CONTENT ANALYSIS OF ADVERTISEMENTS
IN TEEN MAGAZINES

by

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ABSTRACT

This content analysis of advertisements in teen magazines examines the messages regarding physical appearance being sent to teenage girls. This current study isolates the advertisement appeals using Jib Fowle’s Emotional Appeals in Advertising. In addition, models’ characteristics such as eye color, hair color, appearance, clothing, race, and body type (using Devendra Singh’s Waist-to-Hip Ratio) are studied. Results indicate that there are predominantly more beauty and fashion products advertised in teen magazines than other products. In addition, there are predominantly more Caucasian models presented than other races. Further, the models’ bodies were found to be either considered “average” or “below average” based on the Singh ratio. Unexpected results included that the models’ clothing tended to be more neutral rather than skimpy and sexy. Also the majority of the models did not have blond hair and blue eyes as found in previous studies.
Chapter 1

INTRODUCTION

While looking through the May 8, 2000 edition of Newsweek this quote by a 16-year-old girl caught my eye. “I took this picture [out of the magazine] because it shows the stick-thin and perfect bodies in the magazines that teens read. I think this is part of where the pressure to have the perfect body comes from. I was thinking about a girl I knew that had an eating disorder. I think they should put a few more ‘realistic’ bodies in the magazines to show teens that not everyone is skinny.”

Coming of age is said to be a time when one door closes in life and another opens. Uncertainty and feelings of self-doubt often consume adolescents as they go through physical, emotional and psychological growth. As cited in Freedman (1984), according to Peterson, a child development scholar, early adolescence marks the highest degree of anxiety and greatest dissatisfaction over body image. Further, as these feelings arise, confidence levels plummet. Thus, strategies for fitting in and improving physical attractiveness become important to adolescents when dramatic changes occur and contribute to self-consciousness and loss of confidence (Duke & Kreshel, 1998). In turn, teenagers are more vulnerable and susceptible to peer pressure and experimentation.
As children enter adolescence, they become less involved in the family environment and more capable of creating their own environments by seeking out experiences that correspond to their particular interests and preferences (Arnett, Larson & Offer, 1995). Research confirms that time spent with parents declines dramatically, while the amount of time with friends and being alone increases (Larson & Richards, 1994). During adolescence, some teens feel uncomfortable asking for advice or talking about certain issues with adults; consequently, they go to friends or the mass media for advice (Perse, 2001).

The uses and gratification approach to media research is suggested by Arnett, Larson, and Offer (1995) as the most appropriate for studying adolescents’ media usage. This approach discusses how people differ in numerous ways that lead them to make different choices about which media to consume; and that even people consuming the same medium will respond to it in a variety of ways, depending on their individual characteristics. Thus, adolescents choose media according to their personalities and needs as part of self-socialization (Arnett, Larson, & Offer, 1995).

White adolescent girls are the most avid consumers of magazines, with three fourths of those between the ages of 12 and 14 reading at least one magazine on a regular basis (Klein, 1993). Magazines are a convenient form of the mass media where teens can find advice on many issues such as friendships, health concerns, family problems, and attracting the opposite sex. Regarding attractiveness, the magazines put a heavy emphasis on physical appearance. For example, sections such as YM's “Beauty Beat” discuss how to apply self tanner to become more physically appealing. Teen's “Your
Looks” reveal Britney Spears’ beauty secret of applying lipstick for a million-dollar mouth; and Seventeen's “The Buzz” shares what the necessary “up-to the minute beauty must-haves” are for the season.

From looking through YM, Teen, and Seventeen magazines, I saw a paradox. Although there were articles dealing with conquering eating disorders, positive body images, and a stress on independence and uniqueness, I clearly noticed that most of the models in the advertisements were slender and beautiful. From this observation, I interpreted the main message of the advertisements to be that in today’s society acceptance depends upon being thin and pretty.

An argument might be that teen magazines are valuable learning tools for some teenagers who otherwise may not have nurturing adults and outside sources to seek advice from on the topics listed above. While this may be true, it presents a problem. If magazines are the predominant source of information for many teenagers, then they will see the written copy and visual images to be the truth. Thus, if all they see in magazines are slender and beautiful models, they will internalize these factors to mean that this is the way they must look.

In some cases, teenagers see themselves as meeting the popularity challenge, either by purchasing the cosmetics and clothing advertised, or by following the directions for applying beauty products. However, there are other times when imitating what they see can be a deterrent to their health and well being.

For example, an average teenager may become self conscious with her weight and physical appearance if she believes she does not look like the way the model does. She
may think that to attract the opposite sex, she must look like this model. If not, she
assumes, why would this advertisement and model be in this magazine? Thus, she may
become determined to lose weight even if she is considered to be at a normal and healthy
weight for her age and height. In extreme situations, eating disorders such as anorexia
and bulimia may develop in females who become obsessed with losing weight (Harrison
& Cantor, 1997).

By examining the content of advertisements in teen magazines, the main objective
of my research is to explore the implicit and explicit messages being sent to readers
regarding physical appearance. Research questions proposed are:

- **What are the predominant appeals that are being sent through the advertisements?**

- **What image are fashion and beauty models presenting to today's teenagers?**
  *(in terms of their clothing and appearance)*

- **What is the primary race of models?**

- **Are models still depicting the stereotyped “blond hair and blue eyes?”**

- **What body type do models emphasize?**

Researchers perform content analysis in order to identify and describe what exists
in message systems. They isolate the information that can be used in effects studies.
This current study will isolate the advertisement appeals as well as the models’
characteristics such as eye color, hair color, appearance, clothing, race, and body type.
By isolating these variables, this study will contribute information about the messages
advertisements are sending out to female teenagers today regarding physical appearances
and attractiveness.
Chapter 2

LITERATURE REVIEW

*Is beauty really in the “eye of the beholder”?:
Effects of fashion models on young women*

It is important to investigate the content of teen magazine advertisements because of studies demonstrating their potentially harmful effects. According to Peter Zollo (1999), magazines are an intimate part of growing up for American girls because they rely on magazines to learn about trends and answer questions about boys, friends, fashion and beauty.

Teen magazines are thought to contribute to the socialization of girls into traditional appearance-based standards of femininity (Pierce, 1993). Pierce suggests that teens are not yet secure in their social realities because they are still learning about the ways of the world; this makes them vulnerable to the messages that the media are sending.

