

Sexual Harassment at Workplace among Photographic Models: A Gender Comparative Analysis from Pakistan

Dr. Ra'ana Malik

*Chairperson/Associate Professor, Department of Gender Studies
University of the Punjab, Lahore, Pakistan.*

Abstract

The heterosexual paradigm is not easy to handle when it is rooted in sexualized behaviors. Sexual harassment in modeling is considered unwanted misconduct because models are treated as living, breathing hangers. The present study objectives were to explore the prevalence, knowledge, and strategies about sexual harassment and gender-based discrimination faced by photographic models within the area of Lahore, Punjab. Quantitative research design was used, two questionnaires (Sexual Harassment Attitude Scale and Sexual Experience Questionnaire, Likert scale) for data collection through a survey by convenience sampling with a sample size of 90 photographic models. Tools were reliable, with Cronbach's alpha of .67 and .94. Gender comparative analysis was done by using the Statistical Package for Social Sciences. Descriptive statistics of the sexual experience questionnaire for unwanted sexual attention were 0.0%. Inferential statistics of the sexual harassment attitude scale by independent sample T-Test showed significant differences for females, ** $p < .05$ as greater potential to be targets and labeling offensive behavior as harassment than males. But the sexual experience questionnaire had no significant difference ** $p > .05$ for the indirect method of responding, adopting a few supportive and less reporting of direct strategies for sexual harassment experiences. Gender-based discrimination indicated no association ** $p = .38$ in the Chi-square Test. An open-ended question resulted in homosexuality in males, but portrayals as sexual prize were mostly for women.

Keywords: Sexual Harassment, Photographic Models, Gender Discrimination.

Introduction

Harassment is a form of discriminatory treatment that lacks single definition. Sexual harassment at the workplace was anticipated as humor but now becoming a serious issue (Blumell, Mulupi, & Arafat, 2025). The Latin word “Quid Pro Quo” means “unwelcome sexual advances in exchange of any sexual favours which create hostile working environment for individual. Scarduzio *et al.*, (2018) explained that there was no concept of gender in world, but benevolent sexism shared that patriarchy has created gender inequalities where women are facing more harassment. Sexual harassment may be faced from inter-sex to same-sex and after facing such experiences it’s difficult for both genders to express sexual experience, but men wanted to maintain their manhood, and they do not prefer to sexual harassment experiences (Page & Pina, 2018).

The fashion industry is a place where models are treated as sexual objects and survive within traditional workplace relationships, and models usually talk less about sexual harassment (Kesaboina & Roy, 2025). Connell and Connell (2000) said that adult models have flexible responses towards harassment, and they considered it acceptable. From a feminist perspective, sexual harassment is net of sex-based discrimination which also prevails at job place. After Second World War, fashion industry advertisers were a source of hostile portrayals of women by editing and cropping their bodies because of their joining print media where women were used as compensated entities to meet the economic needs of the market. It was somehow chilling but logically belongs to sexual objectification, which developed commodity feminism that shifts fashion models' identity from sex object to desiring sexual object (Lindquist *et al.*, 2015).

In Pakistan, sexual harassment is considered a social issue on behalf of the status of “wife-mother-housewife because when a woman walks outside home without “Pardha” she never considers pious (Ali, Bajwa & Hussain, 2015). The same scenario exists in modeling industry

where models are treated as objects. Khan and Ahmed (2016) stated that a bill has passed “The Protection against Harassment of Women at the Workplace but many hurdles faced by women to gain access to equal rights and as a result, she is becoming passive agents that is waiting to be harassed (Hussain, Saleem & Ahmad, 2024). In Lahore, there were thirty unregistered modeling agencies that had not accurate static or registered models. “Expression. Pk” is a website where four hundred models got registered and got a chance to work in magazines with the term and conditions to follow selected themes on social-culture issues, but ultimately, they are portraying women as sexual objects.

Objectives of the Study

The objectives of the study were to:

- 1) Explore the prevalence of sexual harassment among male and female photographic models.
- 2) Understand about the knowledge of sexual harassment laws and steps taken in this direction by photographic models.
- 3) Explore about the internal and external strategies adopted by the male and female photographic models in case of experiencing sexual harassment.
- 4) Gain an insight about gender-based discrimination faced by male and female photographic models working in fashion magazines.

Hypothesis of the Study

H1: Female photographic models perceived themselves as greater potential targets of being sexually harassed at workplace than male photographic models.

H2: Female photographic models will be less likely than male photographic models to label the offensive behavior as harassment.

