

# **Sexism in Contemporary Media**

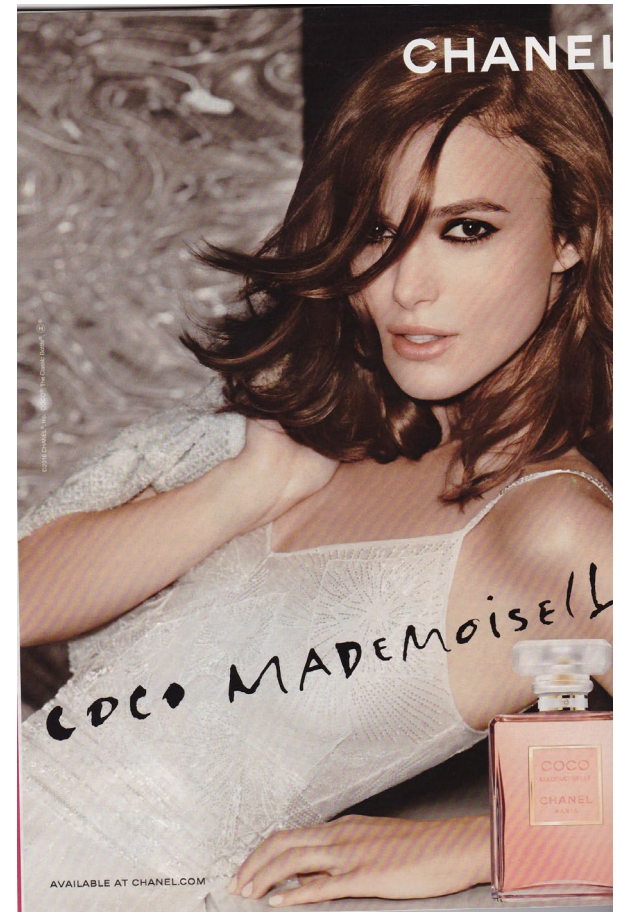
**Megan Earle, Elvira Prusaczyk, & Gordon Hodson**



# Gender Portrayals in the Media

## Women

- Sexualized (e.g., through nudity) and decorative
- At home in dependent roles
- Degraded and disrespected
- Younger, thin, beautiful



(Knoll et al., 2011; Lunceford, 2012; Nelson & Paek, 2008; Primack et al., 2008; Uray & Burnaz, 2003)

# Gender Portrayals in the Media

## Men

- Professional and recreational roles
- Independent, authoritative
- Little regard to age or physical appearance



(Cheng, 1997; Reichhert & Carpenter, 2004; Uray & Burnaz, 2003)

# But are things changing?



- No change in traditional gender roles in magazines (1950-2010) (Marshall et al., 2014)
- Sexual objectification of women increasing over past several decades in music and magazines (Graff et al., 2013; Smiler et al., 2017)
- Small increase in men seen as parent between 2003-2008 on TV (Fowler & Thomas, 2015)



# New media, new effects?

- Most research on gender stereotypes in media focuses on print and TV
- Calls to examine “new” media (e.g., interactive media, virtual reality)



(Grau & Zotos, 2016)

# Research Questions

- How are men and women portrayed?
  - Study 1: content analysis of advertisements
- How do these portrayals affect male and female consumers?
  - Study 2: experimental manipulation of ad exposure
- Does “new” media have similar or stronger effects?
  - Study 3: comparing sexually objectifying videos, video games, virtual reality

# How are men and women portrayed?

## Study 1: Content Analysis of Ads

- Women:
  - sexualized, passive, at home, family-oriented
  - appliances/furniture, kids' stuff, fashion, health/beauty



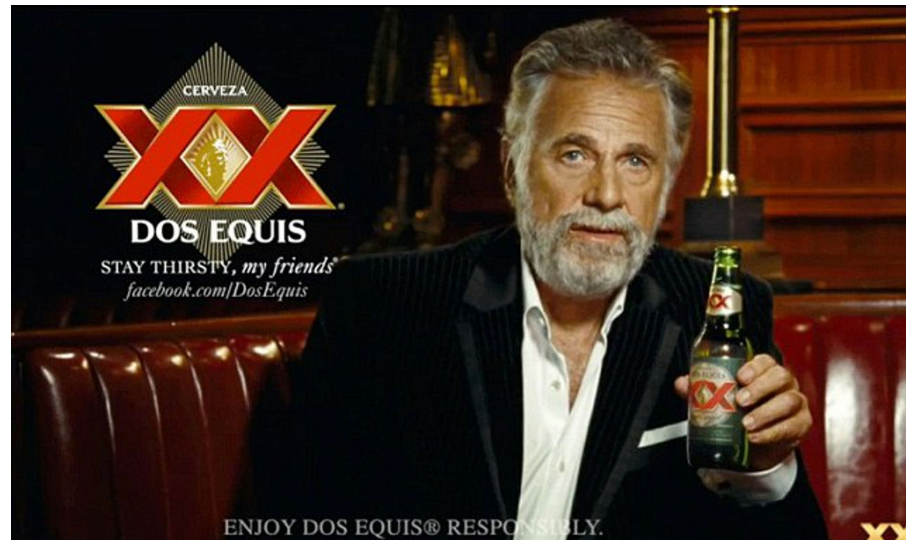
Grau & Zotos, 2016; Rubie-Davies et al., 2013

# How are men and women portrayed?

## Study 1: Content Analysis of Ads

- Men:

- independent, professional, outside the home, recreational
  - although some evidence that parental roles are increasingly common
- alcohol, cars, finance/insurance, entertainment/leisure, agriculture/building, government, sports/outdoor





# How are men and women portrayed?

## Study 1: Content Analysis of Print Ads

Other theorized (but not empirically examined) differences:

# How are men and women portrayed?

## Study 1: Content Analysis of Print Ads

Other theorized (but not empirically examined) differences:

### Women

- Presented *as* product



Killing Us Softly, Killbourne, 2010

# How are men and women portrayed?

## Study 1: Content Analysis of Print Ads

Other theorized (but not empirically examined) differences:

### Women

- Presented as product
- Dismembered



Killing Us Softly, Killbourne, 2010

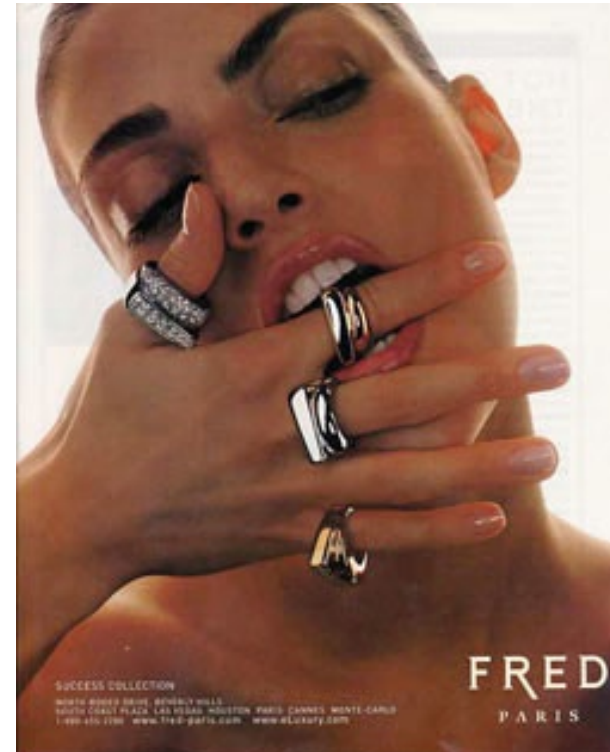
# How are men and women portrayed?

