High Heels Serve Gender & Sex on a Pedestal
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RESEARCH QUESTION
How are high heels used in the social construction of gender/sexuality?

RESEARCH OBJECTIVES
1. Investigate use of high heels to construct gender, sexuality or both
2. Examine any evidence of reconciliation between ideal power/status vs. real (health) impact of heels
3. Explore the use of high heels to perpetuate inequality of gendered bodies

METHODS
Content Analysis of photos from three blogs dedicated to high heels displayed on Tumblr
- High Heels: http:// hhheels.tumblr.com/
- Men in Heels: http://hotmeninheels.tumblr.com/
- Passion for Luxury Heels: http://photographermarkus.tumblr.com/

N = 90 (30 photos per blog)
Every other photo selected for review
Semiotics and symbolic interactionism
High High Heels only one with porn gifs

CODES
1. How shoe displayed
2. Shoe Wearer
3. Shoe Color
4. Environment
5. Pose/tones of subject
6. Use of text (if at all)

REFERENCES

RESULTS
- Class provides more coverage for wearer

SIGNIFICANCE OF RESULTS
- Shoes used to construct image (status, fetish, fashion, sex)
- Male use reifies gender roles often through juxtaposition
- Very, very little androgyny; only preformed by men
- Often turns foot/leg (or wearer) into ornamental object
- Used to increase hegemonic feminine attractiveness
- High heels nearly exclusively worn by youthful wearers
- Enhances self image usually via revealing images/selfies
- High heels act as supernormal stimulus for sexuality

CONCLUSION
“the higher the heel the closer to heaven”

Historical use of high heels to signify social class persists, alongside the rhetoric of morality. Additionally the high heel continues to perpetuate inequality of gendered bodies (prominent signaling of submission, sexuality and status) regardless of health concerns as it’s displayed as a “prosthetic of the self” (Hockey et al. 273).

“The high heel is onesmall piece– but a potentially powerful symbol– of systems of inequality that promote different and unequal gender and sexual relations” (Bridges 15).