

Media and Self-Objectification of Women in Pakistan: Exploring the Role of Culture and Religion

Ali Ab Ul Hassan^{*1}, Rooh ul Amin², M. Zafar Iqbal³

¹*PhD Scholar, Department of Media & Communication Studies, International Islamic University, Islamabad, Pakistan.

²Assistant Professor, Department of Media & Communication Studies, International Islamic University, Islamabad, Pakistan.

³Professor, Department of Media & Communication Studies, International Islamic University, Islamabad, Pakistan.

Corresponding Author: ali_ab_ul_hassan@yahoo.com

Keywords: Media, Self-Objectification, Religiosity, Objectification Theory, Cultural Association

DOI No:

<https://doi.org/10.56976/rjsi.v5i4.162>

The aim of study is to explore the self-objectification of women and media exposure. It explores the relationship of media and self-objectification with reference to culture and religion as moderating variables. For this purpose, quantitative survey was chosen as research design and data from four universities of provincial capitals were collected through simple random sampling. It includes the Punjab University Lahore, Karachi University Sindh, Baluchistan University, Baluchistan and Peshawar University, KPK. The total respondent was 400. Hundred from each university. STATA and SPSS were used to applied the test. Linear regression was run to know the relationship between variables. Our analysis shows a relationship between media exposure and self-objectification of women. More exposure to media objectified images leads to more self-objectification in female students. Association with religion and culture decline the self-objectification tendencies among female students. Our finding suggest that more media literacy can decrease the self-objectification phenomenon and more cultural association can omit the effects of media objectified images on female students of universities.

1. Introduction

Objectification is described as the state of being perceived as physical entity or a body component. To objectify means to represent humans as an object purely on the base of their physical value not on human values (Fredrickson & Roberts, 1996; Nazeer et al., 2023). Media and specially the advertizing to it with human representation as a normal practice. The exposure to the objectified images on media leads humans towards the self-objectification. Women tend to prioritize their physical attributes over the cognitive or emotional well-being. It creates a more appearance-based approach instead of competence approach. Women start observing them from a third person eye to evaluate their body and physical trait. The notch to which third-person self-perspective is internalized determines the level of self-objectification as a personal trait (Noll & Fredrickson, 1998; Nasreen & Fareed, 2023).

Humans with more self-objectification values their body appearance more than their body functions (Elizabeth & Daniels, 2020). Women with higher self-objectification have higher self-praise level and they thought it can help in better social life (Shilei Chen, 2021). Exposure to the objectified or sexually objectified images of women urged them to adopted an objectifying self-perspective, which is internalization of objectifying gaze. These psychological changes priorities the body value over the cognitive abilities and women shift its focus on body and face challenges in cognitive performance (Lara Winn, 2020; Aamir et al., 2022; Hassan et al., 2022; Khan et al., 2022) State self-objectification is considered as a temporary experience of being anxious by physical appearance and body value. It is some time over joyed experience and gives a sense of self/personality satisfaction (Anderson, 2018). On the other hand, the trait self-objectification is more consistent tendency of being self-objectification and it's an adopted personality trait. Many other psychological and physical issues are related with it like eating disorder, self-esteem, self-complex and body consciousness (Shilei Chen, 2023; (Hassan et al., 2022; Hassan et al., 2023; Mughal et al., 2023). To know how media exposure create self-objectifying tendency an experimental study was conducted by (Fredrik Carlsson, 2023). One group of women was exposed with normal images and other was exposed with objectified images of female magazine. After that they were asked to pose for photographs. Those women who was exposed to sexually objectified images were posing sexually and those who were just exposed to normal photographs were posing normal gestures.

