



Course: Module 4 – Master Thesis

Submission date: 15th November 2017

University: University of Aalborg

Supervisor: Dorthe Serles

Number of pages: 102

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## **Executive summary**

This Master thesis consists of seven chapters. Chapter 1 starts with an introduction of the chosen topic and problem formulation. It is followed by the development of a literature review and subsequently the creation of a theoretical framework in chapter 3. Next, chapter four conducts the methodological approach. Data analysis is done in chapter five, leading to limitations and further research suggested in chapter six. Finally, chapter seven includes the conclusions achieved along the project.

### **Chapter 1: Introduction**

In this first chapter, the topic of gender inequality in Spain is introduced, proving with an overview of the background and current situation. Then, the topic is narrowed, step by step, to the repercussions of this issue on marketing strategies and, more specifically, on the advertising sector. Lastly, the problem statement and the project overview conclude the chapter, leading to the literature review carried on in chapter number two.

### **Chapter 2: Literature Review**

The literature review chapter recognizes the key articles related to the topic. After conducting a systematic review, the articles could be categorized into different topics in order to narrow this particular research and suggest ideas for future research. The information gathered through literature review will help to create a theoretical framework in the upcoming chapters of this thesis.

### **Chapter 3: Theoretical Framework**

The theoretical framework counts with a first analysis of the existing gender stereotypes in advertising and is followed by the introduction of the Reception Theory. These two concepts will serve to understand the impact that stereotypes projected in advertisement have on the spectators and how they are able to perceive them.

### **Chapter 4: Methodology**

The methodology chapter provides an introduction to Philosophy of Science, then the root assumptions regarding the world of social sciences are described, as well as the chosen paradigm. Next, the data collection methods are introduced in connection with the project.

### **Chapter 5: Data Collection and Analysis**

After the choice of paradigm and explanation of the methodological approach, the data collection is explained and analyzed. The results of the survey, both quantitative and qualitative, are explained in relation to the phenomenon of stereotype perception. Furthermore, the main findings of the collected data are analyzed and discussed within the existing literature gathered through the literature review. In the seventh chapter, conclusions of these findings are further developed.

### **Chapter 6: Limitations and further research**

The limitation and further research chapter shows the restraints of the developed research as well as suggestions to further approaches that can be carried on with more resources.

### **Chapter 7: Conclusions**

This final chapter includes the main findings of the project that give an answer to the research questions detailed in the first chapter.

## Table of contents

<b>1. INTRODUCTION</b>	<b>7</b>
<b>1.1. Gender equality in Spain</b>	7
1.1.1. Legal indicators	9
1.1.2. Entrepreneurial indicators	10
1.1.3. Social indicators	11
<b>1.2. Advertising as a mirror of society</b>	12
1.2.1. Advertising fomenting stereotypes	13
<b>1.3. The standardization-adaptation of advertisements</b>	13
1.3.1. To standardize, or not to standardize	14
1.3.2. Does advertising influence society?	15
<b>1.4. Problem formulation</b>	16
1.4.1. Scope of the study	17
<b>1.5. Project structure</b>	18
<hr/>	
<b>2. LITERATURE REVIEW</b>	<b>19</b>
<b>2.1. Introduction</b>	19
<b>2.2. Systematic Review</b>	20
2.2.1. The method	20
2.2.2. Defining the question	22
2.2.3. Determining the type of studies: Inclusion and exclusion criteria	22
2.2.4. Findings	24
<b>2.3. The research gap</b>	29
<b>3. THEORETICAL FRAMEWORK</b>	<b>30</b>
<b>3.1. Gender stereotypes in advertising</b>	30
<b>3.2. How stereotypes are perceived? The Reception Theory</b>	32
<b>4. METHODOLOGY</b>	<b>35</b>
<b>4.1. Philosophy of Sciences</b>	36
<b>4.2. Ultimate presumptions</b>	37
<b>4.3. Paradigme</b>	38
<b>4.4. The operative paradime</b>	44

4.4.1. Research design	44
<b>4.5. Data collection</b>	<b>46</b>
4.5.1. Methods and techniques: quantitative/qualitative – primary/secondary data	46
4.5.2. Quantitative methods: Survey	48
4.5.3. Advertisement selection	51
4.5.4. Hypothesis and variables	56
<b>5. DATA ANALYSIS</b>	<b>59</b>
<hr/>	
<b>5.1. Data edition</b>	<b>59</b>
<b>5.2. Development of hypothesis</b>	<b>59</b>
<b>5.3. The sample</b>	<b>60</b>
<b>5.4. Reliability and validity</b>	<b>63</b>
<b>5.5. Analysis of part 1: Perception of sexism</b>	<b>65</b>
<b>5.6. Analysis of part 2: Perception of stereotypes</b>	<b>69</b>
<b>5.7. Analysis of part 3: Qualitative responses</b>	<b>86</b>
<b>6. DISCUSSION</b>	<b>91</b>
<hr/>	
<b>7. LIMITATIONS AND FUTURE RESEARCH</b>	<b>93</b>
<hr/>	
<b>8. CONCLUSIONS</b>	<b>95</b>
<hr/>	
<b>9. REFERENCES</b>	<b>99</b>
<hr/>	
<b>APPENDIX</b>	<b>I</b>
<hr/>	
Appendix I: Systematic Review	I
Appendix II: Survey - original version	IV
Appendix III: Survey translation	XVI
Appendix IV: Eviews calculations	XVII
Appendix V: SPSS calculations	XXIV

## List of tables, figures and illustrations

### TABLES

---

Table 1: Table based in Punch (2006). Concepts in an effective problem statement	18
Table 2: Steps in a systematic review by Petticrew and Roberts (2008). Own creation.	21
Table 3: Key words in systematic review search. Own creation.	23
Table 4: Findings categorization in systematic review. Own creation.	24
Table 5: Masculine-feminine stereotypes. Amador y Montreal (2010), Sau (1998). Own creation.	31
Table 6: The objectivist-subjectivist dispositions. Burrell and Morgan (1979). Own creation.	41
Table 7: Kuada (2010, p.60) according to Marita Svane (2010). Scientific ideas and methodologies. Analytical view.	46
Table 8: Six-Steps in the Process of Survey Research (Neumann, 2006). Own creation.	51
Table 9: Summary Advertisement-Stereotypes. Own creation.	56
Tabla 10: Survey respondent profile. Adapted from SPSS.	61
Tabla 11: Frecuency gender-age. Own creation.	62
Tabla 12: Cronbach's Alpha. Adapted from SPSS.	63
Tabla 14: Correlation matrix made with Eviews. Own creation.	67
Tabla 15: Mean sexism perception by sociodemographical clasification. Adapted from SPSS.	68
Tabla 16: Qualitative analysis advertisement 1. Own creation.	87
Tabla 17: Qualitative analysis advertisement 2. Own creation.	88
Tabla 18: Qualitative analysis advertisement 3. Own creation.	89
Tabla 19: Qualitative analysis advertisement 4. Own creation.	90

## FIGURES

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Figure 1: Project structure. Own creation.	18
Figure 2: Arbnor and Bjerke, 2009. Own creation.	36
Figure 3: Arbnor and Bjerke (2009). Paradigm and operative paradigm. Own creation.	38
Figure 3: Arbnor and Bjerke, 2009.	39
Figure 5. Source: Kuada (2010, p.73) according to Marita Svane (2010). Analytical research	45
Figure 6: Dependent – Independent variables in the study	57
Figure 7: Data analysis. Part 1. Own creation	65
Figure 8: Sexism perception by advertisement. Own creation.	69
Figure 9: Variables analysis part 2. Own creation.	70
Figure 10. Means stereotype perception advertisement 1. Adapted from Excel.	72
Figure 11: Stereotype 1.ad1_Gender and age	73
Figure 12: Responses distribution age-gender. Adapted from Excel.	76
Figure 13: Means stereotype perception advertisement 2. Adapted from Excel.	77
Figure 14: Means stereotype perception advertisement 3. Adapted from Excel.	80
Figure 15: Means stereotype perception advertisement 4. Adapted from Excel.	83
Figure 16: Figure 14: Means sexism perception advertisement 4. Adapted from Excel.	85

## ILLUSTRATIONS

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Illustration 1: Advertisement 1 ‘Natan’	52
Illustration 2: Advertisement 1 ‘AXE’	53
Illustration 3: Advertisement 1 ‘Mr Proper’	54
Illustration 4: Advertisement 1 ‘Knorr Soap’	55



# 1. Introduction

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## 1.1. Gender equality in Spain

The development of gender equality in Spain has been deeply marked by the globalization process after the dictatorship from the time span of 1936-1975. The gender inequality existing was strongly influenced by the adoption of globalization norms applied through laws, education and cultural practices attempting to create equal opportunities to men and women (LeVere, 2016). The United Nations held a negative report regarding the gender equality in Spain, highlighting the weaknesses of most of the Spanish equality policies and stating that some of the Spanish social, political, legal, economic and cultural patterns are still very influenced by the patriarchal order. The economic and financial crisis together with the dominance of a centre-right government has reinforced the mentioned patterns and broke the promises of equality.

Spain was pioneer in the development of gender-equality regulations back in the nineteenth century. From the 80s, it was visible a positive tendency in this field. Until 2008, gender equality was promoted along the Spanish institutional structure, both at central and local level, enhancing its importance and repercussion. Issues such as gender-based violence laws, equality in employment, political and economic decisions, same-sex marriage and sexual and reproductive rights were treated (Lombardo, 2016).

However, as a consequence of the economic crisis suffered in the country since 2007, Women's rights and gender equality have stopped being a priority (Bustelo 2016; Lombardo 2016; Paleo and Alonso, 2015). From that moment, women's rights and gender equality progress have taken a step backward, according to 'more than 250 non-governmental organisations specialised in Women's Rights, Human Rights and development cooperation' (CEDAW, 2015).

According to the survey threw by Metroscopia (2016), the crisis and austerity measures implemented since 2008 have been mostly suffered on all spheres of women's lives (44% of respondents). The committee of Ministers of the Council of Europe, in 2009,

highlighted that despite the improvement of the legal status of women over time, it is still a challenge for the states member of the Council of Europe (1988).

The backlash provoked by austerity measures through the period 2008-2017 is especially visible since 2011 in areas such as civil, political, economic, social and cultural, regarding women rights. It is only possible to highlight one advance law against gender-based violence (Organic Act 1/2004). However, despite this individual law, women are less and less protected each day against gender inequality and violence. This tendency has been noticed by politics, among others, which included measures to reduce the impact of this disturbing trend in the last plan 2014-2020. However, concepts such as 'gender', 'equality' or 'women', despite the increasing gap between genders, are not even mentioned in 'The European Economic Recovery Plan'.

The gender-equality issue in Spain can be detected through several indicators according to the report published by the European Parliament (Lombardo, 2016).

In Spain, the evidence of the existing gender inequality can be visible through the following changes occurred since the beginning of the economic and financial crisis:

- The elimination of the Ministry of Gender Equality and replacement of the Women's Institute by the Institute of Women and Equal Opportunities, this is a clear example of the loss of importance of those institutions that aimed to correct inequality in areas where women are underrepresented or disadvantaged.
- The persistence of stereotypes and conservative attitudes in regard to the female and male roles in the society. Gender-based violence is directly linked to this issue, and the laws to fight this problem are weaker and weaker day by day, missing training judges and support services for battered women. Moreover, there is a lack of positive images of women in powerful positions in the media. A plan against these stereotypes should be carried on, awareness campaigns and specific educational programs.
- The absence of a comprehensive law against human trafficking, which is directly linked to the problem of prostitution.
- Lack of participation of women in public and political life, especially in decision-making positions.

- Austerity in labour policies that have had an impact of female unemployment rates, aggravating the wage gap between men and women and the precariousness of the female jobs.

### **1.1.1. Legal indicators**

In the first decade of 2000, especially from 2004-2008, gender equality policies in Spain experienced considerable progress:

- Gender violence (Law 1/2004)
- Gender equality in employment, political and economic decision-making
- Gender mainstreaming (Law 3/2007)
- Same-sex marriage(Law 13/2005)
- More equal sharing of gender roles in childcare were taken through the Equality (Law 3/2007)

From 2009 onwards: the Spanish government at the central level has adopted two Strategic Plans:

- Plan for Equal Opportunities 2008-2011: based on principles of equality and non-discrimination and includes measures in 12 priority areas such as socio-political and economic participation, co-responsibility in family and work tasks, education, knowledge, health, attention to diversity and social inclusion, violence, development, media, and protection of the right to equality.
- Plan for Equal Opportunities 2014-2016: promotion of women's employment and measure to facilitate the compatibility between work and family responsibilities.
  - Promotion of female employment and fight against wage discrimination
  - Support of measures to reconcile family and work responsibilities
  - Eradication of violence against women (Ballester 2014)

Despite the apparent progress in equality these plans attempt to reflect, something has been done wrong in 2015 Spain has failed the UN's equality exam, according to the

CEDAW equality indicators that consider parameters such as gender violence, salary-gap and equal education. The reached conclusion by the UN was that Spain does not meet the minimum standards of gender equality.

The facts highlighted were austerity policies that have relegated many women to traditional roles of subordination and worsened their situation in economic, social and political life (Borraz, 2015). In addition, the restructuration responsible for the abolishment of the Ministry of Women and the Women Institute has affected the capacity of the State to ensure the development of effective implementation of women policies and dilutes the problem of gender inequality. All these together with the existing sexist culture and the social influence of patriarchal religious institutions, take Spain to a risk of retreat, stated the UN.

The economic crisis has led to an austerity that had a severe and disproportionate impact on women: unemployment, a 17,8% wage gap, reductions in social assistance such as dependent care, freezing wages, transforming full-time work into positions part-time, etc. Moreover, the persistence of attitudes and stereotypes about roles and responsibilities of men and women traditionally rooted in families and society, being the basis of later domestic violence, underrepresentation of women in the media or positions of power. These stereotypes are visible in the media, advertising and even textbooks (Rengel, 2017).

### **1.1.2. Entrepreneurial Indicators**

European countries have moved in favour of corporate social responsibility (CSR). Spain has not been an exception. Corporate reputation, competitive advantage and industry trends have been highlighted by Spanish companies as major driving forces in this matter. These factors are closed connected to other cultural, social and political influences (Mele, 2004).

This is the reason why the Council of Ministers approved for the period 2014-2020 the Corporate Social Responsibility Strategy, which aims to harmonize the different actions undertook in this field, among public authorities, companies, trade unions and civil society (Council of Ministers, Moncloa Palace, Madrid, Friday 24 October 2014). The government stated that this Strategic Plan 'represents framework to "support responsible

practices, both in public and private organisations with the aim of them forming a catalyst to help drive society to become more competitive, integrated and sustainable’.

One of the main objectives of this Strategy is to strengthen the outer image of Spain with a transparency on social, environmental and governance aspects. Aspects like these, are therefore, drivers when it comes to conform a country’s image.