## Study 1: Content Analysis of Print Ads

Other theorized (but not empirically examined) differences:

### Women

- Presented as product
- Dismembered
- Silenced



Killing Us Softly, Killbourne, 2010



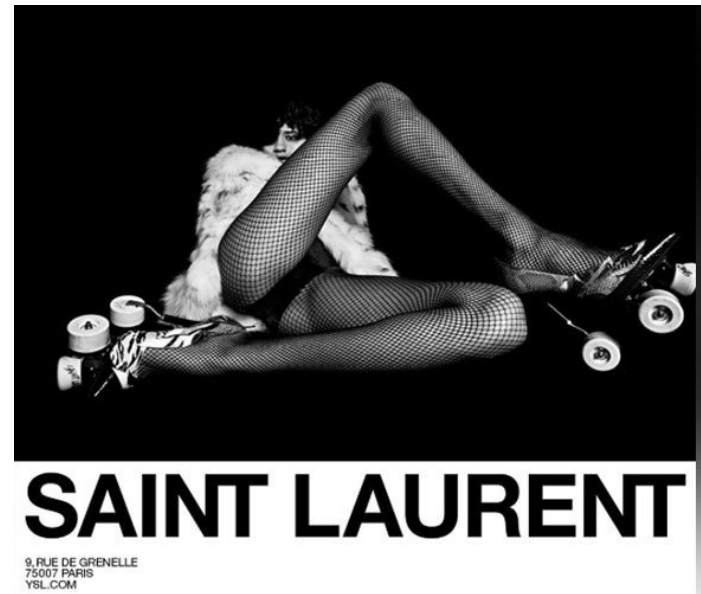
# How are men and women portrayed?

## Study 1: Content Analysis of Print Ads

Other theorized (but not empirically examined) differences:

### Women

- Presented as product
- Dismembered
- Silenced
- Silly/unnatural poses



Killing Us Softly, Killbourne, 2010

# How are men and women portrayed?

## Study 1: Content Analysis of Print Ads

Other theorized (but not empirically examined) differences:

### Women

- Presented as product
- Dismembered
- Silenced
- Silly/unnatural poses
- Infantilization



Killing Us Softly, Killbourne, 2010

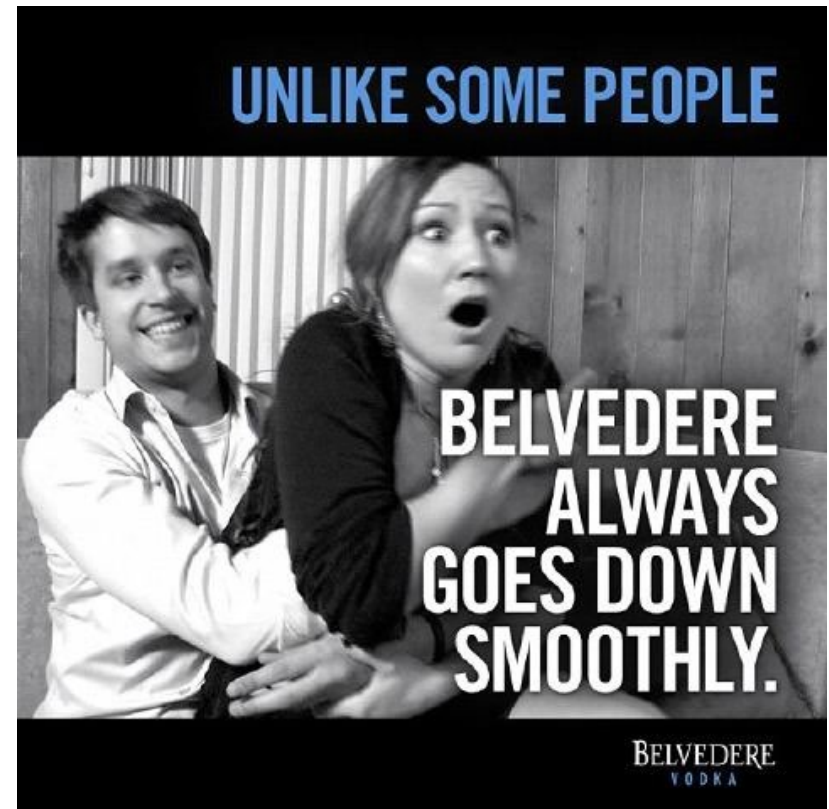
# How are men and women portrayed?

## Study 1: Content Analysis of Print Ads

Other theorized (but not empirically examined) differences:

### Women

- Presented as product
- Dismembered
- Silenced
- Silly/unnatural poses
- Infantilization
- Victim



Killing Us Softly, Killbourne, 2010

# How are men and women portrayed?

## Study 1: Content Analysis of Print Ads

Other theorized (but not empirically examined) differences:

### Men



# How are men and women portrayed?

## Study 1: Content Analysis of Print Ads

Other theorized (but not empirically examined) differences:

### Men

- Violent



Killing Us Softly, Killbourne, 2010

# Study 1: Content Analysis

- Portrayals of men and women in different roles, traits, image composition etc.
- Goals to be descriptive

# Study 1: Method

## Magazines (2 issues each)

- Better Homes and Gardens
- Game Informer
- Good Housekeeping
- Family Circle
- People
- Women's Day
- National Geographic
- Sports Illustrated
- Reader's Digest
- Cosmopolitan

# Study 1: Method

## Exclusions

- Only product





# Study 1: Method

## Exclusions

- Only product
- Only children



# Study 1: Method

## Exclusions

- Only product
- Only children
- Only fingers or hands



Recommended by  
the CDC for adults 65+

**WHAT IF ONE STRAWBERRY  
COULD HELP  
PREVENT HEART DISEASE?**

Wishful thinking, right?  
But there is one step that can help  
protect you from another serious  
disease, pneumococcal pneumonia.  
The PREVNAR 13<sup>®</sup> vaccine.

As you age, your risk of getting pneumococcal pneumonia increases. It's a serious disease that  
could put you in the hospital. Symptoms include coughing, fever, chest pain, and difficulty  
breathing. If you are 50 or older, one dose of the PREVNAR 13<sup>®</sup> vaccine can help protect you.  
Even if you've already been vaccinated with another pneumonia vaccine, PREVNAR 13<sup>®</sup> may  
help provide additional protection. Immune response may be lower if given within one year after  
another pneumonia vaccine. Ask your doctor or pharmacist if PREVNAR 13<sup>®</sup> is right for you.

**PREVNAR 13<sup>®</sup>**  
Pneumococcal 13-valent Conjugate Vaccine  
(Diphtheria (GSK), Polio)

**GET THIS ONE DONE.**

**INDICATION FOR PREVNAR 13<sup>®</sup>**

- Prevnar 13<sup>®</sup> is a vaccine approved for adults 18 years of age and older for the prevention of pneumococcal pneumonia and invasive disease caused by 13 *Streptococcus pneumoniae* strains (1, 3, 4, 5, 6A, 6B, 7F, 9V, 14, 18C, 19A, 19F, and 23F)
- Prevnar 13<sup>®</sup> is not 100% effective and will only help protect against the 13 strains included in the vaccine

**IMPORTANT SAFETY INFORMATION**

- Prevnar 13<sup>®</sup> should not be given to anyone with a history of severe allergic reaction to any component of Prevnar 13<sup>®</sup> or any diphtheria toxoid-containing vaccine
- Adults with weakened immune systems (eg, HIV infection, leukemia) may have a reduced immune response
- In adults, immune responses to Prevnar 13<sup>®</sup> were reduced when given with injected seasonal flu vaccine
- In adults, the common side effects were pain, redness, or swelling at the injection site, limitation of arm movement, fatigue, headache, muscle pain, vomiting, joint pain, decreased appetite, chills, or rash
- Ask your healthcare provider about the risks and benefits of Prevnar 13<sup>®</sup>. Only a healthcare provider can decide if Prevnar 13<sup>®</sup> is right for you.

**You are encouraged to report negative side effects of vaccines to the US Food and Drug Administration (FDA) and Centers for Disease Control and Prevention (CDC). Visit [www.vaers.hhs.gov](http://www.vaers.hhs.gov) or call 1-800-822-7967.**

**Please see Important Facts for Prevnar 13<sup>®</sup> on the adjacent page.**

PREVNAR 13 is a registered trademark of Wyeth LLC. Manufactured by Wyeth Pharmaceuticals Inc. Marketed by Pfizer Inc. PF-PNA-USA-1400 ©2016 Pfizer Inc. All rights reserved. June 2016

# Study 1: Method

## Exclusions

- Only product
- Only children
- Only fingers or hands
- Only cartoons



# Study 1: Method

## Exclusions

- Only product
- Only children
- Only fingers or hands
- Only cartoons

219 unique ads  
that include at  
least one adult

# Study 1: Method

- 5 coders
- Gender (dichotomous male/female)
- Age group (young adult 20-39, mature adult 40- 64, older adult 65+)
- What is the product?
- What are they doing?
- How are they portrayed?