Women and girls usually acculturated observers view for their body view and self. In addition, women face the consequences of self-objectification primarily due to their preoccupation with physical appearance, irrespective of whether they feel content or discontent with their bodies (Gottino, 2023). Presently, our society can be characterized as one where exposure to sexualized content is an integral part of our daily lives. The media deliberately objectified and glamorized the female on screen to get attention and to involve the audience. For advertising it is also used as a marketing strategy (Ali & Hassan, 2016). The impact of sexualized advertisements on young women has been a subject of debate for some time. Following are the objectives of current study.

- To examine the relation of media exposure and self-objectification tendency among female university students.
- To find out the socio-cultural attitude towards self-objectification in female university students.
- To examine the relationship of religiosity and self-objectification in female university students.

2. Literature Review

2.1 Religion, Media and Self-Objectification of Women

Religious association identified as a defensive feature against the influence of socio-cultural beauty standards (Hollman, 2012; Chen, 2023). Religion can be a defensive factor against the effect of sexualized portrayals women in advertisements. Oosterhout's research demonstrates that sexualized advertisements have a cognitive impact on women. (Oosterhout, 2014). Similarly, researchers discovered that female with higher levels of religiosity reported lower levels of body dissatisfaction (Boyatzis & McConnell, 2006; Gottino, 2023; Hassan et al., 2023; Ahmad et al., 2023; Farrukh et al., 2023). A woman's religious affiliation can influence her perception of an ideal body shape. Furthermore, many other studies have shown that religiousness positively effects on numerous aspects of physical and psychological well-being (Holman, 2012; Hessel & LeBouef, 2023). Religious also teach about the eating habits and many religious women follow the dieting patterns to lose the weight and also to get religious satisfaction. Additionally, many use religious teaching to actually look slim and thin. It is also found that these religious teaching are different for different genders (Beaulieu & Best, 2022). In some cases, religion also endorses the self-silencing to sexism. Conservative ideologies and objectification from other women also relate with the self-silencing to sexism in women. It varies in women according to their level of religiosity (Grigoropoulos, 2023). Exposure to the sexually objectified images on social media effect the female students emotionally, physically and mentally. The excess ideal beauty images create a race among female students to gain the popularity on behalf of beauty and femininity (Toyyib, 2023). The media images also effect the younger viewers. The advertisements are full of objectifying images, even the products which are not related to women representation in ads associated with women. It not only attracts the audience but develop a negative relationship of women with their own bodies (Hassan, 2016). The exposure of media endorses the Eurocentric ideal image of women among audience. It also changes the habits of non-European women around the world. These media consumption create acceptance of white femininity and beauty standards in other races too (Perkins et al, 2023).

The Objectification Theory by Fredrickson & Roberts (1997), offers a outline for understanding the consequences of objectifying female bodies and the lived experiences of women. According to the theory, women and girls are socialized to be perceived primarily as physical objects by observers, treating them as objects rather than as whole individuals. The objectification theory helps in understanding the socio-cultural perspective that objectifies women's bodies and treats women based on their appearance and sexual functions. It also highlights how media influence can contribute to idealized body images, leading to body shame

and eating disorders (Calogero et al., 2015). In modern world, women often view themselves from the eye of a third person, continually monitoring their appearance in both public and private settings. This self-objectification can have negative effects on women's well-being, including body shame, appearance anxiety, depression, and disordered eating. The study uses the objectification theory and self-objectification phenomenon in this theoretical framework to understanding the self-objectification phenomenon among female students of universities. The research also evaluates the moderating role of religious association and cultural association and their effect on self-objectification in young female students of universities of Pakistan. Following are the hypotheses.

H₁: There is a significant relationship between Religiosity and Self-objectification.

H₂: There is a significant relationship between media exposure and self-objectification.

H₃: There is a significant association between Socio-cultural association and self-objectification.