Girls learn early in life that beauty is a basic dimension of femininity. According to Freedman (1984), cultivation of attractiveness becomes a major task for adolescent females. She suggests that advertisements are designed to convince a girl that she must make-up and make-over to look acceptable. Further, these advertisements promise to transform girls into something special but eventually undermine their self-confidence and
contribute to negative body images. Moreover, since appearance has been considered to be an essential aspect of femininity, girls often strive to control their appearances in order to please others and to validate their sense of self worth.

In general, body images are formed to a degree as a function of the culturally defined images of desirable bodily appearances for men and women (Usmiani & Daniluk, 1997). According to Rosenbaum (Sugar, 1979) the human body is experienced as a reflection of the self; often devalued and denigrated, seen as a source of conflict, shame and inadequacy, as well as pride and pleasure. In addition, Davies and Furnham (Sugar, 1979) found that in relation to one's perception of one's own body image, self-esteem, self confidence, and level of anxiety tend to fluctuate more in women than in men.

Using Schilder's (Sugar, 1979) definition of body image as "the picture of our own body which we form in our mind," Rosenbaum added that it is a "plastic, constantly changing concept, continuously modified by bodily growth, trauma, or decline, and significantly influenced by the ever-changing interaction with the social environment" (63). Rosenbaum defines "trauma" to mean when a woman compares herself to the socially "ideal" body. Further, to confront, accept and integrate one's bodily imperfections and flaws is a major task in the formation of a realistic and positive body image (Sugar, 1979).

When Rosenbaum asked young girls what they did not like about themselves; she found the major concern to be related to weight. In addition, many teens disliked their complexions and facial parts, and wanted their body size smaller (excluding breasts). When asked what girls wanted, they claimed they wished for blonde hair and blue eyes, a
clearer complexion and less weight. Rosenbaum interpreted these statements as stemming from the cultural preoccupation with society's stereotyped ideal female, which is portrayed through women's magazines where girls go for advice (Sugar, 1979). Thus, Rosenbaum concluded that "acute awareness of inevitable discrepancies between one's own body and the ideal, has ramifications on body image, self-esteem, level of anxiety, realistic self-perception and self-acceptance" (77).

Are teenaged girls actually benefiting from "beauty" magazines, or do the advertisements and beautiful models within them do more harm than good? This question has been discussed numerous times; and it is believed that "uniformly thin and beautiful models in ads create unhappiness with young women’s bodies; and that their confidence is undermined causing them to indulge in unhealthy eating practices" (Freedman 1984, Striegel-Moore, Silberstein, Rodin 1986).

Tan (1977) suggested that beauty advertisements produce short-term effects, and that exposure of adolescent females to such ads may cultivate greater estimates of the importance of sex appeal and beauty than exposure to neutral ads. More recently, Martin and Kennedy (1993) have shown that young women tend to raise their own comparison levels for physical attractiveness when exposed to advertisements with highly attractive models. Further, Richen (1991) suggest that these idealized images encourage girls' preoccupation with their looks and often induce dissatisfaction with one's own attractiveness.

Myers and Biocca (1992) claim that body image messages produce cumulative effects about thinness on young women; as a result, each message is "one strike on a
chisel sculpting the ideal body” (111) inside a young women’s mind. Further, they suggest that young women’s images of their own bodies are “elastic” and are responsive to media cues. The notion of an “elastic body image” describes how the actual body size is in conflict with the ideal body image as interpreted from the media and the unstable self-perceived body image.

In their study, Myers and Biocca found that subjects’ body images fluctuated after brief exposures to television advertisements. This suggests that television messages fixated on the representation of the ideal female body led the subjects to think about their own bodies and caused disturbances in their own body image beliefs.

In a more recent study, Crouch and Degelman (1998) found that when girls exposed themselves to advertisements with attractive models they rated themselves less attractive than girls that viewed overweight models. Further, research done by Rabek-Wagener, Eickhoff-Shemek, and Kelly-Vance (1998) determined that it is possible for fashion advertising to enhance undergraduate college students’ negative attitudes and behaviors regarding their own body image.

A study by Franzoi (1995) suggests that there is a cultural fixation on female bodies as objects. This results in a standard feminine ideal that is not only salient but virtually impossible to attain. Thus, female teens’ judgments about their own bodies are more likely to be negatively impacted by this feminine ideal. This trend of contemporary research supports the idea that female teens are likely to be influenced and affected by images in magazine advertisements.
Looking between the lines: Content analysis of magazine messages

There has been a gradual cultural evolution toward a slimmer “ideal” female body shape beginning in the 70’s (Garner, Garfinkel, Schwartz & Thompson, 1980). Guillen and Barr (1994) focused their research on the nutrition and fitness messages that were presented in adolescent women’s magazines between 1970 and 1990, and observed if the messages changed over the time period. In addition, they looked at what body shape was portrayed as “desirable,” and whether this “ideal” changed over the time period as well.

Their findings reported that the advertisements in the area of nutrition and fitness appeared to reinforce the emphasis on appearance, which was provided in the written context of the articles. Nutrition coverage did not change significantly over time, however fitness coverage did increase.

Guillen and Barr (1994) concluded that the models pictured in the advertisements reflected the emphasis on thinness implying this was the ideal image. Their data indicated that models in teen magazines appeared less curvaceous, more tubular, taller, and lighter, indicating a trend towards more androgynous bodies. Further, there was a decline in the hip-to-waist ratio over time.

Evans, Rutberg, Sather and Turner (1991) studied the content patterns of three teen magazines focusing on their explicit and implicit messages. They concluded that the advertisement content patterns predominantly emphasized beauty care products and fashion clothing. According to the researchers, “Articles and advertisements mutually reinforce an underlying value that the road to happiness is attracting males for successful heterosexual life by way of physical beautification” (110). Another conclusion was the
bias for slim, white females, often with blond hair and blue eyes as the predominant models for the magazine advertisements.

Andersen and DiDomenico (1990) found that magazines read most frequently by young females contained many more diet articles and advertisements compared to those read by males in the same age range of 18-24. The ratio of diet articles in popular magazines correlates almost exactly with the documented ratio of females to males having eating disorders, both in the general population and in referrals to major treatment centers.

The researchers claim that media advertising and the content of articles are a major source for persuading women to be concerned with their weight; and that instead of simply reflecting the weight and shape ideals of our society, popular media may be imposing gender-related norms.

