

You'll find more **body shots**, more **cleavage**, more **hair display** and poses that are **sexual suggestive**, 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

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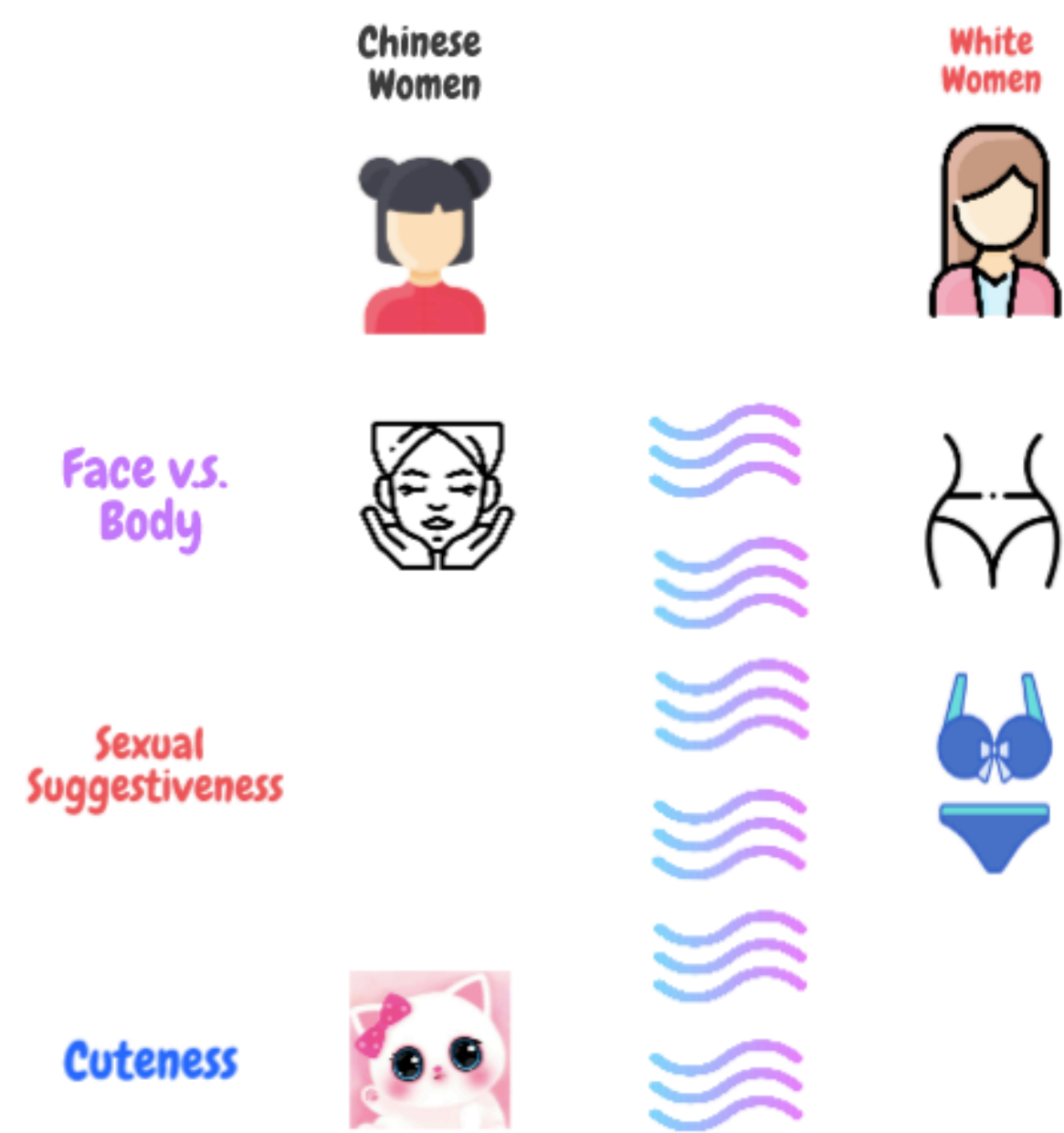
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## 1.Key Question

