

You'll find more **body shots**, more **cleavage**, more **sexual suggestiveness** via hair display and posing, and as much **cuteness**, in White women's selfies on Twitter, compared to what you may find in Chinese women's selfies on Weibo.

Cross-cultural Comparisons of 'Selfie'-presentation—A content analysis

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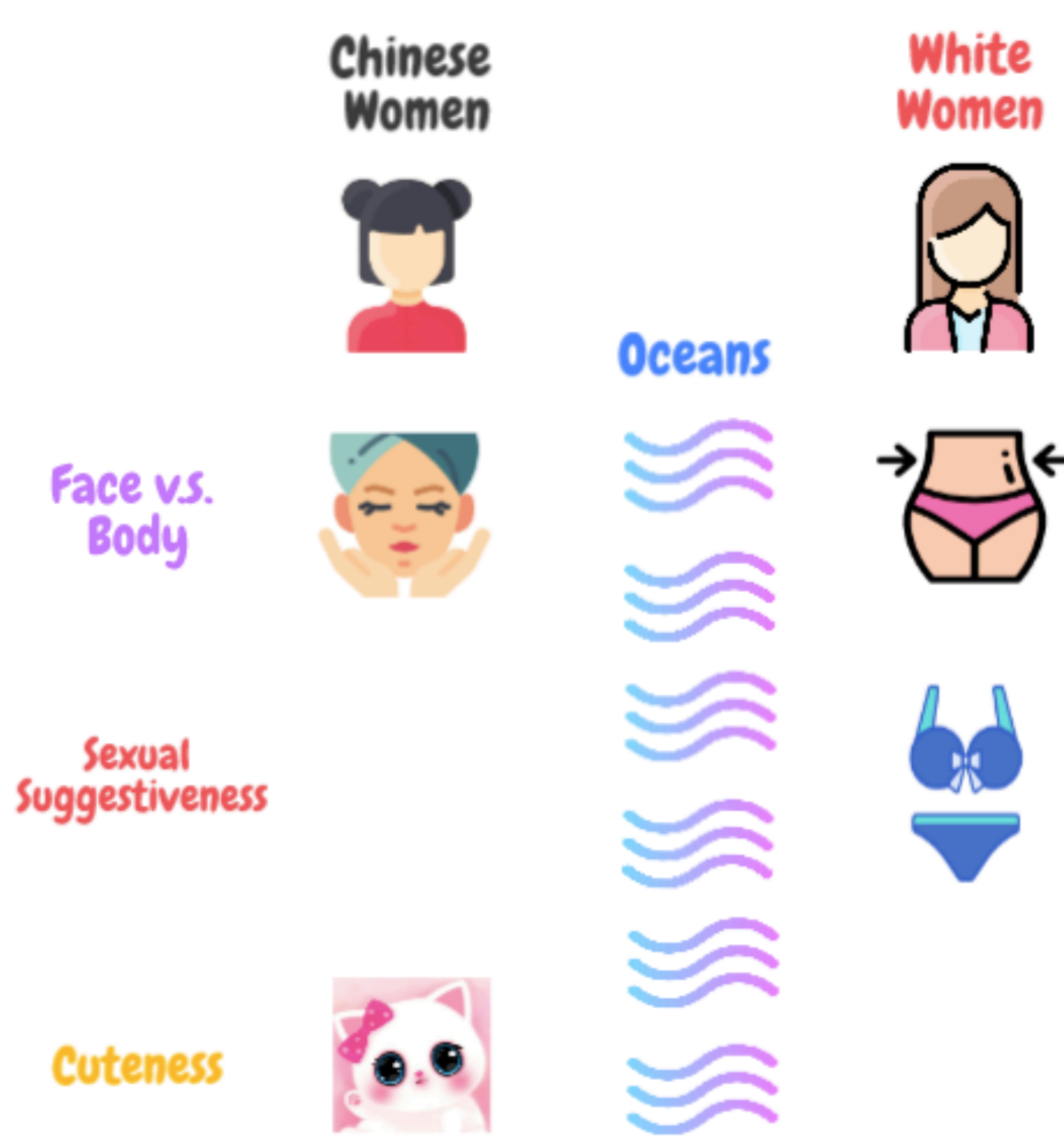
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1. Key Question

Do Chinese women's selfies on Weibo 🇨🇳 and White women's selfies on Twitter 🇺🇸 differ?

