

# The mass Medias influence on young men's sexual objectification of women

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## Abstract

The aim of this study was to investigate if there was a correlation between the mass Medias influence and men's views on sexual objectification of women, as well as correlations between the Medias influence on men's views on how women should feel about appearance and body shaming. The research was carried out by giving quantitative based questionnaires to 99 men on the social networking website Facebook and returned to the researcher. The results showed that there was in fact a correlation between the mass Medias influence and men's views on sexual objectification of women. And furthermore correlations between the Medias influence on men's views on how women should feel about appearance as well as a correlation between media influence and body shaming.

## Introduction

This present research will be based around the topic of Objectification of women. In particular, the sexual objectification of women and how the media may influences men's opinion on objectifying women. In 1997, Fredrickson and Roberts coined the term for a theory called Objectification theory. Objectification Theory suggests that both women and young girls typically are prone to internalize others observational view points as a primary view of their physical selves. This outlook that women have, can lead to a number of issues such as body monitoring, which can increase the opportunity for women to have anxiety and shame. It can also lessen awareness of internal bodily states, as well as lessen peak motivational states (Fredrickson and Roberts, 1997). Fredrickson and Roberts (p.174, 1997) believed that women experiencing such negative stressors such as these in their lives, could add to various different mental health issues. These health issues included eating disorders such as anorexia and bulimia, as well as sexual dysfunction and bipolar depression



## Method

This research used a quantitative research design. This type of research was a correlational design approach

The materials used for this research included the computer programme SPSS v22, Survey Monkey and Facebook

There were two survey questionnaires used for the research.

The sample for this research consisted of 99 participants. All participants were males.

A total of 26 questions were conducted as well as a question grouping the sample in to four different age categories. The survey was then posted out via the social networking site Facebook, where the researcher asked heterosexual males over the age of 18years to take part in a research study.

Once the correct amount of data needed for the study was collected (99 questionnaires were filled out), the survey was stopped and the researcher then began to analysis the data. This included recoding negative answers, computing total scores, running correlation test on different variables (including the strength of the correlation, positive and negative correlations) and the level of significance that the research had achieved.

## Results

The results suggest that the main hypothesis for this study is supported. As well as this the results showed that the second and third hypothesis were also supported.

## Discussion

The two main topics discussed in the presented literature included the effects of objectification and the Medias portrayal of women. These two topics have been shown as two intertwining factors in past research. These intertwining links have been shown to have concerning results for those who are objectified. This includes physical issues such as unnecessary cosmetic surgery to obtain the idealised standards of beauty portrayed by the media (Calogero *et al*, 2010). As well as the issue of self-harm due to women feeling the pressures of what a woman is supposed to be in terms of how others view her (Erchull, *et al*, 2013). Objectification has been linked to severe eating disorders where women are admitted to residential treatment facilities (Calogero *et al*, 2005). And studies on women's cosmetic surgery attitudes has linked with the way in which media has stereotyped women as sexual objects, suggests the most important human feature is a women physical features rather than their individual human abilities (Calogero *et al*, 2005), as well as dehumanizing and objectifying other women as well. Creating even more negative issues surrounding body image (Puvia and Vaes, 2013).

These are all delicate issues of concern, which is why the input of consistent and current research such as this present research is of importance. Firstly to see if the media and objectification topic is an increasing topic of concern, or are the problems with this topic decreasing. And secondly to explore in greater detail, to gather more information to help combat the effects and issues surrounding this topic. The current research has helped to further support the body of research that shows what seems to be a clear indication that media influences the perception of women in a negative way.

**Main reference:** Fredrickson, B. L., & Roberts, T. (1997). Objectification theory: toward understanding women's lived experiences and mental health risks. *PsyTchology Of Women Quarterly*, (2), 173.