H3: Female photographic models will report more indirect methods of responding (ignoring the behavior or avoiding the harasser) than male photographic models.

H4: Female photographic models will report less direct strategies (confronting the harasser) than male photographic models.

H5: Female photographic models will adopt few support strategies (talking to friend or family member) than male photographic models.

H6: Female photographic models are more harassed at workplace than male photographic models.

Significance of Study

My study was significant because there is less literature available on this topic from gender perspective in Pakistan. This present study can raise awareness among models about knowing their gender-based rights if facing sexual harassment at workplace and way to raise their own silent voices to hear. This study can direct government to focus on developing and implementing laws for modeling agencies along with following common themes by modeling agencies for cultural promotion, not only objectification.

Literature Review

Perception about sexual harassment varies according to social system and situation. Bhat and Deshpande (2017) explained that within organization women need to follow subordination where male are among harassers and women among victimized. Women considered it threatening because they have been taught to protect body parts (Zulfiqar, Bashir & Prasad, 2025).

In fashion industry models work in an open environment and have at least one story because they want fame by putting their selves at risk where be comfortable with your photographer in working relationship and it does not look nice say “no” to him which is harder to speak (Blumell,

Mulupi, & Arafat, 2025). In Turkey, women participation is compulsory for projects of socio-political development in which women were used as tool for economic compensation to meet international standards for state feminism and respectable Turkish lady (Shissler, 2004).

Media exposed the workplace harassment of women workers in UK in 1991, but it remained controversial in acceptance because it had presented lower status of women. An online survey was conducted with samples of two hundred and forty-one but only eighty-five gave responses, but mainly young models had to face harassment. More than half of models started as free-lancer at early age and 16. 28% of models said they have felt pressured to have sex with someone at work and 29% say they have experienced unwanted sexual harassment. In South Korea, sexual harassment is common as violence against women (Qayyum, 2025).

Feminism, especially Second Wave Feminism, collectively raised voices for sexism, and many movements (suffrage movement, gender equality movements) succeeded over time that helped in changing policy rules. Many Muslim countries developed by the time, like Tunisia (Uggen & Blackstone, 2004) where traditional methods always caused a lag for equality and women's rights (Kesaboina & Roy, 2025).

Methodology

The quantitative research design was adopted to conduct research, which was part of MPhil thesis in Gender Studies, PU. Data was collected from one hundred photographic models (young, experienced, new faces, free-lancer/contract) from different modeling agencies and who were working in Urdu/English magazines within the area of Lahore, Punjab. Convenience sampling strategy with snowball used for ninety models that include forty-two males (46.7%) and forty-eight females (53.4%) in this study. Ten models were excluded from study on basis of refusal to take part. Frequencies of demographic profile on gender basis described that more graduate

(n=24.4%) females were working as new face (n=33.3%) models. On the other hand, males as free lancers (n=48.9%) with the experience of 4-6 years (n=18.9%) were working as models. Data was collected through one-off survey by using two standard questionnaires after taking permission from the author.

First instrument was SHAS (Cronbach's Alpha, .678) developed by Mazer and Percival (1989) with minimum eighteen and maximum ninety items, five-point Likert scale (1. Strongly, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly disagree) with reverse coding of four and seven that had open-ended question. Second instrument was SEQ short version (Cronbach's Alpha, .948) developed by Fitzgerald *et al.*, (1988) with minimum eighteen and maximum seventy two items, five point Likert Scale (0.Never, 1.Once, 2.Sometimes, 3.Often, 4.Very often) that categorized into three subscales: GH (items, 1,2,3,4,6,7,9, Cronbach's Alpha, .897), USA (items, 5,8,10,13,14, Cronbach's Alpha, .876) and SC (items, 11,12,15,16,17,18,19, Cronbach's Alpha, .903).

Data collection process started by enlisting modeling agencies and well know places where models visit like, fitness clubs (Sukh chain), parlors (Depilex), malls (Xinuha), hotels (PC) and studios (Khawar Riaz, Maram Abroo) of Lahore. Models were accessed on fashion shows, launches and shoot's location of Azeem Sani at Flatties. Some models needed to fill up questionnaires through face book, email and telephone.

Results

Data analysis was done on both questionnaire (SHAS and SEQ-Short Version) by using SPSS version 16 on comparative basis between male and female photographic models. Descriptive statistics generated frequencies of prevalence and knowledge about sexual harassment among photographic models. Inferential statistics generated differences by applying Independent Sample

T-Test about laws and steps, internal and external strategies adopted by photographic models when experience sexual harassment. A chi-square Test of Independence applied to find out relationship for gender-based discrimination faced by photographic models.

