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Poster Presentation P44

**DEVELOPMENT OF A MEASURE OF MEN'S OBJECTIFICATION
OF WOMEN**

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The purpose of this study was to develop a measure of men's objectification of women. This measure focuses on one way in which men evaluate and comment on women in everyday contexts. Objectification is defined as any action that separates a woman's body, body parts, or sexual functions from her person or regards her body as representative of her. Based on research in areas of sexual harassment and self-objectification, items for this measure were developed to examine six research questions: When a man objectifies a woman, do his comments exclude her face and emphasize her body? Is objectification practiced as a social behavior around other males? Are women constantly under surveillance of a man who objectifies? Will a man objectify a woman regardless of whether he is attracted to her? Does a man try to remain anonymous from the women he objectifies? Does a man's objectification behaviors and attitudes lack respect for women? Approximately 100 Illinois Wesleyan University male students enrolled in general psychology and other courses completed the preliminary measure, and analyses were conducted to examine whether the items were consistent with one another.