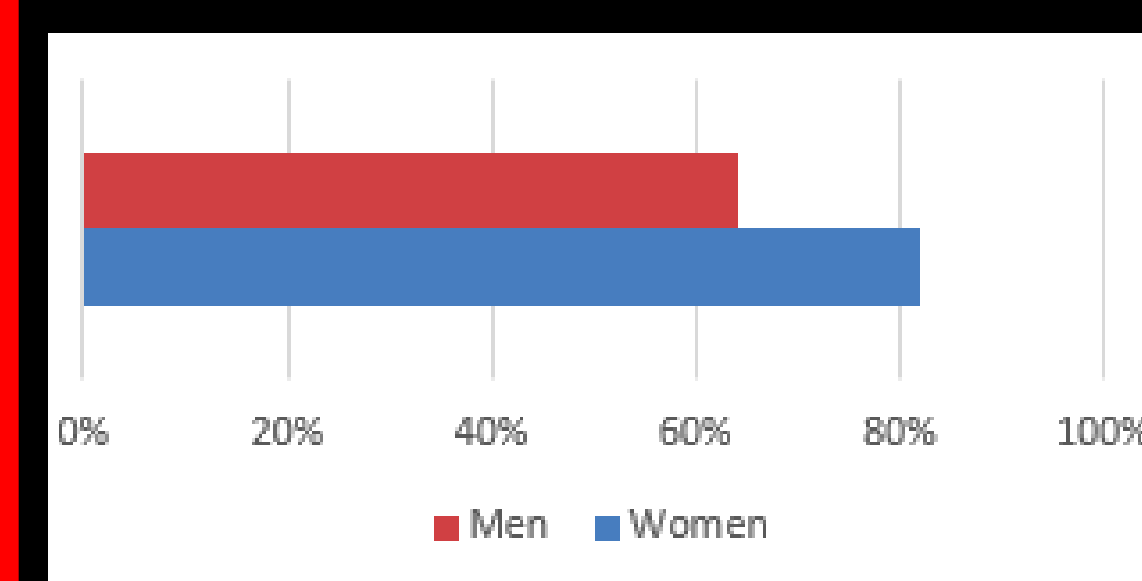
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http://www.huffingtonpost.com/2013/01/29/carl's-jr-charbroiled-cool-nina-agdal_n_2567040.html

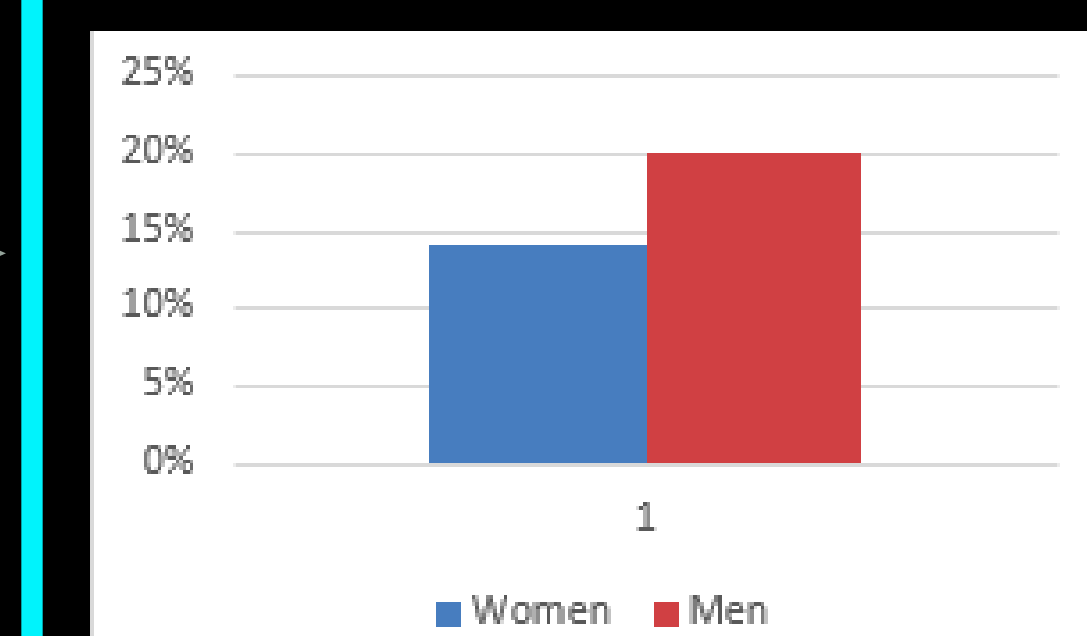
- Amount of men vs. women who recognized sexism/sexual objectification:

ADVERTISEMENTS 1 AND 2:



