Manuscript: Links between Exposure to Sexualized Instagram Images and Body Image

Concerns in Girls and Boys

Supplementary Material

Pilot Study

An online pilot study with 37 adolescents (20 female, 17 male; mean age of $M = 15.35$ years, $SD = 0.72$) was conducted to validate the measures of male and female SII use. Participants were given a definition of sexualization based on the APA task force on the sexualization of girls (2007) and were instructed to recognize the specifics of female and male sexualization (e.g., focus on bare muscles in the case of male sexualization). Next, adolescents were randomly shown twelve pictures taken from public Instagram profiles. These pictures included six female and six male images. Of these, three were sexualized pictures and three were non-sexualized pictures. For every sexualized picture, a non-sexualized picture was chosen that was similar to the sexualized version regarding the context of the image. These included a person (male or female) posing in front of a landscape, a person (male or female) in a fitness environment, a woman at the beach and a man taking a mirror selfie. Participants rated the images on 7-point semantic differential scales on the following dimensions: suggestively dressed/conservatively dressed, scantily dressed/fully dressed, sexualized/not sexualized. Results revealed that all sexualized images were rated below the scale midpoint in the three dimensions, indicating that adolescents perceived the sexualized images as suggestively dressed, scantily dressed, and sexualized. Furthermore, all sexualized images were perceived significantly more scantily dressed, more suggestively dressed, and more sexualized than their non-sexualized counterparts according to dependent-sample t-tests. Table 1s presents the means, standard deviations and the difference tests.

Table 1s

Means, Standard Deviations and t-test Statistics for All Images

	Male image 1	**Male image 2**	**Male image 3**	**Female image 1**	**Female image 2**	**Female image 3**
Suggestively dressed/ conservatively dressed						
M (SD) sexualized	2.03 (1.82)	2.29 (2.00)	2.17 (1.69)	2.13 (1.13)	2.47 (1.41)	1.97 (1.17)
M (SD) non-sexualized	6.35 (0.95)	5.84 (1.49)	6.59 (0.68)	5.91 (1.12)	6.17 (1.12)	5.74 (1.37)
t-test	t(30) = 11.62***	t(30) = 6.96***	t(28) = 12.90***	t(31) = 12.19***	t(29) = 13.21***	t(30) = 15.19***
Scantily dressed/ fully dressed						
M (SD) sexualized	1.60 (1.19)	1.68 (1.62)	2.23 (1.41)	1.66 (0.90)	3.16 (1.27)	1.74 (0.89)
M (SD) non-sexualized	6.77 (0.57)	6.58 (0.99)	6.40 (0.72)	6.34 (0.90)	6.55 (0.81)	5.90 (1.19)
t-test	t(29) = 18.46***	t(30) = 13.96***	t(29) = 16.11***	t(31) = 19.93***	t(30) = 12.23***	t(30) = 19.54***
Sexualized/ non-sexualized						
M (SD) sexualized	2.73 (2.14)	2.84 (2.22)	2.97 (2.15)	2.46 (1.42)	3.39 (1.77)	2.55 (1.65)
M (SD) non-sexualized	6.55 (0.85)	5.97 (1.38)	6.29 (1.30)	6.34 (1.18)	6.26 (1.46)	6.41 (0.93)
t-test	t(30) = 9.79***	t(30) = 6.83***	t(28) = 8.75***	t(31) = 11.11***	t(29) = 6.63***	t(30) = 13.25***

*p < .001.