Quantitative Analysis

Descriptive Statistics

Table 1

Sum of Frequencies of Sexual Harassment Attitude Scale by Gender

Responses	Male		Female		Total	
	N	%	N	%	N	%
Total	42	100.0%	48	100.0%	90	100
1 Strongly Agree	0	0.0%	0	0.0%	0	0
2 Agree	21	50.0%	12	22.9%	32	35.6%
3 Neutral	20	50.0%	26	56.3%	48	53.43%
4 Disagree	0	0.0%	8	18.8%	9	10.0%
5 Strongly Disagree	1	1.0%	2	2.1%	1	1.1%

Note: In SHAS frequencies, there was least response “0.0%” with “strongly agree” but only “1.1%” strongly disagrees about prevalence of sexual harassment among ninety photographic models. Highest frequency was “53.43% (N=48)” with response of ‘neutral’ and more from females “56.3% (N=26) about sexual harassment prevalence. Only “18.8%(N=8) females but none of male model “0.0%” response “disagrees” for sexual harassment prevalence in modeling. Individual frequency of “an attractive woman has to expect sexual advances and should learn how to handle them” in SHAS questionnaire was most common “54.4 %” in response to “strongly agree” among ninety models. Least response of “sexism and sexual harassment are completely two different things” with frequency of “0.0%” in response to strongly disagree.

Table 2

Summary of Sub-Scales Frequencies of Sexual Experience Questionnaire by Gender

SEQ	Male		Female		Total	
	N	%	N	%	N	%
	42	46.7	48	53.4	90	100
Gender Harassment						
Never	3	3.3	4	4.4	7	7.8
Once	7	7.8	18	20.0	25	27.8
Sometimes	16	17.8	7	7.8	23	25.6
Often	13	14.4	4	4.4	17	18.9
Very Often	3	3.3	15	16.7	28	20.8
Unwanted Sexual Attention						
Never	12	13.3	17	18.9	29	32.2
Once	17	18.9	15	16.7	35	35.3
Sometimes	13	14.4	16	11.1	25	25.6
Often	0	0	6	6.7	6	6.7
Very Often	0	0	0	0	0	0
Sexual Coercion						
Never	10	11.1	11	12.2	21	23.3
Once	4	4.9	10	11.1	14	15.6
Sometimes	7	7.8	4	4.4	11	12.2
Often	9	10.3	8	8.9	17	18.9
Very Often	12	13.3	15	16.7	27	30.0

Note: Frequencies of SEQ-Short version showed “0.0%” response for “unwanted sexual attention” among ninety photographic models with response of “very often”. Sexual coercion experienced by “N=15” female photographic models in frequency “16.7%” and “N=12” male photographic models “in frequency of “13.3%” with response of “very often”. Gender harassment experienced by “N=18” female photographic models in frequency “20.0%” with response of “once” and “N=16” males’ photographic models with response of “sometimes”.

Inferential Statistics

Inferential statistics used to draw meaning differences of SHAQ and SEQ-Short version among male and female photographic models.

Table 3

Summary of Independent Sample T-Test for Hypothesis Testing

Variables	Male		Female		T	Df	Sig.
	M	SD	M	SD			
Photographic Models							
Greater Potential Targets (SHAS)	31.21	(5.625)	35.40	(6.894)	-3.125	88	.002
Labeling Offensive Behavior (SHAS)	16.48	(2.839)	18.31	(3.075)	-2.929	88	.004
Indirect Methods of Responding (SEQ)	17.93	(8.365)	18.10	(11.208)	-.085	85.954	.933
Less Reporting of Direct Strategies (SEQ)	8.52	(4.915)	8.33	(4.777)	-.186	85.710	.853
Adopting Few Support Strategies (SEQ)	10.60	(6.169)	10.10	(6.389)	-.371	87.127	.712

Note: SHAS includes GPT and LOB that have significant difference among genders $p < .05$ but SEQ short version includes IMOR, LRODS and AFSS that does not have significant difference $p > .05$.

Objective 1: To explore the prevalence of sexual harassment among male and female photographic models.

H1: Female photographic models perceived themselves as greater potential targets of being sexually harassed at workplace than male photographic models.