2. Background

- Beauty of women in the US was constructed in terms of the **body**, whereas East Asian women care more about their facial features.¹
- "Sexual/sex kitten" appeared significantly more frequently in American ads than in East Asian ads.²
- Studies on cuteness in Asian context focused on adults, whereas those in Western context focused on infants.³



Note: Click [here](#) to see a full list of icon/photo attributions.

3. Methods

Data collection

| N | 250 | 250 |
|----------------|--|-----------------------|
| Sampling frame | 26,733 images | 8,866 images |
| Time period | Dec 31, 2017 to Jan. 1, 2019 (CUT ⁴) | Same |
| Source | OSoMe's Enhanced Access API | Weibo Advanced Search |

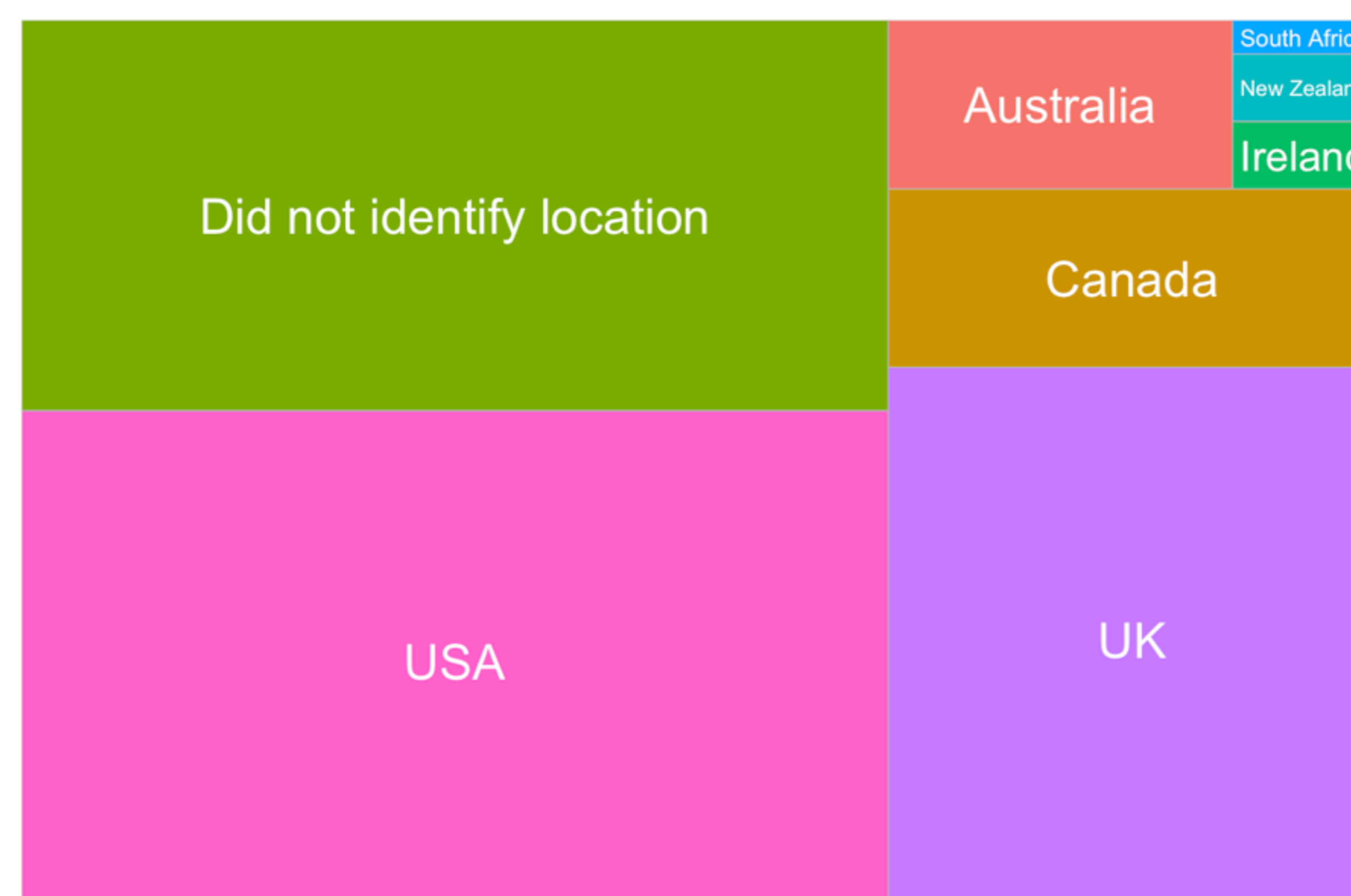
Measurements

| Variables | Detail | Initial.ICR | Final.ICR |
|-----------------------|---------------|-------------|-----------|
| Shot size | | 1.00 | 0.90 |
| Mirror selfies | | 0.91 | 1.00 |
| Body exposure | Cleavage | 0.76 | 0.85 |
| | Midriff | 1.00 | 0.93 |
| | Buttock | 1.00 | 0.90 |
| | Thigh | 1.00 | 0.94 |
| Sexual suggestiveness | Hair | 0.82 | 0.79 |
| | Pose | 1.00 | 0.78 |
| | Self-touching | 0.91 | 0.83 |
| Cuteness | | 0.75 | 0.77 |

4. Results

4.1 Descriptive Statistics 🌐

Sources of the 250 Twitter selfies



4.2 Results

H1, Shot size 📷⁵

$\chi^2(1, N = 500) = 4.20, p = .040$: White women post more body shots than Chinese women.

H2, Mirror selfie 🪞⁶

$\chi^2(1, N = 500) = .62, p = .430$: White women did not take more mirror selfies than Chinese women⁷.

H4(a), Cleavage 🍒⁸

$\chi^2(2, N = 500) = 43.41, p < .001$: White women displayed a significantly higher level of cleavage/breasts exposure than Chinese women.

H4(b), Midriff 🍑⁹

$t(282.28) = 3.02, p = .003, d = .27$: White women exhibited a higher degree of midriff exposure than Chinese women.

H4(c), Buttock 🍑¹⁰