# Study 1: Method

## What is the product?

Discrete categories:

- Skin care
- Makeup
- Hair product
- Jewelry
- Perfume/fragrance
- Nail polish/product
- Clothing
- Hygiene
- Pet
- Food/drink
- Medication
- Housewares
- Cleaning
- Not-for-profit organizations
- Electronic devices/services
- Other

# Study 1: Method

## What are they doing?

Non-discrete dichotomous:

- Housework
- Child care
- Pet care
- Cooking/Serving
- Attending to appearance
- Yard Work
- Mechanical/Technological
- House repair
- Sports/active
- Career/workplace
- Leisure

Note: discrepancies resolved through discussion



# Study 1: Method

## What are they doing?



Note: discrepancies resolved through discussion

# Study 1: Method

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Note: discrepancies resolved through discussion

# Study 1: Method

## What are they doing?

Non-discrete dichotomous:

- ~~Housework~~
- Child care
- ~~Pet care~~
- ~~Cooking/Serving~~
- Attending to appearance
- ~~Yard Work~~
- ~~Mechanical/Technological~~
- ~~House repair~~
- Sports/active
- Career/workplace
- Leisure

Note: discrepancies results through discussion

# Study 1: Method

## How are they portrayed?

Continuous (0 = not at all, 4 = extremely):

- Passive
- Assertive
- Emphasis on body (vs. face)
- Beauty ideal
- Sexual implications
- ~~Presented as product~~
- Dismembered
- Silenced
- Unnatural pose
- Infantilization
- ~~Victim~~
- ~~Violent~~

Note: ratings averaged across coders

# Study 1: Method

## How are they portrayed?

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- ~~Violent~~



**taltz**  
(ixekizumab)  
injection  
80 mg/mL

Does your psoriasis ever get in the way of a touching moment?

Embrace the chance of completely clear skin with Taltz.

If you have moderate to severe plaque psoriasis, Taltz is proven to give you a chance at completely clear skin.

**SIGNIFICANT IMPROVEMENT** With Taltz, up to 90% of people saw a significant improvement of their psoriasis plaques.

**COMPLETELY CLEAR SKIN** 4 out of 10 achieved completely clear skin.

Now's your chance at completely clear skin. Ask your doctor about Taltz. For more information, go to [taltz.com](http://taltz.com).

Taltz is a prescription medicine used to treat adults with moderate to severe plaque psoriasis who may benefit from taking injections or oral systemic therapy or phototherapy treatment using ultraviolet or UV light.

**Important Safety Information**

Do not use Taltz if you have had a severe allergic reaction to ixekizumab or any of the other ingredients in Taltz. See the Medication Guide for a complete list of ingredients in Taltz. If you have a known allergic reaction, do not take another injection of Taltz.

Taltz is a medicine that affects your immune system and may lower the ability of your immune system to fight infections. Taltz may increase your risk of infections, which can sometimes become serious.

Your healthcare provider (HCP) should check you for infections before you begin treatment with Taltz and may test you for TB if you have a history of TB or have TB. Your HCP should watch you closely for signs and symptoms of TB during and after treatment with Taltz.

**Before starting Taltz, tell your HCP if you**

- are being treated for an infection
- have or think that you are or have been in close contact with someone who has TB
- have or have had TB, or have been in close contact with someone who has TB
- think you have an infection or have symptoms of an infection, such as:
  - fever, sweats, or chills
  - cough
  - shortness of breath, runny nose, or sore throat
  - burning when you urinate or urinating more often than when you start
  - have a skin disease or skin condition called
  - eczema
  - itchy, red, or painful skin or sores on your body
  - diarrhea or stomach pain
- recently gotten
- shot (or all breast milk)
- warm, red, or painful skin or sores on your body
- diarrhea or stomach pain

These symptoms may be signs of an infection or a skin condition. If you have any of these symptoms, tell your HCP before you start Taltz. People who take Taltz should not receive live vaccines. If you are taking Taltz, consider completion of any of all age-appropriate immunizations according to current immunization guidelines.

are pregnant or plan to become pregnant. It is not known if Taltz can harm your unborn baby.

are breastfeeding or plan to breastfeed. It is not known if Taltz passes into your breast milk.

**After starting Taltz, call your HCP right away if you have any of the symptoms of infection listed above. Do not use Taltz if you have any symptoms of infection, unless you are instructed by your HCP.**

Tell your HCP about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements.

Taltz may cause serious side effects, including:

- Serious allergic reactions:** Get emergency medical help right away if you get any of the following symptoms of a serious allergic reaction:
  - hives
  - swelling of your face, eyelids, lips, mouth, tongue, or throat
  - trouble breathing or chest tightness
- Low blood pressure:** Tell your HCP if you have dizziness, lightheadedness, or fainting.
- Inflammatory bowel disease (IBD):** IBD is a disease of the digestive tract that can cause inflammation of the lining of the digestive tract. IBD can happen during treatment with Taltz, including worsening symptoms. Tell your HCP if you have any of the following symptoms of inflammatory bowel disease during treatment with Taltz, including stomach pain, diarrhea (with or without blood in stool), or weight loss.

**The most common side effects of Taltz include:** injection site reactions, muscle fatigue, fatigue, headache, and upper respiratory infections. These are not all of the possible side effects of Taltz. Tell your HCP about any side effect that bothers you or that does not go away.

Call your HCP for medical advice about side effects. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

Store Taltz in the refrigerator and protect it from light. Do not freeze Taltz or let Taltz get too warm. Do not shake Taltz.

Taltz is available by prescription only.

**Please see accompanying Brief Summary of Prescribing Information. Please see Instructions for Use included with your device.**

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*Lilly*

Note: ratings averaged across coders



# Study 1: Method

## How are they portrayed?

Continuous (0 = not at all, 4 = extremely):

- Passive
- **Assertive**
- Emphasis on body (vs. face)
- Beauty ideal
- Sexual implications
- ~~Presented as product~~
- Dismembered
- Silenced
- Unnatural pose
- Infantilization
- ~~Victim~~
- ~~Violent~~



Note: ratings averaged across coders

# Study 1: Method

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- **Beauty ideal**
- Sexual implications
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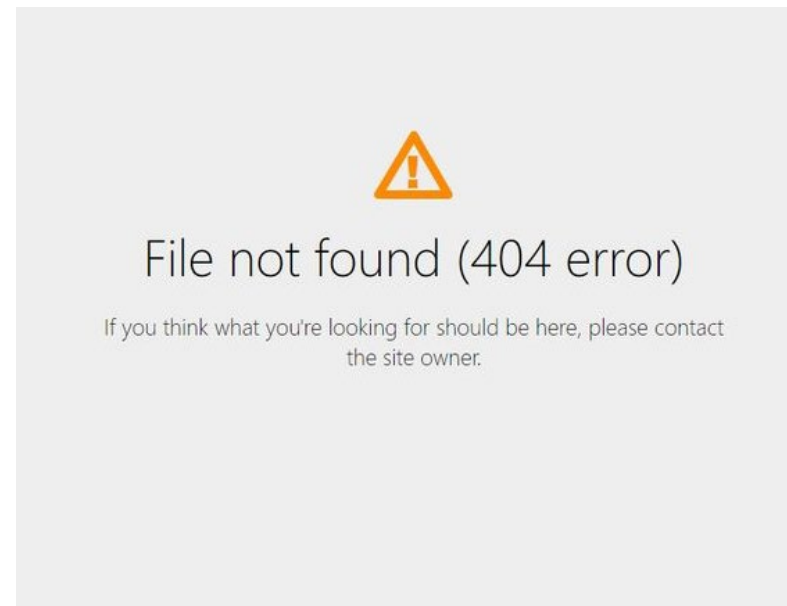
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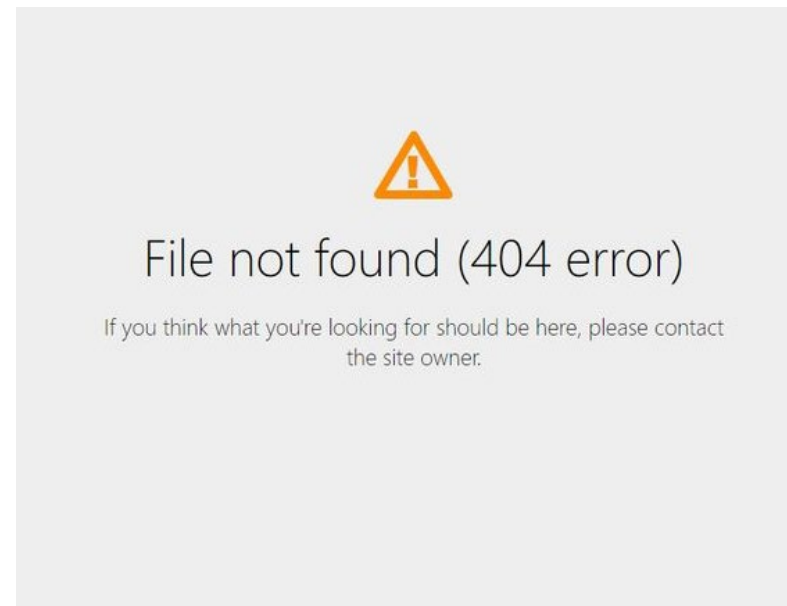