3. Method:

The study aimed to evaluate the relationship between media and self-objectification in female students of universities. The study is theoretically linked with the objectification theory of (Fredrickson & Roberts, 1996) The current study has chosen the quantitative survey method to explore the relation between media exposure and self-objectification of women in the context of religion and culture. Data from four major universities of provincial capitals was collected. It includes The Punjab University, Lahore, Karachi University, Sindh, Peshawar University from Khyber Pakhtunkhwa and Quetta University Baluchistan. 100 female sample was selected from the faculty of social sciences on the basis of simple random sampling. The Questionnaire was constructed with the help of available scales. The researcher adopted and modified “The self-objectification questionnaire (SOQ; Noll & Fredrickson 1998) with the help of eight items, “Assessment of spirituality and religious sentiment” with the help of six items (Piedmont, 2020) and “Sociocultural Attitudes towards Appearance (Thompson, 2004 & 2012) scale with the help of six items and modified selected questions from these scales to construct the questionnaire to collect data. These tools were edited according to the socio-cultural requirement of research and Pakistani society. From 400 responses 399 were considered. One response was incomplete. The data was analyzed using the STATA and SPSS. Simple Linear Regression was performed to test the assumptions of the study.

4. Findings

The Socio demographic characteristics of female university students from sample are presented in Table No 1. The majority of the respondents 75.7% were single, 7.8% were engaged, 15.8% were married. 42.4% were undergraduate students and 29.3% were graduate students while 27.1%

were post graduate, only 1.3% were doctorate students. 46.1% of the respondents were the age of 18 to 22. 41.6% were between the age of 23-28. While 10.8% were of the age of 29 to 35 and only 1.5% were between the age of 36 to 45. The monthly income of 32.6% were 50 thousand rupees only. 24.6% were earning 100000 PKR monthly. 19.3% were earning 200000 PKR monthly. 11.8% were earning 500000 PKR monthly and the income of 11.8% were more than 500000 PKR monthly.

Table No 1: Demographic Characteristics of the sample

Personal Characteristics	Frequency/No.	Percentage
<i>Marital Status</i>	-	-
Single	302	75.7
Engaged	31	7.8
Married	63	15.8
Divorced	3	0.8
<i>Education</i>	-	-
Undergraduate	169	42.4
Graduate	117	29.3
Post Graduate	108	27.1
PhD	5	1.3
<i>Age</i>	-	-
18-22 years	184	46.1
23-28 Years	166	41.6
29-35 years	43	10.8
36-45 Years	6	1.5
<i>Monthly income</i>	-	-
50000 PKR	130	32.6
100000 PKR	98	24.6
200000 PKR	77	19.3
500000 PKR	47	11.8
More than 500,000 PKR	47	11.8
Total	399	100 %

N=399

Table No 2: Media Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV	88	22.1	22.1	22.1
	Newspapers	12	3.0	3.0	25.1
	Magazines	6	1.5	1.5	26.6
	Social Media	273	68.4	68.4	95.0
	Film	20	5.0	5.0	100.0

Total	399	100.0	100.0
-------	-----	-------	-------

N=399

Table No 2 show that 88(22.1%) prefer to watch TV. 12(3%) prefer to read newspapers while only 6(1.5%) read magazines. Majority of 273(68.4%) prefer to use social media and 20(5%) have the exposure of films. The total respondents were 399.

Table No 3: Time spent on Main stream Media daily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hour	86	21.6	21.6	21.6
	1-2 hours	97	24.3	24.3	45.9
	2-3 hours	73	18.3	18.3	64.2
	3-4 hours	52	13.0	13.0	77.2
	4-5 hours	48	12.0	12.0	89.2
	More than 6 hours	43	10.8	10.8	100.0
	Total	399	100.0	100.0	

Table No 3 present that data about time spend on media consumption. 86(21.6%) spend less than one hour on media in a day. 97(24.3%) spend 1 to 2 hours. 73(18.3%) spend 2 to 3 hours. 52(13%) consume media 3 to 4 hours in a day. 48(12%) spend 4 to 5 hours in a day and 43(10.8%) spend more than 6 hours a day. The total respondents were 399.