The main objectives of this Plan are the creation of a value shared by the whole society, competitiveness, greater social cohesion, transparency, sustainability and the protection of human rights. Secondary-importance actions included in this Strategic Plan, directly linked to this project, are the ‘the creation of better quality jobs, the promotion of equality between men and women at an employment level and the fight against wage discrimination’. It calls the author’s attention; the fact that those related to help the existing gender inequality are considered secondary despite the obvious deceleration this issue has suffered since the beginning of the economic crisis. However, the mention of this as an object of attention, evidence the existence of a problem to be fixed.

### **1.1.3. Social indicators**

In terms of culture as an indicator, a lack of gender-equality has been evidenced for the Spanish population. A new survey carried out by polling company Metroscopia (Attitudes and Perceptions, 2016) to 2,502 people in January 2016 stated that 92% of Spanish population believe that there is no gender equality yet in their country. In contrast to this, 5% of women and 11% of men believe that equality between sexes has been reached.

The awareness of this gender inequality is greater for women (79%) than among men (63%). Few indicators highlighted as a proof of this inequality were salaries, working conditions that force women to juggle family and work for a lower salary than their male counterparts in detriment to labour promotion and recognition. Even a minority of 4% of the respondents referred to biological differences as an excuse for this inequality.

A survey lately threw in Spain showed how majority of the population (88%) (‘El Pais’, 2017) state that **cultural** and **social** factors are crucial in regards to women current

conditions. This cultural and social values are promoted by media and advertising, where patriarchal and androcentric values are enhanced.

## **1.2. Advertising as a mirror of society**

As mentioned earlier, a different educational model can change the perspective of thought that foments gender inequality. In the society, three of the drivers that can affect this change are the influence of public authorities on socializing factors such as media and advertising, stopping the representation of androcentric and patriarchal values. (Salazar, 2012). Advertising is pinpointed as one of the most powerful tools when it comes to affect society's values, which is extensible to those values related to empower women instead of increasing the existing gender stereotypes and inequality in Spain.

In this field, it has been object of attention not only the female stereotypes shown but also the relation existing between these stereotypes and audience perceptions, attitudes and behaviour (Theodoridis et al, 2013). In a context in which companies and brands are increasingly becoming more international, the marketing strategy to entry new markets is a matter of discussion. Through their promotional activities, companies attempt to reach new publics. Cultural differences can throw different results in the results of advertisements (Theodoridis et al, 2013). It means culture is an important indicator that should be analysed before launching a promotional campaign in a country, in order to attract the market (Lysonski, 1985; Wiles et al., 1995; Odekerken-Schröder et al., 2002; Williams and Best, 1990; Sengupta, 1995; Moon and Chen, 2002; An and Kim, 2007).

The impact of advertising on the society's values, including gender roles, is extremely important during adolescence (Erikson, 1998). In this process, parents, schools and peers take part, but mass media is also a remarkable driver for both children and adolescence (Ruble and Martin, 1998). Advertising tells society what to do or not to do (Chan et al, 2011), projecting an image of how women should behave, based on restrictive gender-based stereotypes (Wolin, 2003). Male centeredness and androcentric are enhanced, creating a gender polarization that classifies behaviours as appropriate or inappropriate depending on the person's biological sex (Bem, 1993). Men are meant to be assertive, dominant, aggressive and independent while women should be compassionate, affectionate, gentle, tender and sympathetic (Chan, 2012).

### **1.2.1. Advertising fomenting stereotypes**

The creation of stereotypes and gender roles has been linked to advertising especially since 1970 (Wolin, 2003). It happened, likely, as a consequence of the feminist movement in the 60s (Zimmerman and Dalhbelrg, 2008). Gender stereotypes are ‘beliefs related to the sets of psychological traits and behaviours characterizing men and women (An and Kim, 2007). These gender roles are defined as ‘the activities that are differentially appropriate for men or women’ (An and Kim, 2007).

Historically, advertising has reflected women as weak, dependent, indecisive and emotional human beings, while men represent just the opposite, strength, independence, competence (Meyers-Levy, 1988). Studies in the field categorized four themes of female stereotypes -decorative, traditional, non-traditional and portrayed equal to men (Plakoyiannaki and Zotos, 2009; Belkaoui and Belkaoui, 1976; Mitchell and Taylor, 1990; Lysonski, 1985; Zotos and Lysonski, 1994).

The way that advertisements show a stereotypical image of women called the attention of many scholars, who stated that advertising was reflecting through these stereotypes an unrealistic image of the gender and their actual roles in society, after decades of evolution (Furnham and Mak, 1999).

The question is then, how advertising agencies decide to which extent adapt their advertisements to the targeted country in order to catch the audience attention. In addition, other studies in the field, analysed how this advertisements reflect the society, and as a consequence, its gender equality through the treatment of women in their advertisements. On the other side, it arises the question of how advertisements influence the public’s values in terms of gender equality in a country and/or society by their promotional activities.

### **1.3. The standardization-adaptation of advertisements**

Advertisements can be either adapted or standardized in a country looking for the greatest media success. Advertisements impact directly on the public and its preferences. Reciprocally, public preferences affect the way companies strategically

decide to focus their marketing campaigns, and therefore, advertisements. One of the main and first decisions companies need to make is the degree to which their media campaign will be adapted to a particular market or segment within the market.

### **1.3.1. To standardize, or not to standardize**

The debate around the choice to either standardize or adapt the marketing strategy to a particular market in terms of promotion was initiated around 60' (Agrawal, 1995; Laroche et al., 2001; Pae et al., 2002; Papavassiliou et al., 1997; Solberg, 2002). The debate was firstly approached in broader terms by Elinder (1961) and later on, narrowed to the marketing mix and promotion (Vrontis and Vignali, 1999; Vrontis et al, 2009).

Advertising is one of the main tools used in marketing strategies, as a part of the promotional instrument. Companies are continuously challenged by the rapid changes in technology and innovation that creates emergent needs. If they aim to survive in the market they need to keep up with this rhythm, and use all the possible resources they have to maintain their competitive advantage (Lindemann, 2003). Advertising may be critic at this point, as consumer needs are changing, companies need to decide if their line is going to adapt or remain constant.

Hollander (1970) stated that internationalization has proved to be a long and challenging process and companies need to face physical barriers. Brown and Burt (1992) paid attention to the different perceptions a brand can have from one country to another. Companies when advertising across national borders should take the same into account. Cultural differences can provoke totally different perceptions of the same advertisement in a country like Spain in contrast to a country like Denmark, by instance. Even further, this perspective goes deeper, when realizing that even within a nation, there might exist differences between ethnic groups, due to the existence of several languages, religions and cultural believes (Fontaine and Richardson, 2003)

The debate has gained increasing popularity in the international advertising field (Agrawal, 1995; Laroche et al., 2001; Pae et al., 2002; Papavassiliou et al., 1997; Solberg, 2002). One of the reasons marketing gives so much importance to the



promotional leverage is because it is the most visible marketing activity and more important, 'communication is culturally bound and advertising is the element requiring the closest scrutiny before a standardization or adaptation strategy is considered' (Cyril de Run, 2007).

Studies searching to find the effects of domestically focused advertising are usually about moral, social and psychological effects. This implies an influence of advertising on the society of a country. These effects may encourage preoccupation with physical attractiveness (Downs and Harrison, 1985; Gulas and McKeage, 2000; Myers and Biocca, 1992; Silverstein et al., 1986), sexuality (Pollay, 1986), materialism (Richins, 1996), status seeking, social stereotypes, among others (Pollay, 1986). Therefore, it is possible to observe how several scholars agree about the influence of advertising on the foment of stereotypes, which has consequences on gender issues.

The debate on whether advertising should be adapted or not to a country has been arising repeatedly in the literature (Laroche et al, 2001). Supporters of the union of cultures in a global world stand up for the standardization of the marketing strategy while (Levitt, 1983), on the other hand, others defend the existence of cultural differences among countries and the need of adapting the promotional strategy to them (Czinkota and Ronkainen, 1998).

However, it is possible to find a third option, a contingency perspective that states the idea that standardization and adaptation can not be taken to the extreme, and there are certain positive aspects that can be taken from both and considered in order to adapt to the market without losing the wide idea of globalization (Sousa & Lengler, 2009). Both strategies combined can tailor a company's promotional campaign to maximize the advantages (Lages and Montgomery, 2004).

### **1.3.2. Does advertising influence the society?**

Appadurai (1990) argue that media in general and advertising in particular are major drivers toward globalization, which means, it has an influence on society. "Advertising

is not only helping to break down national economic boundaries, but ingrown characteristics and traditions once considered almost changeless” (Mueller, 2010).

‘By communicating a shared set of signs and symbols that are part of a real or imagined group, advertising reflects and creates a global target audience of individuals across nations who share a set of values, attitudes and brands’ (Alden et al, 1999). This means that an imagined group formed by women that share the same feeling of progressing and improving their social situation may be considered a target. This target can be the one to whom companies conduct their advertisements and communicate a shared set of signs, language and symbols, in order to create a common mind set that encourages the union and strength of a force across nations in the search of a common objective: gender equality.

Machin et al (2003) observed how the Cosmopolitan Magazine foment values such as independence, power and fun through advertising of global brands like Clinique, L’Oréal and Lancôme, defining a segment because of their consumption related mind set.

Concluding, in relation to the issue of gender inequality, advertising can be considered a reflection of the existing gender inequality in a country through the projection of stereotypical situations in advertisements.

#### **1.4. Problem Formulation**

The problem statement aims to provide an overview and describe the topic objective of study that will next be addressed, narrowing it down as much as possible within a specific research area and context.

The main objective of this project is carrying out an analysis of the degree to which advertising influences the values in terms of gender equality of the population within a country and to which extent does the public perceive the projected gender stereotypes in advertising and feels identified with them. The author aims to determine if the existing stereotypes in advertising have an impact on society’s mind-set, in terms of gender

mainstreaming, focusing on the case of Spain. This way, it would be possible to analyse, first, if sexist stereotypes are visible and perceivable in advertisements, and second, to which extent this perception affects the spectator values.

Summing up, the question object of study in this project will be:

*To which extent do spectators perceive sexism and gender stereotypes  
in advertisements?  
Particular case of Spain.*

#### **1.4.1. Scope of the study**

The identified issues in relation to the scope of study are:

- How developed is Spain in terms of gender equity?
- How gender equity is visible through the stereotypes in an advertisement?
- Does the public perceive gender stereotypes in existing promotional campaigns?
- Does advertising influences the gender equality in a country when fomenting stereotypes?
- Would a change in women stereotypes reduce the gender inequality in a country?

These issues will be attempted to be solved by:

- Providing an overview of Spain in terms of gender equity
- Analysing to which extent the Spanish population perceive the stereotypes projected in advertisements

<b>Research area:</b>	Advertising as an influential promotional marketing tool on the public's values in terms of gender equality.
<b>Research topic:</b>	The perception of gender stereotypes integrated in advertisements by the spectator and its relation with society's values within a country regarding gender-equality issues.

<b>Research questions:</b>	<p>Do advertisements foment gender stereotypes?</p> <p>Do advertisements reflect a country's gender equality through these stereotypes?</p> <p>To which extent can the public perceive gender stereotypes in advertisement?</p> <p>How are men and women stereotyped in Spanish advertisements?</p> <p>Does the society feel the sexism of these stereotypes?</p>
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Table 1: Table based in Punch (2006). Concepts in an effective problem statement

## 1.5. Project Structure

This master tisis will follow the following structure:

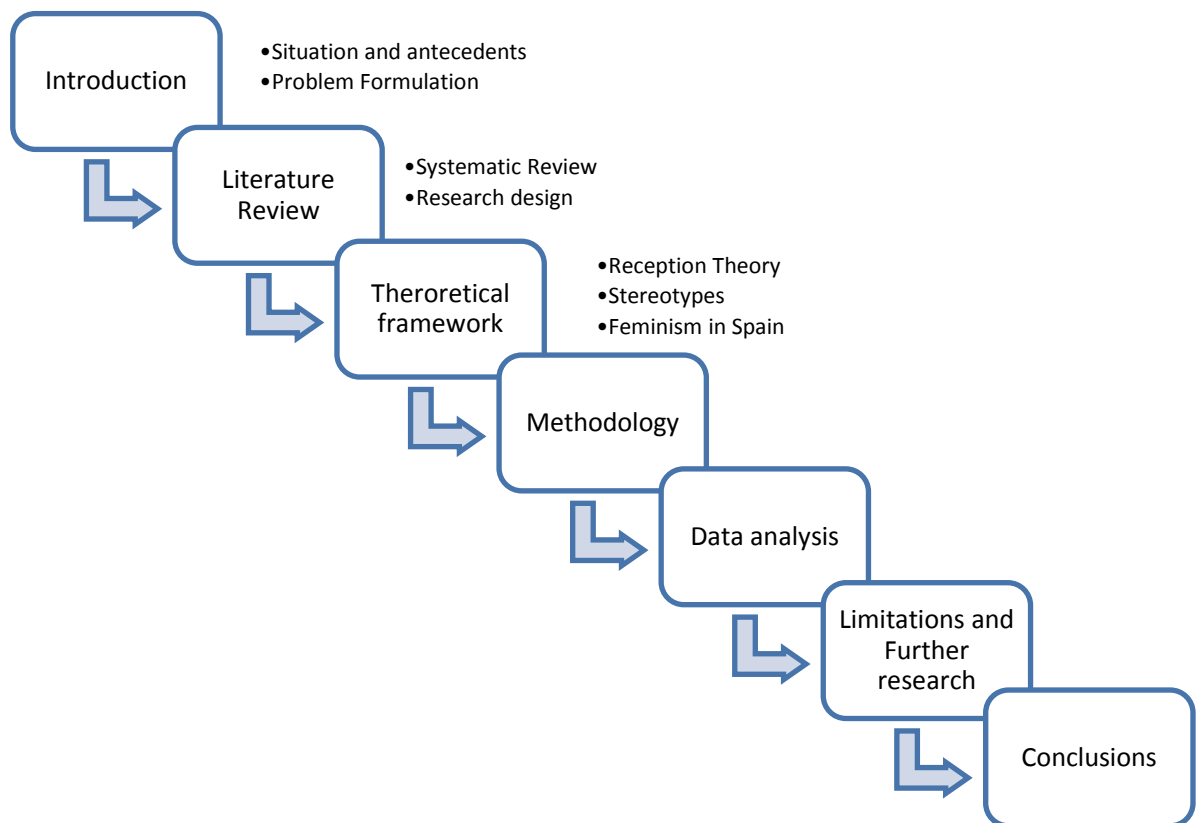


Figure 1: Project structure. Own creation.

## 2. Literature Review

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### 2.1. Introduction

Literature review is carried on aiming to provide the reader with an idea of the progress of research within the topic of the master thesis. The objective is to locate the gaps in knowledge and identify the different strings of thought currently existing (Kuada, 2010).