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# Study 1: Method

## How are they portrayed?

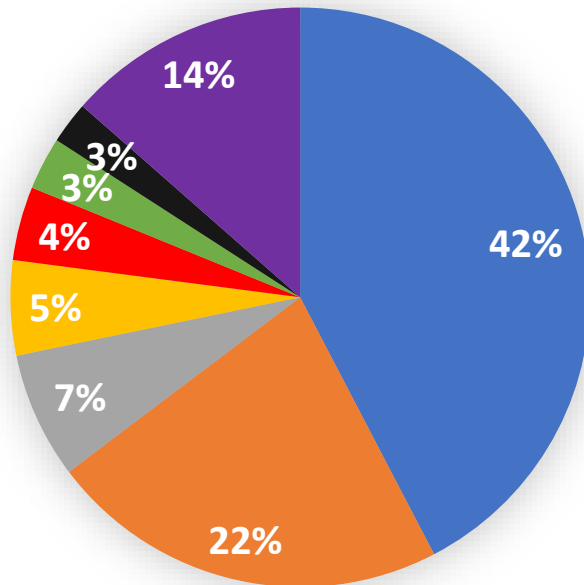
Continuous (0 = not at all, 4 = extremely):

- Passive ( $\alpha = .86$ )
- Assertive ( $\alpha = .81$ )
- Emphasis on body (vs. face) ( $\alpha = .81$ )
- Beauty ideal ( $\alpha = .92$ )
- Sexual implications ( $\alpha = .88$ )
- ~~Presented as product~~
- Dismembered ( $\alpha = .75$ )
- Silenced ( $\alpha = .86$ )
- Unnatural pose ( $\alpha = .79$ )
- Infantilization ( $\alpha = .78$ )
- ~~Victim~~
- ~~Violent~~

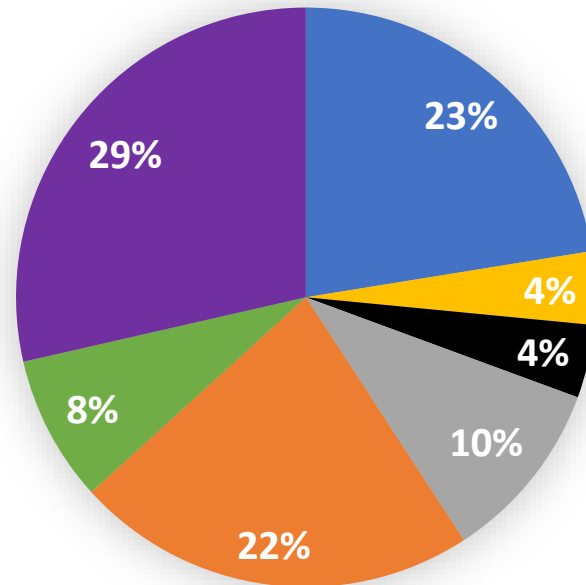
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# Study 1: Products

Women (n = 170)



Men (n = 49)



# Study 1: Results Summary

## **Women more likely to be:**

- Attending to appearance
- Idealized beauty
- Passive
- Posed unnaturally
- Younger
- Sexual

## **Men more likely to be:**

- Doing something career-related
- Older
- Assertive
- Emphasis on body
- Infantilized

# Study 1: Results Summary

## **Women more likely to be:**

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- **Emphasis on body**
- **Infantilized**

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- Sexual

## **Men more likely to be:**

- Doing something career-related
- Older
- Assertive
- Emphasis on body
- Infantilized

No difference: sport, leisure, child care, dismemberment, silenced

## Study 2: How do these portrayals affect male and female consumers?

- Among women, exposure to thin, idealized, sexualized women in ads → body dissatisfaction, appearance anxiety, self sexual objectification, eating disorders
  - negative mood, lower self-esteem, depression
- Sexualized women seen as less intelligent and capable by both men and women
- Does exposure to sexualized women in ads impact competence perceptions of women generally?
- Does exposure to sexualized women in ads impact self-efficacy among female consumers?

# Study 2:Hypotheses

## Female Participants

- H1: Exposure to stereotypical-female (vs. neutral female) ads → lower self-efficacy, less preference for female job candidate
- H2: Exposure to stereotypical-male (vs. neutral-male) → lower self-efficacy and less preference for female job candidate

## Male Participants

- H3: Exposure to stereotypical-female (vs. neutral-female) ads → less preference for female job candidate
- H4: Exposure to stereotypical-male (vs. neutral-male) ads → less preference for female job candidate



## Study 2:Hypotheses (Moderators)

- Factors that may boost effects of stereotypes on lower competence ratings:
  - Hostile sexism- women are incompetent
  - Benevolent sexism- women are incompetent (but in a “nice” way)
  - Right-wing authoritarianism (RWA)- preference for tradition, convention, authority
  - Social dominance orientation (SDO)- preference for hierarchy

# Study 2:Method

Participants: 642 MTurkers (308 men, 334 women)

## 1) Individual Differences

- SDO (e.g., Some groups of people are simply inferior to other groups)  $\alpha = .90$
- RWA (e.g., Our country will be destroyed someday if we do not smash the perversions eating away at our moral fibre and traditional beliefs)  $\alpha = .93$
- Benevolent sexism (e.g. Women should be cherished and protected by men)  $\alpha = .89$
- Hostile sexism (e.g. Women exaggerate problems they have at work)  $\alpha = .94$

## 2) Manipulation

## 3) Outcomes

## Study 2:Method

- Participants: 642 MTurkers (308 men, 334 women)
- 1) Individual Differences: SDO, RWA, Benevolent Sexism, Hostile Sexism
- **2) Manipulation**
  - Random assignment to 1 of 4 conditions
    - Stereotypical-female ads
    - Neutral-female ads
    - Stereotypical-male ads
    - Neutral-male ads
  - 7 ads for 15 seconds each
- 3) Outcomes

# Study 2: Stereotypical-Female Ads





## Study 2: Neutral-Female Ads

[illegible]

**UNDERSTAND  
THE DIFFERENCE  
BETWEEN GETTING  
A FLU SHOT AND  
CHOOSING ONE.**

**CHOOSE THE FLU SHOT WITH  
BROADER COVERAGE.**

"The 4 most flu vaccines only cover 'most' types of strains. But the 5-shot vaccine covers the 5 different ones. The more you know, the better coverage you get. The flu. It's all or nothing."

**CHOOSE MORE  
CHOOSE FOUR.**


**ASK YOUR PHARMACEUTIST OR  
HEALTHCARE PROVIDER  
to discuss the vaccine options  
for you and your family.**

**Visit ChooseMoreChoiceofFour.com  
to learn more.**

choosemorechoiceoffour.com

**ask** **pharm** **4** **5** **K**


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Flu shot is a trademark of the American Pharmaceutical Association.  
Flu shot is a trademark of the American Pharmaceutical Association.


[illegible]

**YOUR FIGHT AGAINST  
OVERACTIVE BLADDER  
ISN'T OVER.**

**BE AN OVERACTIVIST. DON'T SETTLE.**

As an OverActivist, don't just settle with Overactive Bladder symptoms—  
she continues to look for the treatment that works for her.  
You deserve information, treatment options, and a doctor who is willing  
to fight with you. Visit [Don'tSettle.com](http://Don'tSettle.com) to find a specialist and learn more.

 **Allergan**

 **NATIONAL ASSOCIATION  
FOR CONTINENCE  
ADVOCACY GROUP**

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**ny<sup>®</sup>**

**Eggland's Best**  
gives you the best in  
taste, nutrition, and variety.

**THINK ALL EGGS ARE THE SAME?** Then you haven't experienced Eggland's Best.

Compared to ordinary eggs, Eggland's Best eggs have five times the Vitamin D, more than double the Omega 3, 10 times the Vitamin E, and 25 percent less saturated fat. Plus, EBs are a good source of Vitamin B9 and Biotin, contain only 60 calories, and stay fresher longer.

