

Announcements

- Final exam
- Last In-class assignment
- Data collection assignments due next Thursday. Will discuss in class in small groups

Overview

- Video
- Small group discussion
- Lecture
 - Images of women and men in ads
 - Effects of media on men and women

Questions for Today

- 1. How are men and women represented in the media?
- 2. How do those representations affect men and women?

REPRESENTATION OF MEN AND WOMEN IN MEDIA

1. Women more likely to be in the home; men in work settings
2. Women are more often shown doing housework or taking care of kids
3. Men's and women's bodies are represented differently
4. Women of color underrepresented
5. Lower social class women also underrepresented

**RACIAL AND GENDER BIAS IN MAGAZINE ADS
PLOUS & NEPTUNE, 1997**

- Analyzed 1800 ads from fashion magazines aimed at white women, black women, or white men - from 1985 -1994
- Body exposure: Women 4 times more likely than men to have exposed bodies
- Body posture: White women most likely to be portrayed in low-status body positions
- Gender and minority representation: Models same gender and race as the magazine audience; virtually no interracial couples
- Clothing: Women more likely than men to be in sexual attire; Black women more likely to be in animal prints

**ANALYSIS OF MAGAZINE ADS
Last year's in class assignment**

- Selected all ads from each of 6 magazines that had at least one person (Jan/Feb 2004 issues)
 - Better Homes and Gardens, Woman's Day, Essence
 - GQ, Men's Journal, Esquire
- Some of our findings:
 - Men 3 times more likely to be in work settings
 - Women 8 times more likely to be doing housework
 - Women twice as likely to be with kids
 - Women twice as likely to have low status body posture and exposed bodies
 - Women 5 times as likely to be in sexy clothing
 - Very few overweight, lower class people
 - One interracial couple

RESEARCH ON EFFECTS OF MEDIA	
<u>Type of media</u>	<u>Effect of media</u>
Thin models	Body dissatisfaction
Violence against women	Disempowerment Less sympathy for rape victims
Misogynistic rap music	Showing women violent film
Sexist ads	Less sympathy for rape victims

RUDMAN AND BORGIDA (1995)

80 male Intro Psych students (U of MN)

1. Watched sexist or neutral ads
2. Computer task
3. Interviewed female confederate

Men who saw sexist ads:


1. Asked female more sexist questions
2. Recalled more about appearance and less about qualifications
3. Recalled less biographical information
4. Behaved in a more sexual way
5. Judged her as more friendly but less competent; more likely to want to hire her

LAVINE ET AL. (1999)

- Used same ads
- Hypothesis: ads would make men and women feel more dissatisfied with their bodies
- 51 male and 57 female Intro Psych students

Men and women who saw sexist ads:

1. Women rated bodies bigger; men smaller
2. Both rated themselves as more discrepant from the ideal
3. Feminists disliked ads but were affected by them in same ways



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