This chapter pursues to identify the existing relation between advertising and gender stereotypes. The focus will be put on different possible links that may exist between both concepts, attempting to identify the different gender stereotypes and effects of advertising on the spectator. Finally, the Literature Review will pursue to observe how advertisements affect or not gender stereotypes and how the spectator perceives this phenomenon. The outcomes will be applied to the particular case of Spain. Due to the focus on a particular country, it is possible to forecast that cultural variables will be considered in the search.

There are several ways in which a literature review can be performed -narrative, scoping, and systematic. This master thesis will accomplish a systematic literature review (WHY). The systematic review has been chosen for providing a structured form to narrow the field of research. Specific keywords will be used, aiming to obtain findings that will help respond the formulated research questions. Due to the use of keywords from the beginning of the search, certain articles related to the topic can be left out. Those articles found useful through snowballing that provide a better understanding of the topic will be also included even if they do not include the selected keywords.

The relevant findings through the literature review search will be categorized and explained to help creating a theoretical framework and understand the topic object of study. The introduction provided already an overview of the situation of gender inequality in Spain, but through this literature review the connection between this issue

and advertising is aimed. In addition, all findings regarding female stereotypes projected through advertisements and its impact on spectators.

There is no full agreement in the goal of performing a scoping review as a first step in literature review (Levac, 2010). It may result useful in order to address a broad topic where several different scholars have developed studies about, seeking less in specific research questions (Arksey and O'Malley, 2005). However, a first research in the field helped the researcher to develop the research questions specified in the Introduction chapter, and these will be the focus of the literature review. Therefore, no scoping review will be needed for this master thesis.

## **2.2. Systematic Review**

### **2.2.1. The method**

‘A systematic literature review might typically focus on a well-defined question where appropriate study designs can be identified in advance. It seeks to provide answers to questions from a relatively narrow range of quality assessed studies’ (Arksey and O'Malley, 2005).

As a researcher, the individual can have preconceived ideas in relation to the topic under study, as a part of the society where the issue takes place. However, this doesn't imply that the researcher use her ideas and opinions about the phenomenon to justify hypothesis. It means other valid proofs are needed, the findings in articles collected through literature review. The systematic approach must be reflected by being methodical, objective, standardized, structured, transparent and replicable (Collins and Fauser, 2005).

Throughout the systematic review gaps in knowledge about the elected topic will be identified (Kuada and Iacob, 2012). With this purpose, the following seven steps process developed by Petticrew and Roberts (2008) will be executed:

<b>Main steps in a Systematic Review</b>	<b>Application to the Systematic Review</b>
<b>1. Clearly define the question that the review is setting out to answer, or the hypothesis that the review will test</b>	How women are stereotyped in Spain in the advertising industry and its perception by the spectator
<b>2. Determine the types of studies that need to be located in order to answer your question</b>	Timeframe: 15 years Language: English and Spanish Countries: Spain, worldwide Topic: advertising, gender stereotypes, sexism.
<b>3. Carry out a comprehensive literature search to locate those studies</b>	Keywords referred to Table 3
<b>4. Screen the results of that search (that is, sift through the retrieved studies, deciding which ones look as if they fully meet the inclusion criteria, and thus need more detailed examination, and which do not)</b>	<i>See 2.2.3</i>
<b>5. Critically appraise the included studies</b>	n/a
<b>6. Synthesize the studies and assess heterogeneity among the study findings</b>	<i>See 2.2.4. Findings</i>
<b>7. Disseminate the findings of the review</b>	not applicable as the study will not be published

Table 2: Steps in a systematic review by Petticrew and Roberts (2008). Own creation.

### **2.2.2. Defining the question**

After digging into the existing literature related to sexist stereotypes in advertising, different themes have been identified. From these areas, the systematic review will focus on the existing gender stereotypes in advertisements, the relation between both concepts and its impact on the spectator.

The goal of the searches that will take place in the systematic review shall answer the following sub-questions:

- How women are stereotyped in advertisements?
- How visible are the projected stereotypes to the spectator?
- Do these projections influence spectator's values positively or negatively?

### **2.2.3. Determining the Types of Studies: Inclusion and Exclusion Criteria**

'The inclusion and exclusion criteria describe the types of study, intervention, population, and outcomes that are eligible for in-depth review and those that are excluded' (Petticrew, 2008, p.61). In addition, the results obtained from the survey will be compared to obtain conclusions in contrast with the information and findings collected through this literature review.

The principal database that will be used throughout this project is Emerald, in conjunction with papers obtained as a result of snowballing via websites and several catalogues. Regarding the language, both papers in English and Spanish will be included. Since the issue under study takes place in Spain, it has been found relevant to include papers in Spanish language, due to the fact that several scholars interested in the topic are from this country and wrote in their mother language. In order to obtain the most possible truthful information about the issue, articles in Spanish are included in the findings through snowballing.

The topic under study considers social variables, which are considered changing in the time. Hence, timeframe of 10 years backwards will be established since updated information regarding stereotypes and society behaviors are preferred to be as current as possible. In the search in Emerald, there will be considered all 'Accepted Articles' and 'Backfiles', both 'Articles and Chapters' and 'Case Studies'.



It should be taken into account that Emerald includes in the results all papers that contain just one of the suggested keywords, so the results will have to be carefully examined. As a consequence, the replication of the search will be difficult, due to the high number of hits in each search. The researcher will only consider those displayed results that include the specified keywords in the title or referenced keywords.

Finally, only papers that addressed the previous mentioned research questions will be considered.

The election and combination of keywords are shown the table below, as well as the number of findings considered relevant for this master thesis. The column ‘selected papers’ includes only those findings considered relevant to answer the questions attempted to be addressed throughout this systematic review.

<b>Search Strings</b>	<b>Total results Emerald</b>	<b>Selected papers Emerald</b>
‘gender’ AND ‘ advertising’	15	7
‘gender’ AND ‘ advertising’ AND ‘Spain’	5	1
‘sexis* AND ‘advertis*’	0	0
‘stereotyp* AND ‘advertis*’	4	2
‘wom* AND ‘advertis*’	6	3
‘stereotyp* AND ‘marketing’	1	0
‘wom* AND ‘marketing’	1	0
<b>Total</b>	<b>32</b>	<b>12</b>

Table 3: Key words in systematic review search. Own creation.

*Regarding the table above, it should be mentioned that using the previous keywords, the same articles could be displayed in more than one search string. The column ‘Total results Emerald’ includes all the hits that appear in the search, which may include the same hit from previous searches. However, in the column ‘selected papers Emerald’,*

*hits that have already been taking into account in previous searches were excluded along with those irrelevant.*

#### 2.2.4. Findings

Theme	Contributions (referenced in Appendix I)
(1) Consumer's perception to gender stereotypes in advertising	2, 4, 6, 7
(2) Exiting gender stereotypes in advertising	2, 4, 5, 9, 11, 13
(3) Companies perspective: the use of stereotypes to foment purchasing	1, 7
(4) Relation between female stereotypes as dependent variable and other independent variables	3, 8, 9, 13
(5) Role of women in advertising industry	10, 12

Table 4: Findings categorization in systematic review. Own creation.

#### **1. Consumer's perception to gender stereotypes in advertising**

In the field of consumer's perception of gender stereotypes in advertising, many scholars have stated the importance of cultural factors. Odekerken-Schröder et al (2002) have contributed analyzing the different visibility of gender stereotyping according to the degree of masculinity or femininity existing in the culture of certain country. They highlighted the importance of the visibility of gender stereotyping in advertising due to the high accessibility and hence, influence, that it has. Therefore advertising spread these stereotypical ideas very fast. They concluded that a country's masculinity is not necessarily related to the extended use of stereotyping.

In this field, Kara Chan has made multiple contributions. The scholar mostly focused her studies on China, more specifically, on young consumers. In the article "What do

adolescent girls learn about gender roles from advertising images?(2012) She developed studies about what female adolescents perceive from advertising images in terms of gender, concluding with seven main themes: appearance; personality; skills and work; activities, interests and lifestyle; family; health and safety; and caring for people and the environment. The study concluded that female images were found unrealistic and girls felt more identified with those images where women were more natural and conventional. Chan has also made contributions about consumer responses to gendered advertisements (2014).

There has been a lot of research about the different beliefs and attitudes that men and women show towards traditional media advertising. Wolin et al (2003) add something new and developed studies in the field of web advertising. The study determined that there are differences. Males show a more positive attitudes and beliefs about web advertising.

## **2. Existing gender stereotypes in advertising**

The second stream includes all those articles concerned with the status quo of female stereotypes in advertising. Papers found in this field are in mainly analytical and descriptive (Leary, 2007). There are several articles that have been replicated in different temporal frames and different cultural settings (Odekerken-Schröder et al., 2002; Moon and Chen, 2002; An and Kim, 2007). Literature agrees on the existence of gender stereotypes in advertising as a worldwide phenomenon. According to Theodoridis et al (2013) the use traditional portrayals of women has decreased, but stereotypical women illustration, such as sex objects, may have grown (Soley and Kurzbard, 1986; Ferguson et al., 1990; Klassen et al., 1993). Eisend (2009) author differentiates between optimistic and pessimistic studies in this particular field. The optimistic ones concluded that women are still represented in a stereotypic way. On the contrary, pessimistic ones state that the female stereotypes in advertising are becoming gradually smaller. In the field of gender stereotypes in advertising, as mentioned below

Odekerken-Schröder et al (2002) have made contributions with the paper "*Is gender stereotyping in advertising more prevalent in masculine countries?: A cross-national analysis*". In addition to spectator's reactions, they collected and analyzed empirical data on gender stereotyping of women in printed advertisements. Even though the results did

not show a direct relation between the degree of masculinity in a country and the visibility of sexist stereotypes in advertising, the study has made important contributions to the field. Also An et al (2007) "*Relating Hofstede's masculinity dimension to gender role portrayals in advertising: A cross-cultural comparison of web advertisements*" in attempted to find relations between the masculinity in a country and gender roles in advertising. In this case, the results validated the use of Hofstede's taxonomy and supported the application of "masculinity" framework in relation to the determination of appropriate advertising appeals-related to gender roles.

Theodoridis et al (2013) provide interesting findings in this field in the study "*Male and female attitudes towards stereotypical advertisements: a paired country investigation*". The article studied differences in male and female attitudes and identifies a causal relationship between these attitudes towards female stereotypical advertisements. A relation between cultural backgrounds and attitudes towards stereotypes in advertising was found. In addition, the variable of age was under study, identifying different attitudes depending on the sex and age of the advertising spectator.

Chan et al (2012) in the article "*What do adolescent girls learn about gender roles from advertising images?*" and Aagerup (2011) "*The influence of real women in advertising on mass market fashion brand perception*" in studied existing female stereotypes in advertising focused on appearance and girls perception of them.

### **3. Companies perspective: the use of stereotypes to foment**

It has been identified a third research stream that studies the topic of gender stereotype from a company's perspective, using it as a strategy to push sales and attract consumers. Those articles that have studied advertising practices by companies' across different cultural frames are really interesting due to the expanding of companies and brands internationally (Wu, 2008). These articles throw the conclusion that 'female stereotyping practices are culturally bound' (Lin, 1998; Saad, 2004; Khairullah and Khairullah, 2009). It should be had in mind that advertising is considered the most 'culturally-bound' component of the marketing mix (Liu, 2002).

M. Childs et al (2003) published "*Gender in food advertising to children: boys eat first*". It focuses on the youngest advertisement spectators, children. The scholars stated

that previous studies of gender preference in children's advertising suggest gender bias exists, but food products are usually gender-neutral. A comparison between food and non-food advertisements is carried on, measuring the voice-over gender, gender of dominant product user, gender of main character, activity level, aggressive behavior level, and soundtrack volume. It was found that it exist gender preferences even in this advertisements to children.

Chan et al (2014) in "*How Chinese young consumers respond to gendered advertisements*", examines the effectivity that may mean for companies to segment the market by gender and launch stereotyped advertisements focused on the feminine public.

#### **4. Relation between female stereotypes as dependent variable and other independent variables**

This stream identifies articles where the relationships between female stereotypes and other variables related to audience perception, attitudes and behavior are defined. Being the former considered an independent variable and the rest the dependent ones. Papers found in this field are in mainly empirical and correlational (Leary, 2007).

As it has been already mentioned, one of the most common variables in the field of attitudes towards stereotypical advertising is culture. Royo-Vela et al(2007) made interesting contributions about this topic, especially for this project, since the study is based in gender role portrayals and sexism in Spanish magazines. These scholars examined male and female stereotypes during the last thirty years to identify if a reflection of the cultural changes of the Spanish society was visible in them. They concluded that in the magazine advertisements analyzed a change was visible in accordance with the social evolution, but the existence of gender stereotypes was still a fact even though the characters were less traditional. Also Plakoyiannaki et al (2009) carried a similar studied in the UK analyzing the frequency of in the evidence of appearance of female role portrayals making comparisons across magazine types. This study concluded with an existing association between product categories in relation to female stereotypes.

In addition, other less common variables have been identified in previous research in relation to stereotypical advertising and the spectator's attitudes towards them. Gurrieri et al (2016) and Andersson et al (2004) examined the relation between stereotypical advertising and gender-based violence, determining that men and women interpreted this violent content in a different way.

### **5. Role of women in advertising industry**

A last stream has been identified in the literature, the role that women play in the advertising industries behind marketing strategies and advertising productions. Gender inequality was found in articles such as *"Creative women in advertising agencies: why so few 'babes in boyland?'"* (Broyles et al, 2008), where the authors try to find answers to the scarcity of female workers in creative departments of advertising industries and the impact it may have on these work environments and the projected advertising messages. Windels et al (2015) published *"How being female impacts learning and career growth in advertising creative departments"*, concluding that in a male-dominant industry like the creative one, gender expectations negatively affected women's ability to sell their work and the kind of assignments they received.

For this particular Master Thesis, the researcher will focus on the streams 1 'Spectators perception of sexist stereotypes in advertisements' and 2 'Existing gender stereotypes in advertisements'.

Through snowballing, other articles and studies have been identified and its findings have been considered very useful for the purpose of this project. These articles and studies have been identified within the streams 1 and 2. The studies carried in Spain have been especially interesting since they provide an insight into the topic under study in the place where this project has focused. They describe the female stereotypes most common in Spain and reflect cultural factors and points of view of the Spanish population that will inspire the researcher's theoretical framework and data collection methods. The study carried by Vidal y Nuño about the perception of sexism in advertising by teenagers in the north of Spain has been the main source for the following theoretical framework.

### 2.3. The research gap

The problem about inequality is at prejudices, preconceived ideas and differences that men and women face at work, home, etc. When we talk about sexual role perception and gender stereotype, we refer to sexist attitudes and inequality as a direct consequence to belong to a certain gender. The hint is to identify if spectators detect the stereotypes and are aware or not of the differences and roles that characters play due to their gender.

