

# The Social Media Sexist Content (SMSC) Database

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## ABSTRACT

The Social Media Sexist Content (SMSC) database is an open-access online stimulus set consisting of 382 social media content items and 221 comments related to the content. The content items include 90 sexist posts and 292 neutral posts. The comment items include 75 sexist comments along with 238 neutral comments. The database consists of a broad range of topics including lifestyle, memes, and school posts. All posts were anonymized after being retrieved from publicly available sources. All content and comments were rated across two domains: degree of sexism and emotional reaction to the post. In terms of sexism, the posts were rated along three dimensions of gender bias: Hostile Sexism, Benevolent Sexism, and Objectification. Participants also provided their emotional reactions to the posts in terms of feeling Ashamed, Insecure, and/or Angry. Data were collected online in two separate studies: one rating the content and the other rating the comments. The sexism and emotion ratings were highly reliable and showed the posts displayed either sexism or neutral content. The SMSC database is beneficial to researchers because it offers updated social media content for research use online and in the lab. The database affords researchers the ability to explore stimuli either by content or by ratings, and the database is free to use for research purposes. The SMSC is available for download from [hannahbuie.com](http://hannahbuie.com).

## INTRO / GOALS / OBJECTIVES

We created an open-access, online database that offers a variety of stimuli for researchers to use when studying sexism and/or social media.

## METHODS

- N = 336 (Study 1 = 142, Study 2 = 194)
- Collected data measuring perceptions of sexism and objectification when viewing neutral and sexist social media posts (study 1) and comments (study 2).