Table No 4: Self-Objectification Scale State form

Statements	SDA	DA	N	A	SA
My body looks determine how successful I am	42(10.5%)	103(25.8%)	121(30.3%)	101(25.3%)	32 (8%)
My physical look is the most important aspect of my personality	43(10.8%)	101(25.3%)	116(29.1%)	89(22.3%)	50(12.5%)
I need to look attractive to achieve my goals.	23(5.8%)	87(21.8%)	105(26.3%)	128(32.1%)	56(14%)
It is important that others people find me physically attractive.	57(14.3%)	113(28.3%)	137(34.3%)	79(19.8%)	13(3.3%)
My body appearance determine power which I hold in society.	40(10%)	92(23.1%)	122(30.6%)	109(27.3%)	36(9%)
My Physical appeal determines how many friends I have.	66(16.5%)	157(39.3%)	94(23.6%)	62(15.5%)	20(5.5%)
My body appearance is more important than body comfort.	83(20.8%)	126(31.6%)	96(24.1%)	75(18.8%)	19(4.5%)
My Physical appearance determine my happiness.	53(13.3%)	117(29.3%)	106(26.6%)	103(25.8%)	20(5%)

Table No 5: Religiosity Assessment

Statements	SDA	Disagree	Neutral	Agree	SA
I read the Holy Text (Quran/Bible/Gita)	7(1.8%)	66(16.5%)	81(20.3%)	131(32.8%)	114(28.6%)
I read the religious literature	110(27.6%)	65(16.3%)	72(18%)	118(29.6%)	34(8.5%)
I offer prayers	7(1.8%)	130(32.6%)	68(17%)	165(41%)	29 (7.3%)
I attend religious events	38 (9.5%)	117(29.3%)	72(18%)	121(30.3%)	51(12.8)
My religious beliefs lead my whole life.	33 (8.3%)	48(12%)	156 (39%)	122(30.6%)	40 (10%)
I dressed up according to the teaching of my religion	19(4.8%)	55(13.8%)	162(40.6%)	109(27.3%)	54(13.5%)

Table No 6: Socio cultural Association and Self Objectification

Statements	SA	Agree	Neutral	Disagree	SDA
It is significant for me to look attractive in the dress, I wear.	10(5.2%)	17(4.3%)	58(14.5%)	215(53.9%)	99(24.8%)
I want my physical appearance thin/slim.	27(6.8%)	64(16%)	113(28.3%)	133(33.3%)	62(15.5%)
If I am in attractive body shape, I want to show my shape to others	131(32.8%)	139(34.8%)	75(18.8%)	33(8.3%)	21(5.3%)
I feel pressure from my friends/ peer to look slim and attractive.	72(18%)	115(28.8%)	95(23.8%)	68(17%)	46(11.5%)
I feel pressure from the media celebrities to look slim and in good shape.	63(15.8%)	74(18.5%)	87(21.8%)	111(27.8%)	64(16%)
When I watch media, I compare my physical appearance to the appearance of Media celebrities	67(16.8%)	100(25.1%)	122(30.6%)	73(18.3%)	37(9.3%)

6.1 Hypothesis Testing:

(H₀): There is no significant relationship between religiosity and self-objectification.

H₁: There is a significant relationship between Religiosity and Self-objectification.

A linear regression analysis was conducted to explore the relationship between religiosity and self-objectification (SO). The model aimed to determine whether religiosity significantly predicts levels of self-objectification. The coefficient for religiosity was estimated as -.109 (SE =

.07, $t = 1.56$, $p = .119$), suggesting a non-significant negative relationship between religiosity and self-objectification. This implies that for each unit increase in religiosity, there is a corresponding but statistically non-significant decrease of $-.109$ units in self-objectification scores. The 95% confidence interval for this coefficient ranged from $-.028$ to $.245$, indicating that the true relationship between religiosity and self-objectification could range from a slight decrease to a slight increase, including zero.