$t(498) = .43, p = .669, d = .04$: White women did not show a higher degree of buttock

exposure than Chinese women.

H4(d), Thigh 🍑¹¹ 🍑¹²

$\chi^2(1, N = 500) = .22, p = .640$: White women did not show a higher degree of thigh exposure than Chinese women.

H5 (a), Hair display 🧏¹³

$\chi^2(2, N = 500) = 32.17, p < .001$: White women displayed a significantly higher level sexual suggestiveness through hair display than Chinese women.

H5 (b), Pose 🍑¹³

$\chi^2(1, N = 500) = 8.51, p = .004$: White women showed a higher level sexual suggestiveness via pose than Chinese women.

H5(c), Self-touching 🍑¹⁴

$\chi^2(1, N = 500) = 6.85, p = .009$. However, the direction was the opposite: Chinese women exhibited more sexual suggestiveness through self-touching than White women.

RQ1, Cuteness 🐱¹⁴

$t(479.69) = -1.56, p = .119, d = .14$, Chinese women did not show a higher level of cuteness than White women.

References & Footnotes

- Frith, Shaw & Cheng, 2005; Staley & Zhan, 2011; Wu & Lang, 2018 ↩
- Frith et al., 2005 ↩
- Little, 2012; Sprengelmeyer et al., 2009 ↩
- Coordinated Universal Time. This is to control for the effects of weather and seasons on selfie taking and sharing. ↩
- Icon made by Vitaly Gorbachev from www.flaticon.com ↩
- Icon made by Good Ware from www.flaticon.com ↩
- Chinese women took more mirror selfies but the difference was not significant. ↩
- Icon made by Pixel perfect from www.flaticon.com ↩
- Icon made by monkik from www.flaticon.com ↩
- Icon made by Flat icons from www.flaticon.com ↩
- "Slightly visible" and "completely visible" were collapsed into "visible". ↩
- Icon made by Pixelmeetup from www.flaticon.com ↩
- Icon made by Freepik from www.flaticon.com ↩
- "Slightly suggestive" and "extremely suggestive" were combined into "sexually suggestive". ↩

Poster



Paper



Presentation Video

