**Appendix**

**Table 1:** Pretest Photo Ratings of Objectification



\*Participants were asked on a scale of 1 to 10 how much each photo portrayed the objectification of women.

**Table 2:** Pretest Photo Ratings of Cultural Appearance Ideals



\*Participants were asked on a scale of 1 to 10 how much each photo depicted female cultural appearance ideals.

**Table 3:** Regression Models (H1, H3, H5)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | |
|  | | | | | | |
|  | *Dependent variable:* | | | | | |
|  |  | | | | | |
|  | Women in Politics | | Evaluations | | Dehumanization | |
|  | | | | | | |
| Treatment | 0.038 | -0.029 | 0.192 | 0.126 | -0.007 | 0.023 |
|  | (0.051) | (0.072) | (0.140) | (0.197) | (0.027) | (0.038) |
|  |  |  |  |  |  |  |
| Gender | 0.292\*\*\* | 0.224\*\*\* | 0.457\*\*\* | 0.390\* | 0.007 | 0.038 |
|  | (0.053) | (0.074) | (0.145) | (0.202) | (0.028) | (0.039) |
|  |  |  |  |  |  |  |
| Age | -0.002 | -0.002 | 0.007 | 0.007 | 0.002\*\*\* | 0.002\*\*\* |
|  | (0.002) | (0.002) | (0.005) | (0.005) | (0.001) | (0.001) |
|  |  |  |  |  |  |  |
| Race | 0.054 | 0.052 | -0.434\*\* | -0.437\*\* | 0.028 | 0.029 |
|  | (0.063) | (0.063) | (0.170) | (0.170) | (0.033) | (0.033) |
|  |  |  |  |  |  |  |
| Education | 0.107\*\*\* | 0.108\*\*\* | 0.171\*\*\* | 0.171\*\*\* | 0.013 | 0.013 |
|  | (0.018) | (0.018) | (0.050) | (0.050) | (0.010) | (0.010) |
|  |  |  |  |  |  |  |
| Republican | -0.606\*\*\* | -0.607\*\*\* | -2.702\*\*\* | -2.703\*\*\* | 0.001 | 0.001 |
|  | (0.062) | (0.062) | (0.169) | (0.169) | (0.033) | (0.033) |
|  |  |  |  |  |  |  |
| Media Consumption | 0.018\*\* | 0.018\*\* | 0.127\*\*\* | 0.127\*\*\* | -0.007\* | -0.007\* |
|  | (0.007) | (0.007) | (0.020) | (0.020) | (0.004) | (0.004) |
|  |  |  |  |  |  |  |
| TreatmentXGender |  | 0.135 |  | 0.134 |  | -0.060 |
|  |  | (0.103) |  | (0.279) |  | (0.054) |
|  |  |  |  |  |  |  |
| Constant | 3.275\*\*\* | 3.305\*\*\* | 3.553\*\*\* | 3.583\*\*\* | 2.295\*\*\* | 2.282\*\*\* |
|  | (0.133) | (0.135) | (0.362) | (0.367) | (0.070) | (0.071) |
|  |  |  |  |  |  |  |
|  | | | | | | |
| Observations | 1,002 | 1,002 | 1,001 | 1,001 | 1,000 | 1,000 |
| R2 | 0.142 | 0.143 | 0.272 | 0.272 | 0.022 | 0.023 |
| Adjusted R2 | 0.136 | 0.137 | 0.267 | 0.266 | 0.015 | 0.015 |
| Residual Std. Error | 0.811 (df = 994) | 0.810 (df = 993) | 2.201 (df = 993) | 2.202 (df = 992) | 0.428 (df = 992) | 0.428 (df = 991) |
| F Statistic | 23.497\*\*\* (df = 7; 994) | 20.793\*\*\* (df = 8; 993) | 53.034\*\*\* (df = 7; 993) | 46.397\*\*\* (df = 8; 992) | 3.172\*\*\* (df = 7; 992) | 2.930\*\*\* (df = 8; 991) |
|  | | | | | | |
| *Note:* | \*p<0.1; \*\*p<0.05; \*\*\*p<0.01 | | | | | |

