

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—A content analysis

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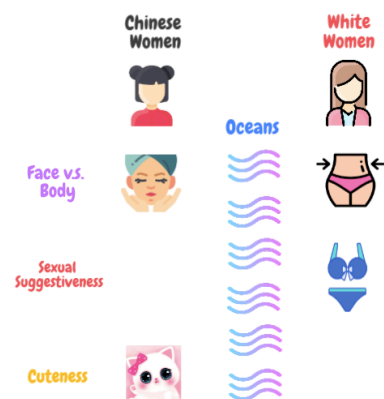
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1. Key Question

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

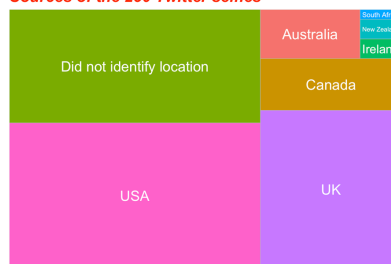
Measurements

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 🐼¹⁵

$t(479.69) = -1.56, p = .119, d = .14$: 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

