

Values and hot buttons of the people opposed to the hypersexualization in the media

An ethic of responsibility and social engagement somewhat associated with a religious sensibility, but that also transcends it. One can be an atheist and also share this social ethic, which rejects the hypersexualization in the media.

A sensitivity to “the other” that rejects his/her sexual objectivization.

Feeling that society is changing too fast, causing a loss of one’s bearings, which in turn relates to the perception that the media is hypersexualized. The belief that a lack of morals is what’s driving the excesses of our modern world.

SOCIAL RESPONSIBILITY 172
ECOLOGICAL LIFESTYLE 166
ETHICAL CONSUMERISM 162
PRIMACY OF ENVIRONMENTAL PROTECTION 151
RELIGIOSITY 141
HAPPINESS OVER DUTY 84

OPENNESS TOWARD OTHERS 125
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CULTURAL FUSION 118
SOCIAL LEARNING 116
MUTUAL AID 111

AVERSION TO CHANGE 147
RISK AVERSION 142
ECOLOGICAL ALARMISM 138
APOCALYPTIC ANXIETY 135
FATALISM 122

- Very strong
- Strong
- Weak
- Very weak

(*) The indices are calculated by comparing the groups analyzed to the total population