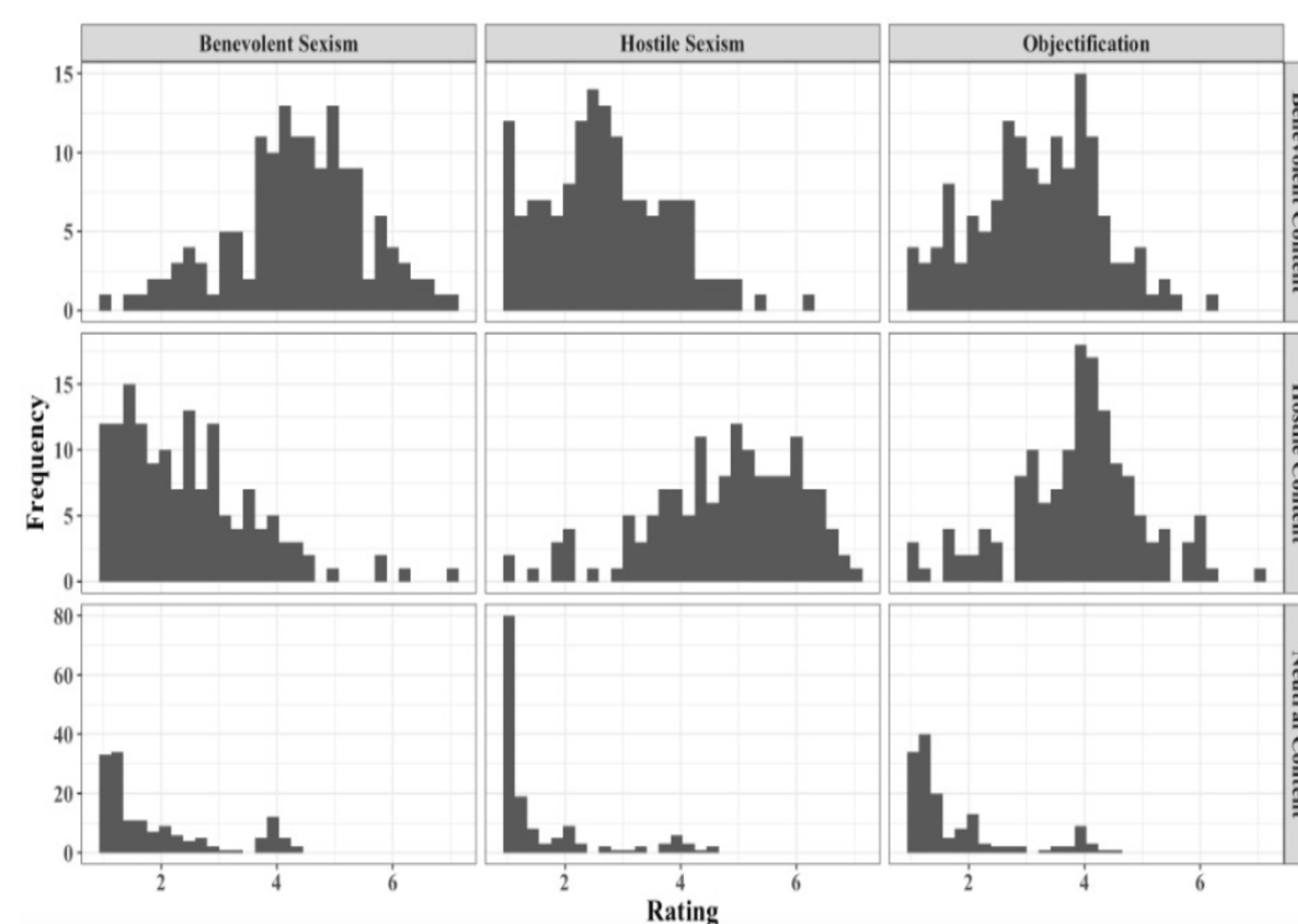


Figure 1. Univariate distributions of content categories by Benevolent Sexism, Hostile Sexism, and Objectification ratings.

## RESULTS

As expected, the content included in the Social Media Sexist Content Database reflect their intended categories. Benevolent sexist content was rated high in benevolent sexism. Hostile sexist content was rated high in hostile sexism. Lastly, neutral content received neutral ratings across designs. The reliability of this content makes this a good database for future research relating to sexism and/or social media.

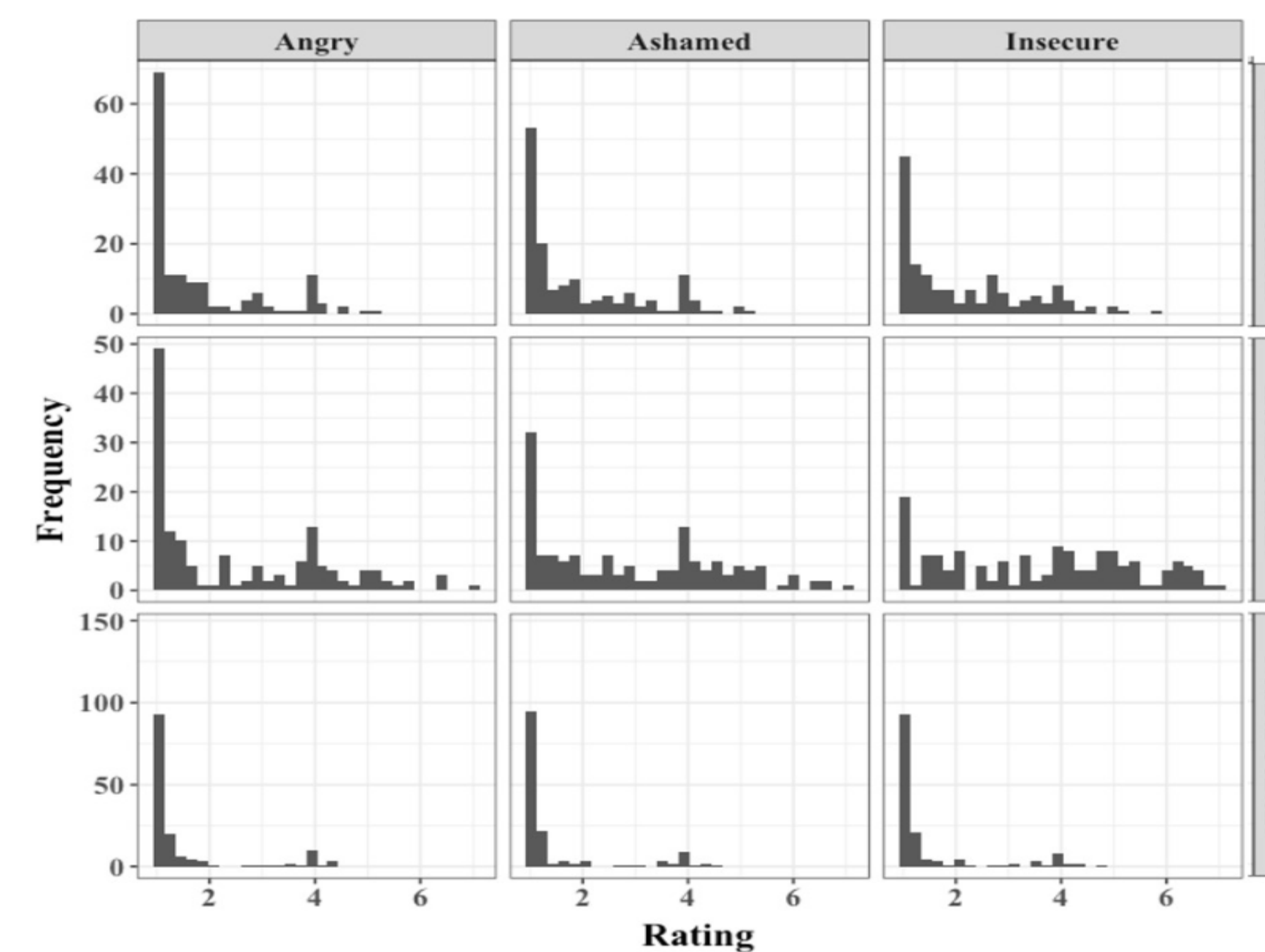


Figure 3. Univariate distributions of content categories by emotional reaction ratings.