Hungry for better taste? EBs deliver more of the farm-fresh flavor you and your family love. Just way you cook them!

That's why one egg that gives you so many outstanding varieties, too.

**Eggland's Best.**

\*Based on 100 Percent Egg. Based on data on average. Based on the 2010 Eggland's Best® Review. © 2010 American Egg Board. Egg by EB.

**EGG  
LAND'S  
BEST<sup>®</sup>**  
MORE  
TRUSTED  
BY AMERICANS

**EGG  
LAND'S  
BEST<sup>®</sup>**  
BETTER  
TASTE.  
BETTER  
NUTRITION.  
BETTER  
EGGS.

egglandsbest.com

f t + in



Does this look like  
a recliner to you?  
*Didn't think so.*



Seating isn't always boring—but, being casual will be. Anything as comfortable can only be La-Z-Boy. And whether you want bold patterns or rich textures, we have over 800 fabric and leather options so you can completely reimagine the chair (and more) of your dreams.

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MENOPAUSAL SKIN.

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NEW  
Vaseline®  
Mature Skin  
Hydrating  
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Vaseline Mature  
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## Study 2:Stereotypical-Male Ads



TO DO THIS JOB  
**I NEED TO KEEP MY BRAIN  
IN HYPERDRIVE.**

**WE HEAR YOU**

That's why we created  
*Staying Sharp.*

Remember Jack Welch games. It's a personal and 360° experience to learn health and wellness and loads. It can help keep your brain in top  
So if you don't think "this might be me" when you think AARP, then you can't know "aarp."

**AARP**  
Real Possibilities

[aarp.org/possibilities](http://aarp.org/possibilities)

MAKE EVERY  
**DROP AMAZING**

Every drop of life is an "Oh my God" for the whole group as you try to take the ball to the other side.



**BRITA**  
DRINK AMAZING

© 2010 Brita Water Filtration, Inc.

[illegible][illegible]

A promotional poster for Garth Brooks' 'Yankee Stadium Live' performance. The image shows Garth Brooks on stage, wearing a cowboy hat and a blue patterned shirt, playing a white electric guitar and pointing towards the audience. The background features the stadium lights and the iconic Yankee Stadium facade. The title 'GARTH BROOKS YANKEE STADIUM LIVE' is prominently displayed at the top in a stylized, glowing font. Below the image, the text 'Garth on stage. And every platform.' is followed by the date and time 'THURSDAY, NOVEMBER 10 | 8PM ET'. At the bottom, there are links to watch the performance on various platforms: 'WATCH IT ON HBO | HBO GO | DIRECTV AND CAX 506 | Streaming on DIRECTV | Vizio | Verizon | Apple | amazon.com/audience'. The Audience Network logo is at the bottom center.

[illegible][illegible]



## Study 2: Neutral-Male Ads

[illegible]

# haveKINDLEwillTRAVEL

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“I believe it's important to have food I can trust without a doubt.”

— STEVE LINNETTA,  
Barnyard Blogger and creative and  
brand pet parent of yellow-bell Binky

That's why Steve and his team find every single batch of Natural Balance before it gets to your dog's bowl.

Find us in your local pet store or visit  
[NaturalBalanceInc.com](http://NaturalBalanceInc.com)

  
**PROSPEX**  
 WORLD TIME SOLAR CHRONOGRAPH



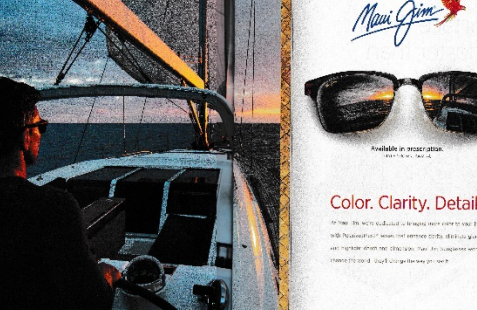
PLAYING THE WORLD, IN THE ZONE.  
 ARMED WITH WORLD-CLASS DESIGN.

MY STYLE. MY SEIKO.

  
 NOVAK DJOKOVIC  
 PROFESSIONAL TENNIS PLAYER

**SEIKO**  
 SEIKO.SA.COM

AVAILABLE AT  
 SELECT JEWELRY AND WATCHES STORES



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GET YOUR  
PENNEY'S  
WORTH

JCPenney

COLLECTION  
1987-1993, 1995-1999  
(not in Chicago)

#25

Max, don't mistake.  
Penney's need to  
revitalize. It's a show  
worth watching.

#TheStraninRules

JCPenneyStrahan

[illegible]



## Study 2:Method

- Participants: 642 MTurkers (308 men, 334 women)
- 1) Individual Differences: SDO, RWA, Benevolent Sexism, Hostile Sexism
- **2) Manipulation:** Stereotypical-female, neutral-female, stereotypical-male, neutral male
  - 7 ads for 15 seconds each
  - To what extent do you think the advertisement is effective?  
appealing?
  - How likely would you be to purchase this product or service?
- 3) Outcomes

## Study 2:Method

- Participants: 642 MTurkers (308 men, 334 women)
- 1) Individual Differences: SDO, RWA, Benevolent Sexism, Hostile Sexism
- 2) Manipulation: stereotypical-female ads, stereotypical-male ads, neutral-female ads, neutral-male ads
- 3) **Outcomes**
  - Generalized self-efficacy (e.g., I am confident that I could deal efficiently with unexpected events)  $\alpha = .93$
  - Job Candidate Selection

## Study 2:Method

### Job Candidate Selection

- Ideal candidate should have:
  - Creativity
  - Project management skills
  - Undergrad degree related to advertising/marketing
  - Work experience in advertisement/marketing field

## Study 2: Method

### Job Candidate Selection

- Ideal candidate should have:
  - Creativity, project management, undergrad degree, work experience
- Possible candidates: Sarah, Rebecca, Michael, Joshua
  - 1 skill (creativity or project management) and 1 formal qualification (undergrad or work experience)
  - E.g. Sarah Reed
    - Strengths: portfolio demonstrates creativity, 1 year work experience
    - Weaknesses: No experience in managing team projects, no undergrad degree in marketing/advertising
- Rank order candidates
  - Averages created for male and female candidates
  - Scores reversed: higher scores = greater preference

## Study 2: Results

### Analytic Strategy

- Stereotypical Female (+1) vs. Neutral Female (-1)
- Stereotypical Male (+1) vs. Neutral Male (-1)

## Study 2: Results

### Self-Efficacy

- Male Participants

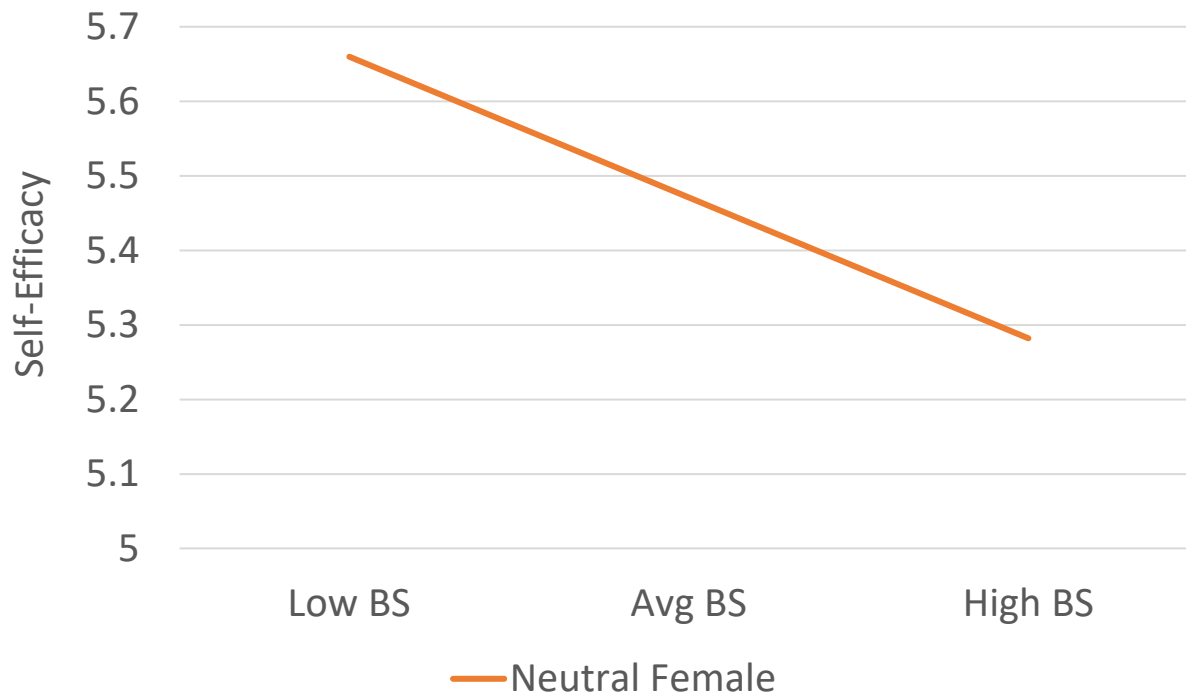
- **No effect** of stereotypical female ads ( $B = 0.02$ ,  $SE = .08$ ,  $p = .777$ ) or stereotypical male ads ( $B = -0.06$ ,  $SE = .08$ ,  $p = .497$ )
- **No interactions** ( $ps = .099 - .997$ )

