

## Extra Credit – Week 9-1

### SEX, AGGRESSION, AND MUSIC VIDEOS: A CONTENT ANALYSIS

**Purpose:** This exercise is a partial replication of a study conducted by Rita Sommers-Flanagan, John Sommers-Flanagan, and Britta Davis (1993). It is designed to examine power relationships and gender roles in music videos.

**Instructions:** Research has begun to focus on the aggressive and sexual content in rock music videos. Whereas music videos do not contain the explicit sexuality that characterized pornography, many of the same harmful messages are contained in this medium.

For this project you will need to watch one hour of music videos on a station such as MTV, BET, or VH-1. Using the data sheet on the following page, analyze the videos according to the coding system outlined below. Indicate the number of occurrences represented by each category. For each category, code the sex of the actor and the sex of the recipient.

*Dominance:* Code the power relationships. Place a check under the appropriate column for each occurrence of men and women exercising power (actors) or being subservient (recipients).

*Implicit Aggression:* This category includes scenes suggestive of aggression or including pain and/or threat. The use of “before and after” scenes are commonly used to imply off-camera violence. A room might be shown in disarray or a victim of aggression might be shown crying or cowering.

*Explicit Aggression:* In contrast to off-camera aggression this category includes filmed acts such as slapping, pushing, etc., that are intended to harm another.

*Aggression with Sexuality:* This category includes aggression that is sexualized. Examples might include instances where a target of aggression responds in a sexual way or is seen to enjoy aggressive sex.

*Objectification:* Objectification usually involves focusing on body parts (e.g., stalking legs or undulating torsos) rather than the entire person. Head shots or shots of the upper body and the face would not be included.

*Implicit Sexuality:* This category excludes explicit sexual activity but includes acts such as licking of lips, suggestive dancing, stroking, etc.

*Explicit Sexuality:* This category includes explicit sexual touch (e.g., touching breasts or genitals) or simulated sexual activity.

## Music Videos Coding Sheet

Category	Male Actor	Female Actor	Male Recipient	Female Recipient
Dominance				
Implicit Aggression				
Explicit Aggression				
Aggression with Sexuality				
Objectification				
Implicit Sexuality				
Explicit Sexuality				
Totals				
Percentages				

After collecting your data, summarize your results by answering the questions on the next page.

