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Attitudes about nudity and sexuality

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Is it in the message? Negative attitudes about nudity

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Research Questions

- Nudity is often the subject of art, whether in a sculpture or in adult films.
- Few empirical studies have examined when and why society deems nudity as negative.
- What predicts that negativity?
 - And, is it specifically the nudity or the sexual message implied that predicts that negativity?

Background

- Beggan, Vencill, and Carlos (2014) compared perceptions of adult: photos based on the target's gaze.
 - They discovered that females who made eye contact with the camera were deemed more vulnerable and more objectified than males which suggests that, in addition to gender differences, it is the implied sexual content that people react to.

Hypotheses

1) Participants will report more negative attitudes toward pornography than art or clothed sexualized photos.

2) Photos of females will receive higher negative ratings than photos of males, exacerbated in the pornography condition.

Methods

- Participants
 - Recruited through SONA ($N = 65$) under the headline of "Attitudes about Nudity and Sexuality"
 - Caucasian (66%),
 - Female (63%)
 - Freshman (48%)
 - Ages 18 to 27 years old.
- Procedure and Materials
 - Participants were randomly assigned to view one male and one female uncensored photos.
 - Then, participants rated their negative emotions (e.g., disgust, anger) via the Positive Affect Negative Affect scale (PANAS; Clark and Watson, 1994) on a 0 (*not at all*) to 5 (*extremely*) scale.

Stimuli



Art



Porn



Lewd



Photo type predicting negative emotions for each sex.

	Male Photo			Female Photo		
	β	t	p	β	t	p
Art (or Not)*	-.02	-.16	.873	-.17	-1.33	.188
Porn (or Not)*	.22	1.66	.103	.24	1.82	.074
Model	$F(2,64) = 1.80, p = .174, R^2 = .06$			$F(2,64) = 4.26, p = .013, R^2 = .12$		

* Variables were coded as 0 (no) and 1 (yes)

Results

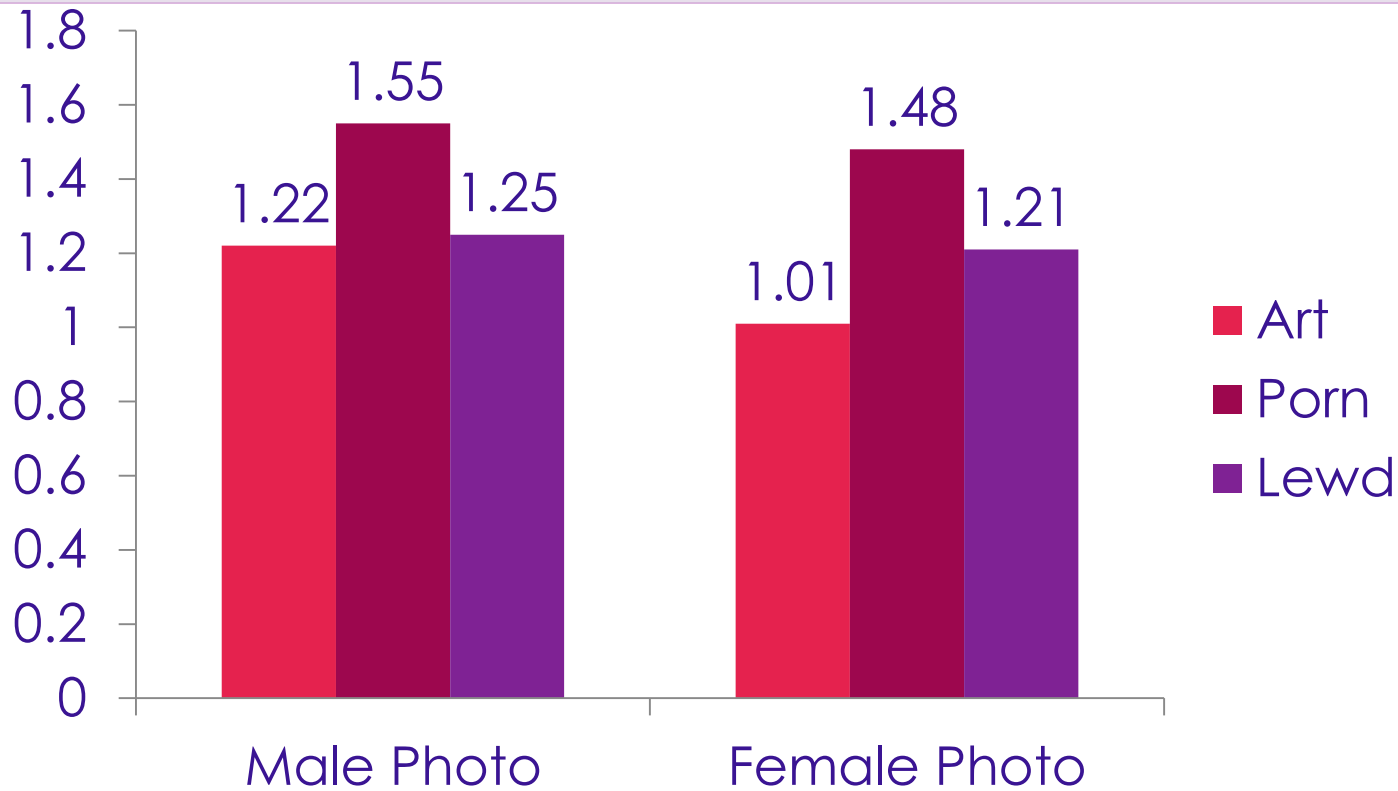


Figure 1. Average negative emotion rating for each photo.

Discussion

- Descriptive information suggests our hypotheses were not supported.
- Further analysis indicates that for females, pornographic photos were a better predictor of negative feelings.
- Future Direction: Increase power

Thank You.
Questions?

this is a nude but the light is off so