

НУГ «Социальное исследование тела»

Ридинг группа:

«Феминность, гетеронормативность, сексуальность»

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Gutierrez S. E., Kenrick D. T., Partch J. J. Beauty, dominance, and the mating game: Contrast effects in self-assessment reflect gender differences in mate selection //Personality and Social Psychology Bulletin. – 1999. – T. 25. – №. 9. – C. 1126-1134.

A contrast effect is a tendency for judgments along a stimulus dimension (such as weight or temperature) to be shifted away from a prior set of extreme stimuli in the same class.

The current study: to examine the influence of exposure to highly physically attractive and/or highly dominant members of the same sex on women's and men's self-judgments of desirability as a mate.

Hypotheses:

1. We expected that women exposed to highly physically attractive, as opposed to less attractive women, would view themselves as less desirable as a mate. Women's ratings of their desirability as a mate were not expected to be affected by the dominance of the women to whom they were exposed.
2. In contrast, men exposed to highly dominant, as opposed to nondominant men, were expected to rate themselves as less desirable as a mate. Men's ratings of desirability as a mate were not expected to be influenced by the physical attractiveness of the men to whom they were exposed.
3. The research also was designed to examine possible direct effects on self-ratings of physical attractiveness and dominance.

Методология:

- участники исследования - 190 студентов университета (91 женщина и 99 мужчин);
- participants were exposed to descriptive profiles and photos of same-sex others, ostensibly (??) as part of an attempt to evaluate possible formats for a dating service;
- профили содержали информацию о людях того же пола, что и испытуемые, обладающих высоким/низким уровнем социального доминирования и высоким/низким уровнем внешней привлекательности;
- ознакомившись с 8-ю профайлами, содержащих 1 из 4 условий (high vs. low physical attractiveness crossed with high vs. low dominance), участники исследования оценивали себя по признаку привлекательности в партнерской перспективе, физической привлекательности и социального доминирования;
- a 2 inch ´ 3 inch black and white head shot photograph was included with each descriptive profile. Photos for the high–physical attractiveness condition were of female and male models from a local modeling agency. Photos for the low–physical attractiveness condition were graduating seniors from yearbooks at out-of-state colleges. Stimulus photos were prepared by 15 male and female psychology undergraduates who did not participate in the experiment.

“I think that I have plenty of friends because people can count on me and I enjoy a good time. I like to plan new adventures for my friends and myself. I work out 5 days a week and teach trampoline to kids at the Y on the other days. I like to be with people and I often end up as group leader when someone needs to take charge. I like being in leadership positions, it comes easily to me, and I get to meet a lot of people that way. I’m told that I’m a natural at delegating responsibility to others. I was really pleased to be chosen editor of the campus newspaper at the University of Washington before I transferred. I’ve already published two short pieces in Runner’s World magazine, both of them about the qualities that it takes to achieve excellence. I try to practice what I preach and that’s probably what accounts for my success so far.”

- the dependent measures were part of a 27-item questionnaire on which self-ratings were made on a scale of 0 (not at all characteristic of me) to 4 (very much characteristic of me). The dependent measures included the following statements: (a) “I believe that the opposite sex would find me desirable as a date,” (b) “I believe that the opposite sex would find me desirable as a sexual partner,” and (c) “I believe that the opposite sex would find me desirable as a marriage partner.” The self-rating of physical attractiveness was created using two items: “I would describe myself as very attractive” and “I am not very satisfied with the way I look” (reverse scored). Four items were combined to create a self-rating of dominance: “I believe that others would regard me as high in leadership abilities,” “I think that others would say I have a high potential for success,” “I would describe myself as highly respected by others,” and “I think that others would regard me as high status.”

Результаты.

ОБЩИЙ ВЫВОД: For male participants, there were no significant effects of exposure to either physically attractive or dominant men on self-ratings of dominance. For female participants, there were no significant effects of exposure to physically attractive or dominant women on self ratings of physical attractiveness.

Пара уточняющих выводов:

1. The predicted effects on self-ratings of value as a date and as a sexual partner were, at best, marginally significant (although, in all cases, means were in the expected direction). One explanation for the lack of strong effects here could be that the characteristics that individuals perceive to be important to possess for long-term committed relationships may be less important for more casual short-term relationships.
2. When rating their own desirability as a marriage partner, men's self-evaluations were significantly lower after exposure to socially dominant men but were not significantly affected by exposure to physically attractive men. Women's self-ratings of their desirability as a marriage partner showed a complementary set of effects—significantly lower after exposure to physically attractive women but unaffected by exposure to socially dominant women.

Sutton B. Bodies in crisis: Culture, violence, and women's resistance in neoliberal Argentina. – Rutgers University Press, 2010.

CHAPTER 3 Beautiful Bodies: FEMININITY, APPEARANCE, AND EMBODIMENT

- This chapter explores how gender discourses, class inequalities, unrecognized racism, heteronormativity, and national identity imperatives have helped configure certain types of feminine bodily demeanor and appearance.

- «In the latter part of the twentieth century, the legacies of state terrorism and its bodily discipline regime, the increasing commercial display of sexualized female bodies in the media during the democratic transition, and the cult of consumerism and bodily appearance during the neoliberal 1990s all have a bearing on constructions of femininity. Economic problems related to the subsequent economic crisis brought the classed dimensions of feminine embodiment into sharp relief»

In this chapter I draw attention to the ways in which women's bodily appearance and demeanor relate to dominant norms of femininity in Argentina, particularly in Buenos Aires. I show how specific configurations of racism and class in Argentina intersect with the ways in which women who do not fit social ideals experience their bodies, and how normative femininity is firmly anchored within what Judith Butler (1990) called a "heterosexuality matrix," negatively affecting both lesbian and heterosexual women.