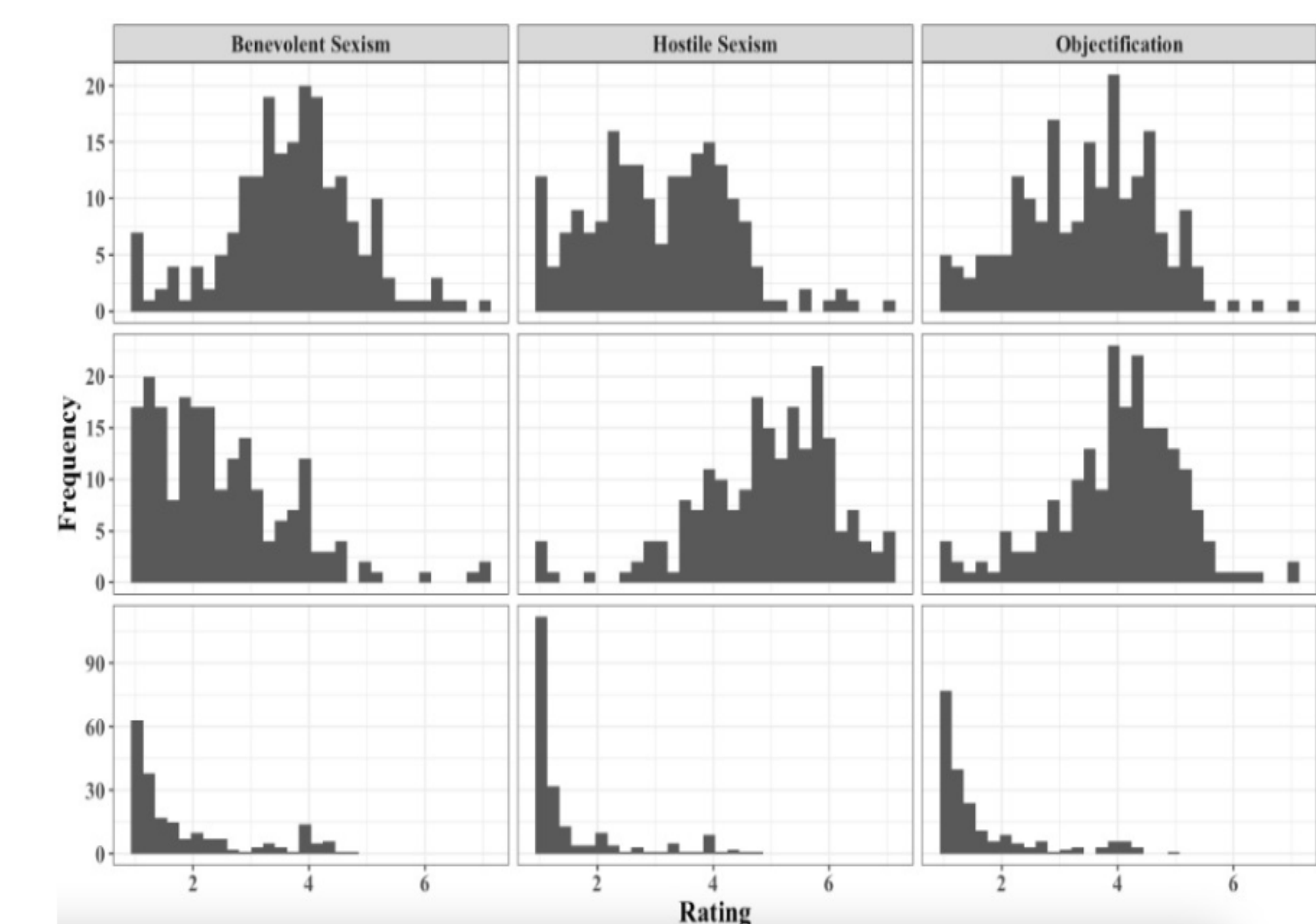


Figure 5. Univariate distributions of comment categories by benevolent sexism, hostile sexism, and objectification ratings.