Table No 7: Result of Linear regression between Religiosity and Self Objectification in female university students

SO	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
Religiosity	-.109	.07	1.56	.119	-.028	.245	
Constant	20.643	1.422	14.51	0	17.847	23.44	***
Mean dependent var		22.817	SD dependent var			5.878	
R-squared		0.002	Number of obs			399	
F-test		2.439	Prob > F			0.119	
Akaike crit. (AIC)		2546.252	Bayesian crit. (BIC)			2554.230	

*** $p < .01$, ** $p < .05$, * $p < .1$

The intercept (Constant) was estimated to be 20.643 (SE = 1.422, $t = 14.51$, $p < .001$), representing the expected self-objectification score when religiosity is zero. The model's R-squared value is 0.002, indicating that only approximately 0.2% of the variance in self-objectification scores can be explained by religiosity. However, the findings do not provide enough evidence to reject the null hypothesis. This suggests that there is no statistically significant relationship between religiosity and self-objectification in this particular sample. Therefore, religiosity, as measured in this context, does not appear to be a significant predictor of self-objectification levels among the individuals observed in this study.

(H₀): There is no significant relationship between media exposure and self-objectification.

H₂: There is a significant relationship between media exposure and self-objectification.

Table No 8: A Linear regression between Media exposure and self-Objectification of women

SO	Coef.	St.Err.	t- value	p-value	[95% Conf	Interval]	Sig
ME	4.135	.056	74.11	0	4.025	4.245	***
Constant	5.169	.25	20.64	0	4.676	5.661	***
Mean dependent var		22.852	SD dependent var			5.844	
R-squared		0.933	Number of obs			398	
F-test		5491.966	Prob > F			0.000	
Akaike crit. (AIC)		1463.436	Bayesian crit. (BIC)			1471.409	

*** $p < .01$, ** $p < .05$, * $p < .1$

A linear regression analysis was conducted to examine the relationship between media exposure (ME) and self-objectification (SO). The objective was to determine if media exposure significantly predicts levels of self-objectification. The coefficient for media exposure was found to be 4.135 (SE = .056, $t = 74.11$, $p < .001$), indicating a highly significant positive relationship between media exposure and self-objectification. This suggests that for each unit increase in media exposure, there is a substantial increase of 4.135 units in self-objectification scores. The 95% confidence interval for this coefficient ranged from 4.025 to 4.245, confirming the strength and significance of this relationship. The intercept (Constant) was estimated at 5.169 (SE = .25, $t = 20.64$, $p < .001$), representing the expected self-objectification score when media exposure is zero. The model demonstrated a high explanatory power with an R-squared value of 0.933, signifying that approximately 93.3% of the variability in self-objectification scores can be accounted for by media exposure in this particular sample. The findings strongly support rejecting the null hypothesis, indicating a highly significant and substantial positive relationship between media exposure and self-objectification. This suggests that increased media exposure is a robust predictor of higher levels of self-objectification among individuals in the observed sample.

(H₀): There is no significant relationship between socio-cultural association and self-objectification.

H₃: There is a significant association between Socio-cultural association and self-objectification.

Table No 9: A Linear regression between Socio-Cultural attitude and self-Objectification of women

SO	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
SCA	.64	.053	11.99	0	.535	.745	***
Constant	11.171	1	11.17	0	9.205	13.137	***
Mean dependent var		22.770	SD dependent var			5.875	
R-squared		0.267	Number of obs			396	
F-test		143.740	Prob > F			0.000	
Akaike crit. (AIC)		2406.044	Bayesian crit. (BIC)			2414.007	

*** $p < .01$, ** $p < .05$, * $p < .1$

A linear regression analysis was conducted to investigate the relationship between socio-cultural association (SCA) and self-objectification (SO). The aim was to determine if socio-cultural association significantly predicts levels of self-objectification. The coefficient for socio-cultural association was estimated to be .64 (SE = .053, $t = 11.99$, $p < .001$), indicating a highly significant and positive relationship between socio-cultural association and self-objectification. This suggests that for each unit increase in socio-cultural association, there is an associated

increase of .64 units in self-objectification scores. The 95% confidence interval for this coefficient ranged from .535 to .745, affirming the strength and significance of this relationship.