An independent sample T Test was conducted to compare who perceived as greater potential target of sexual harassment at workplace scores for male and female. There was significance difference in scores for females (M=35.40, SD=6.894) and males (M=31.21, SD=5.625) $t(88) = -3.125$, *** $p = .002$ sig level. The magnitude of difference in the mean score (mean differences=-4.182).

These results suggested that female photographic models considered themselves as a greater potential of being sexually harassed at the workplace when compared to male photographic models. Specifically, the result explained that female photographic models are more prone to perceived and faced sexual harassment while at the workplace because they are totally exposed to their work environment.

Women perceive greater behaviors as sexual harassment than men do. "Quid pro quo" is a Latin word which means "something in return," where one searching for sexual favors in terms of share benefits from the other one. It happens when sexual behavior expressed by the harasser gives you promotion or reward. Harasser can be among men or women both (Reilly, 1994). Women are perceived as using sex to their advantage and gaining profit (Quinn, 2002).

Research highlights prevalence and experience of sexual harassment on basis of gender, power dynamics and sexual objectification. Sexual harassment within the fashion industry among models mostly related to females but males also experience. This issue is increasing because of denial, ignoring and not labeling the sexual harassment experience by the victim. Societal aspect of gender

discrimination and power relationships are the causes of exploitation of photographic models. A female narrated her story.

I started as photographic model in 2013 as free-lancer. I emailed my portfolio on Facebook page of Firdous Textile Mills. Director called me to say that you have selected experimental shoots for eastern dresses. I will arrange your air ticket and accommodation in Karachi. I reached Karachi where I had to stay in hotel. Director came into the room after attending some meetings and started negotiation about my project. He tried hard to convince me for his sexual pleasure just for one night, but I handled him trickily but difficultly. I simply performed my shot early in the morning and returned to Lahore.

Objective 2: To understand about the knowledge of sexual harassment laws and steps taken in this direction by photographic models.

H2: Female photographic models will be less likely than male photographic models to label the offensive behavior as harassment.

An independent sample T Test was conducted to compare who labels offensive behaviors as sexual harassment incident scores for male and female. There was significance difference in scores for females (M=16.48, SD=2.839) and males (M=18.31, SD=3.075) $t(88) = -1.836$, *** $p = .004$ sig level. The magnitude of difference in the mean score (mean differences = -1.836).

The result suggested that female photographic models label less to harassing behaviors as sexual harassment incident because it thought that women cannot differentiate properly. Totality of circumstances is very important to label it as sexual harassment misconduct.

Lee and Guerrero (2001) suggested that physical contact behaviors belong to grey matter, and it's considered that women have less grey matter to respond situation and cannot take a joke even. Scenario based research described well about misconducts. Lay theories were not formulated

well but these explained about how a person interprets the behavior of co-worker or boss for sexual harassment incident.

Objective 3: To explore about the internal and external strategies adopted by the male and female photographic models in case of experiencing sexual harassment.

H3: Female photographic models will report more indirect methods of responding (ignoring the behavior or avoiding the harasser) than male photographic models.

An independent sample T Test was conducted to compare to report indirect methods of responding scores for male and female. There was no significance difference in scores for females (M=17.93, SD=8.365) and males (M=18.10, SD=11.208) $t(85.954) = .085$, *** $p = .933$ sig level. The magnitude of difference in the mean score (mean differences = -.176).

The result suggested that there were no significance differences for female and male photographic models in reporting indirect methods of responding to sexual harassment. Both groups either male or female report indirect methods or responding with a little means difference. Men although display more sexual behavior and benefit from it.

Cockburn (1991:57-58) argument that man cannot be harassed because he has power and dominance within society, but women faced severe nature of sexual harassment (Settles *et al.*, 2014) Men can only experience the unwanted misconducts by opposite gender which are less severe in nature, not more upsetting and less threatening than women do.

H4: Female photographic models will report less direct strategies (confronting the harasser) than male photographic models.

An independent sample T Test was conducted to compare the report less direct strategies scores for male and female. There was no significance difference in scores for females (M=8.33,

SD=4.777) and males (M=8.52, SD=4.915) $t(85.710) = -.186$, *** $p = .853$ sig level. The magnitude of difference in the mean score (mean differences = -.190).

The result suggested that there were no significant differences for reporting less about sexually harassing behaviors between males and females.

Gender and power dynamics forced models not to talk about sexual assault by photographers as anyone else male. There was need to portrayed women in authoritative way at workplace but shift of market economy pulled down women with a new stereotype of sexual object in 1989.

H5: Female photographic models will adopt few support strategies (talking to friend or family member) than male photographic models.

