

Abstract

This study aimed at assessing the effects of objectification (i.e., seeing a partner as a tool) on intimate relationships, with an emphasis on the association between media exposure and relationship satisfaction in Hong Kong. To achieve this aim, a survey study ($n = 233$) assessed (a) the impacts of increased exposure to social media on objectification, (b) identified ways in which males and females are objectified through social media, and (c) evaluated the impact of self-objectification and objectification by the partner on intimate relationships. This research found that increased exposure to social media has led to increased self and partner objectification of both males and females, with females portraying increased self-objectification and males portraying increased partner-objectification. Consequently, objectification has negatively affected relationship satisfaction in intimate relationships.