MASCULINITY IN KINESICS:
The Relationship between Level of Exposure to a Film and Judgment of Masculinity

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ABSTRACT

This study looks into men's non-verbal communication particularly kinesics or body language as people's basis for their judgement of masculinity.

The aim of this study is to determine the relationship between the level of exposure to a film and people's judgement of masculinity. With the mere exposure effect stating that repeated exposure increases familiarity, the researchers have come up with the assumption that repeated exposure to a film will lead people to judge masculinity through kinesic cues.

A short independent film produced by the researchers showing two actors executing men's kinesic cues particularly posture, smiling, nodding, eye contact and hand gestures were shown to 90 respondents assigned to different levels of exposure namely low, medium and high. A questionnaire was administered soon after.

Results of the study revealed no significant relationship between the level of exposure to the film and people's judgement of masculinity. Results have also shown that of the five kinesic cues used by this study, posture is the most observed and used to judge men's masculinity. This is consistent with the findings of researchers like Vrugt and Luyerink (2000)

On the other hand, results have also revealed that contrary to past studies like that of Kawamura Et. Al (2008), smiling is the least used to judge masculinity.

The researchers have concluded that factors such as pre-conceived notions and stereotypes as well as culture may have affected such results.

Overall, this study has proven that the kinesic cues of men however big or minimal have a bearing on people's judgement of masculinity.