The intercept (Constant) was estimated at 11.171 (SE = 1, $t = 11.17$, $p < .001$), representing the expected self-objectification score when socio-cultural association is zero. The model demonstrated a moderate level of explanatory power with an R-squared value of 0.267, indicating that approximately 26.7% of the variability in self-objectification scores can be explained by socio-cultural association in this particular sample. The findings strongly support rejecting the null hypothesis, indicating a statistically significant and positive relationship between socio-cultural association and self-objectification. This suggests that higher socio-cultural association scores are associated with higher levels of self-objectification among individuals in the studied sample.

5. Discussion and Conclusion:

The purpose of this research was to find out the relationship between media exposure and self-objectification in female students of Pakistan. The study also explores the moderating role of religion and culture in this relationship. Previous studies approved that exposure to media and objectified images on media leads women to self-objectification. It creates a third eye perspective in women and they start judging their body and physical traits. Media images effect the perception of ideal body images in women after repeatedly representing the thin, slim and curvy bodies with flawless smooth skin and silky hairs. These beauty standards penetrate this ideal image into the minds of young females and they start following these beauty standards. For this they glamorized their body, more focus on their physical traits as compare to their abilities and skills. In some cases, they associate this self-objectification with the success in society and their own values as human being.

The study discovered an empirical relationship between the media consumption and self objectification of women. The results show that the increase in media exposure increases the self-objectification tendencies in sample. The other interesting element was age. The result shows that self-objectification was more in younger students as compare to the elders. The level of media exposure was another factor. More media exposure indicates more self-objectification and body concern in sample.

Religion and Culture also play significant role in this relationship. Religiousness approved as a defensive factor against the self-objectification in results. There was a negative relationship between the religiosity and self-objectification in the analysis. Religious association provides the psychological and emotional support to women against the media narrative about ideal body standardization. Secondly cultural association and more involvement with cultural activities also provides a support to decline the sexualization of the body. In previous cross-cultural studies one can see the hegemony of western media images in rest of the media representation of women. It not only effects the individuals but also effect the cultures of developing world. Commercialization and commodification of media focuses on women visually only. The excessive exposure to media made the women judges of her own body and they become more conscious about their body image,

the same results was founded by Zubair (2022). They start judging their body with a third perspective eye and additionally they start believing that their body or physical parts are the strongest element of their personality and they focus more on body. It generates a complex situation for women with regard to her body image. Media literacy and more cultural content on media can omit the self-objectification phenomenon in women.