Глава состоит из следующих частей:

1. Constructing Femininity. Bodies Under Siege: Legacies of State Terrorism
2. Democracy and the Contradictory Politics of Feminine Bodily Appearance
3. Beauty, Class, and Embodied (воплощенная) Femininity in Times of Neoliberal Crisis
4. Feminine Embodiment, Racialized Bodies, and Transnational Imaginaries

1. Constructing Femininity. Bodies Under Siege: Legacies of State Terrorism

- Men were to avoid long hair or any clothing that may have cast doubts on their heterosexual orientation, their being real men. In the case of women, “doing nationality” properly was intertwined with patriarchal ideas about femininity.
- While bodily appearance may be perceived as something trivial or frivolous, governmental and institutional investment in enforcing certain appearance rules suggests that regulating how bodies look is an important form of social control, of achieving certain kinds of citizens (e.g., compliant), and of enforcing certain kinds of social relationships (e.g., hierarchical, differentiated by sex, and adhering to heterosexuality).

2. Democracy and the Contradictory Politics of Feminine Bodily Appearance

- The images of celebrity women, including actresses and supermodels, were particularly prominent in setting standards of beauty and femininity, and looking youthful was integral to these ideas.
- The cult of body improvement, modification, and decoration was integral to the Meninist fiesta. The youthful, sculpted, and pampered bodies of female celebrities were widely featured, and bodily appearance seemed to be ever more essential to the success of both men and women, but especially the latter. Cosmetic surgery gained popularity as a method to beautify women's bodies. Argentina became internationally notorious as a hub for cosmetic surgery, and Buenos Aires, in particular, was home of an overpopulation of doctors in the cosmetic surgery field.
- Hasanbegovic (1998) pointed out the contradiction between the relative availability of this service in public facilities and insufficient social services in the context of neoliberalism. She questioned the allocation of public resources to provide cosmetic surgery for "healthy women who have no deformities", while resources for women who need, for example, shelters to escape domestic violence were scarcely available.

3. Beauty, Class, and Embodied (воплощенная) Femininity in Times of Neoliberal Crisis.

- economic problems during the crisis did not mean women suddenly stopped being concerned about their looks;
- women's anxieties about their bodily appearance, regardless of class, were consistent with pressures to comply with dominant models of beauty and with capitalist imperatives;
- Argentina is a place where job ads customarily and explicitly seek candidates with buena presencia (literally meaning "good presence," but referring to physical appearance) and may require the submission of a photo of the candidate along with a résumé and references. In the case of women, buena presencia is a code for white, middle-class, heteronormative femininity. Women with darker skin, with worn-out faces due to poverty, with too many years of age, or with too much weight according to fashion parameters can easily face disadvantages in their search for employment.
- Such ideas resonate with discourses that blur the lines between beauty and health, between the body's interior and exterior (e.g., fitness discourses), and between beauty treatments and "taking care of yourself."
- Class is one important marker of femininity. The neglected bodies of middle class women during the crisis and the chronically deteriorated bodies of women living in poverty produced shock and unease partly because they can be seen to represent the general decline of the country.

4. Feminine Embodiment, Racialized Bodies, and Transnational Imaginaries

-The way Argentine society has excluded, marginalized, or stigmatized certain racialized bodies is evidenced in the narratives of women who did not fit the white European ideal. Feminine beauty standards emerged in Argentina in connection to racialized nationhood processes that had Western Europe as a strong referent.

- The negative connotations attributed to bodily traits such as darker skin or other features associated with indigenous, Afro, or Asian peoples are some of the signs of racism in Argentina today.

«Society demands that you respond to particular models and I am not one of those models. At the same time I'm also a model of a different kind of beauty, which is also wanted—to put it some way—but in a negative manner, because of what I told you about harassment. There is a contradiction there, right? Here, physical appearance has certain parameters.

What are those parameters?

Well, thinness, whiteness, the blonder the better, etc., etc., which has nothing to do with me. And at the same time I am harassed because I am neither thin, nor blond, nor nothing, you see? I have a different type of beauty. I don't know. I think that the Black woman has a different kind of beauty that belongs to her. But at the same time there's a required physical appearance that is not the one we have. It is like there's doublespeak in society, no? Society values a beauty standard that is not ours, but at the same time we are continuously harassed because of our physical appearance.»

Подитог.

-These norms exclude many women, such as those who do not fit the model because of their racialized body features, those who reject and challenge heteronormativity, those who could conceivably fit the model but choose not to, and those whose class status impedes the attainment of ideal gender displays. Such norms enforce the privilege of women who match those ideals more closely, though not without costs, and they generate particularly difficult conflicts or impossible situations for women whose bodies stand further from the ideal.

- While beauty may seem a relatively superficial issue, social expectations about women's looks are integral to how women are disciplined and controlled in contemporary society.

- Social investment in sustaining proper femininity in the midst of the crisis may suggest another burden for women: to soothe society and ameliorate the negative emotional impacts of economic downturns through a pleasing bodily appearance.

Спасибо за внимание!