**Supplemental Material**

The goal of this study was to analyze college students’ assessments of various piropos*.* As a pilot study and in order to compile a relatively broad representation of piropos, men and women students (*n* = 100) enrolled in an introductory psychology course at a university in the south of Spain produced a list of piropos with which they were familiar. The 25 most frequently listed piropos were selected, including different types of piropos*.* Table 1 shows the selection.

**Method**

**Participants and Procedure**

A total of 99 first-year college women who were enrolled in psychology courses and under 25 years old (different from those who generated the list of piropos) with a mean age of 20.07 years (*SD* = 2.74) completed the assessments of the 25 piropos selected. To avoid fatigue and tedium in the task, each participant rated only half of the 25 piropos (13 or 12) according to the six items included in the objectifying and evaluation scales.

Participants were provided with a link to an online questionnaire that they answered at their convenience by using the Qualtrics platform. Each piropo was evaluated according to six dimensions using a 7-point scale (from 1 “*not at all*” to 7 “*completely*”): (1) treats the woman as an object, not a person; (2) treats the woman as existing simply for men’s use and enjoyment; (3) has sexual connotations; (4) expresses a positive image of the woman; (5) is unpleasant; and (6) portrays the woman by focusing on a single part of her body. Items number 1, 2, 3 and 6 were aimed at determining whether the piropo objectified women; items 4 and 5 assessed the positive or negative evaluation of the piropo*.*

Results of 25 factor analyses—one for each piropo—using the scores on the six items showed that a bivariate solution was the most adequate in most piropos. As expected, one factor grouped items 1, 2, 3, and 6, and a second one grouped items 4 and 5. Thus, we grouped the ratings of each piropo into two scores: the “objectification” and the “evaluation” measure (scores on Item 5 were reversed). Analyses of reliability using Cronbach’s alpha (for each piropo and each dimension) showed that such coefficients were acceptable. The average reliability was .70 in the objectification measure and .54 in the evaluation measure. We consider these alpha coefficients acceptable since the alpha coefficient is affected by the number of items of the test (Green, Lissitz, & Mulaik, 1977) and this test had a short number of items, particularly the evaluation scale.

**Results and Discussion**

Based on their means, the 25 piropos were arrayed on a two-dimensional Objectifying/Evaluation space (see Figure S1). To examine the structure of this two-dimensional space, we subjected the 25 piropos to two types of cluster analyses. First, a hierarchical cluster analysis (Ward’s, 1963, a method that minimizes within-cluster variance) to determine the best-fitting number of clusters (Hair, Anderson, Tatham, & Black, 1995). We examined the agglomeration statistics of the hierarchical analysis. The last large change came in the break between one and two clusters, so we adopted a two-cluster solution. We then conducted k-means cluster analyses (with the parallel threshold method) to determine which groups fell into which clusters. As can be seen in Figure S1, a cluster grouped piropos considered as highly objectifying and negatively evaluated (piropos 1, 2, 4, 6, 7, 8, 9, 10, 11, 12, 13, 15, 19, 20, 21, 22, and 23) and another cluster grouped piropos evaluated more positively and rated as less objectifying (piropos 3, 5, 14, 16, 17, 18, 24, and 25).

Matched pair t-tests showed a significant difference between both clusters’ center scores on objectification (cluster 1 *M* = 5.64, cluster 2 *M* = 2.81), *t*(23) = 8.97, *p* < .001, and evaluation (cluster 1 *M* = 2.38, cluster 2 *M* = 5.27), *t*(23) = -8.91, *p* < .001.

Table S1 shows the mean scores on both factors (i.e., evaluation and objectification) for each piropo. As Figure S1 also shows, when a piropo was viewed as reflecting a positive image of a woman, it tended to be considered non-objectifying: correlations between the scores in both dimensions were negative and statistically significant (*p* < .05) in 21 piropos (correlations ranging from -.31 to -.69, mean correlation *r* = -.47), but not in piropos numbers 9 (*p* = .06), 15 (*p* = .07), 7 (*ns*), and 23 (*ns*).

This exploratory study allowed us to compile a broad range of piropos that are currently used in Spain. Results also confirmed that young women clearly perceive two kinds of piropos, depending on how objectifying and positive/negative they consider them to be. Importantly, the more positively a *piropo* was rated, the less objectifying it was considered to be.

**References**

Green, S., Lissitz, R.W., & Mulaik, S.A. (1977). Limitations of coefficient alpha as an index of test unidimensionality. *Educational and Psychological Measurement, 37*(4), 827-838. <https://doi.org/10.1177/001316447703700403>

Hair, J. E. Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate data analysis* (4th ed.). Prentice-Hall.

