

The Effects of Sexual Advertisements on Women's Mental Health and Marketing

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Research Questions

- How does viewing objectifying advertisements impact self esteem, affect, self objectification, purchase intent and eating behaviors of women?
- How does social comparison mediate the relationship between objectifying advertisements and self esteem, self objectification, affect, and restrictive eating behaviors for women?

Background & Hypothesis

- Advertising: sexual imagery effectiveness (Bushman, Lull, & Cruz, 2014; Reichert, 2002)
- Objectification Theory (Fredrickson & Roberts 1997)
- Social Comparison as a Mediator (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015)

Hypothesis:

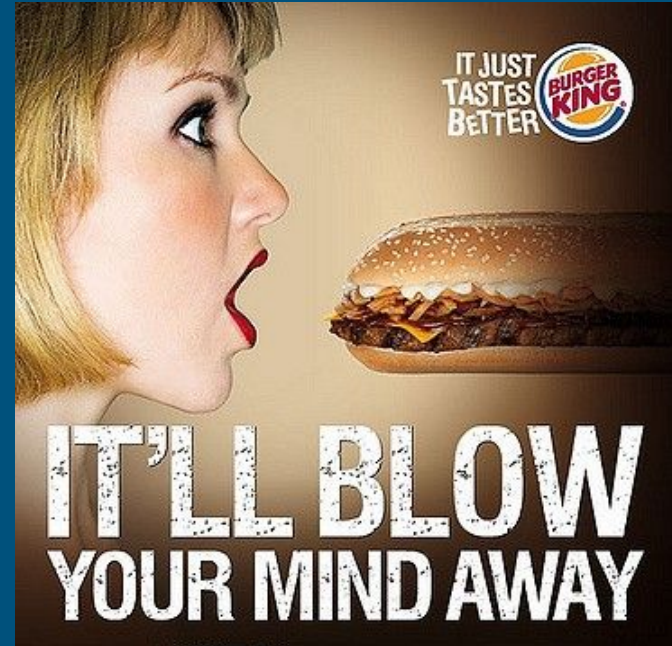
- I. Women in the objectifying advertisement condition will report lower levels of purchase intent.
- II. The level of social comparison the participant has will impact the relationship between the objectifying advertisements and the expected objectification outcomes.

Methodology: Independent Variables

Example of Neutral Advertisement:



Example of Objectifying Advertisement:



Methodology: Dependent Variables

- **Ad Purchase Intent Survey**
 - Ex. Would you personally purchase this product?
- **Visual Analog Scale: Self Objectification Questionnaire**
(Prichard & Tiggemann, 2012)
- **The Positive and Negative Affect Scale (PANAS)** (Watson et al., 1988)
- **State Self Esteem Scale**
(Heatherton & Polivy, 1991)
 - Ex. I feel confident about my abilities.
- **Upwards Appearance Comparison Scale**
(O'Brien et al, 2009)
 - Ex. I tend to compare myself to magazine models.

