

ARE WE
OBJECTIFYING
PEOPLE
WITHOUT
REALIZING IT?

A GLOBAL MOVEMENT OF FIGHTERS
©FIGHT THE NEW DRUG

objectification

[uhb-jek-tuh-fi-**key**-shuhn]

NOUN

the act or an instance of treating
a person as an object or thing

Porn Fuels Objectification

1. Porn often perpetuates objectification of performers by depicting them as sexual objects to be used rather than complex human beings deserving of respect.

2. Research regularly shows that frequent porn consumers are more likely to sexually objectify and dehumanize others. [1](#), [2](#), [3](#)

1. MIKORSKI & SZYMANSKI, 2017

2. SKORSKA, HODSON, & HOFFARTH, 2018

3. ZHOU, LIU, YAN, & PAUL, 2021

People Fuel Objectification

Objectification doesn't just happen in porn—it can happen on social media and in person, too. Hyper-focusing on other people's bodies, scrutinizing or sexualizing people based on their clothing, or otherwise reducing people to their physical appearance is always objectification.

Examples of problematic comments objectifying real people on Fight the New Drug's social media:



If you are encouraging men and women to look at people for who they are and not their bodies then don't post a picture of a girl whose face is hidden and her camel-toe shorts and legs are its focus.



Maybe next time you could position the female model facing forward and the male model facing backward. Just a thought.



I love [@fightthenewdrug](#) but come on guys. You could've chosen a better angle.



This particular pose where her face is down and the attention is on her body doesn't align well with FTND's message.

Objectification is
demeaning, dismissive,
and dehumanizing.

No one deserves to be objectified—
not for any reason, or under any
circumstance, ever.

If you notice yourself objectifying someone, consider asking yourself these questions:

Why am I focusing solely on this person's physical appearance?

Is it this person's responsibility to control my objectifying thoughts?

How can I better take responsibility for my own thoughts and actions toward this person, and others in the future?

Real connection starts with seeing others as whole people with unique thoughts, feelings, dreams, struggles, and so much more.

Let's be the kind of people who treat people like people, and not like objects.