Ward, J. H. (1963). Hierarchical grouping to optimize an objective function. *Journal of the American Statistical Association, 58*(301), 236–244. <https://doi.org/10.1080/01621459.1963.10500845>

**Table S1**

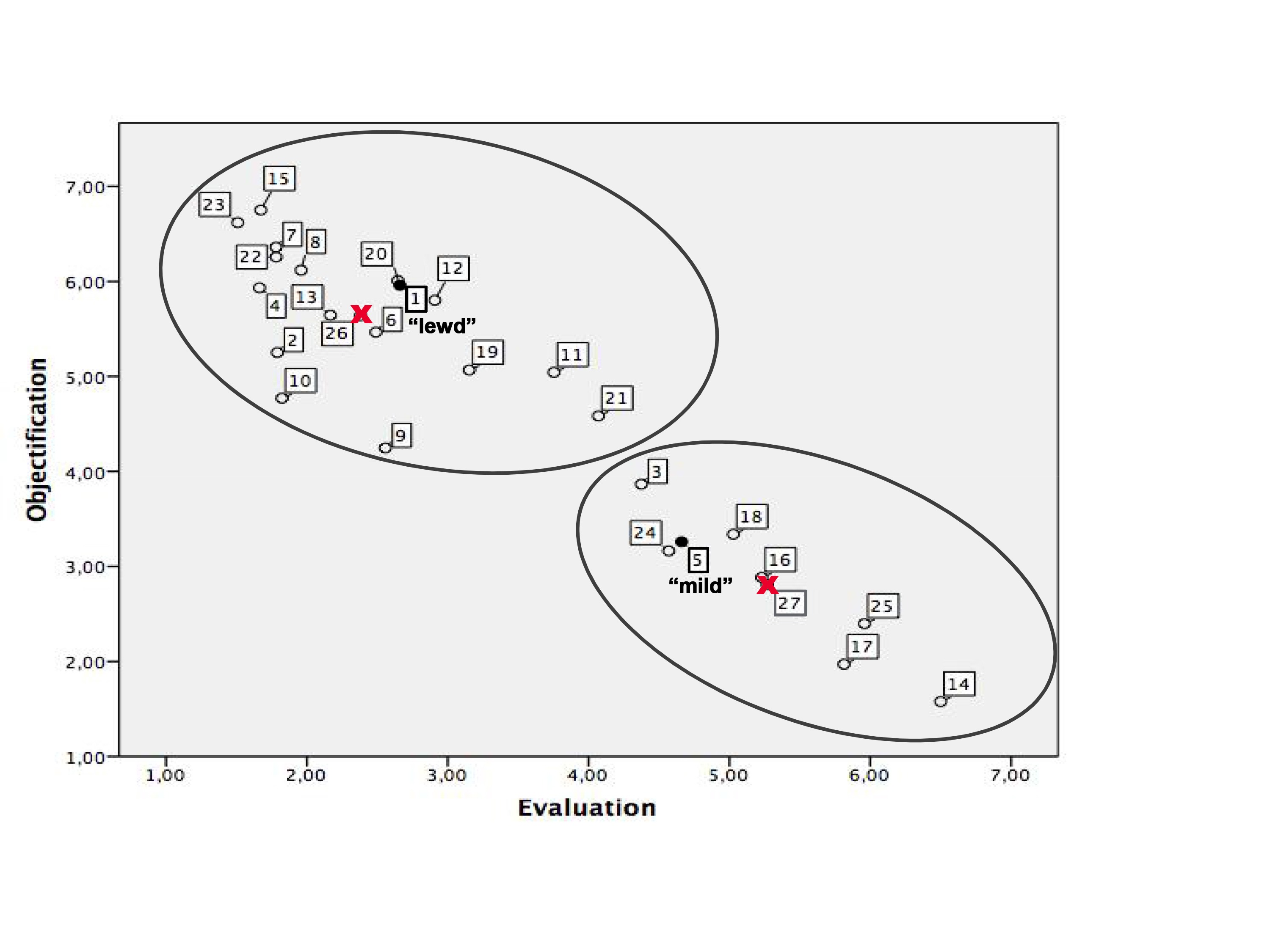
*Mean Scores (and Standard Deviations) of Each Piropo on the Two Dimensions Evaluated (Objectification and Evaluation).*

