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Social Judgments and Objectification

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SOCIAL JUDGMENTS AND OBJECTIFICATION

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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.