

You'll find more **body shots**, more **cleavage**, more **sexual suggestiveness** via hair display and posing, but 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

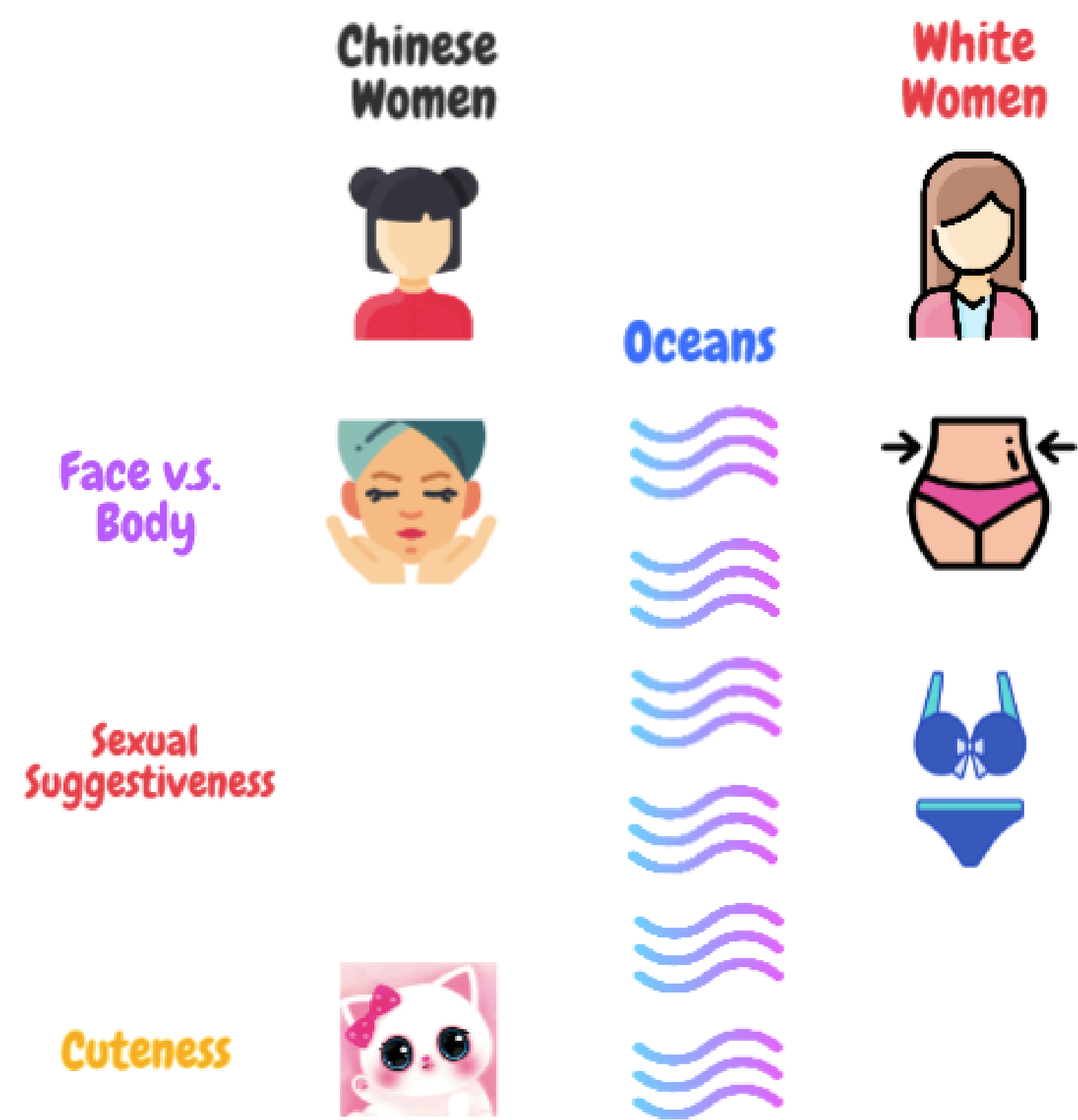
Hongtao Hao¹
hhao@iu.edu
¹ The Media School, Indiana University Bloomington