The reasons to study this topic are the willing to know if people are concerned of the amount of stereotypes they watch in advertising in their day a day and attempt to analyze if are there any factors that have a bigger influence on this ease to perceive them than others. There have been changes in society in the last decades, so this suggests the idea that the conception of gender stereotypes could differ from one generation to another, according to the age factor. This research will attempt to identify if this is true or not.

A theoretical framework will be created, putting all together that several scholars have developed about the topic of gender stereotyping in advertising, and then data collection will help the researcher to prove to which extent stereotypes are perceived or not and if age, gender and other sociodemographic factors make a difference on this matter.

The first step will be to know the process that spectators follow to receive the stimulus sent by advertisements, then to identify the existing gender roles in advertising and finally, collect data that will test the proposed hypothesis.

# 3. Theoretical Framework

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## 3.1. Gender stereotypes in advertising

The first aspect that should be faced to start this theoretical framework is the meaning of 'gender stereotypes'. Gender stereotypes have been defined by several authors, differentiating between masculine and feminine ones, the chosen one defines them as 'ways of acting considered correct if attributable to a given role in a society and at a given moment, as well as a set of collective beliefs and behaviors that are applied artificially, a priori, to all members of a particular social group "(Alfonso and Aguado, 2010, p.3).

Historically, gender differentiation has been visible at several fields and it has an impact on individuals' elections in terms of career. These preconceived ideas justify some personality characteristic and determine how a person should be and what is expected to be as a consequence of his/her gender. Aristoteles stated that there was no doubt when confirming the female inferiority. Women were seen as an uncomplete man, a weak and care-needed individual (Monereo, 2010). Diderot in the eighteenth century (Conroy, 1991) highlighted the irrationality of women, whose acts were ruled by their hearts and not by their heads.

Vázquez (2012) studied the issue of gender inequality and violence, and stated that equal behavior is perceived differently from others depending on the active agent's gender. In general, feminine denomination have attached more negatives connotations that masculine ones. Despite gender, in Spain, does not limit people's life any more, gender stereotypes are still visible and can be activated at any moment in different situations.

The main differences found between both genders stereotypes are included in the following table:



	<b>Masculine stereotype</b>	<b>Feminine stereotype</b>
<b>Amador y Montreal (2010)</b>	Active	Emotive
	Economic control	Housework control
	Stocky	Funny
	Abstract thought	Intuitive thought
	Strength, control, tough	Sweet, understanding
<b>Victoria Sau (1998)</b>	Emotional stability	Emotional instability
	Self-control mechanisms	Lack of self-control
	Agresivity	Tenderness
	Dominance	Submission
	Independance	Dependance
	Not affective	Affective
	Rationality	Coldness
	Bravery	Fear

Table 5: Masculine-feminine stereotypes. Amador y Montreal (2010), Sau (1998). Own creation.

As it is possible to see at the tables above, there are certain characteristics that coincide regardless the author, women are dependents, emotive, tender, and men are more independent, strong, and self-confident. Even though it is possible to see that many of these stereotypes do not coincide with the ones seen in real life, they actually persist in the society, being repeated by the new coming generations.

The identified feminine stereotypes in advertising have been changeable with the pass of the time. In this particular study, the most updated ones will be selected after going through the different categories developed in the last years. Starting from the year 2000, it is possible to observe how advertisements have adapted to a world where women are present at social environments, reproducing new stereotypes but, however, associating still the old values: (López-Díez, 2003).

- The attractive woman: determined, attractive, assertive, confident women object of man sexual desire.
- The liberated woman: pleasant, subordinated and dependent from men.

- The technological woman: women that use technology for their traditional ‘feminine interests’ such as beauty, fashion and gossip.

Late in this decade, a new role emerges, the superwoman. This woman has a full-time job at the same time that meets her standards as the perfect housewife, takes care of her family, husband and finds the time to practice sports, eventually meet friends, etc (Berganza et al, 2006).

The 9 identified female stereotypes that will be used in this project are:

1. Woman objectified as a sexual object
2. The provocative woman
3. The subdued - victimized woman
4. The dependent woman
5. The simple woman
6. The decorative woman – adornment
7. The self-interested/selfish woman
8. The housewife

### **3.2. How stereotypes are perceived? The Reception Theory**

The introduction of the Reception Theory is fundamental to understand the process of messages perception that takes place when a spectator watches an advertisement. Originally, back in 1964 by Richard Hoggart, this theory stated that media texts were encoded by the producer, in other words, the creator of the text or advertisement fills the product with values and messages. When watching the advertisement, the audience decoded the text. Each spectator decodes the text in a particular way, hence the output will not always match the producer of the texts’ values and messages. The author distinguished among three receptions of the message –Preferred reading, negotiated reading and oppositional reading.

Later on, Stuart Hall (1981) developed this theory basing the analysis on the intern and ideological structuration of the text diffused by the media. In addition, it was considered that the audience do interpret the messages differently and analysis the played role by

the media when it comes to spread ideas. The scholar proved that media decode messages showed an ideology closed to the elite's one. It arises the idea of a dominant-hegemonic lecture in which the message is interpreted following the reference code in which the message was coded, it means, absorbing the values and ideas selected by the producer of the message. From this point, further researches focused on the way certain groups of people perceive and interpret the messages similarly. In addition, the relation between groups' common perception and the cultural variable was studied.

Orozco (1997) stated that messages transmitted by media appeal both to rational reason and emotion. The receptor of the media message reproduces its meaning in base of his/her social reception conditions. The spectator has the capability of either accept, negotiate or reject the message, in agreement to Hall (1981). This process is known as the process of reception.

When it comes to promotional tools and in relation to the topic under study in this particular project, advertisements project stereotypes that are perceived by the spectators (Naval et al, 2003). The reception of these messages through TV advertising is hardly unavoidable since it is inseparable from watching television. Unconsciously, the spectator accepts and assumes the received messages, not only perceiving it but also replicating it and redistributing it. This phenomenon takes place individually and also in a broader sense when it happens in the groups where these individuals belong to. These groups are then influenced by media messages, repeating the watched stereotypes. Advertisements, through messages and a linguistic code build and diffuse stereotypes and influence the way people have to see the world and the relationships between genders (Lomas, 1999).

The process starts with the decoding of advertising texts and reception messages that, afterwards, spectators spread and share with their collectives (Martinez et al, 2013). This phenomenon has shot up since the use of social media. De Andrés del Campo (2006) stated that advertisement use simple but efficient messages that are received by the spectator unconsciously. This is done through the use of stereotypes.

Concluding, the Reception Theory will help in this research to analyze how advertising spectators perceive in their own way the contents and values and, in a second term, if it

influences them and the language they use to refer to women (Medrano, 2008). Advertising is a tool that consolidates, transmits and perpetuates gender stereotypes, so it is responsible for its results. These results are proven to invisibility women and categorize them according to the stereotypes (Lomas, 2003).

McCabe (2008) proved that egalitarian gender-role attitudes were influenced by the stereotypes that spectators watched in TV. Therefore, advertising influences spectators affect toward a gendered situation. Developing a positive or negative affect toward gender equality will have an impact on the reactions and responses that spectators will have regarding gender when finding themselves in day-a-day situations (Costa, 1994; Deaux & Major, 1987; Fischer & Arnold, 1994; Matteo, 1988; Spence, 1993). It will influence the way they see both genders, the roles they relate to each and their conception.

In chapter 4, the chosen methodology that will be carried on along this research will be explained in detail.

## 4. Methodology

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*All our knowledge and experience of the chosen subject, is the way we approach our scientific and empirical materials - our so-called 'glasses' - the way we see the world (Heidegger, 1996, p. 2).*

This methodology aims to structure the author's actions along the project according to the nature of the addressed research questions and seeking for the generation of answers to them. During this chapter, the reader will find an illustration of the followed methodology as well as the chosen paradigm. The way in which the problem is approached vary depends on how researchers look at it and see the world (Kuada, 2010). The related philosophical considerations attempt to emulate the writer's perception of reality and knowledge in relation to the topic. It means, from which perspective the author looks at the identified problem, how the author positioned herself, which data will be needed and how it will be collected in order to analyze the problem and come up with conclusions.

The goal of this methodology is to generate knowledge about the perception of advertising messages in relation to women image and their stereotypes. In addition, the research will attempt to know if the spectator perceives the sexist roles that advertisements project and the degree of acceptance of these models by the society. This is a problem within the field of International Marketing, and in such a wide field it is vital for the author to clarify herself in order to identify the problem and find the best way to approach it. As it can be seen in the Introduction, several signs of inequality in Spain have been found, which can be considered as a 'living reality'. The literature review allows the researcher to dig into this topic, distinguish among different streams and picking one for this particular master thesis: a customer perspective of gender stereotypes in advertising. Theories and models gathered through literature review will help structure the analysis of the phenomenon and the impact these stereotyped advertisements have on their spectators' values and conception of the issue of gender inequality in Spain. Then, after creating a theoretical framework that helped the researcher to identify hypothesis, a survey has been designed. Before the data collection

beginning, the point of view the author wants to occupy should be defined (Arbnor and Bjerke, 1997). Once defined, the researcher's critical attitude will be determined, having a better understanding of how capable will we be to find, analyze and solve the observed problem. When it comes to observe the problem, the researcher will explain her position mainly as an objective observer, not forgetting the possible intrinsic repercussions it may have being part of the society object of study.

Since the identified problem is related to the field of International Marketing, the addressed problem object of study has been determined to belong to the field of social sciences. As a consequence, the first part of this chapter will provide with an overview of the philosophical framework that will serve as a point of departure, the Philosophy of Sciences. Then the different dimensions and paradigms will be approached prior to the selection of the most suitable one to this particular topic. After this step, the data collection step will be ready to be taken, knowing our object of interest and position within the problem, so the author can be critical at the findings and how they will be interpreted. The data collection methods and techniques that will be used along the research will be approached further on. The business models and theories found throughout the data collection will be the link between the philosophical and the real world where the problem has been identified, the called 'living reality' (Arbnor and Bjerke, 1997).

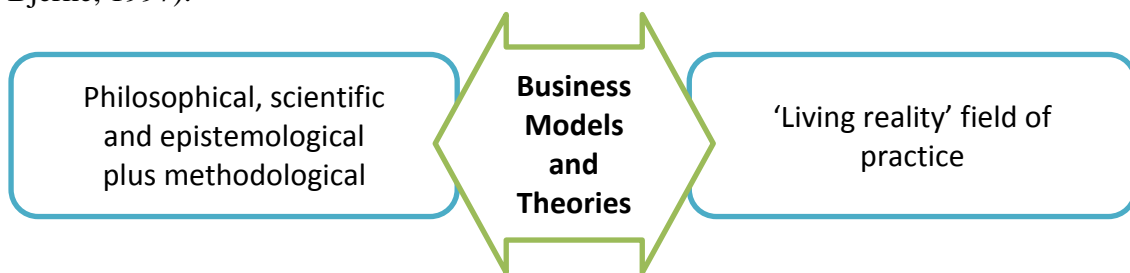


Figure 2: Arbnor and Bjerke, 2009. Own creation.

#### 4.1. Philosophy of sciences

The philosophy of science is the philosophical branch that critically examines the foundations, methods, products and implications of the activity called science (Moore, 2010, p.123). It studies the relation that exists between the philosophical presumptions and the practical appliance of methodologies, the considered 'paradigms' that works as a connection of both concepts (Arbnor and Bjerke, 2009).

Due to the consideration of this project as a scientific master thesis, the researcher's assumptions about the influence of visible stereotypes in advertising must be addressed through an appropriate methodology. This will ease the reader's understanding of the project as well as the analysis and conclusions carried on. The question will be to which extent the repetition and projection of gender stereotypes on advertisements influence the spectator's values in a country like Spain. Along this chapter, it will be detailed the methodological process followed by the author to acquire the ideas and inspiration that have helped to approach the problem object of this research.

## **4.2. Ultimate presumptions**

The first thing we need to do when approaching the problem is positioning ourselves within a particular methodological view. The taken perspective is constituted by several principles that combined will help the researcher to define an idea of the issue attempted to be analyzed. Depending on the perspective which the author positions from, the set of presumptions will vary and so will do the outcome (Arbnor and Bjerke, 2009). This perspective will be referred from now on as 'the paradigm'.

The researcher attempts to be as much objective as possible, in order to provide the most truthful reflect of the perception of gender stereotyping by the spectators and their values and opinions in regards to the issue of gender inequality in Spain.

The choice of an appropriate paradigm it will be crucial to the researcher, since it provides with an understanding and a marked structure to approach the issue object of study, its pertinent research questions and conclusions (Gadamer, 1989). According to the elected paradigm, different conclusions will sprout.

In order to guide the researcher in the path of knowledge-creation, the theory of sciences will provide a paradigm that will help understanding the presumptions about reality, which will be referred in the model below as 'ultimate presumptions' in order to define a methodological view. The paradigm is considered as the link between the ultimate assumptions and the methodological approach (Arbnor and Bjerke, 2009). Once a methodological view is, it will provide an 'operative paradigm' that will be

applied to the study area. The ‘operative paradigm’ is formed by ‘practical language’ that will guide the further thinking and acting in relation to the study area according to the selected methodological view. (Arbnor and Bjerke, 2009). Throughout the Literature Review, the author will be able to find several theories and models that will be critically considered relevant and that will create a Theoretical Framework, an operative paradigm.



Figure 3: Arbnor and Bjerke (2009). Paradigm and operative paradigm. Own creation.

The four ‘ultimate presumptions’ within a paradigm defined by Burrell and Morgan (1985) are the following:

- Ontology
- Epistemology
- Human nature
- Methodology

### 4.3. Paradigme

A paradigm can be defined as ‘universally recognized scientific achievements that, for a time, provide model problems and solutions for a community of researchers’ (Kuhn, 1970). ‘Theorists of science use the paradigm concept to describe basic philosophical assumptions that are of importance to practical research’ (Arbnor and Bjerke, 2009).

In the particular case of the social sciences, old paradigms coexist with the new ones (Arbnor and Bjerke, 2009).