Silverstein, Perdue, Peterson, and Kelly (1986) suggest that women receive more messages from the media to be slim and stay in shape than do men. After analyzing models' bodies in magazine advertisements, they found that bust-to-hip ratios were lower than in previous years. This provided support for their notion that the standard of bodily attractiveness for women as portrayed through magazines is unrealistic; and further, they suggest that images within the magazines may lead to eating disorders.

In addition to this research, Harrison and Cantor (1997) found a relationship between thinness-depicting and thinness-promoting (TDP) media and disordered-eating symptomatology—a drive for thinness, body dissatisfaction, and ineffectiveness. They
concluded that “exposure to TDP media (particularly magazines) appears to be associated with a subsequent increase in eating disorder symptomatology” (40).

**Bandura’s social cognitive theory**

The effects discussed in these previous studies can be interpreted through Bandura’s social cognitive theory. This theory provides an explanation for how adolescent females model what they see as the ideal image from the mass media. Social learning occurs by observing—either unintentionally or intentionally—the behavior by others. Yet, much information about values and behaviors is gained symbolically through verbal and pictorial means—the mass media (Bandura, 1994). Thus, the more people’s images of reality depend on the media’s symbolic environment, the greater its social impact will be (Ball-Rokeach & DeFleur, 1976).

According to social cognitive theory, as teenagers observe the thin and beautiful models in the advertisements, they will cognitively retain this information as symbolic conceptions into their memory. When these symbolic conceptions are cued, they are modified and translated into appropriate actions for behavior. People do not perform everything they learn; so, for a behavior to actually occur there must be a motivation.

People are more motivated if a positive result is an outcome rather than something that is not rewarded or punished. According to this theory, incentives are enticements to perform modeled behaviors for the outcome of seeking a reward or social acceptance. Further, they are more motivated by the successes of others who are similar to
themselves, but are discouraged by actions that they have seen result in negative consequences (Bandura, 1994).

In relation to teenage girls, this theory suggests that they may be motivated to lose weight and change their appearances in order to be liked and accepted by peers if they see models with thin body types being rewarded and appear satisfied and happy.

**Behind the ad: Psychology of Advertising**

When consumers say they “need” a product, marketers define this “need” as a perceived lack. From this feeling that something is missing, consumers move through a series of stages based on the Motivation Model by Sak Onkvisit and John J. Shaw (1994). First the need is recognized, causing a person to generate a drive—a force that makes a person respond to a need. Between the drive and motive phase, a person will seek out knowledge about what the appropriate action is that he or she should take. This leads to the development of the relevant motive—a reason for carrying out a particular behavior.

During the “learning phase,” a person will develop expectations of what will happen as a result of acting upon specific motives. Thus, a goal is established. Lastly, a pattern of action called “motivated behavior” is selected in order to achieve the goal (Blythe, 1997). According to Bandura, people “pursue activities” or in relation to consumer behavior purchase products, “they find self-satisfying and give them a sense of worth but reject those they personally disapprove” (69).

The objective of the marketer in this process is to generate a drive by making a person feel dissatisfied with his or her actual state. The marketers succeed by
encouraging consumers to meet their needs by creating “wants” or “specific satisfiers.”

From the marketer’s standpoint, if a drive is at a high level, the consumer is more willing to satisfy the need, and thus will be more persuaded by advertisements. If the drive is at a lower level, a consumer will need constant reminders about the product for a purchase to actually take place (Blythe, 1997).

Since each consumer is unique, it is hard for marketers to take standardized approaches. However, one common way is to segment the population into target groups of customers with similar needs. Author and consumer behavior researcher, Gordon Foxall said, “of all the personality concepts which have been applied to marketing, self-concept has probably provided the most consistent results and greatest promise of application to needs of business firms” (Blythe, 1997).

In addition, self-concept is mostly directed towards consumer behavior because we buy for “self” preservation. Further, marketers break down the self into the “ideal self” and the “looking glass self.” For example, when people purchase cosmetics or other products to improve their outward appearances, they are buying for the “looking glass self” (what other people see). However, if a person takes self-improvement courses or has cosmetic surgery, they are catering to their “ideal self” (what will make them feel good about themselves). Since self-concept is a learned construct, children regularly look to adults as their role models to imitate (Blythe, 1997).
Adolescents and the market

Advertisers have recognized that adolescents and children are prime marketing sectors. Youth today play an influential role in household purchases and consumption. Further, marketers realize that if they can attract children when they are young, the majority will remain loyal consumers for life (Gunter & Furnham, 1998).

According to a 1993 Yankelovich Partners Youth Monitor survey, children are not as brand loyal as adults and tend to make different brand choices; thus, they rely on advertising for information to help them make buying decisions. However, as children enter adolescence, their consumerism changes. They are more likely to be employed and have an income to make more purchases. Further, they begin to form brand loyalties that last into adulthood. Another study by the Yankelovich group for Seventeen magazine found that at least 30 percent of adult women were using the same brands they first chose as teenagers (Gunter & Furnham, 1998). This study strongly suggests that it is essential for marketers to continue enforcing their messages through advertisements.

Advertising's Fifteen Basic Appeals

Jib Fowles, researcher and educator in the study of advertising, claims advertisers can succeed at capturing attention and affecting behaviors by attacking consumers’ hidden desires. Thus, advertisers communicate to a consumer through emotional appeals (Fowles, 1982). His fifteen appeals are refinements to an original list by psychologist Henry A. Murray, who laid the groundwork for subsequent research in the advertising
field. Murray used Abraham Maslow’s four-part hierarchy of needs as a basis for developing a more profound and relevant list of appeals (Fowles, 1982).

The basis of Maslow’s Hierarchy states that lower order needs must be met before higher order needs are addressed by an individual. The first level accounts for the basic physiological needs, what we need in order to survive such as food, water and air. Once these are fulfilled, we move onto safety needs, which deal with establishing stability into our lives. When we find security from within our family and friends, we move onto the need for love. This is the desire to be accepted by others, to be loved and to belong to groups.

Similar to love and the idea of belonging, is the need for esteem. We desire the attention and admiration of others as well as strive for high self-esteem and self-confidence in ourselves. The highest level is self-actualization, the desire to do what one wants to do and become all that one can be. Thus, this is the most difficult level to achieve and consequently is an on-going process for the majority of people. (Blythe 1997). Murray started with these needs and expanded upon them to form his list of emotional appeals.