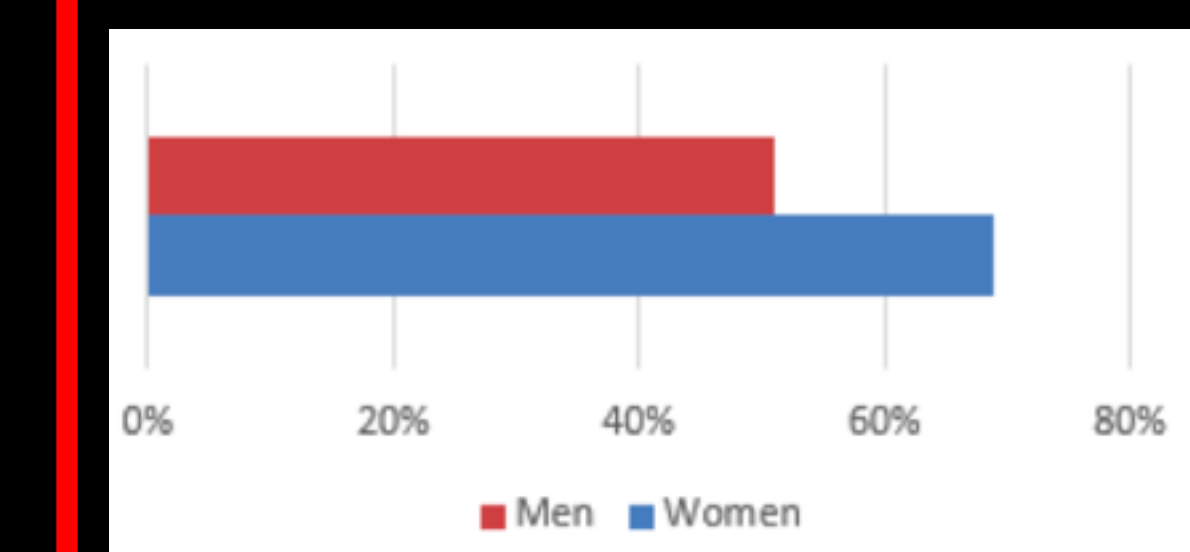
- Amount of men vs. women who recognized sexism/sexual objectification but justified it:

"It is okay because sex sells, this is normal".

