



**Illinois Wesleyan University**  
**Digital Commons @ IWU**

---

John Wesley Powell Student Research  
Conference

2004, 15th Annual JWP Conference

---

Apr 17th, 2:35 PM - 3:50 PM

## Social Judgments and Objectification

Paul Curran  
*Illinois Wesleyan University*

John Ernst, Faculty Advisor  
*Illinois Wesleyan University*

Follow this and additional works at: <https://digitalcommons.iwu.edu/jwprc>

---

Curran, Paul and Ernst, Faculty Advisor, John, "Social Judgments and Objectification" (2004). *John Wesley Powell Student Research Conference*. 4.  
<https://digitalcommons.iwu.edu/jwprc/2004/oralpres5/4>

This Event is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact [digitalcommons@iwu.edu](mailto:digitalcommons@iwu.edu).

©Copyright is owned by the author of this document.

Poster P17 and Oral Presentation O5.4

**SOCIAL JUDGMENTS AND OBJECTIFICATION**

Paul Curran and John Ernst\*

Department of Psychology, Illinois Wesleyan University

Objectification involves treating individuals on the basis of their external rather than internal features. This study was aimed at the continued construction and development of an individual difference measure of men's objectification of women. Our measure was meant to quantify and define the idea of objectification. The first part of this study (Zolot, 2003), completed last year, created the initial item pool of 66 items and a four-factor structure for our measure. In this study we refined our measure based on last year's factor analysis, and added new items in order to extend and clarify these factors and test ideas about sexual objectification. We investigated the reliability of both the 41 items in our measure and the reliability of our measure over time with a sample of college-aged men. Although this analysis is not yet complete, our initial analysis shows our items to have a strong internal consistency ( $\alpha=0.92$ ). Factor analysis and test-retest reliability have yet to be fully completed. The development of this measure will also be continued in the future with a test of construct validity.