Few advertisements have the emotional appeals in the text, but rather they are formed through the artwork. Due to this, most advertisements are considered to have two components: the appeal targeting the inner drives and desires of the consumer, and the second that gives information about the product. Fowles claims emotional appeals in advertisements do work; “attention is caught, communication occurs between producers and consumers, and sales result” (289).
Present study

These previous studies on the effects of advertisements as well as previous research on adolescent females provide a background for this present study that focuses on the messages being sent to teenage females through the advertisements. This study isolates the variables of the advertisements’ emotional appeals, the models’ races, body types, eye and hair colors, appearances, and clothing. The outcomes of this study can possibly be used for future studies related to the effects of advertisements on teenage girls.

Hypotheses

Based on the previous research, the following hypotheses guided the present study of teenage girls’ magazines:

H1: There will be a higher percentage of clothing and beauty products advertised than other products.

H2: There will be a higher percentage of girls with a thin body type than are found in the general population.

H3: In the majority of the advertisements, clothing will appear skimpy/sexy.

H4: There will be a higher percentage of Caucasian models, portraying an unequal representation of the real population.

H5: Most of the models will have blonde hair and blue eyes, an inaccurate representation of the general population’s appearance.

H6: In regard to appeals these will be shown to predominate: a need for affiliation, a need for guidance, a need for attention and a need for autonomy.
Chapter 3

METHODOLOGY

Sample

The top three magazines according to the TRU Teenage Marketing Lifestyle Study by Peter Zollo (1998) were chosen for the study: YM, Teen, and Seventeen. When I began planning my research, I had intended to include six year 2000 issues (May, June, July, August, September and October) of each magazine in the sample. However, this number of back issues was not readily available from the publishing companies. In addition, after coding the advertisements commenced, I realized that six issues could not be thoroughly coded within the time constraints. Therefore, the sample size was narrowed to four issues (May, July, September and October) of each magazine.

Measures

An advertisement had to meet certain requirements in order for it to be coded. First, the size had to be more than a quarter of a page to be considered for the sample. Second, the advertisement had to be either for a product or promotional event sponsored by a company or the magazine itself. The small black and white advertisements found at the end of magazines were not coded. Fashion pages that were part of the content of the
magazine were not considered advertisements; therefore, they were not coded (although many times the clothing company and price were alongside the model).

The recording instrument used for the study is in Appendix A along with the coding sheets in Appendix B. The advertisements were coded for the magazine they appeared in, the month they appeared, the size of the advertisement, the sponsoring company name, the number of times the advertisement appeared in the overall sample, the product type being advertised, the advertisement's gender makeup, and the advertisement's emotional appeals. The appeals used were taken from Jib Fowles' "15 Advertising Appeals." Listed below is a description of 14 of the 15 emotional appeals used for the present study. The descriptions are based on previous findings from general samples of advertisements; not from a sample like the present study. The 15th appeal, "need to dominate" was not used in the present study's sample due to the fact that its claim is thought to be more masculine and my assumption was that this would not regularly appear in a feminine magazine.

**15 Advertising Appeals**

The first appeal used is "the need for sex." Advertisements with this appeal usually have sexual innuendoes and titillating sexual imagery. However, this appeal is not used as much as other appeals because it is thought to be too blaring and could obliterate the product information.

The second appeal used is "the need for affiliation." This is the most prevalent appeal since it emphasizes the need to associate with each other. According to Henry
Murray, the need for affiliation consists of desires "to draw near and enjoyably cooperate or reciprocate with another; to please and win affection of another; to adhere and remain loyal to a friend" (Petracca & Sorapure, 1998).

Romance, friendship, and family affection are common themes within this need framework. For example, advertisements with a group of friends or a couple are emphasizing this need for affiliation. Advertisements can and do use this need in a negative way by invoking the fear of rejection. For example, people want to be accepted by friends, not be ostracized because of their body odor or bad breath. Thus, the dominant suggestion is “Buy product X and you will belong.”

The third appeal used is “the need to nurture.” This is the need to care for others, particularly children and animals. This need often targets parents, and advertisements typically show a small child looking up to the parent often with the product in hand. Murray uses words such as “to feed, help, support, console, protect, comfort, nurse, heal” to describe this appeal.

The fourth appeal used is “the need for guidance.” This need is opposite to “the need to nurture” and is rather the need to be protected, shielded and guided. Celebrities as spokespersons in the advertisements satisfy this need. Tradition and custom are used to invoke this need as well. For example, if the product itself has been around a long time, it constitutes tradition and consumers take guidance from it.

The fifth need used is “the need to feel safe.” This is the need to stave off threats to one’s own and his or her family’s well-being. People want to keep failure and
calamity out of their lives. Advertisers target this need by saying if a person buys this product, the purchaser will be safer than without it.

The sixth need used is “the need to aggress.” This need is the need to express violence, anger, or retaliation. Expressing this need is often difficult since the advertisement may come across as too blatant and may do more harm for the product’s image than good. Thus, this appeal is often disguised. Advertisers often depict people arguing playfully and lightheartedly to portray this appeal.

The seventh need used is “the need to achieve.” This is the need to strive in peoples’ lives and careers. Murray describes this need as “signaled by the desires to accomplish something difficult; to overcome obstacles and attain a high standard; to excel one’s self; to rival and surpass others.” Sports heroes, winning, and success are common attributes of this appeal. Often, advertisers use superlatives such as “the best” and “the finest” to make contact with this need. In addition, sales and bargains fall under this category.

The eighth need used is “the need for prominence.” This is the need to be admired and respected, and to enjoy prestige and high social status. For this appeal, the product is often situated in or near a symbol or place marking high position and prestige. The advertisers anticipate a direct transfer of the customers’ respect for the symbol or place to the product being offered for sale.

The ninth need used is “the need for attention.” This is the need to be looked at and to be seen as desirable by others. The appeal is predominately used by the fashion and cosmetic industries and targets specifically females.
The tenth need used is "the need for autonomy." This is the focus on the integrity and independence of the individual—breaking away from the crowd, parents, and authority. Like the need for affiliation, advertisers can use this appeal not only positively but negatively by invoking the loss of independence and self-regard.

The eleventh need used is "the need to escape." This is the desire to break away from the constraints, pressures, and social obligations of everyday life and seek freedom, rest, and adventure (preferably with the advertised product). Advertisers use this appeal because the sensation of pleasure often accompanies escape.

The twelfth need used is "the need for aesthetic sensations." Every advertisement has this component since the photography, type style, and layout are near-perfect. However, some advertisements strongly emphasize this appeal and make it the primary one. Certain advertisements expound upon this through the use of sensual elements such as using languid colors, the positioning of the product within the advertisement, the setting, and tones.