**Table 4:** Regression Models with Evangelical Identification (H1, H3, H5)

|  |
| --- |
|  |
|  | | | | | | | |
|  | | | | | | | |
|  | | Dependent variable: | | | | | |
|  | |  | | | | | |
|  | | Women in Politics | | Evaluations | | Dehumanization | |
|  | |  |  |  |  |  |  |
|  | | | | | | | |
| Treatment | | 0.042 | -0.038 | 0.192 | 0.140 | -0.015 | 0.006 |
|  | | (0.052) | (0.073) | (0.141) | (0.198) | (0.028) | (0.039) |
|  | |  |  |  |  |  |  |
| Gender | | 0.309\*\*\* | 0.227\*\*\* | 0.520\*\*\* | 0.467\*\* | 0.022 | 0.044 |
|  | | (0.054) | (0.075) | (0.147) | (0.204) | (0.029) | (0.040) |
|  | |  |  |  |  |  |  |
| Age | | -0.001 | -0.001 | 0.008\* | 0.008\* | 0.003\*\*\* | 0.003\*\*\* |
|  | | (0.002) | (0.002) | (0.005) | (0.005) | (0.001) | (0.001) |
|  | |  |  |  |  |  |  |
| Race | | 0.032 | 0.028 | -0.465\*\*\* | -0.468\*\*\* | 0.016 | 0.017 |
|  | | (0.064) | (0.064) | (0.174) | (0.175) | (0.034) | (0.034) |
|  | |  |  |  |  |  |  |
| Education | | 0.097\*\*\* | 0.097\*\*\* | 0.165\*\*\* | 0.165\*\*\* | 0.012 | 0.012 |
|  | | (0.019) | (0.019) | (0.050) | (0.050) | (0.010) | (0.010) |
|  | |  |  |  |  |  |  |
| Republican | | -0.556\*\*\* | -0.556\*\*\* | -2.575\*\*\* | -2.575\*\*\* | 0.031 | 0.031 |
|  | | (0.064) | (0.064) | (0.174) | (0.174) | (0.034) | (0.034) |
|  | |  |  |  |  |  |  |
| Media Consumption | | 0.020\*\*\* | 0.020\*\*\* | 0.131\*\*\* | 0.131\*\*\* | -0.006 | -0.006 |
|  | | (0.007) | (0.007) | (0.020) | (0.020) | (0.004) | (0.004) |
|  | |  |  |  |  |  |  |
| Evangelical | | -0.239\*\*\* | -0.240\*\*\* | -0.519\*\*\* | -0.521\*\*\* | -0.121\*\*\* | -0.120\*\*\* |
|  | | (0.060) | (0.060) | (0.163) | (0.163) | (0.032) | (0.032) |
|  | |  |  |  |  |  |  |
| TreatmentXGender | |  | 0.163 |  | 0.106 |  | -0.043 |
|  | |  | (0.104) |  | (0.281) |  | (0.055) |
|  | |  |  |  |  |  |  |
| Constant | | 3.353\*\*\* | 3.390\*\*\* | 3.611\*\*\* | 3.636\*\*\* | 2.306\*\*\* | 2.296\*\*\* |
|  | | (0.136) | (0.138) | (0.369) | (0.375) | (0.072) | (0.073) |
|  | |  |  |  |  |  |  |
|  | | | | | | | |
| Observations | | 959 | 959 | 958 | 958 | 957 | 957 |
| R2 | | 0.158 | 0.161 | 0.284 | 0.284 | 0.038 | 0.039 |
| Adjusted R2 | | 0.151 | 0.153 | 0.277 | 0.277 | 0.030 | 0.030 |
| Residual Std. Error | | 0.801 (df = 950) | 0.801 (df = 949) | 2.171 (df = 949) | 2.172 (df = 948) | 0.424 (df = 948) | 0.424 (df = 947) |
| F Statistic | | 22.365\*\*\* (df = 8; 950) | 20.186\*\*\* (df = 9; 949) | 46.946\*\*\* (df = 8; 949) | 41.708\*\*\* (df = 9; 948) | 4.707\*\*\* (df = 8; 948) | 4.252\*\*\* (df = 9; 947) |
|  | | | | | | | |
| Note: | | \*p<0.1; \*\*p<0.05; \*\*\*p<0.01 | | | | | |