An independent sample T Test was conducted to compare the adoptive few support strategies scores for male and female. There was no significance difference in scores for females (M=10.10, SD=6.389) and males (M=10.60, SD=6.169) $t(87.127) = -.371$, *** $p = .712$ sig level. The magnitude difference in the mean score (mean differences = -.491).

The result suggested that there were no significance differences for male and female photographic models in adopting few support strategies for sexually harassing behavior.

Zucker and Landry (2007) explained that environment put women in more risks of sexual harassment like in modeling industry (and to adopt coping strategies by using drugs, more alcohol and cigarette smoking).

Males gained masculinity through social practices, and they use it as advantage to harass women. It was big contributory factor to sexual objectification. Feminist misinterpreted sexual harassment among genders. Men were always at invisible sight when we talked about sexual harassment. Men physique with six packs also counts as sexual objectification. A male model

shared his story: *A gay coordinator hired me for brand shoot. His gay colleague takes my cell phone number and starts calling and offering me sexual relationship”.*

Male to male harassment also found within fashion industry but male also adopt indirect methods of responding to such behaviors because they account it threat to their masculinity. Man has changed his support system because women have compensated her in the labor market and proved her strong enough. In negative aspect, tolerance level of men is going towards downside. Guys also faced harassment because of their sexuality. A story expressed by male photographic models.

I have been working in this field for the last two years as a freelancer model. I went for project meeting in a hotel arranged by a photographer for casual wear of men. He invited me into a room. I was there for discussion. He briefed me about projects like payment, location and makeup etc. But after conformation of project, he expressed his emotions to fulfill his sexual desires with me in return for the project, although that did not belong to work. When I refused, he cancelled my project. He told “it’s all about the matter of give and take”. No favors, no work.

Objective 4: To gain an insight about gender-based discrimination faced by male and female photographic models working in fashion magazines.

H6: Female photographic models are more harassed at workplace than male photographic models.

How were you harassed at workplace?

Table 4*Frequencies of Sexual Experiences Faced by Photographic Models*

Response	Male		Female		Total	
	N	%	N	%	N	%
	42	46.7	48	53.4	90	100
Yes	34	50.0	34	50.0	68	75.6
No	8	36.4	14	63.6	22	24.4

Note: The result suggested that same number of male (N=50.0%) and female (N=50.0%) photographic models respond "yes" to sexual experience. Only eight male (N=36.4%) and fourteen female (N=63.6%) photographic models respond "no" to sexual experience.

Table 5*Chi Square Test of Relationship for Facing Harassing Behavior*

Variables	N	Chi Square	df	P
Female Faced more Harassment at Workplace	90	.11	1	.38

Note: A Chi-Square test for independence was performed to examine the relationship between males and females' models. The results indicated no significant association (with Yates Continuity Correction) between genders and harassing behavior, $X^2(1, n = 90) = .75$, $*p = .38$, $\phi = .11$. It means proportion is not significant among genders, but men faced SH more (M=14, yes) than female (F=8, yes) with slightly higher than small effect size for male experience sexual harassment.

Hierarchy within organization give power to men that became reason of exercising authority in legitimized way which can hurt someone dignity. Gender and power theory (French, Reven's & Cartwright, 1959) applied for female photographic models where they felt threats to their honour if they adopted few support strategies to express their sexual experiences. Ragins and Sundstrom (1989) explained that Organizational power belonged to societal powers in which male

in dominant position and whenever women tried to challenge, she received negative response. Stereotypical gender roles became reason for women to face more sexual harassment than not to express or deny from such misconducts. This is hidden aspect of gender-based violence where women do not have freedom of expression. A female model story.

I have been working in this field for the last five years. I received casting call for campaign shoot from known free-lancer photographer. I went to his office where we discussed about shoot details. While we were talking, he started to show some vulgar pictures on laptop and tried to involve me in unwanted sexual discussion. Meanwhile he played a vulgar video too. I got afraid because he never played such games before this happened. He got up and wanted to lock the door, but I consciously moved and pushed him away and ran out of the office. Ahh! It was such a bad incident that I can never forget. Literally I was in trauma after that. I took myself away from fashion industry because of post traumatic effects that I gained weight and lost interest. Gradually I tried to settle it down. My friends really helped me in whole situation. I wanted to report but family and societal pressure became hindrance. I want to suggest to other models that There is no need build a trustworthy relationship with such people. Just concentrate on your work and improve yourself but we cannot judge others by their physical appearance and bad intentions.