The thirteenth need used is "the need to satisfy curiosity." This appeal focuses on conveying information about the product. Typically, if advertisements are in a question-and-answer format, or give trivia information or information about contents of the product, or contain facts and figures, they are directed towards satisfying this need.

The last need used is "physiological needs." These relate to the need to sleep, eat, and drink; thus, when exploiting this need the advertisers choose to go no further than aim toward satisfying these basic biological needs.
To check the reliability of all measures used, a student from Professor Lambe’s communication course was chosen to code 106 of the 444 advertisements, approximately 25% of total sample. She coded the July Teen, October Seventeen, and September YM. Each coder’s data were entered into the SPSS computer program to obtain the frequencies and percentages used for the analysis of the research.

The two coders’ observations were combined into one data set; then the corresponding values were subtracted from each other. The percentages that equaled “0” were considered a perfect match for percent agreement. The percentage of perfect matches was used to determine the level of intercoder agreement. A minimum level of 75% was set as the standard for acceptable agreement levels. When this was initially done, there was a low percentage of perfect matches. To improve intercoder measures, the appeals were recoded as either appearing or not appearing. This replaced the original idea of having the two different levels of appearance (minor and major focus). Once this change was made, there was a slight improvement in intercoder agreement for the appeals.
Table 3.1 Intercoder Percent Agreement for Coding Sheet A

<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>PERCENT AGREEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement Size</td>
<td>89.6%*</td>
</tr>
<tr>
<td>Product Type</td>
<td>84.9%*</td>
</tr>
<tr>
<td>Gender Makeup</td>
<td>89.6%*</td>
</tr>
<tr>
<td>Need for sex</td>
<td>95.3%*</td>
</tr>
<tr>
<td>Need for affiliation</td>
<td>80.2%*</td>
</tr>
<tr>
<td>Need to nurture</td>
<td>93.4%*</td>
</tr>
<tr>
<td>Need for guidance</td>
<td>67.9%</td>
</tr>
<tr>
<td>Need to feel safe</td>
<td>90.6%*</td>
</tr>
<tr>
<td>Need to aggress</td>
<td>95.3%*</td>
</tr>
<tr>
<td>Need to achieve</td>
<td>72.6%</td>
</tr>
<tr>
<td>Need for prominence</td>
<td>90.6%*</td>
</tr>
<tr>
<td>Need for attention</td>
<td>74.5%*</td>
</tr>
<tr>
<td>Need for autonomy</td>
<td>66.0%</td>
</tr>
<tr>
<td>Need to escape</td>
<td>87.7%*</td>
</tr>
<tr>
<td>Need for aesthetic sensations</td>
<td>78.3%*</td>
</tr>
<tr>
<td>Need to satisfy curiosity</td>
<td>71.7%</td>
</tr>
<tr>
<td>Physiological needs</td>
<td>97.2%*</td>
</tr>
</tbody>
</table>

For a variable to be considered reliable, the percentage agreement had to be above 75% (noted with *).
Besides coding the advertisement for the appeals present, a separate coding sheet was completed for each model in the advertisements. To ensure intercoder reliability, the same student coded 115 out of 507 models, approximately 25%.

For a model to be coded, a significant part of his or her body or a strong focus on his or her face, had to be in the advertisement. If these requirements were fulfilled, the model was coded for chronological age, social age, gender, race, extent of clothing, hair and eye color, attractiveness, and body type.

**Model Variables**

**Body type**

Devendra Singh’s Waist-To-Hip (WHR) Ratio was used to indicate the body type of the models (See Appendix C). For her study, Singh showed college age men 12 drawings of female figures representing the various levels of body weight: below average weight, average weight, and above average weight; as well as four levels of WHR for each body weight. The figures were drawn to represent a woman who was five feet and five inches tall. The “average weight” figure was drawn to represent a normal weight for this height of 120 pounds. The “underweight” figure was drawn to represent 90 pounds and the “above average” figure was drawn to represent a 150 pound woman.

The subjects were asked to rate the figures in order of most attractive to least attractive. Singh found that men found female figures with low WHR more attractive than figures with high WHR.
Several issues were encountered while working with this index. Since it only shows a female body, only the women models were coded using this scale. Men were classified as “other” on the coding sheet. In addition, since the figures were only drawings, it was difficult to put every single model perfectly into one of the categories. For example, not every model that could have fit into the “below average” category had spindly arms like the pictures show. However, they had slender hips and waists like those shown in the drawings, and thus were put into the “below average” category. Another problem encountered while working with the index was that these drawings did not show muscular females. Thus, they too had to be coded as “other.”

While coding, I encountered cartoons of females. It is interesting to note that these cartoon girls had tiny waists and skinny limbs. Thus, I felt it was important to code for their bodies. However, they were coded as “other” for gender to take into effect that they were cartoons.

To improve intercoder measures for the body type variable category, only the females were considered for the percent agreement due to the fact that male bodies did not fit into the Singh Waist-to-Hip Ratio levels. Even with this adjustment, the level of agreement between coders was not acceptable.

**Physical attractiveness**

For physical attractiveness, super models and celebrities already accepted in today’s society as being extremely attractive were coded as “very attractive, above average appeal (stunning, gorgeous; strong focus on looks).” Models who were not
considered super models or celebrities and were in advertisements that featured their facial appearances (ie: wearing makeup to enhance their looks) were coded as "attractive, appealing."

To improve intercoder percent agreement, "attractive, appealing" and "very attractive, above average appeal" were collapsed into one category named "attractive and appealing."

**Model's clothing**

For this variable, if models wore form fitting-clothing, showed skin, wore short skirts, etc., they were coded either "somewhat skimpy/sexy" or "extremely skimpy/sexy" (depending on the extent of the skiminess/sexiness). If clothing was neutral, it was coded as "neutral (not sexy)." There were instances when models were nude and were coded as such. If coders could not decipher the type of clothing worn (ie: only a face is being shown in the advertisement) it was coded as "cannot code."

As in the physical attractiveness variable, categories were collapsed to improve intercoder percent agreement. "Somewhat skimpy/sexy" and "extremely skimpy/sexy" were collapsed into one category of "skimpy and sexy."

**Model's hair color**

For this variable, models were placed into "blond," "brown," "black," "red," and "other" categories. Since there were discrepancies between what could be considered "blond" versus "dirty blond" versus "brown"; and "brown" versus "dark brown" versus
“black”; the categories were collapsed into “blond” and “all else.” Thus, this improved
the percent of intercoder agreement.