Aiming to explain reality, Arbnor and Bjerke (2009) introduced in the field of social sciences, six different paradigms. This paradigms' are arranged according to the degree of objectivism-subjectivism and the degree of rationality-relativity from which reality is perceived (Morgan & Smircich, 1980). According to the way the author conceives reality and the interdependence between reality and the author, one paradigm or another will be selected. The chosen paradigm will define how the research will be handled onwards. The possible paradigms are:

- Reality as concrete phenomenon that is conformable to law and independent of the observer
- Reality as a concrete determining process
- Reality as mutually dependent fields of information
- Reality as a world of symbolic discourse
- Reality as a social construction
- Reality as a manifestation of human intentionality

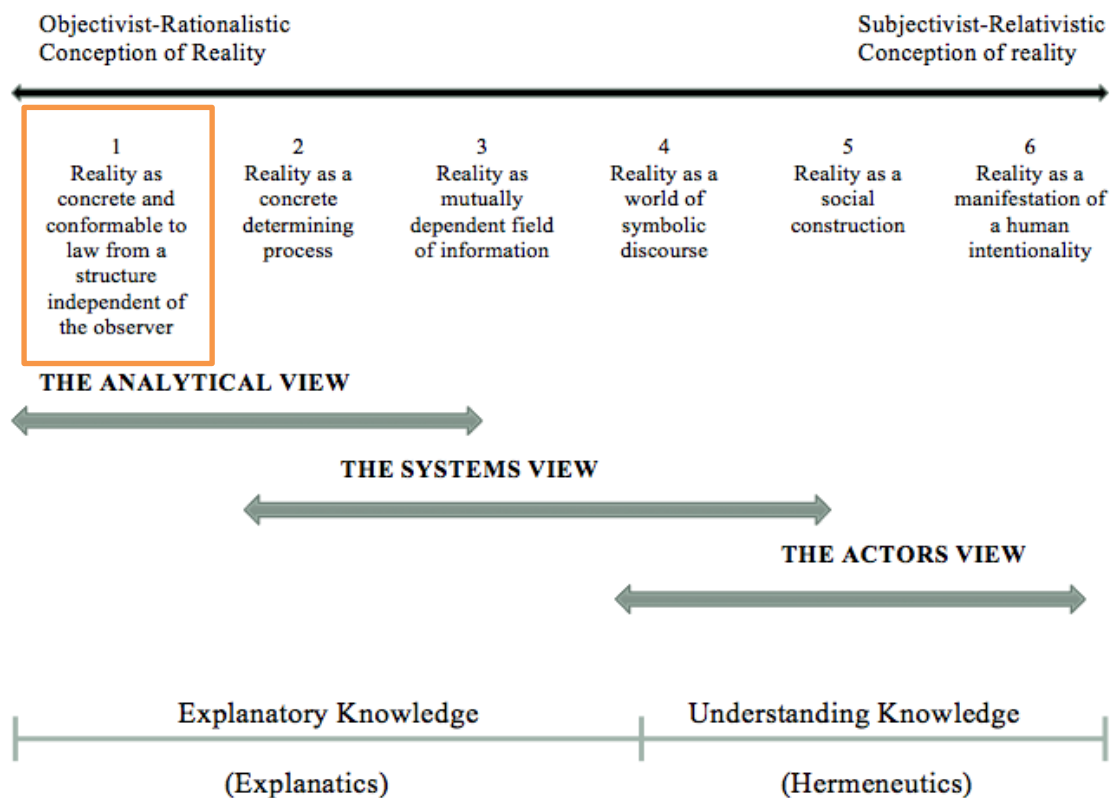


Figure 1: Arbnor and Bjerke, 2009.

The model above defines two primary positions from where the researcher can attempt to understand reality, as an active actor that 'explains' knowledge ('Explanatics') or either a passive one that just 'understands' knowledge (Hermeneutics). An hermeneutic position states the importance of interpretation and defends the subjectivity of reality. *Per contra*, an explanatic perspective supports the lack of need of defining a method depending on the object of study. In this particular Master thesis, the nature of the problem attempted to be solved, requires the author to be objective within reality, understanding the spectator' of advertisement's perceptions of stereotypes, the public interpretations of advertisements and society's values in terms of gender equality. Therefore, the primary position will be concluded as more *explanatic*.

Arbnor and Bjerke(2009) in their model, defined three different research approaches - Analytical, Systems and Actors- that can easily be compared to the 'Objectivist'- 'Subjectivist- extreme assumptions identified by Burrell and Morgan (1985). This particular research the author attempts to find a causal explanation of the perception of female stereotypes in advertising as an independent variable and the possible effect this may have on the spectator. The researcher seeks to explore, describe and explain the existence of the mentioned gender stereotypes and then predict the effect it evokes on spectators. This position is represented by the analytical approach. Therefore, techniques such as surveys will be carried to collect information about a sample of population and this way, gain an insight into the totality of the Spanish population.

The world can be understood by the researcher from different dimensions -the ontological, epistemological and methodological- and under an objectivist or subjectivist perspective (B&M, 1979). In this particular master thesis, the author has decided to base her methodological discussion on Burrell & Morgan proposed classification, taking an objectivist approach. This approach sees the reality as something external where people interact but have no direct impact on it. In this particular case, the analysis of a phenomenon that takes place into the country where the researcher is from, but it exists out of individual's mind and acknowledgment.

According to the six paradigm mentioned in the previous figure, the researcher positions within the paradigm of **reality as a concrete phenomenon that is conformable to law**

**and independent of the observer.** The population under study is seen as a receiver and responder of stimulus that advertisements send in regards to gender stereotypes.

Dimensions	The Objectivist Approach	The Subjectivist Approach
Ontology	<b>Realism</b> <i>social world is real and external to the individual cognition</i>	<b>Nominalism</b> <i>reality is constructed by individuals in interaction with each other</i>
Epistemology	<b>Positivism</b> <i>researcher can be objective and conduct his investigations as an external observer</i>	<b>Anti-positivism (interpretivism)</b> <i>need to research the standpoint of individuals directly involved in the social activities under investigation</i>
Human Nature	<b>Determinism</b> <i>Man's actions depend on what is happening around him</i>	<b>Voluntarism</b> <i>man is independent and has free will</i>
Methodology	<b>Nomothetic</b> <i>encourages studies that are based on systematic protocol and techniques such as survey methods</i>	<b>Idiographic</b> <i>the researcher "gets inside" the situation, encourages use of such techniques as diaries, biographies and participant-observations</i>

Table 6: The objectivist-subjectivist dispositions. Burrell and Morgan (1979). Own creation.

- **Ontological considerations → realism**

*“assumptions which concern the very essence of the phenomena under investigation”* (Burrell & Morgan, 1979).

In this project, the author must have knowledge of the field of study, advertising internationally and its influence on the public, which exists externally to the individual cognition. The ontological approach will be used to describe concepts, its connections, importance and their relevance in the world. Arbnor and Bjerke (1997) called this ‘conception of reality’ that ‘relates to philosophical ideas about how reality is constructed. Either reality persists in and of itself or through our mediation’.

The business world is considered as a very dynamic environment, subject of changes that aims to keep up with the latest innovations and techniques. This is extensive to marketing strategies related to international advertising campaigns. Companies attempt to find the most suitable one to each market in order to obtain the best possible results. These changes and decisions are not depending on only one person. In this

phenomenon, various parts can be identified: companies and markets. In spite of the consideration of this reality as something that is constructed by these two agents in interaction with each other, the author sees this reality of gender stereotyping in advertising as something external and that it is going to remain the same independently of the spectator's interaction. The author is a mere observer of this process and takes it as a being a truth in the world. It is something existing in humans' life that has an impact on the public.

This relation company-market is something already existent in the world that needs to be discovered and gained knowledge about. The concepts and analysis that already exist and our findings will be added to them. Concluding, the research adopts a 'realist' approach.

- **Epistemological considerations → Positivism**

*“Assumptions about the ground of knowledge, about how one might begin to understand the world and communicate this as knowledge to fellow human”* (Burrell & Morgan, 1979).

The epistemological assumptions imply the way the author gets to know the truth and gains knowledge about reality – the influence of international advertising marketing strategies in relation to gender equality. The findings will be based on researches, previous done analysis and studies about the phenomenon of female stereotyping in advertising, and data collection through surveys carried by the researcher. This turns the author into an external observer that will try to be as much objective as possible, in spite of its human nature, in order to analyze the respondents opinions and findings in other studies and conclude without being influenced by its own impressions. However, this means that the author's reality may be biased, as part of the data collection will be based on other researchers' reality (Kuada, 2010).

The author attempts to gain knowledge of the field, not experience it. Therefore the researcher takes an outside position. Summing up, this master thesis takes an objective approach and positivist consideration.

- **Human nature considerations → determinism**

*“The relationship between human beings and their environment”* (Burrell & Morgan, 1979).

The assumptions about human nature reflect about the question of whether are we products of our environment of either individuals create their environments. Social sciences theories aim to have an understanding of how human activities are formed and with of the two given options fit better to them. The question of how human beings feel as a subject, self-creators, or an object, a product of their environment and circumstances.

This master thesis considers the society, as an easily influenced public, nor independent or free of what is around them. Advertising influence their attitude in relation to gender equality, spectators do not have an effect on company’s promotional campaigns. Concluding, this research will be positioned within the determinism.

- **Methodological perspective → Nomothetic**

*“The way in which one attempts to investigate and obtain knowledge about the social world”* (Burrell & Morgan, 1979).

The methodological assumptions mark the plan of action that will guide the research. The taken perspective influences the way the topic will be investigated and how knowledge will be obtained. This brings up the particular methods in the procedure of research. As previously mentioned, the author’s reality and analysis will be based on others researchers’ theories and interpretations, as well as on first-hand information obtained through survey responses, in order to answer the research questions. The researcher sees the social world objectively from the outside, applying a methodology that will find relations among findings obtained through collected data, in accordance to the analytical system approach. This project will position within nomothetic, gaining knowledge through the literature review and surveys, finding appropriate material that will enable further research and analysis that will serve to answer the research questions mentioned in the problem formulation. Data collection methods will be detailed further on in chapter 4.5.

## **4.4. The operative paradigm**

The operative paradigm is the connection between the methodological view and the study area. It will provide the researcher with techniques and tools that will enable the development of skills to analyze the field where the problem belongs to (Arbnor and Bjerke, 2009).

### **4.4.1. Research design**

The research design structures how the research will be developed further on aiming to answer all the research questions (Blanche et al., 2008). In this task, both inductive and deductive research will be done in order to gain the necessary knowledge. The project will be mostly deductive, starting from the idea of an existent gender stereotyping in advertisings projected in Spain, obtaining this idea from preliminary literature review, as visible in the Introduction. Then through the systematic review, inspiration has been gained to determine variables and hypothesis that have been tested through a survey in a selected sample of the Spanish population. Conclusions from this survey will be inductively applied to the totality of Spanish population.

This has been visible through the data collection achieved along the Literature Review in the search of theories, models and analysis already existing in previous researches by other scholars. The author will go a step further, using these theories to create a theoretical framework. In addition, previous studies will inspire the researcher to design a survey that collects useful information about the field of study.

The analytical research design model that follows will be used in this particular master thesis:

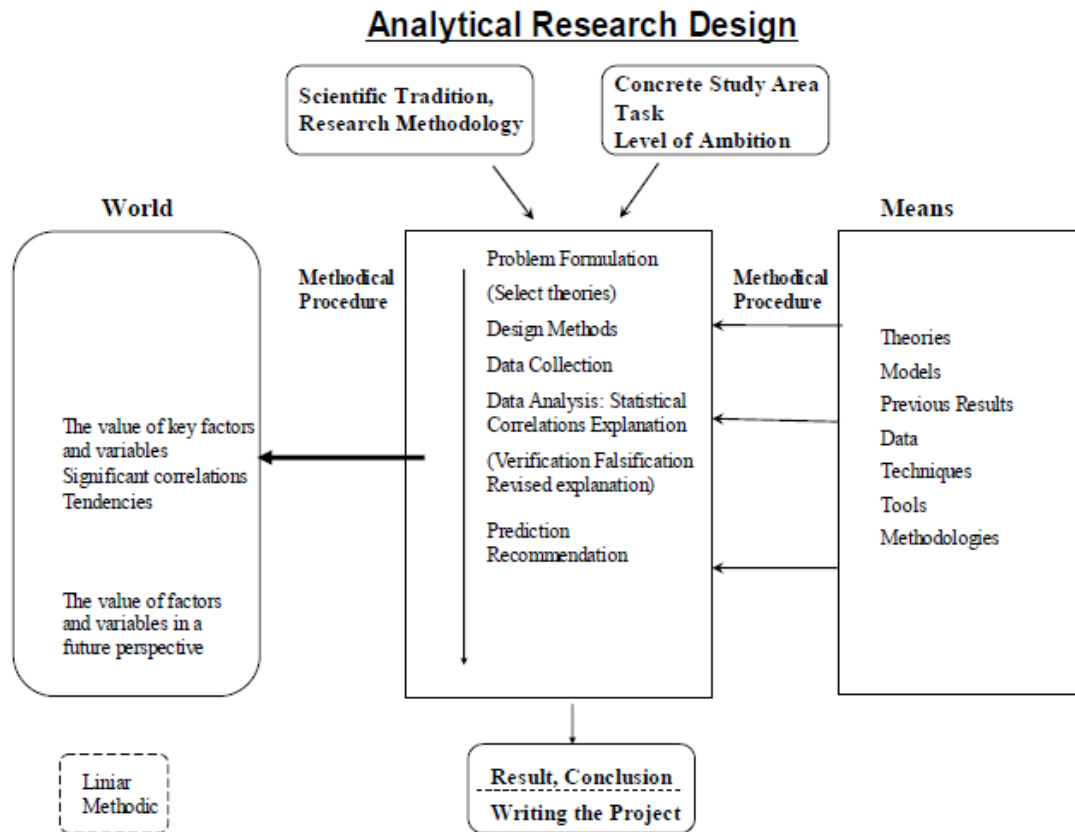


Figure 4. Source: Kuada (2010, p.73) according to Marita Svane (2010). Analytical research

This research design attempts to chart and measure objective reality, looking for acceptance, relevance and empirical validity of the obtained results through the research. The researcher has identified a problem in society through the given evidences in Chapter 1 ‘Introduction’, formulated it and will attempt to explain in using secondary data from previous research, theories and models as well as primary data collection through surveys. The aim is to understand how gender stereotypes projected in advertisements may influence the public, describe how the spectator perceives it and analyze the impact it may have on their values in terms of gender equality. The study will only be achieved for Spain, just because this happens in one country or society, does not mean it has to be applied to the rest of the world.

The goal of this master thesis is to answer the research questions specified in the Problem Statement, ‘to which extent is the appearance of sexist stereotypes on advertising perceived by the Spanish society. The chosen country, as an example of non-gender-equal, will be Spain (‘world’). To acquire the necessary knowledge and

have a better understanding of it will be used previously done research, articles that provide the researcher with a theoretical framework. This collection of information will give ideas to the researcher of how to look at the problem, how to collect data to address the research questions ('means'). All this will be done from the researcher's perception, using the previously defined methodological approach for the study area.

	<b>Analytical</b>	<b>System</b>	<b>Actor</b>
Ideal of Explanation	Causal explanation	Final explanation	Dialectical explanation Understanding
Levels of Ambition	Explore Describe Explain Predict Advice / Guide	Describe, explain systems System analysis - positive or negative synergy) Diagnose system problem System construction: - stabilization, socialization (adaptation of components and parts)	Understanding Diagnostics Emancipation
Techniques / Tools (examples)	Experiments, observation, interview, questionnaire, survey, statistics, mathematics, logic	Interview, case studies, historical studies, system theory	Language development, dialogue, observation, experiments
Methods	Process of explaining by statistical cause-effect correlation or logical relations	Process of explaining by relating component relations to ends	Process of understanding Continuous shift between interaction and interpretation
Research Criteria	Validity, reliability, objectivity, representativity	Validity, objectivity Reproduction criteria: - usefulness, trustworthiness, context	Validity, transparency, honesty, free of prejudices

Table 7: Kuada (2010, p.60) according to Marita Svane (2010). Scientific ideas and methodologies. Analytical view.