In fashion industry, harassment can be in any form verbal to non-verbal. Female models felt that they were working in “sharks” and everybody wanted to fondle on them if they got single line of space. Media portrayed women and her body as sexual object. Tight clothes give a concept of more sexual objectification. In modeling, for projects meeting models should wear some loosen clothes to avoid bad happenings.

Discussion

Sexual harassment exists within fashion industry among photographic models. There was statistically significant difference for presences of sexual harassment on basis of gender in SHAS. Women have greater attitudes than men to consider an unwanted act a sexual assault. SEQ short version showed no significance differences for reporting more indirect methods, adopting few support strategies and confronting the harasser for sexual experience. Percentage of frequencies also related to male-to-male harassment as emerging trend from old previously notions of harassment from male to female. Trend of female-to-female harassment was less present because of to maintain relationship with opposite gender for cost and benefit relationship. Male to female sexual harassment can be explained in terms of gender-based violence. Gender-based discrimination for sexual harassment was no more part of the subject but traditional attitudes reinforced concept of harassing behaviors. Societal taboos maintained in their state to ponder on “nurture”, differences for male and female within society. Types of sexual harassment were:

- 1) Homosexuality (Male to Male, Female to Female)
- 2) Heterosexuality (Male to Female)

Single piece of incident can never be related to sexual assault, whether in a modern working relationship, you must follow the principle of give and take. Reasons can multiple which includes.

- 1) Man has a kind of threat to his manhood where female got preferred to complete task.
- 2) Support system by the man changed when female compensated her in public sphere.
- 3) A kind of threat to a stereotypical notion that male has more brain than female that's why they are good in marketing but in the field of modeling female models got more projects.
- 4) Tolerance level of man has been less the way they shared sexual experience which proves that men are also facing sexual harassment.

5) Specific situations motivate harassers to conduct harassment like a make-up artist must be very close while doing makeup, a designer must touch clothes while adjusting clothes. It was not easy task to describe about this multi aspectual issue that entails to women when the situations come within the private spheres.

6) Concepts were common being; limelight, girl watching, play toy and portrayed women in authoritative way at workplace but shift of market economy pulled down women with concept of sexual object in 1989.

7) A photographer used his camera lens angle more than his naked eye on the female body.

Hypothesis explained that female models are facing sexual harassment, but males are also facing. Men and women have different perceptions about sexual harassment. Most female photographic models do not perceive offensive behaviors but being beautiful they must think about this. There was no association in gender-based difference about sexual experience. Test of differences gave significant differences on gender basis but test of exploration and comparing of harassment tied the scenario to the male models also.

Conclusion

Sexual harassment creates a hostile working environment for employees within an organization. To speak about sexual harassment is difficult because its lack in expression creates a shared meaning of the whole scenario. Social prestige that is owned by the males fixed its characteristics of adopting harassing behavior towards females. Psychological assumptions are important when one person has intuition for experiencing harassing behavior blended with an environment that made her a victim. Socialization of children according to the labels of sexism and not by the nature of a human being can become a reason of sexual harassment. If we talk about photographic models where women's bodies are used a tool of business, acknowledge the gaze of

males and present models as a sexual prize for males. In the fashion industry, the extent of interaction with man acts as a mediator which leads to the imagination of sexual objectification of women and serves as a reason for harassment. Women's bodies are depicted as eye candy in magazines by advertisers. Organizational power is an extension of societal power from patriarchy, where women are in a less powerful position. Supplementary ideas like making crude remarks, innocent flirting, and faster promotion in case of favors gave a plus point to fixed practices for sexual harassment. Researchers observe during the survey that male photographic models were ready to express sexual experiences by saying that nobody has talked with us on such topics, in contrast, female photographic models were feeling a bit hesitant to use even word for sexual harassment.

Recommendations

- ❖ Every modeling agency should have some basic themes that need to be defined in their policies for the promotion of cultural and traditional values.
- ❖ Hierarchy of power for genders between the organization and societal system should be equally distributed to remove gender-based discrimination.
- ❖ Print media and fashion magazines should have copyright that do not violate biological differences of genders.
- ❖ A legal organization should establish where all modeling agencies got registered before starting work and grant permission for the shoot.
- ❖ Made easy access to report sexual harassment incidents and the investigation should be speedy so that psychological trauma can be reduced for the victim.
- ❖ Replication of study with a qualitative design will be more plausible.

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¹ Corresponding Author email: Raana.malik@yahoo.com