**Model’s eye color**

For this variable, models were placed into “blue,” “brown,” “green,” “hazel,” and
“other,” based on their eye color. Since discrepancies were found between darker colors
(hazel versus brown and green) the categories were collapsed into “blue,” and “all else,”
in the attempt to improve the percent agreement.
### Table 3.2 Intercoder Percent Agreement for Coding Sheet B

<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>PERCENT AGREEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Age</td>
<td>80%*</td>
</tr>
<tr>
<td>Gender</td>
<td>92.2%*</td>
</tr>
<tr>
<td>Race</td>
<td>88%*</td>
</tr>
<tr>
<td>Body type</td>
<td>55.4%</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>87%*</td>
</tr>
<tr>
<td>Skimpiness of Clothing</td>
<td>76.5%*</td>
</tr>
<tr>
<td>Hair Color</td>
<td>81.7%*</td>
</tr>
<tr>
<td>Eye Color</td>
<td>74.8%*</td>
</tr>
</tbody>
</table>

For a variable to be considered reliable, the percentage agreement had to be above 75% (noted with * ).
Chapter 4

RESULTS

The total sample included 444 advertisements, which were predominantly full-sized pages. In relation to attractiveness, the results indicate that 82.1% of the models were considered attractive and appealing. For the age variable, 61.5% of the models fell between the ages of 13-19, while 35.1% of the models fell between the ages of 20-35. In addition, 74% of the models were female while 26% of the models were male. Since this magazine is directed towards teenage females, it is natural for the majority of the models to be female and within the age grouping of the readers.

Product Variable

H1: There will be a higher percentage of clothing and beauty products advertised than other products.

The data support this hypothesis. 33.3% of the total advertisements were for clothing, shoes, and accessories. 35.1% of the advertisements were for personal products (19.8% were for appearance such as makeup, and 15.3% of the advertisements were for hygiene such as soap and acne medications). These frequencies confirm that 69% of the
Advertisements were for clothing and beauty products, which demonstrates their emphasis on appearance.

**Body Type Variable**

*H2: There will be a higher percentage of girls with a thin body type than are in the general population.*

This hypothesis was not supported because of problems with intercoder reliability. Therefore, the results for this variable can not determine exactly which body type predominates in today's society for teenagers. It could not be determined whether the majority of the bodies were either below average or average. However, it is noteworthy that coders both agreed that the majority of the models' bodies were one of these two levels, and none had above average body sizes.

**Clothing Variable**

*H3: In the majority of the advertisements, clothing will appear skimpy/sexy.*

This hypothesis was not supported. Neutral clothing was more prevalent than sexy and skimpy attire. 55.8% of the models wore neutral apparel while 31.4% wore sexy and skimpy apparel. 1.4% of the models were nude and for 11.4% of the models, their clothing was not able to be determined (ie: only saw their face or part of their body).

These results did not correspond with the initial prediction. Although there was a significant number of advertisements showing sexy and skimpy attire, these results suggest that the advertisers are moving towards a new trend of showing subtler and less revealing apparel.
Race Variable

H4: There will be a higher percentage of Caucasian models, portraying an unequal representation of the real population.

The data supported this hypothesis. 77.1% of the models were Caucasian, while 17.4% were African American, 2.8% were Asian, 1.4% were Hispanic, and 1.2% were of other races. What is suggested by this unequal representation of minority models is that the reviewed magazines are being targeted predominately to white teenagers, which may indicate that “whiteness” is still the standard of beauty.

It is interesting to note that the 2000 United States census numbers indicate that Caucasians represent 77.4% of the population; African Americans represent 11.4% of the total population; Hispanics represent 11% of the total population; and Asians represent 3.7% of the total population. Therefore, this study’s sample is more representative of the population than I would have predicted based on the previous literature.

Hair and Eye Color Variables

H5: Most of the models will have blond hair and blue eyes, an inaccurate representation of the general population’s appearance.

The hypothesis was not supported. Only 23.9% of the models had blond hair as opposed to 70% of the models with hair of other colors. Based on previous studies suggesting that blond hair was the predominant image in advertisements, this result indicates that there is a new trend of shifting toward more brown and darker hair colored models.
Further, only 23.3% of the models had blue eyes as opposed to 55.8% of the models with other eye colors. Similar to the hair color results, these findings indicate that society is moving away from the “blond hair and blue eyed” model stereotype as found in previous studies. This can be seen as a new trend to break these preconceived notions that beauty is “blond and blue eyed.”

**Dominating Appeals**

*H6: In regard to appeals these will be shown to predominate: a need for affiliation, a need for guidance, a need for attention and a need for autonomy.*

This hypothesis was not supported, again because of difficulties with intercoder reliability. Only the need for affiliation reached an acceptable level, with 80.2% intercoder percent agreement. However, the other three variables are not at acceptable percent agreement levels: 67.9% for guidance, 74.5% for attention, 66.0% for autonomy. Therefore, this hypothesis cannot be adequately tested.
Chapter 5

CONCLUSION

The intent of this content analysis was to examine the implicit and explicit messages in teen magazines. Results of this study indicate that the majority of advertisements are for beauty products and for apparel. As in previous research, this study suggests that society continues to place an emphasis on appearances for teenage girls.

Although many advertisers are beginning to depict more minorities, results conclude that minorities are still not represented equally to Caucasians. This unequal representation of minority models suggests that the magazines are being targeted predominately to white teenagers, particularly the beauty advertisements. In fact, a study by Duke (2000) found that African American girls were uninterested in teen magazines’ beauty images because they conflicted with their own standards of attractiveness. Further, these teens believed the magazines featured makeup and hair care products that were targeted to Caucasian teenagers.

The findings concerning hair and eye color, however, were surprising. Although the hypothesis was not supported, perhaps it is for the better. The results indicate that
society is moving away from the previously thought ideal image of beauty being “blond hair and blue eyed.”

Another surprising conclusion was in regards to the clothing variable. The hypothesis that there would be more skimpy and sexy clothing was not supported. This could be explained from the discussion in Petracca and Sorapure (1998) about the “need for sex” and how this appeal is so little used anymore since the message is too strong and overpowering. Perhaps advertisers are steering away from depicting models in sexy and skimpy clothing since these magazines are targeted at younger readers. Although there was a significant number of advertisements showing sexy and skimpy attire, the results suggest that the advertisers are moving towards a new trend of showing subtler and less revealing apparel.