This particular master thesis will be carried under an analytical approach, as mentioned before. According to the table above the selected technique will be throwing a survey, as it will be better explained subsequently.

## 4.5. Data collection.

### 4.5.1. Methods and techniques: Quantitative/qualitative – Primary/secondary data

In order to solve the problem statement two different methods can be applied to collect information -quantitative and qualitative methods. Quantitative methods aim to maximize objectivity, replicability and achieve generalizable findings (Harwell, 2011). On the other side, qualitative methods attempt to explore meaning, purpose and reality (Hiatt, 1986).



In addition to the data collection method choice, there are two different approaches to collect data that may be taken: primary and secondary data. The first one consists in the collection of primary data, it means, directly by the researcher from first hand. This provides more reliability and objectivity to the study. Meanwhile, secondary data has previously been collected by other researchers and it is available to be used in further studies (Kumar, 2013).

In order to gain the necessary knowledge to achieve an appropriate primary data collection, the researcher has carried on a preliminary literature review connected to the problem formulation will serve as an inspiration for the election of data collection method. The objective will be to justify the formulated research questions, gain a prior understanding of the topic and have a glance of the main theories and collection methods that can be used in the field of study. These theories will be used to create an analytical framework that defines the structure and variable of the phenomenon object of study, and the used data collection methods will serve as an inspiration for this current research.

This master thesis will mainly focus its analysis in quantitative methods; despite qualitative analysis will be developed as well to gain a deeper knowledge on the subject. The quantitative analysis will be conducted throughout the launch of a survey in Spain. This way primary data will be collected searching for the perception of the spectators about the effect of sexism and stereotypes in advertisements and the impact this advertisement cause on them. It has been decided to carefully pick 4 advertisements in which gender stereotypes are more or less obviously visible and create a survey in relation to them. The researcher aims to gain an insight of the impact of the treatment of the female and male figures on the spectators that will be supported by the findings in secondary data. The researcher will use other tools such as historical studies and case studies to find inspiration and analyze the results collected through the survey.

It results more interesting for this particular project to gain a more superficial insight of more respondents than developing deeper interviews to less subjects. The literature review already developed in the previous chapter has been a source of inspiration to create a theoretical framework that complements and help understanding the conclusions thrown by the surveys.

#### 4.5.2. Quantitative methods

The use of quantitative-oriented data collection procedures attempts to test pre-formulated hypothesis (Kuada, 2010). The reason of this choice, is for the researcher to remain as much neutral as possible towards the phenomenon under investigation. The hypotheses are formulated after the Literature review, since it will be used as a source of inspiration for the development of the survey and the earlier-formulated hypothesis.

##### *a. Quantitative method election: Survey*

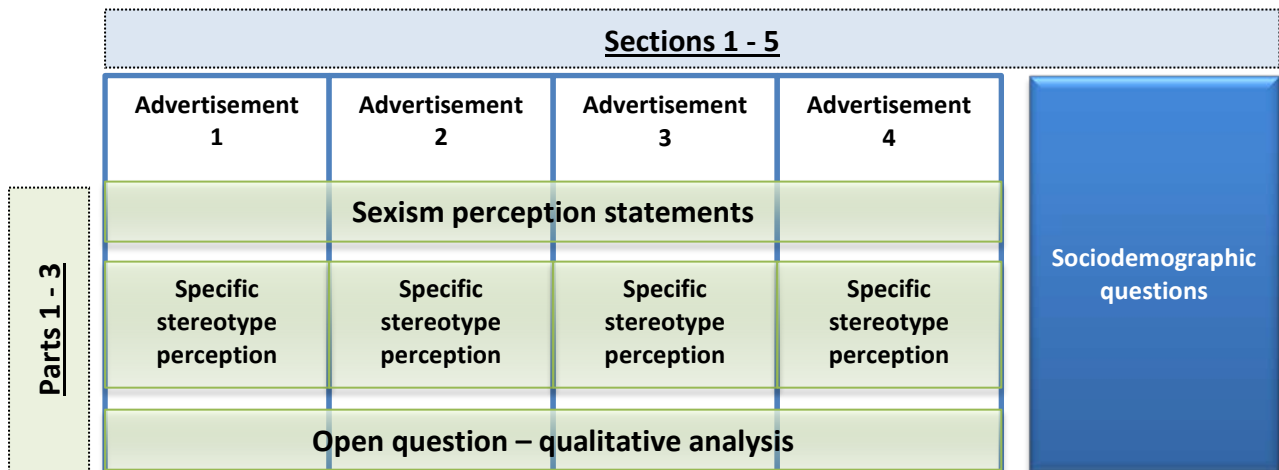
The quantitative chosen method, as mentioned already, has been the survey. In order to develop a survey research process, the objectives must be firstly settled, to later in develop a sample frame specifying the strategy for data collection to finally analyze and evaluate the results (Kuada, 2010). A social interaction exists between researcher and respondent, so the communication strategy will be really important at this point.

Online surveys will be elected, providing the respondent anonymity, privacy and enable the possibility of answering openly and with as much sensitivity as possible. The objective is to gain the deeper insight of the perception they have about the suggested advertisements, so the researcher prioritizes quality on the responses over quantity. It doesn't provide the possibility of further information and answers clarification, but the questions will aim to be very clear and precise so this problem is mitigated.

The surveys will be sent by email and social networks in order to obtain the bigger possible scope. In order to increase the number of responses as much as possible, the survey will be printed and completed in physical paper in shopping centers and companies. No translation to English will be done, since the researcher will be interested in the point of view provided by Spanish spectators of advertisements projected in Spain, in order to avoid cultural differences influence on these advertisement perceptions. It will be possible to observe both open and close questions to receive elaborated comments.

**b. Survey design**

The designed survey is divided into five sections. The sections one to four have questions directly related to the advertisements, there is one section for each advertisement. These sections follow the same structure and contain questions about the way the respondent perceives the advertisement, in terms of gender equality. Each of these four sections is divided, at the same time, into three parts. Statements included in Part 1 and the open question in part 3 are equal for the four sections. The parts one and two are scales made up of 8-items of statements each and are measured on a 5-point Likert-type scale. The established 5-point Likert-type scale goes from 1 to 5, being the options *totally disagree*, *disagree*, *neutral*, *agree* and *totally agree*, respectively, in relation to the proposed statements.



The first part of each four sections attempts to analyze through eight statements about the advertisement, which is the sensitivity the respondent shows about the specific advertisement while the second part formulates different and concrete questions to test if the respondent perceives a specific female stereotypes in the advertisement previously defined. The third common question is an open one; it asks the respondent to describe the woman in the advertisement using three words. These answers will help the researcher to have some qualitative information about the customer’s way of looking at the feminine stereotype. The reason why respondents were asked to describe the woman using their own words and not suggested ones was to analyze the word election they made. Language has been proven to express not only our own way to see the world but it is also a transport through which individuals interpret reality. The language used is

intrinsic to a certain society and it is influenced by its characteristics (Rodríguez Hevia, 2003). Since the study focuses on the Spanish society, the words respondents use to answer these question can be valuable information to gain an understanding of how they perceive the female stereotype projected at each advertisement according to the society they belong to.

Finally, the fifth section includes sociodemographic questions that will serve to segment the collected answers and will contribute to analyze to which extent these social factors influence the respondent's perception and level of sexism. These sociographic factors will be the independent variables considered later on.

The translation into English of the survey included in this Master thesis may include few differences and may not be absolutely accurate due to the different intonation given by the original language in which the survey was written at, Spanish.

Following the Six-Steps in the Process of Survey Research designed by Neumann (2006), the table below has been elaborated:

<b>Step 1</b>	<b>Define survey objectives</b>	Analyze the impact of gender-stereotypes content in advertisements on the spectators
	<b>Develop hypotheses</b>	h1: a majority of the spectators perceived the sexist content in advertisements h2: the variable gender influences the perception of sexism in advertisements h3: gender stereotypes are not considered sexist
	<b>Decide on type of survey (mail, interview, telephone)</b>	Mail survey, physycal survey
	<b>Write survey questions</b>	<i>Chapter 3</i>
	<b>Design layout</b>	<i>Chapter 3</i>
<b>Step 2</b>	Plan how to record data	n/a
	Pilot test survey instrument	n/a

<b>Step 3</b>	Decide on target population	Geographic: Spanish nationality and residence Demographic: -Ages: 15 - 70 -Gender: Women / Men All socio-economical groups
	Get sampling frame	-
	Decide on sample size	350-500 questionnaires
	Select sample	Spanish residents
<b>Step 4</b>	Locate respondents	By email, social networks, workplace, malls..
	Conduct interviews	n/a
	Carefully record data	Collected online and <i>in situ</i>
<b>Step 5</b>	Enter data into computers	Excel
	Re-check all data	Blanks responses deleted
	Perform statistical analysis on data	E-views and Excel
<b>Step 6</b>	Describe methods and findings in research report	Chapter 6. Data Analysis
	Present findings to others for critique and evaluation	Final exam

Table 8: Six-Steps in the Process of Survey Research (Neumann, 2006). Own creation.

#### 4.5.3. Advertisement selection

The tools to collect data about are four advertisements with sexist content, in a scale from more evident to less. Some of them, as it will be explained in detail later on, have even been denounced for the degradant treatment they give to women. This researched watched and considered a total of twenty advertisements to finally select only four for this particular project. The four advertisements and the stereotypes that are in them will be related further on.

In this part, the selected advertisement for the study will be introduced. They have been selected four graphic advertisements, two images and two videos. A total of four brands are represented in this study: Natan, Axe, Mr Proper and Knorr.

The advertisements of Natan and Axe have been valued in a previous study (Vidal y Nuño, 2014) by three psychologist, specialist in gender and advertising. The advertisements of Mr Proper and Knorr were found in different rankings of sexist advertisements considered by institutions and social organizations. These last two, have been selected for this research because they meet the factors concluded as relevant for this specific research. The requirements the selected advertisements must meet are:

- ✓ Show a sexist behavior or stereotype or project a degradant treatment to women
- ✓ Transmit at least one out of the nine selected stereotypes in the Theoretical Framework (Chapter 5)
- ✓ Must be easy to understand by spectators
- ✓ Must advertise non-gender products

#### **Advertisement 1: ‘Natan’**



**Illustration 1: Advertisement 1 ‘Natan’**

Natan is a jewelry company that has shown across the years a high sexist content in their promotional campaigns. This ‘innocently’ sexist advertisement, that uses gender stereotypes under a mask of humor, shows women as self-interested and simple individuals. The woman they show is the one that pursues money and lacks of any other criteria to choose a husband. The campaigns send the message that ‘for a good ring, women would do anything’, ‘any woman is reachable with the right jewel’, ‘women would surrender and accept any degradant behavior in exchange of a jewel’. This advertisement was produced by F/Nazca Saatchi&Saatchi Brazil and projected world widely.

The stereotypes identified in this advertisement are:

- ✓ **1. Woman objectified / 2. Woman as a sexual object:** the ad focuses all attention at a part of the woman; she is no longer a whole person but just a pair of legs. The female figure is not treated as ‘someone’, it is treated as ‘something’, and she becomes a part of her body (De Andrés del Campo, 2006). Sometimes women are seen not even as a sexual object, they turned into just an object. For this reason at this advertisement it was not considered only the stereotype 2, also stereotype 1.
- ✓ **3. The provocative woman:** ‘women would open their legs when a man gives her the appropriate ring’
- ✓ **5. The dependent woman:** ‘women are the passive subject, waiting for a man who proposes’.
- ✓ **6. The simple woman:** ‘The right ring it is reason enough for a woman to say yes’
- ✓ **8. The self-interested/selfish woman:** ‘she changes her mind radically about the man after seeing an expensive ring’.

### Advertisement 2: ‘Axe’



Illustration 2: Advertisement 2 ‘AXE’

The company Axe, belongs to the group Unilever. A report made by the Ministry of Equality in Spain in 2010 accused the company for the continuous sexist promotional campaigns developed in the last eleven years. The report analyzed the campaigns after receiving almost 300 complaints. The message the company sent with this advertisements was that using Axe deodorant increases men seduction power. However, the advertisements show women as malleable, simple and always willing to respond men sexual desires. Women are stereotyped as a sexually objectified, dependent, simple and adornment.

The stereotypes identified in this advertisement are:

- ✓ **2. Woman as a sexual object:** the ad focuses all attention at a part of the woman; she is no longer a whole person but just a pair of legs. The female figure is not treated as 'someone', it is treated as 'something', and she becomes a part of her body (De Andrés del Campo, 2006).
- ✓ **3. The provocative woman:** 'women would open their legs when a man gives her the appropriate ring'
- ✓ **5. The dependent woman:** 'she depends on men soap election, when he uses AXE, she becomes vulnerable and easy'.
- ✓ **6. The simple woman:** 'just the right soap can make a woman change their mind and fall for the man'.

### Advertisement 3: Mr Proper, 'You gotta love a man who helps'



Illustration 3: Advertisement 3 'Mr Proper'



The brand “Don Limpio” (‘Mr Proper’) belongs to the group Procter&Gamble. The character was created to look after the ‘genie in a bottle’. Mr. Clean is a muscular, tanned, bald man who cleans things very well. In this particular advertisement the identified stereotypes are women as the housewife, and simple person: her husband can make her happy just ‘helping’ her with the household chores.

The stereotypes identified in this advertisement are:

- ✓ **5. The dependent woman:** ‘she depends on men actions. When he cleans, she becomes absolutely attracted by him’.
- ✓ **6. The simple woman:** ‘a man cleaning is cause enough for a woman to fall in love and get totally turned on’.
- ✓ **8. The self-interested/selfish woman:** the claim ‘You gotta love a man who helps’ stereotypes women as self-interested and willing to fall in love when they get something in return, as a man that cleans ‘for them’.
- ✓ **9. The housewife:** she loves the man because he is cleaning ‘for her’, sending the message that housework are actually women’s stuff.

#### Advertisement 4: ‘Knorr soups’



Illustration 4: Advertisement 4

The brand Knorr belongs as AXE to the group Unilever. As mentioned earlier regarding advertisement 2, the company was accused in Spain in 2010 for developing sexist promotional campaigns. In an attempt to solve this issue, in this particular

advertisement it is possible to see the figure of an actively-working mother, a caring father that stays at home looking after their children and who has been let in charge of dinner. At this particular advertisement, everything seems quite equal until the final claim states ‘the way you (woman/mother) would do it, if you had time’. This reflects that it is a product so easy to prepare that even men can do it, but, if she had was not working so much, preparing dinner would be her responsibility.