## How to use the SMSC

- The pre-tested content available in the SMSC makes it easier for others to find and use sexist or objectifying stimuli in research
- The database can also be used in social media research to populate mock social media simulations like the Truman Platform or the Mock Social Media Website Tool (<https://docs.studysocialmedia/>)

## How to Access SMSC

- Email [hbuala@wcu.edu](mailto:hbuala@wcu.edu)
- There is also a portal to submit additional content to help the database grow more diverse and enhance its utility for intersectional research

## References

1. Buie, H., & Croft, A. (2023). The social media sexist content (SMSC) database: A database of content and comments for research use. *Collabra: Psychology*, 9(1). <https://doi.org/10.1525/collabra.71341>

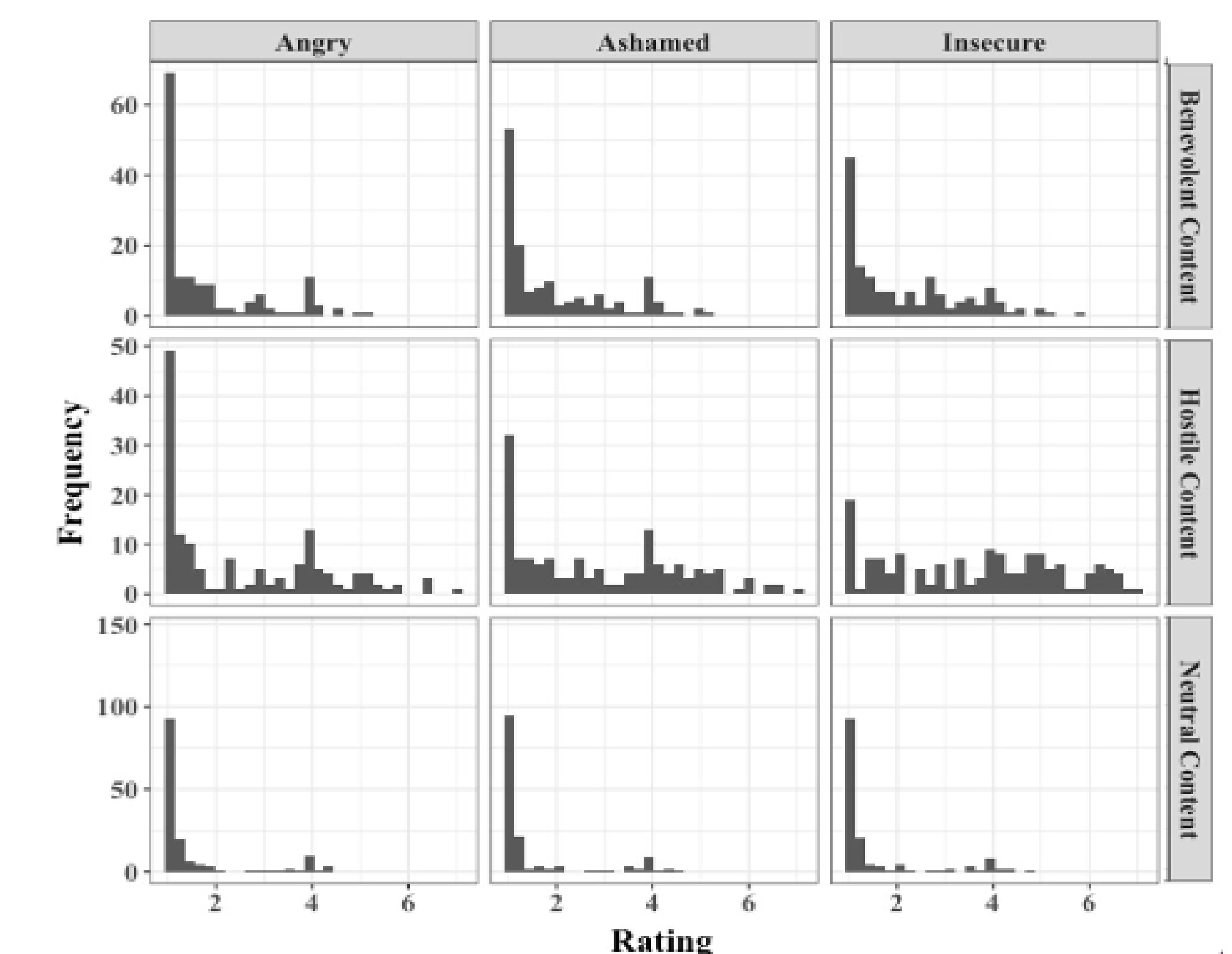


Figure 6. Univariate distributions of comment categories by emotional reaction ratings.