**Table 5:** Individual Candidate Regression Results (H2, H4, H6)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | | | | |
|  | Dependent variable: | | | | |
|  |  | | | | |
|  | Warren | Harris | Haley | AOC | Pelosi |
|  | | | | | |
| Treatment | 0.315\* | 0.286 | 0.056 | 0.107 | 0.188 |
|  | (0.187) | (0.200) | (0.170) | (0.191) | (0.201) |
|  |  |  |  |  |  |
| Gender | 0.642\*\*\* | 0.725\*\*\* | -0.069 | 0.589\*\*\* | 0.392\* |
|  | (0.194) | (0.208) | (0.176) | (0.198) | (0.208) |
|  |  |  |  |  |  |
| Age | 0.014\*\* | 0.017\*\*\* | 0.002 | -0.025\*\*\* | 0.028\*\*\* |
|  | (0.006) | (0.007) | (0.006) | (0.006) | (0.007) |
|  |  |  |  |  |  |
| Race | -0.153 | -0.648\*\*\* | -0.075 | -0.291 | -0.988\*\*\* |
|  | (0.227) | (0.243) | (0.206) | (0.232) | (0.244) |
|  |  |  |  |  |  |
| Education | 0.239\*\*\* | 0.204\*\*\* | 0.017 | 0.093 | 0.301\*\*\* |
|  | (0.067) | (0.071) | (0.061) | (0.068) | (0.072) |
|  |  |  |  |  |  |
| Republican | -3.169\*\*\* | -4.180\*\*\* | 1.435\*\*\* | -3.735\*\*\* | -3.859\*\*\* |
|  | (0.226) | (0.242) | (0.205) | (0.231) | (0.243) |
|  |  |  |  |  |  |
| Media Consumption | 0.146\*\*\* | 0.160\*\*\* | 0.082\*\*\* | 0.121\*\*\* | 0.127\*\*\* |
|  | (0.027) | (0.028) | (0.024) | (0.027) | (0.028) |
|  |  |  |  |  |  |
| Constant | 2.924\*\*\* | 3.212\*\*\* | 3.451\*\*\* | 5.784\*\*\* | 2.343\*\*\* |
|  | (0.483) | (0.517) | (0.439) | (0.494) | (0.519) |
|  |  |  |  |  |  |
|  | | | | | |
| Observations | 1,002 | 1,002 | 1,001 | 1,002 | 1,002 |
| R2 | 0.213 | 0.287 | 0.057 | 0.278 | 0.264 |
| Adjusted R2 | 0.208 | 0.282 | 0.051 | 0.273 | 0.259 |
| Residual Std. Error | 2.946 (df = 994) | 3.151 (df = 994) | 2.669 (df = 993) | 3.010 (df = 994) | 3.162 (df = 994) |
| F Statistic | 38.462\*\*\* (df = 7; 994) | 57.168\*\*\* (df = 7; 994) | 8.612\*\*\* (df = 7; 993) | 54.681\*\*\* (df = 7; 994) | 50.929\*\*\* (df = 7; 994) |
|  | | | | | |
| Note: | \*p<0.1; \*\*p<0.05; \*\*\*p<0.01 | | | | |