- Female Participants

- **No effect** of stereotypical female ads ( $B = -0.01$ ,  $SE = .08$ ,  $p = .948$ ) or stereotypical male ads ( $B = -0.03$ ,  $SE = .07$ ,  $p = .679$ )
- **Interaction:** benevolent sexism X stereotypical (vs. neutral) female ads ( $B = .12$ ,  $SE = .05$ ,  $p = .023$ )

## Study 2: Results Self-Efficacy

- Benevolent sexism X stereotypical (vs neutral) female ads for female participants

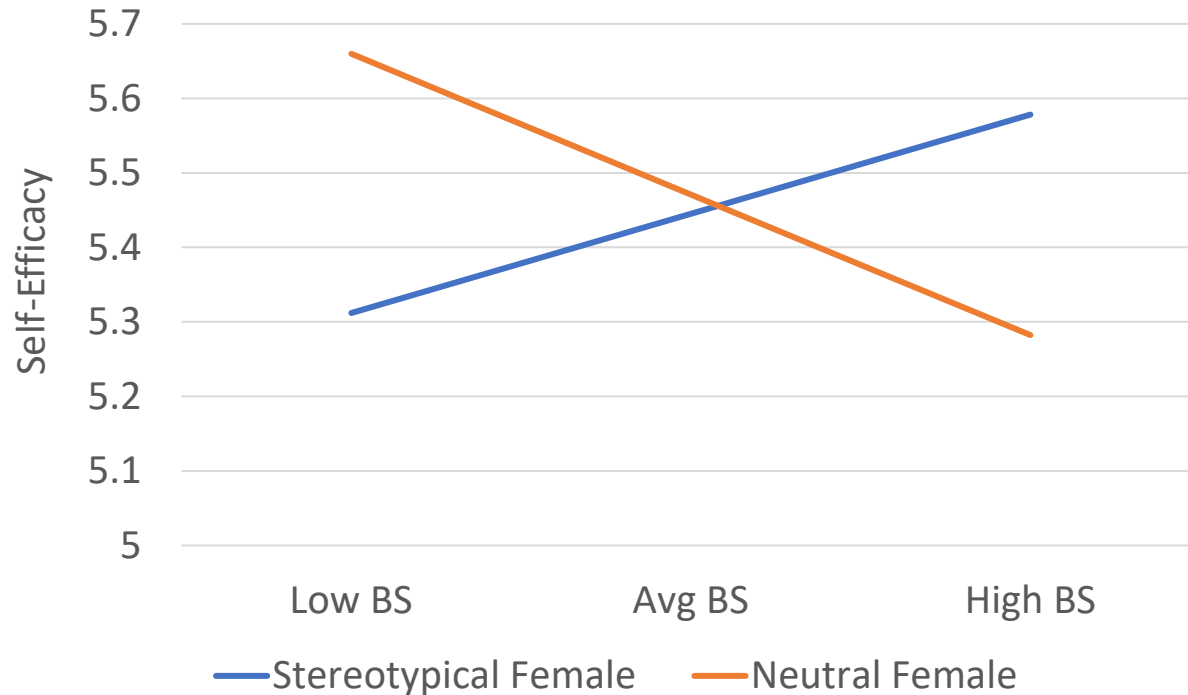


BS = benevolent sexism



## Study 2: Results Self-Efficacy

- Benevolent sexism X stereotypical (vs neutral) female ads for female participants



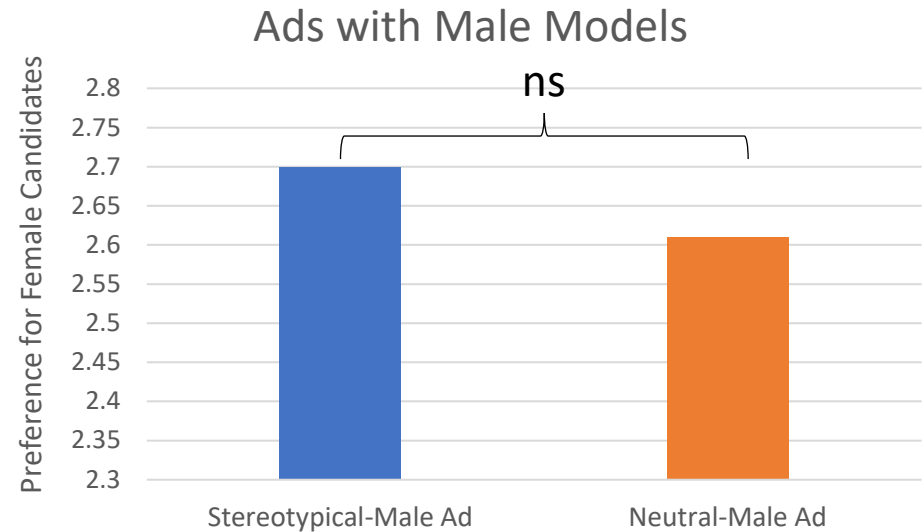
BS = benevolent sexism

# Study 2: Results

## Perceptions of Women's Competency (Job Selection Task)

### Female Participants

- No effect for stereotypical male ads

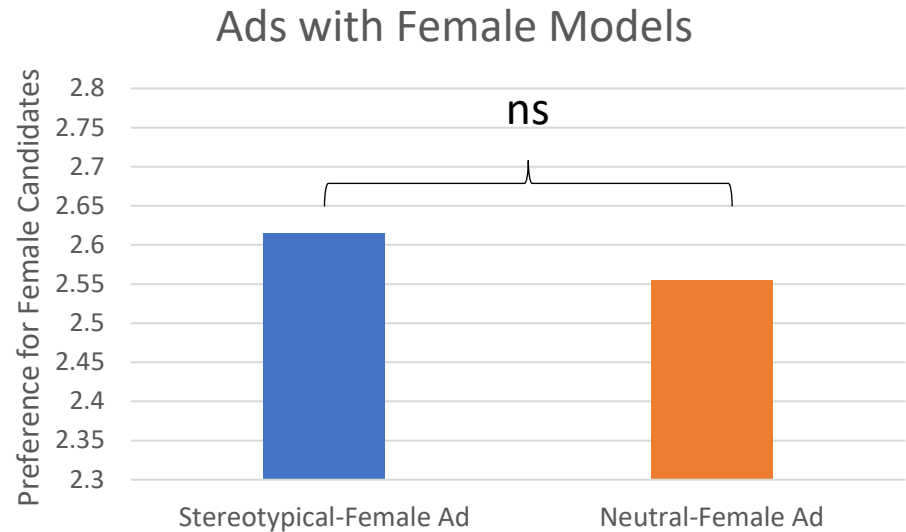


# Study 2: Results

## Perceptions of Women's Competency (Job Selection Task)

### Female Participants

- No effect for stereotypical male ads
- No effect for stereotypical female ads



# Study 2: Results

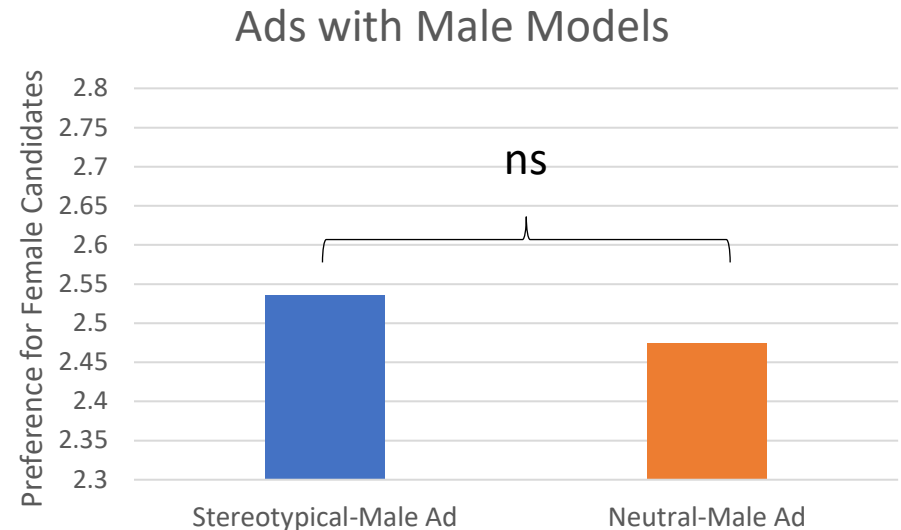
## Perceptions of Women's Competency (Job Selection Task)

