



CICLO DE CONFERÊNCIAS 2014/2015
CENTRO DE INVESTIGAÇÃO
ISPA - INSTITUTO UNIVERSITÁRIO



FROM OGLING TO DEHUMANIZATION: UNDERSTANDING SEXUAL OBJECTIFICATION

Objectification literally refers to perceiving someone as something. In the case of sexual objectification this someone is often a woman who is reduced to her physical features, regarded as if they were capable of representing her. I will explain the interplay between such a body-focus and processes of dehumanization, measuring both people's eye-movements and their tendency to dehumanize male and female targets independently.

Interestingly results of these and other studies have shown that both men and women engage in the sexual objectification of female targets, but likely for different reasons. A series of experiments will attest these diverging motivations for men and women and provide explanations why people engage in sexual objectification.



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1 DEZEMBRO 2014

12H30

AUDITÓRIO 1

ENTRADA LIVRE

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