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Men's Objectification of Women

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Poster Presentation P25

MEN'S OBJECTIFICATION OF WOMEN

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This study investigated men's objectification of women. Objectification is the evaluation of individuals based upon their external characteristics rather than internal characteristics. Pilot data had revealed two significant effects. Men scoring high in objectification relative to men scoring low in objectification had better recall for job candidates physical attributes. Men who scored low on objectification relative to those scoring high had better recall for job candidates job qualifications. Part one of our study contained questionnaires administered to both male and female undergraduate students, including the men's objectification of women measure. This measure of men's objectification of women has previously been shown to have both high internal consistency and good test-retest validity. Part two, two weeks later, included only male participants, and mimicked a job interview situation in which participants were provided with both paper resumes and video footage of potential candidates. After a distracter task, a memory recall test was preformed. We hypothesize that data analysis will again demonstrate that men scoring high in objectification relative to men scoring low in objectification will have better recall for job candidates physical attributes; men who scored low on objectification relative to those scoring high will have better recall for job candidates job qualifications. These results have important implications for not only job interviews but for any situation in which initial judgments impact future interactions.