



Objectification of women

Clearinghouse Connector – June 2015

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Introduction

Objectification is the process of representing a person as an object to be owned or consumed, rather than as a person in their own right. Examples include:

- the use of women's bodies and body parts to sell products
- images which only show parts of women's bodies, or
- depictions of women as inanimate objects for consumption.

The objectification of women through media and advertising can be internalised and has far-reaching implications for women's body image, physical and mental health.

However, objectification and sexualisation of women and girls is not just an individual health issue – it permeates our culture and shapes expectations of what are acceptable roles and behaviours for men and women.

Objectification of women

[Equality doesn't stand a chance until we see women as people](#) ABC Online. The Drum, 2013

[Women and the media: who do they think you are?](#) Western Australia. Department for Communities, 2012

[Feminist perspectives on objectification](#) Stanford Encyclopedia of Philosophy, 2014

[Psychological cliterodectomy: body objectification as a human rights violation /n: The Sage handbook of gender and psychology](#) Sage Publishing, 2013. Chapter 25

Sexual objectification

[Sexual objectification, Part 1: what is it?](#) MS Magazine, 2012

[Sexual objectification of women: advances to theory and research](#) The Counselling Psychologist, 2011

[Crowdsourcing sexual objectification](#) Laws, 2014

[Sexual objectification and substance abuse in young women \[PhD Dissertation\]](#) University of Tennessee, 2011

Self-objectification

[Internalizing beauty ideals: the health risks of adult women's self-objectification](#) New York University, 2015

[The role of self-objectification in disordered eating, depressed mood, and sexual functioning among women a comprehensive test of objectification theory](#) Psychology of Women Quarterly, 2012

[Objectification theory predicts college women's attitudes toward cosmetic surgery](#) Sex Roles, 2010

[Body objectification, MTV, and psychological outcomes among female adolescents](#) Journal of Applied Social Psychology, 2009

Disordered eating

[Media exposure and the subsequent effects on body dissatisfaction, disordered eating, and drive for thinness: a review of the current research](#) Mind Matters, 2006

[Mass media, body image and eating disturbances: the underlying mechanism through the lens of the objectification theory](#) In: Handbook on body image: gender differences, sociocultural influences and health implications Nova Science, 2013

[Integrating social comparison theory and self-esteem within objectification theory to predict women's disordered eating](#) Sex Roles, 2010

[Evaluation of a structural model of objectification theory and eating disorder symptomatology among European American and African American undergraduate women](#) Psychology of Women Quarterly, 2009

[Objectified body consciousness in relation to recovery from an eating disorder](#) Eating Behaviors, 2011

Intimate relationships

[Being objectified may be linked to sexual coercion in romantic relationships, study says](#) Huffington Post, 2014

[The objectification of women in professional sports](#) Blazers Edge [Weblog], 2014

[Self-and partner-objectification in romantic relationships: associations with media consumption and relationship satisfaction](#) Sex Roles, 2011

[You looking at her “hot” body may not be “cool” for me: integrating male partners’ pornography use into objectification theory for women](#) Psychology of Women Quarterly, 2015

Reproductive and maternal health

[Eggs, milk and sex: what else must women sell?](#) Feminist Current [Weblog], 2015

[Commodifying the female body: outsourcing surrogacy in a global market](#) University of California. Center for the Study of Women, 2012

[For dignity or money: feminists on the commodification of women’s reproductive labour](#) *In: Oxford handbook of bioethics* Oxford University Press, 2007

[Markets, breastfeeding and trade in mothers’ milk](#) International Breastfeeding Journal, 2015

[Breastfeeding a preterm infant and the objectification of breastmilk](#) Breastfeeding Review, 2006

Policy and guidelines

[Objectification of women no problem for the Advertising Standards Board \[Opinion\]](#) Melinda Tankart Reist [Weblog], 2014

[Determination summary: use of sexual appeal in an exploitative and degrading manner](#) Advertising Standards Bureau (ASB), 2014

[Chapter 11: Sexualisation of children and objectification of women in the media](#) *In: Review of the National Classification Scheme: achieving the right balance* Australia. Senate Standing Committee on Legal and Constitutional Affairs, 2011

[AANA code of ethics](#) Australian Association of National Advertisers (AANA), 2012

[Sexualisation and objectification of women: position statement](#) Women’s Forum Australia, 2010

[Gender portrayal guidelines](#) Victoria. Department of Premier and Cabinet, 2012

[Women’s human rights: United Nations Convention on the Elimination of All Form of Discrimination against Women: CEDAW](#) Australian Human Rights Commission, 2008

[Advancing women’s rights: exploring the relationship between the operation of the Charter of Human Rights and Responsibilities and the Convention on the Elimination of All Forms of Discrimination Against Women](#) Victorian Equal Opportunity and Human Rights Commission, 2010

Related websites

[Women's Forum Australia](#) Objectification and sexualization

[Complaints to the Advertising Standards Board](#)

[Collective Shout](#)

How our Clearinghouse can help you

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