6. References

- Aamir, A. A., Hassan, A., & Shams, M. A. (2022). Predisposition from Instagram and Snapchat Interactive Effect on Narcissism. *Pakistan Journal of Media Sciences*, 3(1), 99–132.
- Ahmad, M., Hassan, A. A. U., & Hassan, A. (2023). Comparative study of TVCs treatment before and during covid-19 pandemic in Pakistan. *Journal of Journalism, Media Science & Creative Arts*, 3(2), 1-16.
- Anderson, E. C. (2018). A Systematic Review of the Relationship Between Trait Self-Objectification and Personality Traits. *Personality and Individual Differences*, 132, 20-31.
- Ali, S., & Hassan, A. A. U. (2016). Representation of women and Pakistani media: Mapping objectification phenomena in TV commercials. *Journal of Social Sciences and Humanities*, 24(2), 77-108.
- Beaulieu, D. A., & Best, L. A. (2022). Eat, pray, love: disordered eating in religious and non-religious men and women. *Journal of Eating Disorders*, 10(1), 1-11.
- Boyatzis, Trevino, Manning, & Quinlan. (2006). The role of religion and spirituality in women's body image and eating behavior: Qualitative and quantitative approaches and clinical implications. *Counselling and Spirituality*, 29–51
- Calogero, M. R., Davis, & N., & Thompson, & K. (2015). The Role of Self-Objectification in the Experience of Women with Eating Disorders. *Sex Roles*, 43-50.
- Carlsson, F., Kataria, M., & Lampi, E. (2023). Sexual objectification of women in media and the gender wage gap: Does exposure to objectifying pictures lower the reservation wage? *Journal of Behavioral and Experimental Economics*, 102157.
- Carrotte, E., & Anderson, J. R. (2018). A systematic review of the relationship between trait self-objectification and personality traits. *Personality and Individual Differences*, 132, 20-31.
- Chen, S., van Tilburg, W. A. P., & Leman, P. J. (2023). Women's Self-Objectification and Strategic Self-Presentation on Social Media. *Psychology of Women Quarterly*, 47(2), 266-282. <https://doi.org/10.1177/03616843221143751>
- Chen, S., van Tilburg, W. A., & Leman, P. J. (2022). Self-objectification in women predicts approval motivation in online self-presentation. *British Journal of Social Psychology*, 61(1), 366-388.
- Elizabeth A., & Daniels, E. L., (2020). Becoming an object: A review of self-objectification in girls. *Body Image*, 33, 278-299.
- Farrukh, M., Hassan, A., Ramazan, T. (2023). Unraveling Virtual Threads: The Impact of Social Media Engagement on Family Dynamics and Real-Life Relationships. *Research Journal for Societal Issues*, 5(3), 328–344.

- Fredrickson, B. L., & T. A. Roberts. S. M. Noll, D. M., & Twenge, & J. (1998). That swimsuit becomes you: sex differences in self-objectification, restrained eating, and math performance. *Journal of Personality and Social Psychology*, 269–84
- Fredrickson, L. B., & Roberts, A. T. (1997). Objectification Theory: Toward Understanding Women's Lived Experiences and Mental Health Risks. *Psychology of Women Quarterly*, 173-206.
- Fredrik Carlsson, M. K. (2023). Sexual objectification of women in media and the gender wage gap: Does exposure to objectifying pictures lower the reservation wage? *Journal of Behavioural and Experimental economics*, 108.
- Gattino, S., Czepczor-Bernat, K., Fedi, A., Brytek-Matera, A., Boza, M., Lemoine, J. E., ... & Rollero, C. (2023). Self-Objectification and its Biological, Psychological and Social Predictors: A Cross-Cultural Study in Four European Countries and Iran. *Europe's Journal of Psychology*, 19(1), 27.
- Grigoropoulos, I. (2023). Self-Silencing Through the Lens of System Legitimizing Ideologies: Gender Discriminatory Attitudes Mediate the Link Between Conservatism and Women's Self-Silencing to Sexism. *Trends in Psychology*, 1-19.
- Hassan, A., A., U. (2016). Representation of women in TV commercials: investigating of objectification phenomena in Pakistani electronic media. M.Phil. Thesis. Submitted to Bahauddin Zakariya University, Multan
- Hassan, A., Hassan, A. A., Noor, R., (2022) Permissibility of Music in Islam: A Confused state of Halal and Haram among Pakistani Youth, *Journal of Positive School Psychology*. 6(10), 3895-3901.
- Hassan, A., Saleem, S. M. S., Ashraf, A. (2023). Media conformity with foreign policy in India and Pakistan: Frame analysis of Baluchistan separatists' movement and Khalistan movement. *Journal of Media & Communication*. 3(2), 151-160
- Hassan, A. A. U., Hassan, A., & Salahuddin, A. (2023). Threat Framing of CPEC In Pakistani Newspapers: Post Dasu Attach Analysis. *Global Social Sciences Review*, VIII.25-32
- Hassan, A., Aamir, A. A., Noor, R. (2022). Bridging gap through Arts and Literature: An analysis of Indo-Pak Media Framing. *Journal of Peace, Development and Communication*. 6(2), 520-528.
- Hessel, H. M., & LeBouef, S. (2023). Young adults' perceptions of technology use with extended family. *Family Relations*, 72(2), 565-584.
- Holman, A. (2012). Religion and the body: An overview of the insertions of religion in the empirical psycho-social research lines on the body. *European Journal of Science and Theology*, 127–134
- Khan, M. H., Akhter, S., Hassan, A., (2022). Countering the Hate Speech: An analysis of Muslim Countries Response to Macron's Speech against Muslims after the Charlie Hebdo incident. *International Journal of Media and Information Literacy*. 7(2), 463-477.
- Lara Winn, R. C. (2020). Self-Objectification and Cognitive Performance: A Systematic Review of the Literature. *Frontiers in Psychology*, 11, 11-20.