### Female Participants

- No effect for stereotypical male ads
- No effect for stereotypical female ads

### Male Participants

- No effect for stereotypical male ads



# Study 2: Results

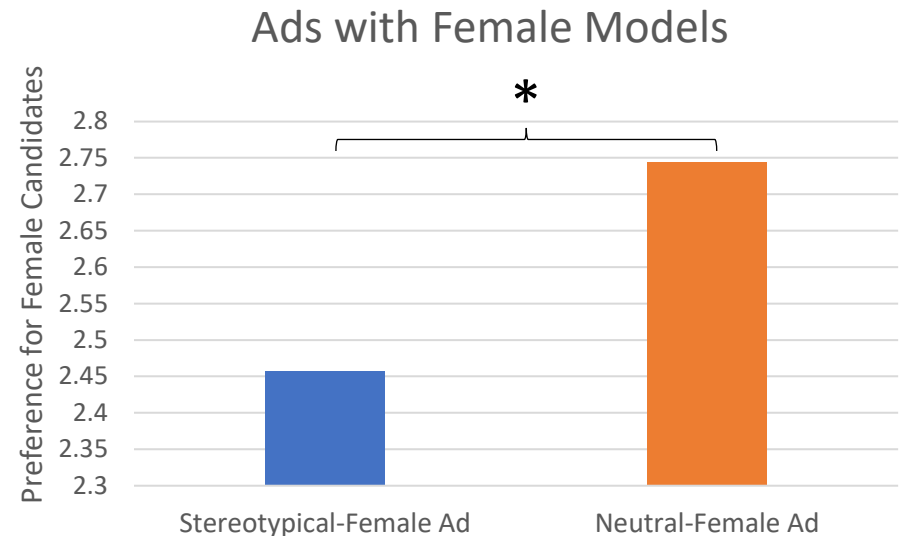
## Perceptions of Women's Competency (Job Selection Task)

### Female Participants

- No effect for stereotypical male ads
- No effect for stereotypical female ads

### Male Participants

- No effect for stereotypical male ads
- Stereotypical female ads → less preference for female candidate



# Study 2: Results

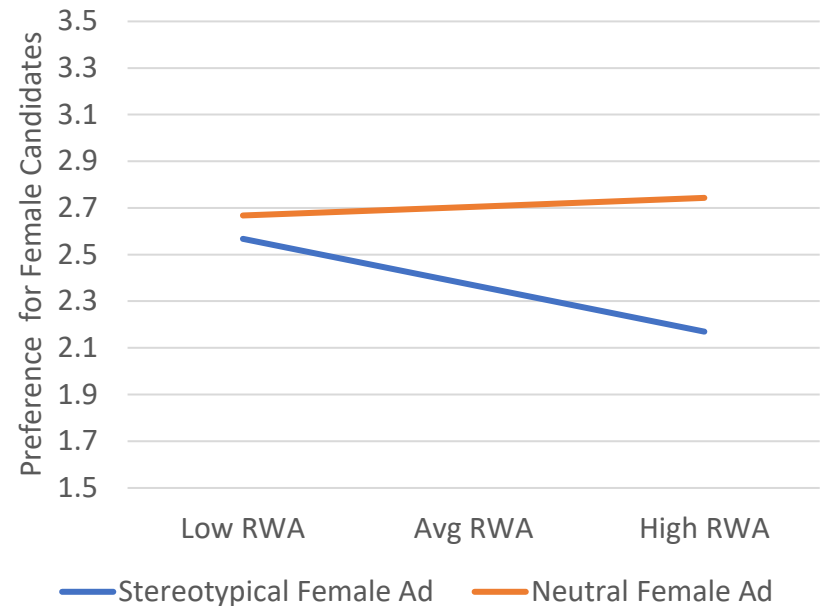
## Perceptions of Women's Competency (Job Selection Task)

### Female Participants

- No effect for stereotypical male ads
- No effect for stereotypical female ads

### Male Participants

- No effect for stereotypical male ads
- Stereotypical female ads → less preference for female candidate
  - Interaction with RWA



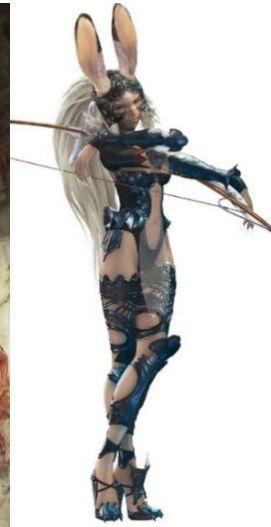
## Study 2: Results Summary

- Gender stereotypes and media have different effects on male and female consumers
  - Self-efficacy
    - Men: no effect
    - Women: female stereotypes decrease self-efficacy among those low in benevolent sexism
      - But may be empowering for women high in benevolent sexism
  - Perceptions of other women's competence
    - Women: no effect
    - Men: female stereotypes decrease preference for female job candidates
      - Stronger for men higher in RWA



# Study 3: New Media

- Calls to examine newer, more interactive, forms of media (e.g., Grau & Zotos)
- Video Games
  - Women sexualized, innocent, helpless (Burgess et al., 2007; Summers & Miller, 2007, 2014)
    - Female protagonists/heroines also sexualized (e.g., Heldman et al., 2016)



## Study 3: New Media

- Playing with a sexualized (vs. non-sexualized) female character → greater tolerance for sexual harassment, support for rape myths (Driesmans et al., 2015; Fox et al., 2013; Yao et al., 2009)
- Possible Mechanisms
  - Objectification (e.g., Fox et al., 2015; Seabrook et al., 2019)
  - Desire for power over women (Fox et al., 2014)
  - Heterosexual self-presentation (Fox et al., 2014)
- Comparing media types
  - Some evidence that effects stronger for video games vs. TV exposure (Karsay et al., 2018)
  - VR generally awe-inspiring, gives goosebumps (Quesnel & Riecke, 2018)

## Study 3:Hypotheses

- Male participants, sexualized portrayals of women

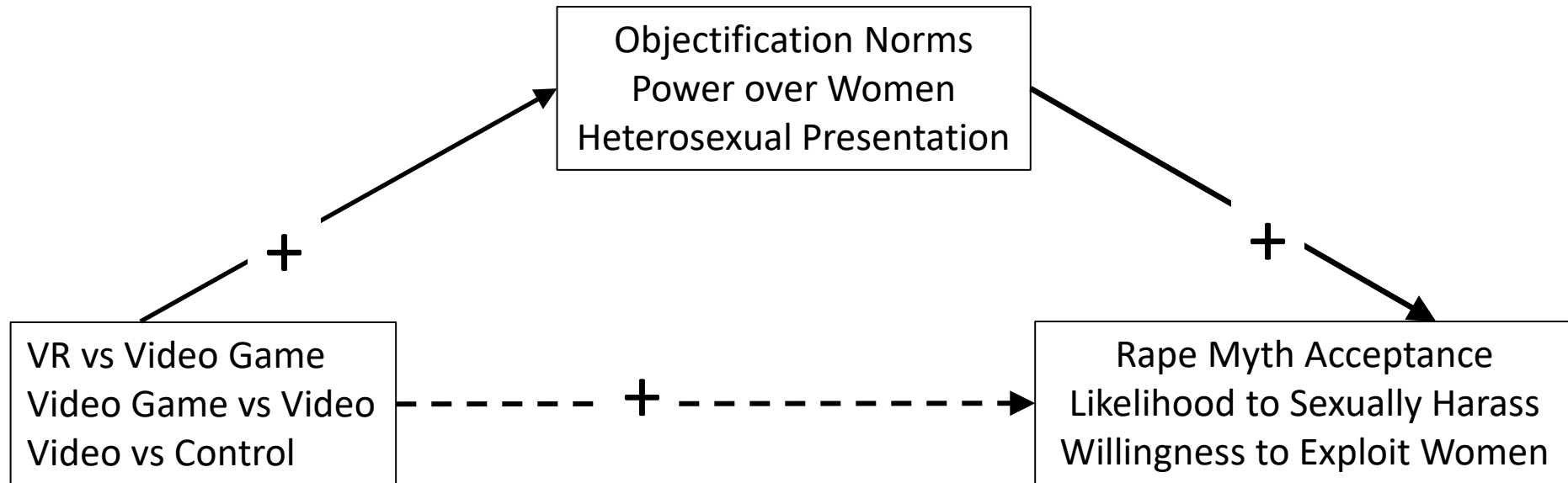
VR vs Video Game  
Video Game vs Video  
Video vs Control