**Table 6:** Separate Dehumanization Sub-Scale Regression Results (H2, H4, H6)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | | |
|  | | | | |
|  | Dependent variable: | | | |
|  |  | | | |
|  | Animalistic | | Mechanistic | |
|  | | | | |
| Treatment | -0.002 | 0.043 | -0.016 | 0.003 |
|  | (0.029) | (0.041) | (0.031) | (0.043) |
|  |  |  |  |  |
| Gender | 0.004 | 0.049 | 0.014 | 0.033 |
|  | (0.030) | (0.042) | (0.032) | (0.044) |
|  |  |  |  |  |
| Age | 0.003\*\*\* | 0.003\*\*\* | 0.002 | 0.002 |
|  | (0.001) | (0.001) | (0.001) | (0.001) |
|  |  |  |  |  |
| Race | 0.018 | 0.020 | 0.041 | 0.042 |
|  | (0.035) | (0.035) | (0.037) | (0.037) |
|  |  |  |  |  |
| Education | 0.017 | 0.016 | 0.009 | 0.009 |
|  | (0.010) | (0.010) | (0.011) | (0.011) |
|  |  |  |  |  |
| Republican | 0.009 | 0.010 | -0.010 | -0.009 |
|  | (0.035) | (0.035) | (0.037) | (0.037) |
|  |  |  |  |  |
| Media Consumption | -0.013\*\*\* | -0.013\*\*\* | -0.001 | -0.001 |
|  | (0.004) | (0.004) | (0.004) | (0.004) |
|  |  |  |  |  |
| TreatmentXGender |  | -0.090 |  | -0.038 |
|  |  | (0.058) |  | (0.062) |
|  |  |  |  |  |
| Constant | 2.392\*\*\* | 2.372\*\*\* | 2.212\*\*\* | 2.203\*\*\* |
|  | (0.075) | (0.076) | (0.080) | (0.081) |
|  |  |  |  |  |
|  | | | | |
| Observations | 1,000 | 1,000 | 1,001 | 1,001 |
| R2 | 0.037 | 0.039 | 0.008 | 0.008 |
| Adjusted R2 | 0.030 | 0.031 | 0.001 | 0.00002 |
| Residual Std. Error | 0.456 (df = 992) | 0.456 (df = 991) | 0.486 (df = 993) | 0.486 (df = 992) |
| F Statistic | 5.377\*\*\* (df = 7; 992) | 5.014\*\*\* (df = 8; 991) | 1.091 (df = 7; 993) | 1.002 (df = 8; 992) |
|  | | | | |
| Note: | \*p<0.1; \*\*p<0.05; \*\*\*p<0.01 | | | |

**Table 7:** Demographic Table

|  | **Overall (N=1017)** |
| --- | --- |
| **Gender** |  |
| Women | 496 (48.8%) |
| Men | 506 (49.8%) |
| Non-Binary/Other | 15.0 (1.5%) |
| **Race** |  |
| White | 754 (74.1%) |
| Non-White | 263 (25.9%) |
| **Latinx** |  |
| Latinx | 192 (18.9%) |
| Non-Latinx | 825 (81.1%) |
| **Education** |  |
| No H.S. diploma | 33.0 (3.2%) |
| H.S. diploma | 221 (21.7%) |
| Some college | 276 (27.1%) |
| Associate's degree | 142 (14.0%) |
| Bachelor's degree | 234 (23.0%) |
| Graduate degree | 111 (10.9%) |
| **Income** |  |
| Below $20,000 | 175 (17.2%) |
| $20,001 to $40,000 | 258 (25.4%) |
| $40,001 to $60,000 | 173 (17.0%) |
| $60,001 to $80,000 | 165 (16.2%) |
| $80,001 to $100,000 | 96.0 (9.4%) |
| $100,001 to $120,00 | 58.0 (5.7%) |
| Over $120,000 | 92.0 (9.0%) |
| **Evangelical Identification** |  |
| Evangelical | 268 (26.4%) |
| Non-Evangelical | 705 (69.3%) |
| Missing | 44.0 (4.3%) |
| **Democrat** |  |
| Democrat | 445 (43.8%) |
| Republican or Independent | 572 (56.2%) |
| **Republican** |  |
| Republican | 233 (22.9%) |
| Democrat or Independent | 784 (77.1%) |
| **age** |  |
| Mean (SD) | 46.6 (16.6) |
| Median [Min, Max] | 47.0 [18.0, 95.0] |