| Piropo | Objectification  *M SD* | | Evaluation  *M SD* | |
| --- | --- | --- | --- | --- |
| 1. “I better not find out that that ass goes hungry!” *[“¡Que no me entere yo que ese culo pasa hambre!”]* | 6.01 | 1.03 | 2.65 | 1.32 |
| 2. “Girl… I’d like to make you a saliva suit.” *[“Niña…un traje de saliva te hacía yo”]* | 5.25 | 1.06 | 1.79 | 0.79 |
| 3. “Honey, you’re a small monument.” *[“Menudo monumento colega…”]* | 3.87 | 1.32 | 4.37 | 1.39 |
| 4. “Giiiirl, I’m going to eat the part of you that you like the most.”  *[“Niñaaa. te voy a coméeeee lo que más gustito te déeeeeeeeeeeee”]* | 5.93 | 0.91 | 1.66 | 1.81 |
| 5. “Giiiirl, be careful because chocolates melt in the sun” *[“Niñaaa, cuidado que los bombones se derriten al sol”]* | 3.26 | 1.13 | 4.66 | 1.29 |
| 6. “I’d eat you with your clothes on, girl.”  *[“Te comía hasta con la ropa puesta, niña”]* | 5.46 | 0.90 | 2.49 | 1.33 |
| 7. “Honey, I’ll fill you with everything but fear.” *[“Morena…te metía de to’ menos miedo”]* | 6.36 | 0.78 | 1.78 | 0.80 |
| 8. “Oh, the lady in red, I’d fuck her!” *[“Ay la de rojo, ¡que se lo cojo!”]* | 6.12 | 0.82 | 1.96 | 0.94 |
| 9. “Damn, you look good! I bet you piss cologne!”  *[“¡Pero qué buena que estás! ¡Seguro que meas colonia!”]* | 4.24 | 1.10 | 2.56 | 1.29 |
| 10. “I’d eat you whole and sew up my ass to keep from shitting you.” *[“Te comía entera y me cosía el culo pa’ no cagarte”]* | 4.77 | 1.22 | 1.82 | 0.91 |
| 11. “Sweet mother of God! You with those curves and me with no brakes.”  *[“¡Madre Mía! Tú con esas curvas y yo sin frenos”]* | 5.04 | 1.01 | 3.75 | 1.33 |
| 12. “Daaaaamn, what an ass, sweet mother of God*!*”*[“¡Aaaayy que culo tienes madre miaa!”]* | 5.80 | 1.14 | 2.91 | 1.28 |
| 13. “If you were a bollicao [sweet bun filled with cream], I would even eat the wrapper.” *[“Si fueras bollicao te comía hasta el cromo.”]* | 5.64 | 1.09 | 2.17 | 1.03 |
| 14. “Your smile would brighten anyone’s mood.” *[“Tienes una sonrisa que ilumina a cualquiera”]* | 1.58 | 0.77 | 6.50 | 0.80 |
| 15. “I wish I were a pirate but not for gold or silver—for the treasure you have between your legs.” *[“Quien fuera pirata, pero no por el oro ni por la plata, sino por ese tesoro que tienes entre las patas*.”*]* | 6.75 | 0.32 | 1.67 | 0.63 |
| 16. “Are you Google? Because you have everything I’m searching for.” *[“¿Eres Google? Porque tienes todo lo que busco.”]* | 2.88 | 1.25 | 5.23 | 1.21 |
| 17. “Precious, did you hurt yourself when you fell from heaven?”  *[“Preciosa, ¿te hiciste daño al caer del cielo?”]* | 1.97 | 0.02 | 5.81 | 1.23 |
| 18. “Your mom must be a pastry chef because not just anybody can make a sweet like you.” *[“Tu madre tiene que ser pastelera, porque un bombón como tú no lo hace cualquiera.”]* | 3.34 | 1.12 | 5.03 | 1.37 |
| 19. “If you were candy, I’d eat you even with the wrapper on.” *[“Si fueras un bombón, te comería hasta con el envoltorio puesto.”]* | 5.07 | 1.16 | 3.15 | 1.31 |
| 20. “Now that’s what I call an end [bum], not what my mum trims off the cucumbers!*”* *[“Eso sí es un culo, y no lo que le quita mi madre a los pepinos*”*]* | 5.96 | 0.91 | 2.66 | 1.39 |
| 21. “I’d like to be ice cream to wet your lips and melt in your mouth.” *[“Me gustaría ser helado para mojar tus labios y derretirme en tu boca.”]* | 4.58 | 1.28 | 4.07 | 1.38 |
| 22. “I wish I were a tile so that I could see all of your stuff.” *[“Quien fuera baldosa para verte toda la cosa.”]* | 6.26 | 1.06 | 1.78 | 1.10 |
| 23. “If your ass was a bank, I would stick it [penis] in a fixed-term deposit account!” *[“Si tu culo fuera un banco te la metería a plazo fijo!”]* | 6.62 | 0.64 | 1.51 | 0.82 |
| 24. “I wish I were cross-eyed so I could see you twice.” *[“Quién fuese bizco para verte dos veces”]* | 3.16 | 1.33 | 4.57 | 1.36 |
| 25. “You are like a star, so beautiful to admire and so far away to touch.” *[“Eres como una estrella, tan bella para admirarla y tan lejana para tocarla”]* | 2.40 | 1.35 | 5.96 | 1.10 |

*Note.* The answer format for Objectification and Evaluation was a 7-point Likert-type scale ranging from 1 (*not at all*) to 7 (*very much*).

**Figure S1**

*Two-Cluster Solution. Points Numbers 1 to 25 Represent the Different Piropos and Points Numbers 26 and 27 Represent the Centers of the Clusters*



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