The stereotype identified is:

- ✓ **9. The housewife:** even when she is evidently working and there is no evidence that the man works too, the advertisement presumes that this soaps are made like she would do it if she had the time. The only reason why she does not prepare dinner is because she doesn’t have the time to do it, otherwise, the advertisement implies that she would.

This is one of the most common feminine stereotypes visible in advertising. It represents woman which goal is to satisfy her husband and children. She has a ‘real appearance’, young, quite attractive so her husband likes her, etc. She is the one in charge of the well-being of the family. Even when man appears at this advertisement, they are there either because the product is easy to use and the ad suggests that even when the man can do it, it is a woman’s thing (Suárez Villegas, 2007).

The following table summarizes the stereotypes included in each advertisement:

<b>Stereotypes / Advertisement</b>	<b>1: Natan</b>	<b>2: Axe</b>	<b>3: Mr Proper</b>	<b>4: Sopas Knorr</b>
1. Woman objectified	●			
2. Woman as a sexual object	●	●		
3. The provocative woman	●	●		
4. The subdued - victimized woman				
5. The dependent woman	●	●	●	
6. The simple woman	●	●	●	
7. The decorative woman – adornment		●		
8. The self-interested/selfish woman	●		●	
9. The housewife			●	●

Table 9: Summary Advertisement-Stereotypes. Own creation.

#### 4.5.4. Hypothesis and variables

The elaborated hypothesis for this master thesis regarding gender stereotypes and sexism perception by the spectators of advertisement will be:

#### Hypothesis

H1: a majority of the spectators perceived the sexist content in advertisements

H2: the variable gender influences the perception of stereotypes and sexism in advertisements

H3: gender stereotypes are not considered sexist

The **dependent variables** object of study will be, firstly the perception of sexism in the proposed advertisements by spectators, and secondly the perception of the female stereotypes in these advertisements, basing the study on the nine female stereotypes identified in the theoretical framework, As it is possible to see in Table 9, the stereotypes have been located at each advertisement, and the questions are oriented to detect if the respondent is able to identify the specific stereotype or not, and how positive it is his or her perceptions about it.

The stereotypes were identified and selected through the literature review process, comparing different studies developed through the years as it was possible to see in the theoretical framework (Chapter 3). From the literature review findings, the nine most common stereotypes were chosen.

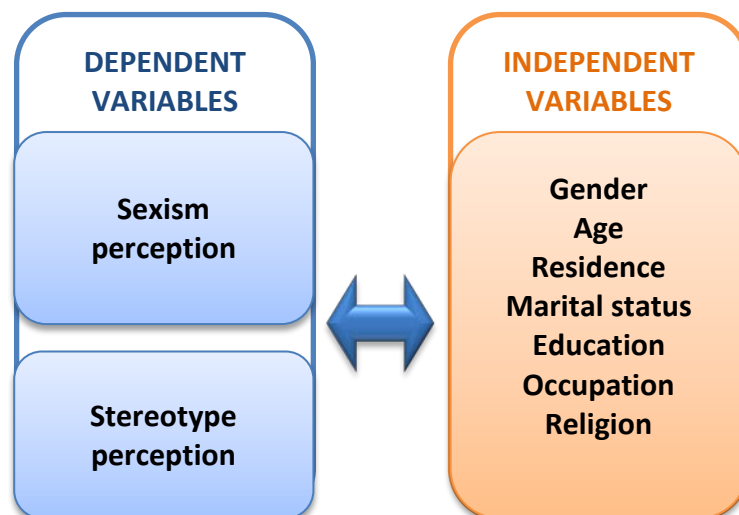


Figure 6: Dependent – Independent variables in the study

The study includes sociodemographic **independent variables** to determine the possible existing relation between them and the perception of gender stereotypes. These sociodemographic independent variables are age, place of residence, achieved level of studies, religion and gender.

Regarding the perception of the stereotypes, various levels will be determined:

- ✓ Capability to perceive the identified stereotype
- ✓ Capability to perceive the sexism of the stereotype
- ✓ Level of sexism of the respondent

The open questions in the survey will help to test the ability of the respondent to perceive the concrete stereotype and have a better understanding of the way they look at the feminine stereotype, if they consider it normal, negative or positive. The question will be common for all four advertisements in order to identify the degree to which the respondent are conscious of these stereotypes depending on how obvious they are.

# 5. Data Analysis

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## 5.1. Data edition

Prior to start statistical analyses on the collected data, it is necessary to make sure the information has been correctly gathered and screened in order to find errors before moving forward. Results from some analysis may differ dramatically if the data base has any mistake (Pallant, 2011). The data was also controlled for normality and outliers.

Few variables such as marital state and religion have been regrouped due to uneven distribution of respondents within the established categories in the survey. These variables have been recoded, avoiding this way basic error. In addition, variables were categorized according to their measure nature.

No further errors have been detected in the database, any missing answers, so no corrections were needed: the whole sample has been able to be analyzed. Internal consistency was tested as well.

Subsequently, the analysis of the collected data will be performed, focusing on the degree to which respondents are able to perceive sexist behaviors in advertisements and gender stereotypes.

The primary data collected throughout the survey has been analyzed with SPSS 25, Eviews9 and Excel.

## 5.2. Data analysis structure

The data analysis is structured in three parts:

1. In the first place, corresponding to the **first part** of each four common sections it will be analyzed to which extent respondents perceive sexism in each proposed advertisement and if any sociodemographic factor as an special influence on the degree to which this sexism is perceived.

2. In the second place, corresponding to the **second part** of each four common sections, it will be analyzed to which extent respondents perceive each stereotype included in the advertisements. In addition, statistical analysis will help to find out if there are correlations between each stereotype perception and any of the seven sociodemographic factor and the degree to which they considered the advertisement sexist.

For each stereotype, the following relations will be tested:

- ✓ Gender influences sexist stereotypes perception in advertising
- ✓ Age influences sexist stereotypes perception in advertising
- ✓ Civil state influences sexist stereotypes perception in advertising
- ✓ Educational background influences sexist stereotypes perception in advertising
- ✓ Occupation influences sexist stereotypes perception in advertising
- ✓ Place of residence influences sexist stereotypes perception in advertising
- ✓ Religion influences sexist stereotypes perception in advertising

3. Finally, the **third part** of each common part where respondents must define the female character of each advertisement will be qualitatively analyzed proving if respondents when defining her are able to identify the specific stereotype or not.

### 5.3. The sample

The survey was launched online, through email, social networks such as Facebook and twitter, in order to reach the biggest possible number of respondents. The questions were directed to people of all ages and backgrounds. Since the study aims to understand the perception of sexist stereotypes in Spain, to get results from this specific geographical area, the only limitation was that respondents must be Spanish. This is why the questionnaire was written only in Spanish. As mentioned before, the data has been analyzed using SPSS, Excel and Eviews9.

The questionnaire has been answered by 418 respondents. There has not been any excluded response, since all of them are fully answered.

As a first step in the analysis, an overview has been conducted. Aiming to have a first overview of the sample, see how many respondents were and how to divide them attending to sociodemographic categories. This has been done in the program Excel and Eviews9. The following table shows the number of respondents and the percentage compared to the total number of respondents. This will provide a first idea of how the sample is distributed.

### Survey respondent profile

		Count	Column N %
<b>Gender</b>	Female	276	66,03%
	Male	142	33,97%
<b>Age</b>	19 years and below	0	0,00%
	20 - 29	202	48,33%
	30 - 39	79	18,90%
	40 - 49	62	14,83%
	50+	75	17,94%
<b>Marital status</b>	Single	128	4,78%
	On a relationship	153	27,27%
	Married	114	36,60%
	Divorced	20	30,62%
	Widowed	3	0,72%
<b>Education</b>	Lower secondary education or less	14	3,35%
	Higher secondary education	27	6,46%
	University degree	194	46,41%
	Postgraduate studies	175	41,87%
	Post-secondary non-tertiary education	8	1,91%
<b>Occupation</b>	Student	50	11,96%
	Employed	317	75,84%
	Self-employed	41	9,81%
	Unemployed	4	0,96%
	Retired	6	1,44%
<b>Residence</b>	Big city	206	49,28%
	Medium city	154	36,84%
	Small city	27	6,46%
	Rural area	31	7,42%
<b>Religion</b>	None	268	64,11%
	Catholic	126	30,14%
	Other	24	5,74%

Tabla 10: Survey respondent profile. Adapted from SPSS.

Despite a more detailed analysis of this data will be carried on later focusing on sexism and stereotype perception, this paragraph will firstly give an overview of the respondents profile reached. In this case we can see which factors are the most frequent in the respondents. It is possible to observe in the table above that a majority of the respondents are women (66%) and around 34% are men. This factor is especially important when analyzing a topic such as gender stereotyping perception, were respondent's gender may make a real difference about the way the projected stereotype is perceived. Regarding age, there is a bigger proportion of respondents aged between 20 and 29 years old.

In the next table, it has been interesting to find out the frequency of response mixing age and gender, in order to have an overview of the distribution by age for each gender.

<b>Gender</b>	<b>Frequency</b>	<b>Percentage on age</b>	<b>Percentage of total sample</b>
<b>Female</b>	<b>276</b>		<b>65%</b>
Under 19	0	0%	0%
20 - 29	148	54%	35%
30 - 39	39	14%	9%
40 - 49	36	13%	9%
Over 50	53	19%	13%
<b>Male</b>	<b>142</b>		<b>35%</b>
Under 19	0	0%	0%
20 - 29	54	38%	13%
30 - 39	40	28%	10%
40 - 49	26	18%	6%
Over 50	22	15%	5%

Tabla 11: Frecuency gender-age. Own creation.

It is possible to see at this last table, how a bigger majority of responses have been given by women aged 20-29 (54%) followed by men same ages (38%). The rest are very proportional according to age and gender. In general terms, male respondents to this survey are older than women, proportionally.



Next, the responses collected will be analyzed by parts, in order to provide more specific answers to the hypothesis. Later on it will be analyzed the possible influence of these 7 demographic variables on stereotypes perception and degree of sexism.

#### 5.4. Reliability and validity

Reliability and validity are two relevant factors when conducting data collection through a questionnaire. Reliability makes reference to the extent to which results are possible to replicate. Validity proves that the results are accurate and measuring what they are intended to (Golafshani, 2003).

#### Reliability

The reliability of a scale specifies how free it is from random error (Pallant, 2007). It measures the extent to which results are consistent over time and if the results of a study can be replicated under a similar methodology (Joppe, 2000). The survey has been responded a single time, which means that retest cannot be carried in this particular case. In order to test the reliability it will be used the Cronbach's coefficient alpha. The acceptable Cronbach's alpha coefficient should be above 7, however levels above 8 are preferable (DeVellis, 2003).

As mentioned in the previous chapter, the data analysis will be achieved in two parts, and so on two groups will be made to measure the reliability: sexism perception and stereotype perception. The Cronbach's Alpha will test the internal consistency of the items that form both groups.

Scale	Cronbach's Alpha
Sexism perception (4 items)	0,781
Stereotype perception (26 items)	0,885

Tabla 12: Cronbach's Alpha. Adapted from SPSS.

Sexism perception, corresponding to section 1 of the survey has a Cronbach's Alpha value of 0,78 which can be considered acceptable. No item show a value lower than 0,3, which means that internal consistency is positive (Appendix IV). Regarding stereotype perception scale, a Cronbach's alpha of 0,89 has been achieved, meaning that the scale

is reliable. Few items value was lower than 0,3, showing certain lack of internal consistency. This means that these items are measuring something different from the scale as a whole (Pallant, 2007). As it can be seen in the Appendix V if items correspondent to advertisement 3 and 4 were deleted, the Cronbach's Alpha would be higher. The reason is that the stereotypes included in the advertisement to which these items were related, are much less evident than for the former two. This may have provoked certain confusion for respondents and their answers are less consistent as a result. However, if deleted, the increase in the Cronbach's alpha would not be very relevant, so no items will be erased. Finally, inter-item correlation has been tested, resulting that no negative correlation exists.

This master thesis does not aim to create a model able to predict the perception of stereotypes according to different factors. However, it is interesting to analyze if is there any influence and relation between the sensitivity to perceive them and the independent sociodemographic factors that can be analyzed extracted from the survey results.

## **Validity**

Validity defines in a certain model to which extent the research measures what it was intended to and how truthful its results will be (Joppe, 2000). The validity of a scale is however difficult to measure, since there is not a specific indicator to do it (Pallant, 2007).

The three factors that form validity are construct validity, internal validity and external validity (Punch, 2005). Construct validity refers to the match between the phenomena understudy and the theoretical constructs choice. This has been achieved in Chapter 4, through the development of a methodology that matches the created theoretical framework of Chapter 3. Internal validity is achieved with the triangulation of results with the literature, by testing and interpreting correctly the relation between the given variables (Gibbert et al., 2008). Finally, external validity aims to test if the findings of the research are generalizable to theoretical preposition, it means, transferable to other contexts (Gibbert et al., 2008; Punch, 2005).

The main objective of this master thesis is not to analyze the effect of all sociodemographic variables in relation to spectator's perception of sexism and stereotypes but some analysis will be done to identify which independent variables have a bigger correlation and impact on the dependent variables, stereotype and sexism perception, in order to guide further analysis.