Age was measured in years, education is coded as 1=”did not complete high school,” 2=”high school diploma or equivalent,” 3=”some college but no degree,” 4=”associate’s degree in college,” 5=”Bachelor’s degree,” 6=”graduate degree.” Gender was coded as 1=”Female” and 0=”Male.” Non-binary or self-identifying participants were excluded from all analyses. Race was coded as 1=”White or Caucasian” and 0=”Non-White or Caucasian.” Latinx was coded as 1=”Hispanic or Latinx” and 0=”Non-Hispanic or Latinx.” Income was coded as 1=”Below $20,000,” 2=”$20,000 to $40,000,” 3=”$40,001 to $60,000,” 4=”$60,001 to $80,000,” 5=”$80,001 to $100,000,” 6=”$100,001 to $120,00,” and 7=”Over $120,000.” Evangelical identification was coded such that 1=”Evangelical” and 0=”Non-Evangelical.” Democrat was coded such that 1=”Democrat” and 0=”Republican or Independent.” Republican was coded such that 1=”Republican” and 0=”Democrat or Independent.”

**Table 8:** Continuous Gender Identity Measures Regression Results

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | |
|  | *Dependent variable:* | | | | | |
|  |  | | | | | |
|  | Women in Politics | | Evaluations | | Dehumanization | |
|  | | | | | | |
| Treatment | 0.033 | 0.253 | 0.179 | -0.633 | -0.011 | -0.262 |
|  | (0.052) | (0.319) | (0.140) | (0.860) | (0.027) | (0.167) |
|  |  |  |  |  |  |  |
| Gender | 0.194\* | 0.196\* | -0.028 | -0.034 | -0.057 | -0.061 |
|  | (0.108) | (0.108) | (0.291) | (0.292) | (0.057) | (0.057) |
|  |  |  |  |  |  |  |
| Fem Scale | 0.017 | 0.031 | 0.210\*\*\* | 0.144\* | -0.039\*\*\* | -0.055\*\*\* |
|  | (0.023) | (0.032) | (0.062) | (0.085) | (0.012) | (0.017) |
|  |  |  |  |  |  |  |
| Masc Scale | -0.008 | 0.007 | 0.085 | 0.041 | -0.056\*\*\* | -0.073\*\*\* |
|  | (0.024) | (0.033) | (0.066) | (0.088) | (0.013) | (0.017) |
|  |  |  |  |  |  |  |
| Age | -0.002 | -0.002 | 0.007 | 0.007 | 0.002\*\*\* | 0.002\*\*\* |
|  | (0.002) | (0.002) | (0.005) | (0.005) | (0.001) | (0.001) |
|  |  |  |  |  |  |  |
| Race | 0.053 | 0.054 | -0.399\*\* | -0.408\*\* | 0.015 | 0.013 |
|  | (0.063) | (0.063) | (0.170) | (0.171) | (0.033) | (0.033) |
|  |  |  |  |  |  |  |
| Education | 0.106\*\*\* | 0.105\*\*\* | 0.164\*\*\* | 0.166\*\*\* | 0.014 | 0.014 |
|  | (0.018) | (0.018) | (0.050) | (0.050) | (0.010) | (0.010) |
|  |  |  |  |  |  |  |
| Republican | -0.610\*\*\* | -0.612\*\*\* | -2.699\*\*\* | -2.693\*\*\* | 0.0001 | 0.002 |
|  | (0.063) | (0.063) | (0.169) | (0.169) | (0.033) | (0.033) |
|  |  |  |  |  |  |  |
| Media Consumption | 0.018\*\* | 0.017\*\* | 0.120\*\*\* | 0.121\*\*\* | -0.005 | -0.005 |
|  | (0.007) | (0.007) | (0.020) | (0.020) | (0.004) | (0.004) |
|  |  |  |  |  |  |  |
| TreatmentXFem |  | -0.027 |  | 0.126 |  | 0.031 |
|  |  | (0.042) |  | (0.113) |  | (0.022) |
|  |  |  |  |  |  |  |
| TreatmentXMasc |  | -0.029 |  | 0.082 |  | 0.033 |
|  |  | (0.042) |  | (0.113) |  | (0.022) |
|  |  |  |  |  |  |  |
| Constant | 3.304\*\*\* | 3.190\*\*\* | 2.719\*\*\* | 3.146\*\*\* | 2.699\*\*\* | 2.829\*\*\* |
|  | (0.215) | (0.270) | (0.581) | (0.728) | (0.113) | (0.142) |
|  |  |  |  |  |  |  |
|  | | | | | | |
| Observations | 995 | 995 | 994 | 994 | 993 | 993 |
| R2 | 0.144 | 0.144 | 0.281 | 0.282 | 0.042 | 0.044 |
| Adjusted R2 | 0.136 | 0.134 | 0.274 | 0.274 | 0.033 | 0.034 |
| Residual Std. Error | 0.812 (df = 985) | 0.813 (df = 983) | 2.193 (df = 984) | 2.194 (df = 982) | 0.424 (df = 983) | 0.424 (df = 981) |
| F Statistic | 18.340\*\*\* (df = 9; 985) | 15.027\*\*\* (df = 11; 983) | 42.633\*\*\* (df = 9; 984) | 34.990\*\*\* (df = 11; 982) | 4.811\*\*\* (df = 9; 983) | 4.149\*\*\* (df = 11; 981) |
|  | | | | | | |
| *Note:* | \*p<0.1; \*\*p<0.05; \*\*\*p<0.01 | | | | | |