- Mughal, S. A. B., Hassan, A., & Hassan, A. A. (2023). Religious Preaching on Social Media; Perception of University Students in Lahore. *Research Journal for Societal Issues*, 5(1), 179–193.
- Nasreen, S., & Fareed, H. (2023). Appearance Related Commentary, Self-Objectification and Psychological Well-being in Young Adults. *Pakistan Languages and Humanities Review*, 7(2), 58-67.
- Nazeer, S., Nisar, R., & Afridi, S. (2023). Psychological Implications of Sexism: A Critical Analysis of Plath's The Bell Jar from Fredrickson's Perspective of Objectification Theory. *International Journal of Linguistics and Culture*, 4(2), 281-300.
- Noll, S. M., & Fredrickson, B. L. (1998). That swimsuit becomes you: sex differences in self-objectification, restrained eating, and math performance. *Journal of Personality and Social Psychology*, 269–284
- Oosterhout, V. N. (2014). The danger of watching sexualize advertising, the effect of self-objectification process on cognitive skills and mood of Muslims and non-Muslims women. Master's thesis. Rotterdam.: Erasmus school of history, culture and communication. Erasmus University
- Piedmont, R. L., & Toscano, M. E. (2020). Assessment of spirituality and religious sentiments (ASPIRES) scale. In *Encyclopedia of Personality and Individual Differences* (pp. 280-285). Cham: Springer International Publishing.
- Perkins, T. R., Ward, L. M., Jerald, M. C., Cole, E. R., & Avery, L. R. (2023). Revisiting Self-Objectification Among Black Women: The Importance of Eurocentric Beauty Norms. *Journal of Black Psychology*, 49(6), 868-896.
- Shilei Chen, W. A. (2021). Self-objectification in women predicts approval motivation in online self-presentation. *British Journal of Social Psychology*, 61(1), 366-388.
- Shilei Chen, W. A. (2023). Women's Self-Objectification and Strategic Self-Presentation on Social Media. *Psychology of Women Quarterly*, 47(2), 266-282.
- Thompson, A. H. (2012). Women who self-objectify and objectify other women. The role of self-compassion. PhD Thesis. Department of psychology. University of Redford
- Toyyib, M., Rahman, D. N., Assidiki, M. H. ., Zainullah, & Moefad, A. M. . (2023). Objectification and Exploitation of Women's Students Content in Social Media. *East Asian Journal of Multidisciplinary Research*, 2(6), 2339–2352.
- Winn, L., & Cornelius, R. (2020). Self-objectification and cognitive performance: A systematic review of the literature. *Frontiers in Psychology*, 11, 20-39.
- Zubair, S. (2022). Is Women's Beauty Used as a Means to Achieve Certain Ends?:Pakistani Women's Perceptions of Body Objectification. *Journal of International Women's Studies*. 23(1), 10-22.