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



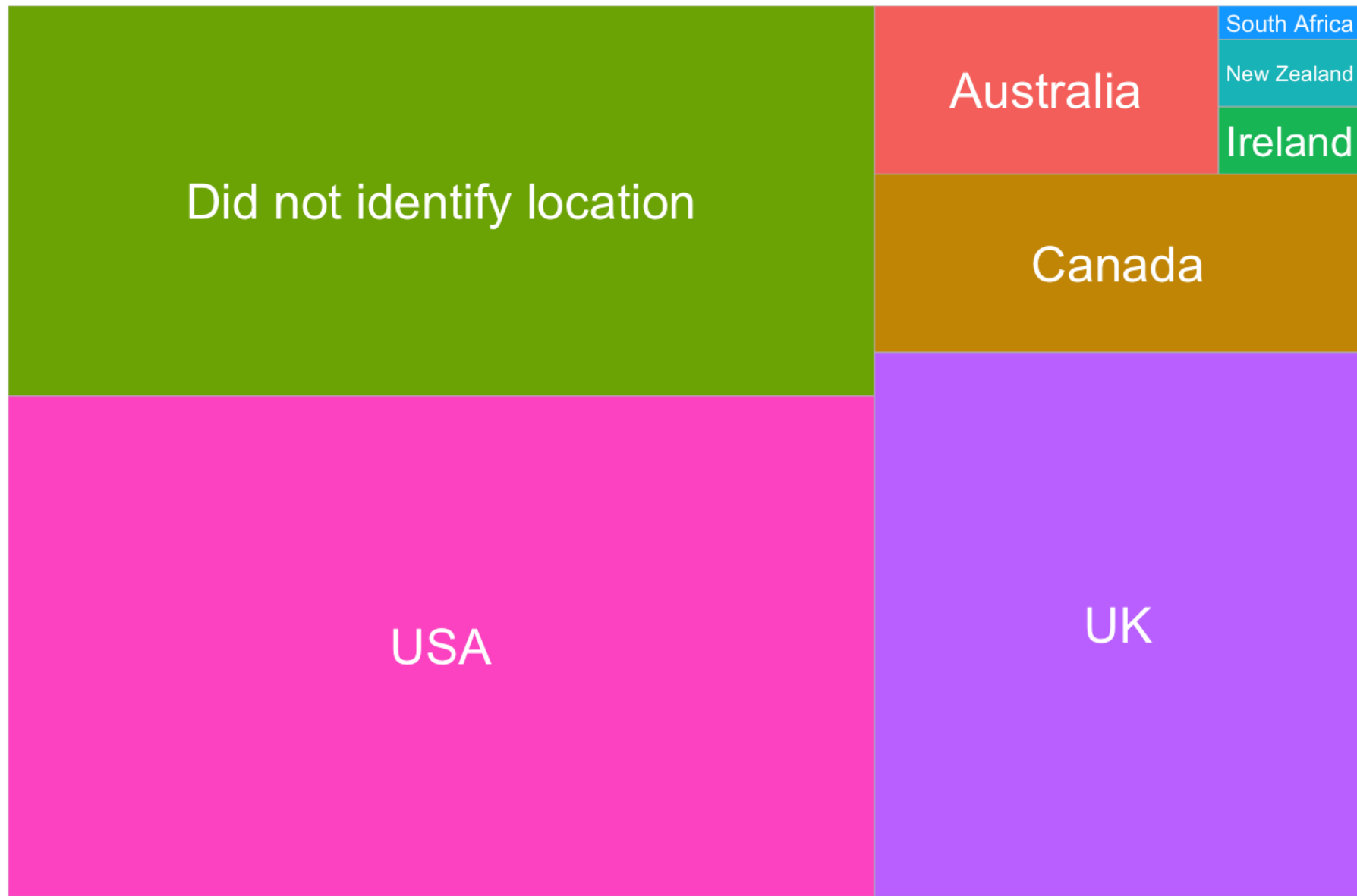
3. Methods

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

4. Results

4.1 Descriptive Statistics

Sources of the 250 Twitter selfies



4.2 Results

H1, Shot size

Chi Square(1, N = 500) = 4.20, p = .040:
White women post more body shots than Chinese women.

H2, Mirror selfie

Chi Square(1, N = 500) = .62, p = .430:
White women did not take more mirror selfies than Chinese women⁷.

H4(a), Cleavage

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

H4(b), Midriff

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

H4(c), Buttock

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

H4(d), Thigh

Chi Square(1, N = 500) = .22, p = .640:
White women did not show a higher degree of thigh exposure than Chinese women.

H5 (a), Hair display

Chi Square(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

Chi Square(1, N = 500) = 8.51, p = .004:
White women showed a higher level sexual suggestiveness via pose than Chinese women.

H5(c), Self-tourching

Chi Square(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

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 monkik from www.flaticon.com↩
- Icon made by Flat icons 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".↩
- Picture by Helper dev from Amazon↩

