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The Effect of Sexist Humour and Perceived Physical Attractiveness on Retaliatory Aggression

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Abstract:

Nowadays, social media users can produce their own content and consume content shared by other users on social media. Social media is a platform where humour-related content is frequently shared, some of which includes sexist humour. A limited number of studies in the literature deal with sexist humour in the context of social media. This study investigated how perceived physical attractiveness and sexist humour influence the level of retaliatory aggression. Retaliatory aggression was measured through a recruitment task. The study included two hundred sixty-four female university students aged between 18 and 34. To manipulate the humour, tweets with sexist humour, neutral humour, and no humour were presented; to manipulate the perceived physical attractiveness, photographs with low and high perceived physical attractiveness were used.

The analyses carried out within the scope of this study revealed a significant difference between the conditions of attractiveness. When this significant difference was examined, high perceived physical attractiveness increased the recruitment of the person. In addition, it was found that the condition with sexist humour content led to less recruitment compared to the conditions with neutral humour content and no humour content. However, no statistically significant difference was found between the profile with high perceived physical attractiveness and the profile with low perceived physical attractiveness in the sexist humour condition.

In conclusion, recruitment is higher when perceived physical attractiveness is high compared to lower perceived physical attractiveness. However, it can be concluded that in the interaction effect between sexist humour and physical attractiveness, sexist humour is more dominant than perceived physical attractiveness.

Herzlich eingeladen sind sämtliche Kolleginnen und Kollegen sowie Studierende
der HS Ravensburg-Weingarten sowie der PH Weingarten und weitere Interessierte