**Limitations**

Before the study began, the initial presumption was that the dominating appeals would be “a need for affiliation,” “a need for guidance”, a “need for attention” and “a need for autonomy.” This assumption was based on Jib Fowles research about the advertising appeals as well as the discussion in Petracca, & Sorapure (1998) about the most commonly used appeals by the advertising industry.

Petracca and Sorapure claim the clothing and cosmetic industries exist just to serve the “need for attention” and I thought this would be the predominating appeal in the magazines: especially since over half of the advertisements were for beauty products and apparel. However, the intercoder percent agreement for this appeal was not very strong.
Moreover, the other appeals also had weak agreements, except the need for affiliation. Perhaps this appeal was the strongest since it is more obvious than other appeals. For this appeal to occur, often more than one model is in the advertisement invoking a sense of companionship and belonging.

A possible reason why the percent agreements were not very strong for the hypothesized appeals is that some advertisements’ messages may not have been as blatant as others may have been in relation to the appeals. Another reason may be that the coders may have relied on their own subjective interpretations of the advertisements or interpreted the messages and appeals differently.

Subjectivity could have also accounted for the inconclusive results regarding body type. Even though a solid operational definition was established for evaluating the models’ body types by using the Singh’s Waist-To-Hip Ratio pictures, personal interpretation of what the individual coders were seeing may have compromised the results. In addition, the pictures may be somewhat outdated and further, does not take today’s emphasis on muscularity into account.

It is interesting that the majority of the models’ bodies were between below average and average, and none had above average body sizes. In short, while the hypothesis as worded remains unsupported, the results are not incongruent with the overall predictions of this study.

Another example of how the coders’ personal interpretations could have entered into the study is with the “extent of attractiveness” variable. Before the collapsing of the variables, perhaps initial discrepancies occurred due to the fact that the coders considered
the levels of attractiveness differently. For example, I coded supermodels and celebrities known for their attractiveness at the highest level while other appealing models were coded at the next to highest level. The other coder may not have used this system to code for the attractiveness level. In the future, it will be necessary to inform the coders of the varying levels of attractiveness and establish a uniform system to eliminate this problem.

Thus, it is entirely likely that the study was compromised by weak intercoder reliability. More standardized training of each coder regarding operational definitions and terminology would yield more quantifiable support for some of the hypotheses.

**Suggestions for future research**

Consistent with previous research discussing the media effects and messages being sent to teenagers, the results of this study indicate that teenagers continue to be bombarded with appearance-based messages and images of thin and attractive models. The main focus of the present research was to identify variables in fashion models' appearance as well as the emotional appeals in the advertisements that may have an impact on teenage females. Two of the six hypotheses were supported and there is at least a theoretical explanation as to why some of the hypotheses did not test positively.

Suggestions for further research may be found within the areas where the hypotheses were supported, and other inquiries may build upon the hypotheses that did not result in being supported. For example, based on this study's preliminary findings, future researchers might consider taking a closer look at advertisement models' hair and
eye colors to see if there is, in fact, a shift in focus to darker colors, which would be consistent with compatible shifts in the population.

A future study with tighter controls on preparation of coders and larger sample sizes can be conducted to further establish the two hypotheses that were found to be statistically significant (i.e., there was a higher percentage of clothing and beauty products, and there were a higher percentage of Caucasian models). Further, it would be interesting to study the appeals in what the actual advertisers deem to be their most successful advertisements and then look at the effects these advertisements have on teenagers.
WORKS CITED


APPENDIX A: RECORDING INSTRUMENT

Instrument A: The Advertisement

Advertisements will be counted for the number of times that they appear within the overall sample. However, each individual advertisement will be coded only one time.

1. Issue
   1=Teen
   2=Seventeen
   3=YM

2. Date (month, day, year)

3. Size of the advertisement
   1=full page
   2=half page
   3=quarter page
   4=other

4. Company name advertising product
   (fill in)

5. Number of times in overall sample

6. Product Type
   00=cannot code
   01=clothing, apparel
   02=shoes, sneakers
   03=accessories,(belts, bags, wallets, jewelry)
   04=electronic devices, non-entertainment
   05=electronic devices, entertainment (toys, games)
   06=automobiles
   07=other transportation
   08=travel
   09=personal products—appearance (make-up, perfume, cologne, styling tools, hair growth, toupees etc. and accessories)
   10=personal products—hygiene (acne medication, shampoo, soap, deodorant, lotion, etc.)
   11=personal products—health (other medications—vitamins, aspirin, yeast infection, athlete’s foot etc.)
   12=sports and activity-related games/toys
   13=other games/toys (non-electronic)
   14=laundry, household products (cleaning, TP, etc.)
   15=fast food/fast food restaurants (burgers, pizza, tacos)
16=other restaurants (sit down meal, w/waitperson)
17=healthy food (foods with inherent nutritional value and few negative qualities; fruit, vegetables, whole grain cereals, white meats, fish)
18=sweet junk food (candies, gum, cookies, cakes, sweet cereals etc.)
19=non-sweet junk food (snack foods, chips, etc. classified as “junk” because of fat or salt content)
20=other food (foods that are neutral in terms of health; healthy in moderation)
21=healthy beverages (milk, juice, etc.)
22=sweet (junk) beverages (cool-aid, soda, etc.)
23=coffee, hot tea, cocoa
24=alcoholic beverages
25=birth control
26=movie/television program
27=musical artist/group
28=services (phone, cable, plumbing etc.)
29=musical equipment/accessories (stereos, CDs, tapes)
30=other product, please explain
31=books/magazines; reading material
32= video games and related accessories

7. Gender Makeup of Advertisement
0=cannot code (no males or females present)
1=only males present
2=only females present
3=both males and females present
4=other

*APPEALS (emotional selling strategies)
0=does not appear
1=appears-minor focus
2=appears-major focus
3=cannot code

8. NEED FOR SEX (titillation, sexual imagery)

9. NEED FOR AFFILIATION (to draw near and enjoyably cooperate or reciprocate with another; to please and win affection of another; to adhere and remain loyal to a friend; to fit in, be a part of a group, be popular, be cool; friendship, companionship)

10. NEED TO NURTURE (to feed, help, support, console, protect, comfort, nurse, heal)

11. NEED FOR GUIDANCE (to be protected, shielded, guided—May involve celebrity or parent-like figure)
12. NEED TO FEEL SAFE (to keep failures and calamity out of our lives, to fend off threats to ourselves and our families)