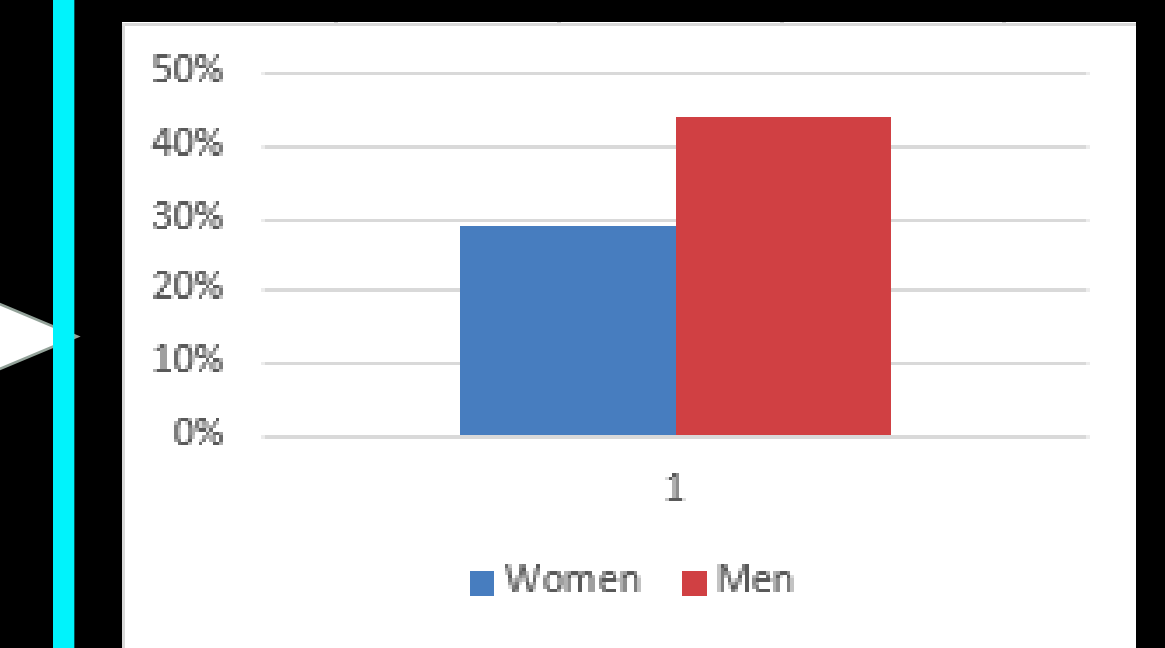


RESULTS

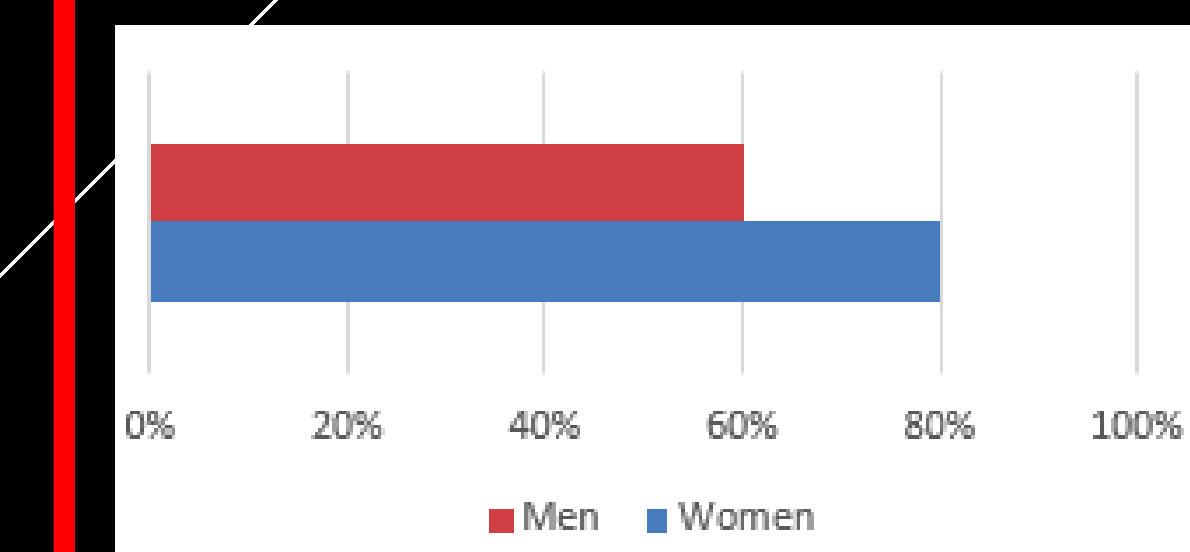
SITUATIONS 1, 2, AND 3:



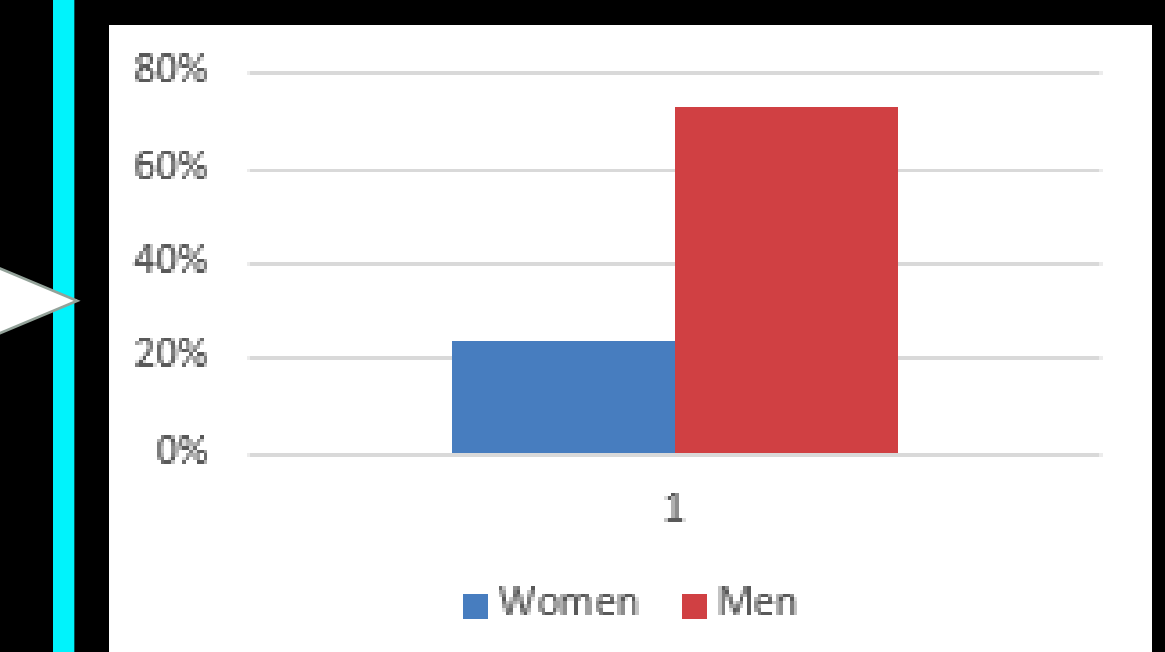
"It is okay because the women chose to do it".



JOKES 1 AND 2:



"It is okay because it's only a joke".



CONCLUSIONS

- Although men were less likely to recognize sexism/sexual objectification, there is a reason to be optimistic for the future. The data portrayed around half of the men recognized sexism/sexual objectification.
- For future research, administering a survey that uses the themes of reaction from this study will provide more concrete responses. (Ex. Using the study's qualitative themes as multiple choice answers).
- Future research can examine the correlation among attitudes towards sexism/sexual objectification and domestic violence and rape.
- Reference:

How do men and women respond to gender bias in STEM? (n.d.). Retrieved December 16, 2016, from <http://phys.org/news/2015-01-men-women-gender-bias-stem.html>