Procedure

**Objectifying
Advertisements
with Purchase
Intent Survey**

**Neutral
Advertisements
with Purchase
Intent Survey**

VAS State Self
Objectification

Upwards
Comparison
Questionnaire

Demographics

PANAS

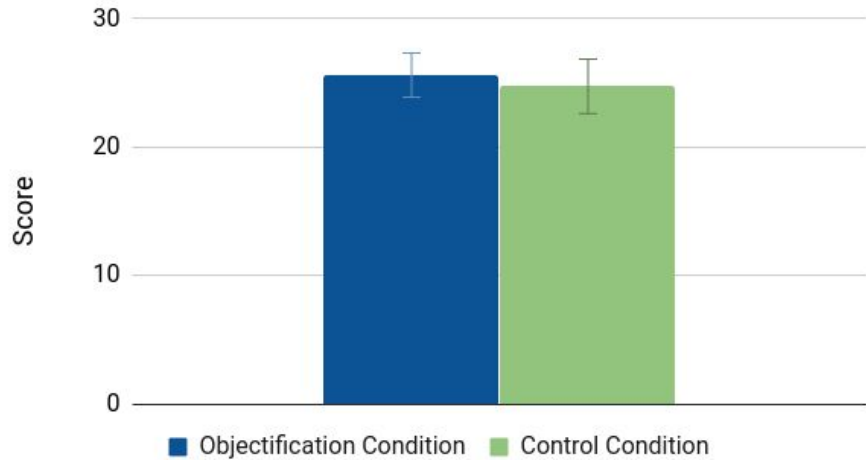
State Self
Esteem
Scale

Ice Cream
Paradigm

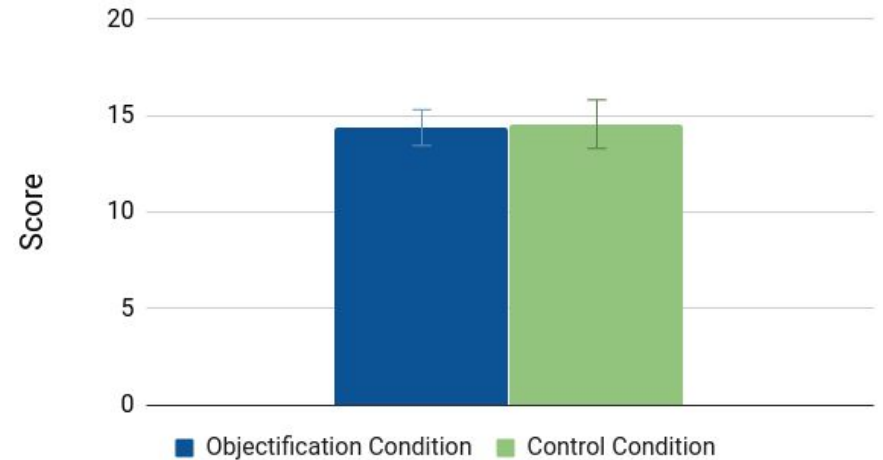
Filler Tasks:
TIPI
Pantyhose Task
Ice Cream Rating