+

Rape Myth Acceptance  
Likelihood to Sexually Harass  
Willingness to Exploit Women

# Study 3:Hypotheses

- Male participants, sexualized portrayals of women



## Study 3:Method

- Participants: 370 men from Brock (anticipated; in progress)
- Manipulation
  - 4 conditions: control video, sexualizing video, sexualizing video game, sexualizing VR video game

# Study 3: Method Manipulation

Control

5 mins



12 mins

Sexualizing Video

5 mins



12 mins

Sexualizing Video Game

5 mins



12 mins

Sexualizing VR Video Game

5 mins



12 mins

# Study 3: Method Manipulation

Control



5 mins



12 mins

Sexualizing Video

5 mins



12 mins

Sexualizing Video Game

5 mins



12 mins

Sexualizing VR Video Game

5 mins



12 mins



# Study 3: Method Manipulation

Control



5 mins



12 mins



Sexualizing Video



5 mins



12 mins



Sexualizing Video Game

5 mins



12 mins

Sexualizing VR Video Game

5 mins



12 mins

# Study 3: Method Manipulation

Control



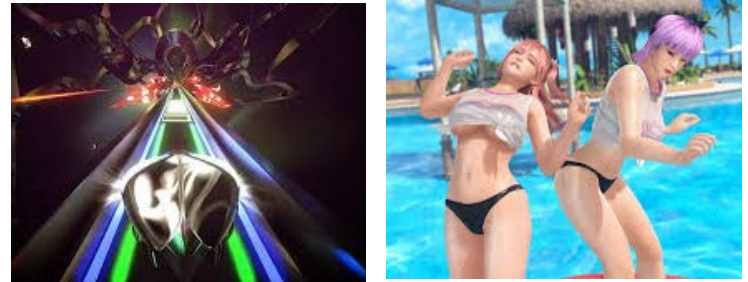
5 mins



12 mins

VS

Sexualizing Video



5 mins



12 mins

Sexualizing Video Game

5 mins



12 mins

Sexualizing VR Video Game

5 mins



12 mins

# Study 3: Method Manipulation

Control



5 mins



12 mins



Sexualizing Video



5 mins



12 mins



Sexualizing Video Game



5 mins



12 mins



Sexualizing VR Video Game



5 mins



12 mins



# Study 3: Method Manipulation

Control



5 mins



12 mins



Sexualizing Video



5 mins



12 mins



VS

Sexualizing Video Game



5 mins



12 mins



Sexualizing VR Video Game



5 mins



12 mins





# Study 3: Method Manipulation

Control



5 mins



12 mins



Sexualizing Video



5 mins



12 mins



Sexualizing Video Game



5 mins



12 mins



VS

Sexualizing VR Video Game



5 mins



12 mins



## Study 3:Method

- Participants: 370 men from Brock
- Manipulation
  - 4 conditions: control video, sexualizing video, sexualizing video game, sexualizing VR video game
  - **Have you played before? Do you own? If not, would you buy? Would you recommend? What would make it better?**
- Mediators
- Outcomes

## Study 3:Method

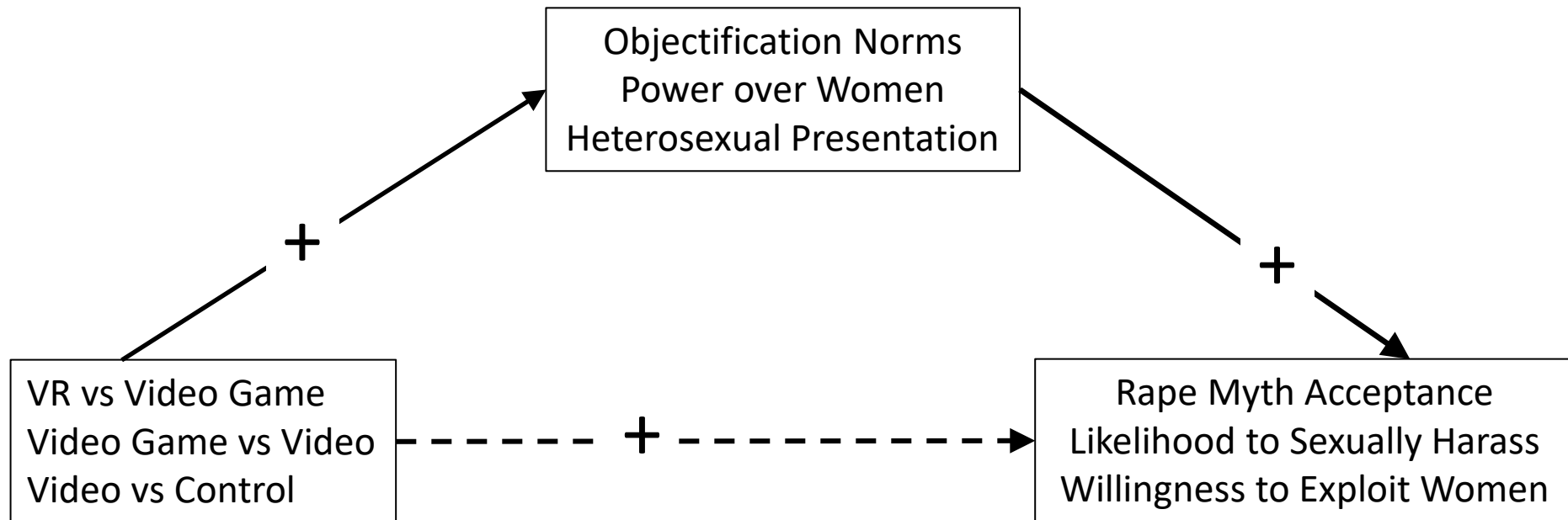
- Participants: 370 men from Brock
- Manipulation
- Mediators
  - Objectification Norms (e.g., how harmful is staring at a woman's body)
  - Power over women (e.g. I love it when men are in charge of women)
  - Heterosexual self-presentation (e.g., I would be furious if someone thought I was gay)
- Outcomes

## Study 3:Method

- Participants: 370 men from Brock
- Manipulation
- Mediators
- Outcomes
  - Willingness to exploit women (e.g., It's reasonable for a man to make a woman think that he's interested in a long-term relationship to obtain sex from her)
  - Rape myth acceptance (e.g., Any healthy woman can successfully resist rape if she really wants to)
  - Likelihood to sexually harass (e.g. If the actress wants the job she will have to demonstrate her sex appeal to me in a personal way)



# Study 3: Dream Results



# Final Points

- Ad Content Analysis:
  - Women still idealized, sexualized, young, passive
  - Men still career-oriented, older, assertive
  - Equally likely to be parent, doing something leisurely, playing a sport
- Experimental Manipulation of Ad Exposure:
  - Makes some women less self-efficacious
  - Makes men less willing to hire women
- Manipulation of Media Immersivity:
  - People moving away from traditional media
  - Importance of examining new, interactive, immersive media

## Future Directions

- Counterstereotypical gender portrayals
- Other social groups (e.g., racial, LGBT)
- Change in portrayals over time
- More research on newer media
  - Broader range of outcomes
  - Impact on female consumers
  - Impact of male stereotypes

Thank you!