**Control Condition Stimuli Photos**

**#7025 IAPS**

**A picture containing indoor, furniture, sitting, table

Description automatically generated**

**#7175 IAPS**

**A lamp on a table

Description automatically generated**

**#7211 IAPS**

**A clock hanging on the wall

Description automatically generated**

**#7004 IAPS**

**A spoon above a wooden table

Description automatically generated**

**#7035 IAPS A glass mug on a table

Description automatically generated**

**#7010 IAPS A close up of a basket

Description automatically generated**

**#7130 IAPS**

**A truck on a city street

Description automatically generated**

**#7150 IAPS**

**A blue and white umbrella

Description automatically generated**

**Treatment Stimuli Photos**

**A person holding a sign

Description automatically generated**

**A person posing for a picture

Description automatically generated**

**A person sitting on a table

Description automatically generated**

**A picture containing person, indoor, woman, table

Description automatically generated**

**IAPS #4311**

**A picture containing person, indoor, woman, holding

Description automatically generated**

**#2034 IAPS A group of people posing for a photo

Description automatically generated**

**#4085 IAPS**

**A person lying on a bed

Description automatically generated**

**#4130 IAPS**

**A group of people on a beach

Description automatically generated**

**Politician Photos**

**A person in a red shirt

Description automatically generatedA person smiling for the camera

Description automatically generated**

**A person posing for the camera

Description automatically generated**

**A person in a blue shirt

Description automatically generated**

**Sex Object Test (Heldman, 2012)**

1) Does the image show only part(s) of a sexualized person’s body?

2) Does the image present a sexualized person as a stand-in for an object?

**3) Does the image show sexualized persons as interchangeable?**

4) Does the image affirm the idea of violating the bodily integrity of a sexualized person who can’t consent?

**5) Does the image suggest that sexual availability is the defining characteristic of the person?**

6) Does the image show a sexualized person as a commodity that can be bought and sold?**7) Does the image treat a sexualized person’s body as a canvas?**