Results

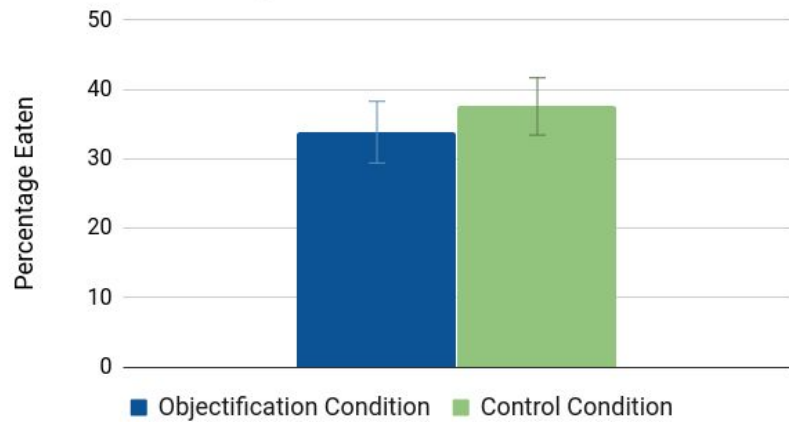
Positive Affect



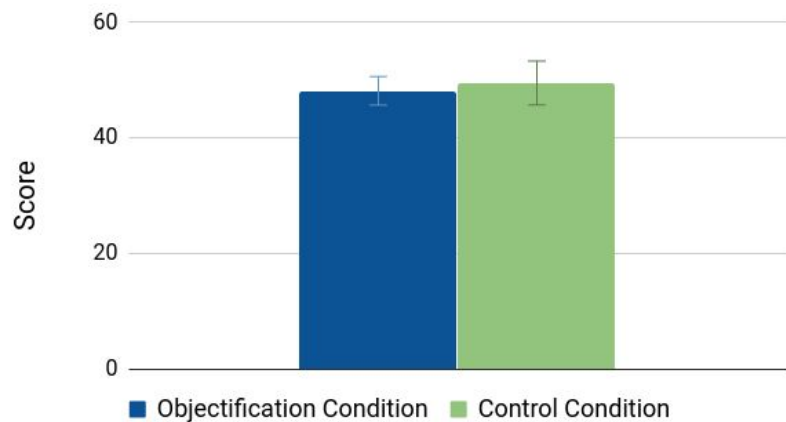
Negative Affect



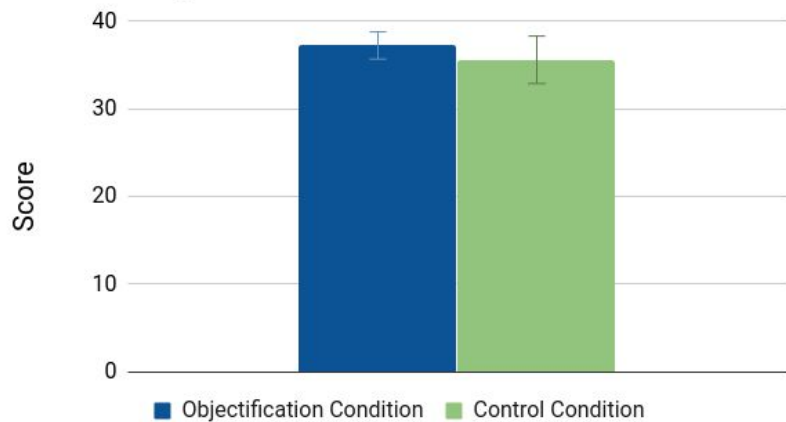
Restrictive Eating



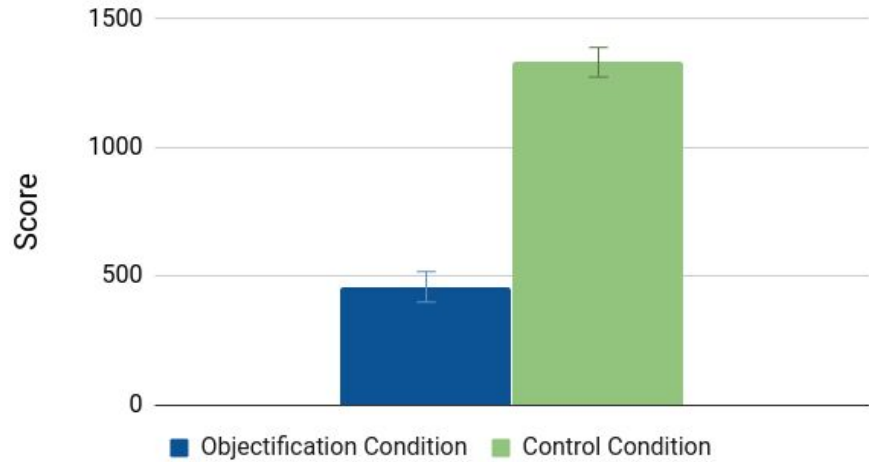
Self Esteem



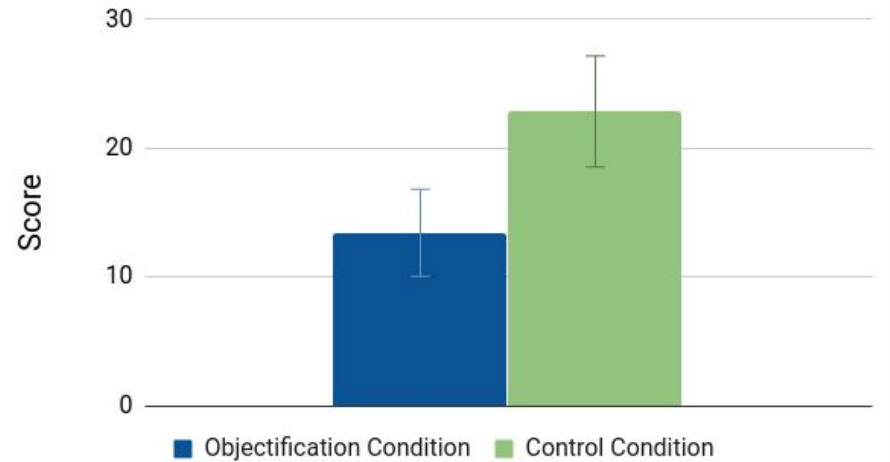
Social Comparison



Purchase Intent



Self Objectification



Discussion

- Implications
 - Objectification Theory
 - Advertising
- Alternate Explanations
 - Hunger
 - Time Spent on Ads

Discussion

- Limitations
 - Sample Size
 - Participant Engagement
- Future Research
 - Marketing and Objectification
 - Race

References

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