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**.<sup>1</sup>
- “Sexual/sex kitten” appeared significantly more frequently in American ads than in East Asian ads.<sup>2</sup>
- Studies on cuteness in Asian context focused on adults, whereas those in Western context focused on infants.<sup>3</sup>



## 3. Methods

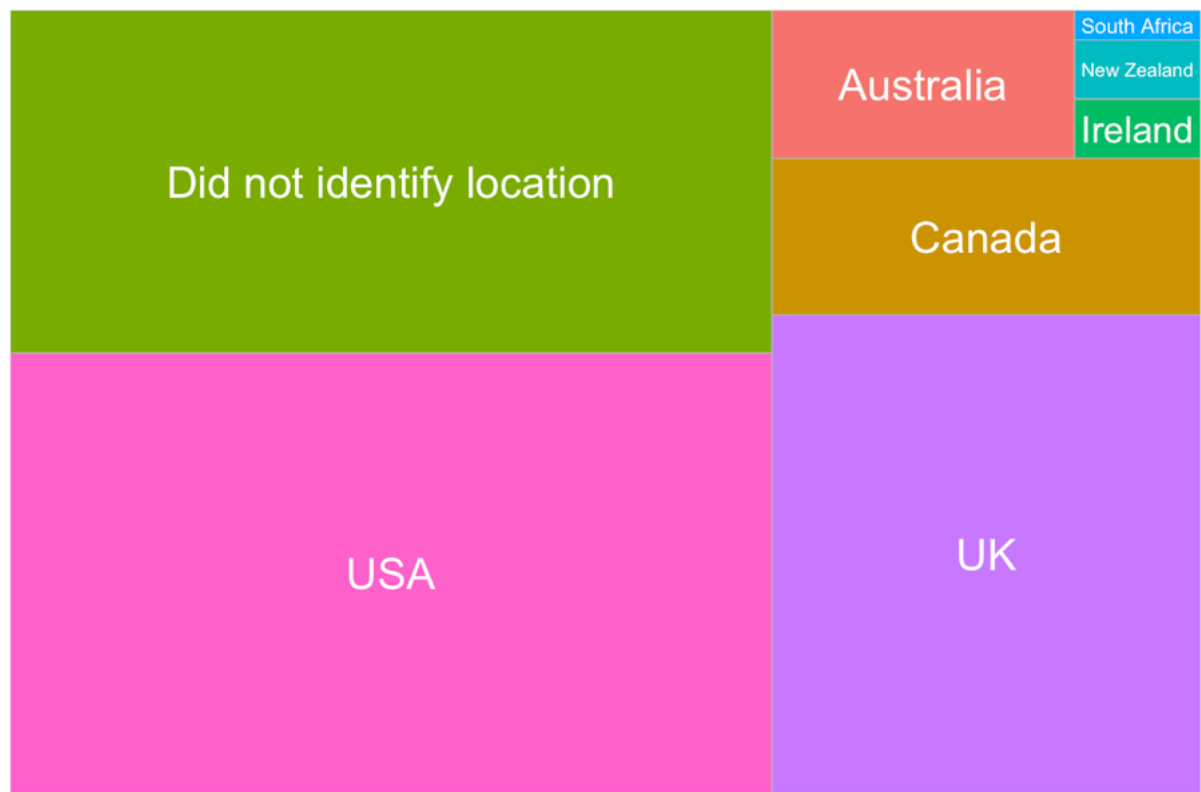
N	250	250
Sampling frame	26,733 images	8,866 images
	Dec 31, 2017 to Jan. 1,	

Time period	2019 (CUT <sup>4</sup> )	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 women<sup>5</sup>.

#### 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-touching<sup>7</sup>

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. Since both platforms are international in scope, CUT was employed here to control for the effects of weather and seasons on selfie taking and sharing activities.↩
- In fact, Chinese women took more mirror selfies than White women but the difference was not significant.↩
- For thigh, some categories had expected count less than 5. To meet the prerequisite for a chi-square test, “slightly visible” and “completely visible” were collapsed into “visible”.↩
- For self-touching, some categories had expected count less than 5. To test H5 (c), “slightly suggestive” and “extremely suggestive” were combined into “sexually suggestive”.↩