13. NEED TO AGRESS (to express violence, anger, or retaliation)

14. NEED TO ACHIEVE (to accomplish something difficult; to overcome obstacles and attain a high standard; to excel one's self; to rival and surpass others)

15. NEED FOR PROMINENCE (Need to be looked up to)

16. NEED FOR ATTENTION (need to be looked at)

17. NEED FOR AUTONOMY (focus on the independence and integrity of the individual, breaking away from the crowd, from parents, from authority)

18. NEED TO ESCAPE (focus on freedom, rest, or adventure, breaking away from the constraints and pressures of everyday life)

19. NEED FOR AESTHETIC SENSATIONS (focus on pleasurable sensual elements; fun, excitement, and the 5 senses)

20. NEED TO SATISFY CURIOSITY (focus on conveying information, focus on asking and/ or answering questions)

21. PHYSIOLOGICAL NEEDS (need to eat, drink, sleep, and be sheltered; appeals to hunger, thirst, fatigue)
Instrument B: The models in the Advertisement
Code a separate sheet for each of the characters in the advertisement

1. Issue
   1=Teen
   2=Seventeen
   3= YM

2. Date (month, day, year)

3. Size of the advertisement
   1=full page
   2=half page
   3=quarter page
   4=other

4. Company name advertising product
   (fill in)

5. Number of times in overall sample

6. Product Type
   00=cannot code
   01=clothing, apparel
   02=shoes, sneakers
   03=accessories,(belts, bags, wallets, jewelry)
   04=electronic devices, non-entertainment
   05=electronic devices, entertainment (toys, games)
   06=automobiles
   07=other transportation
   08=travel
   09=personal products—appearance (make-up, perfume, cologne, styling tools, hair
growth, toupes etc. and accessories)
   10=personal products—hygiene (acne medication, shampoo, soap, deodorant, lotion, etc.)
   11=personal products—health (other medications—vitamins, aspirin, yeast infection,
athlete’s foot etc.)
   12=sports and activity-related games/toys
   13=other games/toys (non-electronic)
   14=laundry, household products (cleaning, TP, etc.)
   15=fast food/fast food restaurants (burgers, pizza, tacos)
   16=other restaurants (sit down meal, w/waitperson)
17=healthy food (foods with inherent nutritional value and few negative qualities; fruit, vegetables, whole grain cereals, white meats, fish)
18=sweet junk food (candies, gum, cookies, cakes, sweet cereals etc.)
19=non-sweet junk food (snack foods, chips, etc. classified as "junk" because of fat or salt content)
20=other food (foods that are neutral in terms of health; healthy in moderation)
21=healthy beverages (milk, juice, etc.)
22=sweet (junk) beverages (cool-aid, soda, etc.)
23=coffee, hot tea, cocoa
24=alcoholic beverages
25=birth control
26=movie/television program
27=musical artist/group
28=services (phone, cable, plumbing etc.)
29=musical equipment/accessories (stereos, CDs, tapes)
30=other product, please explain
31=books/magazines; reading material
32= video games and related accessories

7. Chronological Age
(Record your estimation of the character’s chronological age (from 01 to 99 years). If the character is an infant, code 01).

8. Social Age
0=cannot code
1=baby/toddler (0-3 years of age)
2=child (4-12)
3=teenager, adolescent (13-19)
4=young adult (20-35)
5=adult (36-60)
6=elderly (61- )

9. Gender
0=cannot code
1=male
2=female

10. Race of the models in the advertisement
0=cannot code
1=Caucasian
2= African-American
3= Asian
4= Hispanic
5=Native American
6=other
11. Body type (using Singh’s systematic waist-to-hip ratio)
0 = cannot code
1 = below average
2 = average
3 = above average
4 = other

12. Physical Attractiveness scale
0 = cannot code
1 = ugly, repulsive,
2 = unattractive, homely
3 = neither attractive nor unattractive (no focus on looks)
4 = attractive, appealing
5 = very attractive, above average appeal (stunning, gorgeous; strong focus on looks)

13. Model’s clothing
0 = cannot code
1 = clothing is neutral (not sexy)
2 = clothing is somewhat skimpy/sexy
3 = clothing is extremely skimpy/sexy
4 = no clothing, character is nude

14. Model’s hair color
0 = cannot code
1 = blond
2 = brown
3 = black
4 = red
5 = other

15. Model’s eye color
0 = cannot code
1 = blue
2 = brown
3 = green
4 = hazel
5 = other
## APPENDIX B: RECORDING INSTRUMENT CODING SHEETS

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Issue</td>
</tr>
<tr>
<td>2.</td>
<td>Date</td>
</tr>
<tr>
<td>3.</td>
<td>Size of Ad</td>
</tr>
<tr>
<td>4.</td>
<td>Company name</td>
</tr>
<tr>
<td>5.</td>
<td>Number of Times in overall sample</td>
</tr>
<tr>
<td>6.</td>
<td>Product Type</td>
</tr>
<tr>
<td>7.</td>
<td>Gender Makeup</td>
</tr>
<tr>
<td>8.</td>
<td>NS</td>
</tr>
<tr>
<td>9.</td>
<td>NA</td>
</tr>
<tr>
<td>10.</td>
<td>NN</td>
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<tr>
<td>11.</td>
<td>NG</td>
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<td>NAC</td>
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<td>NAU</td>
</tr>
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<td>18.</td>
<td>NE</td>
</tr>
<tr>
<td>19.</td>
<td>NAS</td>
</tr>
<tr>
<td>20.</td>
<td>NSC</td>
</tr>
<tr>
<td>21.</td>
<td>PN</td>
</tr>
</tbody>
</table>

**Miscellaneous notes concerning the advertisement can be made on back of sheet.**
Model Coding Sheet

1. Issue____

2. Date _____

3. Size of Ad____

4. Company name____

5. Number of Times in overall sample ______________

6. Product Type____

7. Chronological Age____

8. Social Age____

9. Gender____

10. Race____

11. Body type____

12. Attractiveness____

13. Clothing____

14. Hair____

15. Eye____

Ad #________
APPENDIX C: DEVENDRA SINGH WAIST-TO-HIP RATIO

Figure 2. Stimulus figures representing three body weight categories: underweight (I), normal weight (II), and overweight (III). (Waist-to-hip ratio [WHR] shown under each figure in each weight category, along with a letter and a number in parentheses identifying body weight category [WHR].)