### 5.5. Analysis of part 1: Perception of sexism

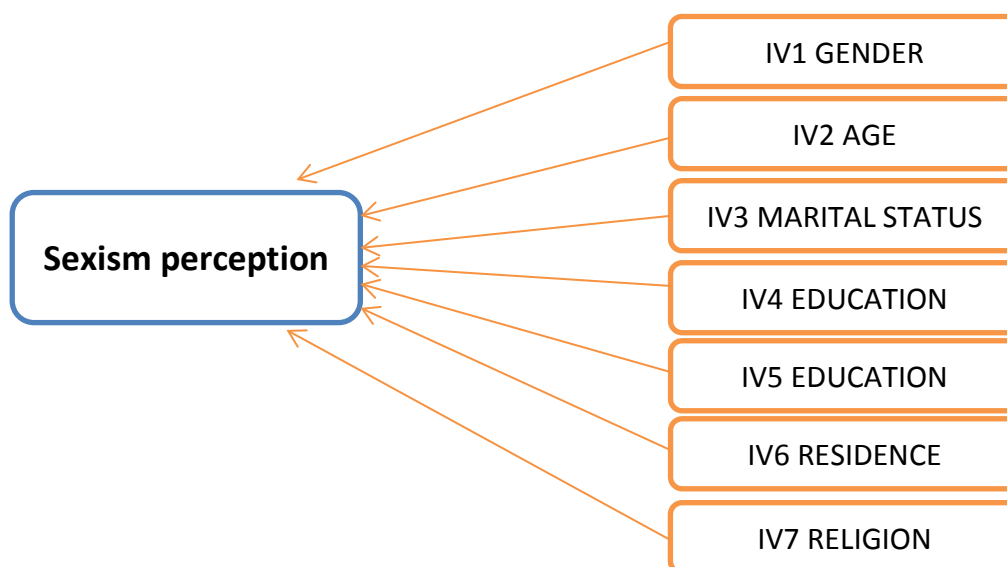


Figure 7: Data analysis. Part 1. Own creation

This first part relates to the first part of the four sections. This first part of each section included questions that seek to evaluate the degree of sexism that the respondent is able to perceive for each watched advertisement. The statements identified if the respondent gives more or less importance to the existent sexism in the particular advertisement, going through a scale that attempts to identify those who does even perceive the sexism, or those who do and do not give importance to it, finding it even funny. The eight statements included at this part are the following:

<b>Part 1</b>		
<b>¿Qué te ha parecido el anuncio?</b>		<b>What do you think about the ad?</b>
<b>Original statement</b>	<b>nº</b>	<b>Translated statement</b>
El anuncio es divertido	<b>1</b>	The ad is fun
El anuncio refleja la vida real	<b>2</b>	The ad reflects real life

Es un buen anuncio, el objetivo es llamar la atención del espectador	3	It's a good ad, the goal is to catch the viewer's attention
No es muy apropiado, pero el mundo real es así	4	It's not very appropriate, but real world is like that
No es muy apropiado, pero hay que tomarlo con humor	5	It's not very appropriate, but you have to take it with humor
Es un anuncio que muestra igualdad entre hombres y mujeres	6	It's an ad that shows equality between men and women
No es un anuncio del todo apropiado, degrada un poco la imagen de la mujer	7	It is not really appropriate, it degrades a bit the image of woman
No me parece nada apropiado, es un anuncio sexista	8	I do not think it's appropriate at all, it's a sexist ad

Table 13: Statements part 1. Own creation.

Since the goal of this section of the questionnaire is to evaluate how well respondents perceive the intrinsic sexism in the advertisement and not judge if this is something positive or negative, only the question number 8 that explicitly asks how sexist the respondent finds it, will be analyzed for this matter for each advertisement. The questions 8 of each advertisement are the items that formed the sexism scale previously mentioned.

The analysis carried with Eviews to analyze how much the considered sociodemographic independent variables explain sexism perception, shows a relatively low R-squared. It means that the independent variables considered to explain the perception of sexism in advertising are not be enough to be taken as a valid model but can predict a 39,08% of the variability of dependent variable. The model could have had a higher R-squared value if other variables such as household members, having or not children, had being raised by a woman or man may have provide higher reliability to the model. However, it can be useful and interesting for the objective of this master thesis in order to provide with an understanding of which of the independent variables show certain correlation to the degree of sexism perception. The mean of the dependent variable is 2.35 in a scale of 5 points, which means a neutral position of respondents on average about the existing sexism in the four advertisements.

The second analysis of the responses obtained seeks to determine if there are correlations between the seven independent sociodemographic variables and the degree to which the respondent identifies the sexist content of each advertisement. This analysis shows that the independent variable Gender has the biggest correlation with the perception of sexism by the respondent, meaning that female are more sensitive to perceive it than man. At a lower level, both variables Age and Occupation show a certain correlation as well, respondents with higher age, and those retired or unemployed perceive less the sexism in all advertisement than younger and actively working ones.

Finally it has been located a negative relation between sexism perception and education, hence those respondents with higher education show less sexist responses than those who achieved lower level of studies.

<b>*Sexism AD1</b>	<b>*Sexism AD2</b>	<b>*Sexism ad 3</b>	<b>*Sexism ad 4</b>	<b>Mean *Sexism</b>	
<b>0,46</b>	<b>0,40</b>	<b>0,37</b>	<b>0,39</b>	<b>0,52</b>	<b>*IV1_Gender</b>
0,16	0,21	0,24	0,13	<b>0,24</b>	<b>*IV2_Age</b>
0,07	0,18	0,10	0,07	0,13	<b>*IV3_Marital status</b>
-0,13	-0,21	-0,21	-0,16	<b>-0,23</b>	<b>*IV4_Education</b>
<b>0,23</b>	<b>0,20</b>	<b>0,22</b>	<b>0,13</b>	<b>0,25</b>	<b>*IV5_Occupation</b>
0,07	0,10	0,07	-0,02	0,07	<b>*IV6_Residence</b>
0,12	0,13	0,10	0,16	0,17	<b>*IV7_Religion</b>

Tabla 14: Correlation matrix adapted from Eviews. Own creation.

Since Marital Status, Residence and Religion show low correlation with the degree of sexism perception, they will be no longer considered to analyze the given responses and analyze them by advertisement.

		<b>Mean</b>				
		<b>AD1</b>	<b>AD2</b>	<b>AD3</b>	<b>AD4</b>	<b>AVER</b>
<b>Gender</b>	Female	1,49	1,79	2,15	2,56	2,00
	Male	2,65	2,80	3,12	3,61	3,04
<b>Age</b>	19 years and below	-	-	-	-	-
	20 - 29	1,69	1,90	2,17	2,68	2,11
	30 - 39	1,95	2,16	2,72	3,13	2,49
	40 - 49	2,10	2,47	2,45	3,29	2,58
	50+	2,15	2,48	3,07	3,00	2,67
<b>Education</b>	Lower secondary education or less	2,71	2,86	3,71	3,43	<b>3,18</b>
	Higher secondary education	2,15	2,44	2,52	3,52	<b>2,66</b>
	Post-secondary non-tertiary education	1,90	2,30	2,61	2,98	2,45
	University degree	1,74	1,86	2,23	2,70	2,13
	Postgraduate studies	2,25	2,00	2,25	3,00	2,38
<b>Occupation</b>	Student	1,50	1,68	1,70	2,32	1,80
	Employed	1,84	2,15	2,56	2,99	2,38
	Self-employed	2,32	2,37	2,59	2,93	2,55
	Unemployed	<b>3,00</b>	<b>3,00</b>	<b>3,00</b>	<b>3,00</b>	<b>3,00</b>
	Retired	<b>3,33</b>	<b>3,33</b>	<b>3,83</b>	<b>3,67</b>	<b>3,54</b>

Tabla 15: Mean sexism perception by sociodemographical clasification. Adapted from SPSS.

As it is possible to observe in the table above, according to the mean, men responses for all advertisement scored higher in terms of sexism. Regarding age, the higher the less they think each advertisement was sexist and degradant to women. Respondents who achieved university studies were more sensitive to perceive sexism at the advertisement; however, it seems contradictory that those with postgraduate studies perceived it less. In accordance to what previous analysis show, unemployed and retired respondents perceive found the advertisements less sexist that students and employed ones.

Regarding the gender variable, the number of respondents of both groups is very unequal. In order to analyze if there were significant differences in their scores, an

independent sample T-test was achieved, for being the most appropriate test when analyzing two groups. Previous test confirmed a normal distribution and homogeneity of variance. There was identify a significant variance in the mean for men (M=3,04) and women (M=2,00). Hence, there is a big difference between both genders in terms of sexism perception in relation to the average of the four considered advertisements. The same analysis was carried for the rest sociodemographic categories, as can be observed in table 15. It shows no significant differences in terms of sexism perception according to age, but very significant differences regarding occupation and education.

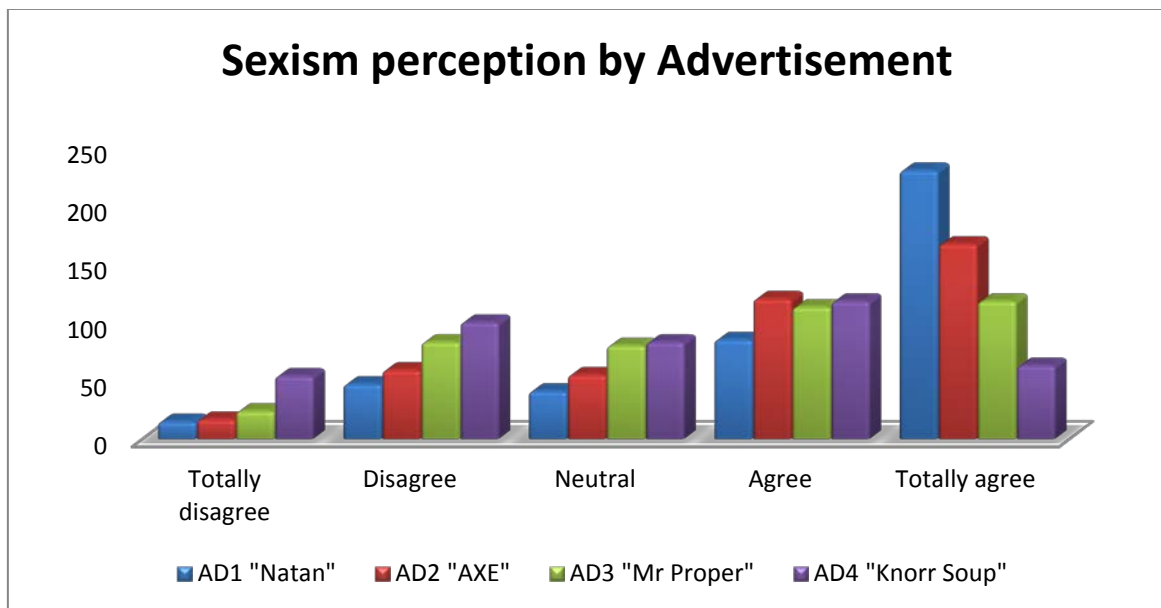


Figure 8: Sexism perception by advertisement. Own creation.

The graph above shows the number of responses that were given by advertisement to the statement **8. I do not think it's appropriate at all, it's a sexist advertisement.** This analysis has been found especially interesting because it contrasts how easily the sexism is perceived according to how obvious it was in the advertisement. The advertisements were shown in order by degree of sexism evidence, being the first one “Natan” the most obvious and 4”Knorr Soup” the least. This could be the reason why the sexism perception decreases from the first ad to the last one. Neutral responses are interpreted as negative to the identification of sexism in the ad, since it is no affirmative response.

## 5.6. Analysis of part 2: Perception of stereotypes

The second part of each four common sections included eight statements that aim to determine if the respondent was able to perceive the particular stereotype included in each advertisement.

In order to have a better understanding of stereotypes perception, demographic factors will be used to help the researcher define characteristics about Spanish spectators. Correlations between sociodemographic variables like eg. gender, age and stereotype awareness can through conclusions of the differences between groups. There can be differences in the sensitivity to perceive stereotypes between man and woman, or between the younger respondents and older ones. Demographics help categorizing respondents and have an insight of their similarities and differences.

Statistical analysis has been carried on to determine to which extent the independent variables (gender, age, education...) could explain or have a direct impact on the perception of the particular stereotype. Charts and graphs will illustrate the conclusions of this part of the analysis.

The only factor that has shown a higher impact in the degree to which respondents were able to perceive most stereotypes was gender. Therefore, when analyzing their responses, this factor will be the factor the research will focus on to compare men and women perception.

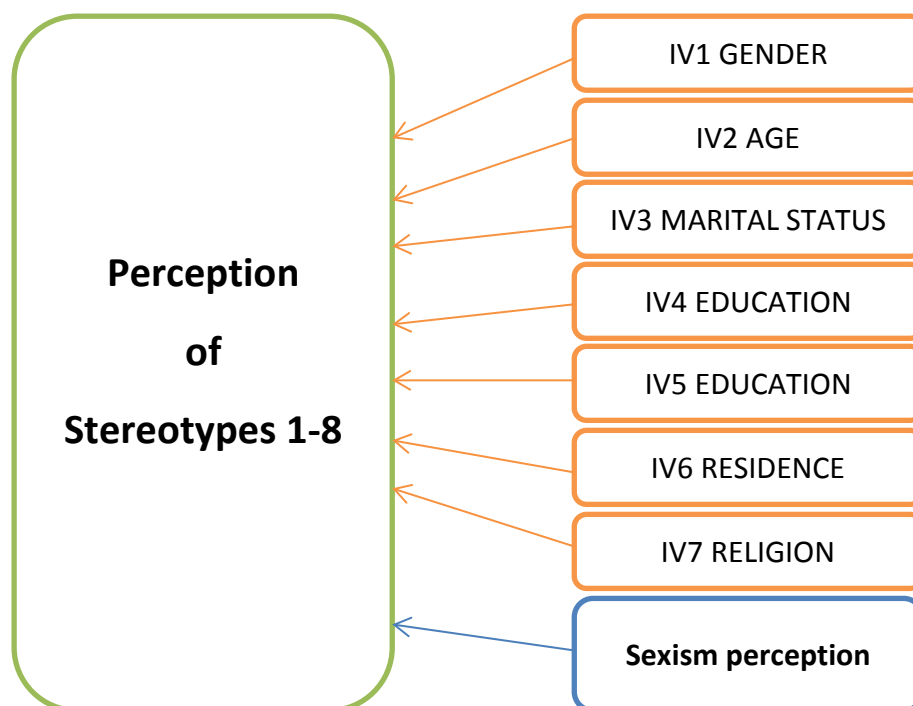


Figure 9: Variables analysis part 2. Own creation.



After analyzing the existing correlations between the demographic variables and each stereotype perception by advertisement, it is possible to conclude that gender shows the highest correlations for all cases, which means that being male or female determines the perception of stereotypes, as it was identified before in the first part regarding sexism perception. Marital status, occupation and residence have the lowest correlations.

Now, results from the data collected from each advertisement will be analyzed. It has been used T-test and ANOVA to for variables with more than two groups to analyze how differently groups perceive each stereotype.

In order to have an overview of the effect the sociodemographic variables have on each stereotype perception, ANOVA analysis and association measures were performed. The conclusions based on eta-squared results show that gender has a high effect for all stereotypes but Stereotype 7, the decorative woman, probably as a consequence of the ambiguity of the question.

### *Advertisement 1: 'Natan'*

In the advertisement 1 'Natan', the following stereotypes were identified:

- 1. The objectified woman
- 3. The provocative woman
- 5. The dependent woman
- 6. The simple woman
- 8. The self-interested/selfish woman

The means for the stereotypes in relation to gender and age show that men show more sexist responses than women, however men 30-39 surprisingly displayed results that indicated a bigger awareness of stereotypes in this particular advertisement. This increase is also evident as long as age raises in relation to women, those over 50 seemed to be much more sexist than younger ones. A significant difference between means regarding gender has been detected (women  $M= 1,7$ ; men  $M=2,7$ ). The degree of sexism scored really high for men over 50, and the means increase along age for both genders directly proportionately to the degree of sexism and the extent to which they detected the sexism in the advertisement. It means that those respondents that were

more sensitive to perceive that the advertisement was degradant to women, show as well that have low-sexist values and therefore were more able to perceive the existing stereotypes in the advertisement.

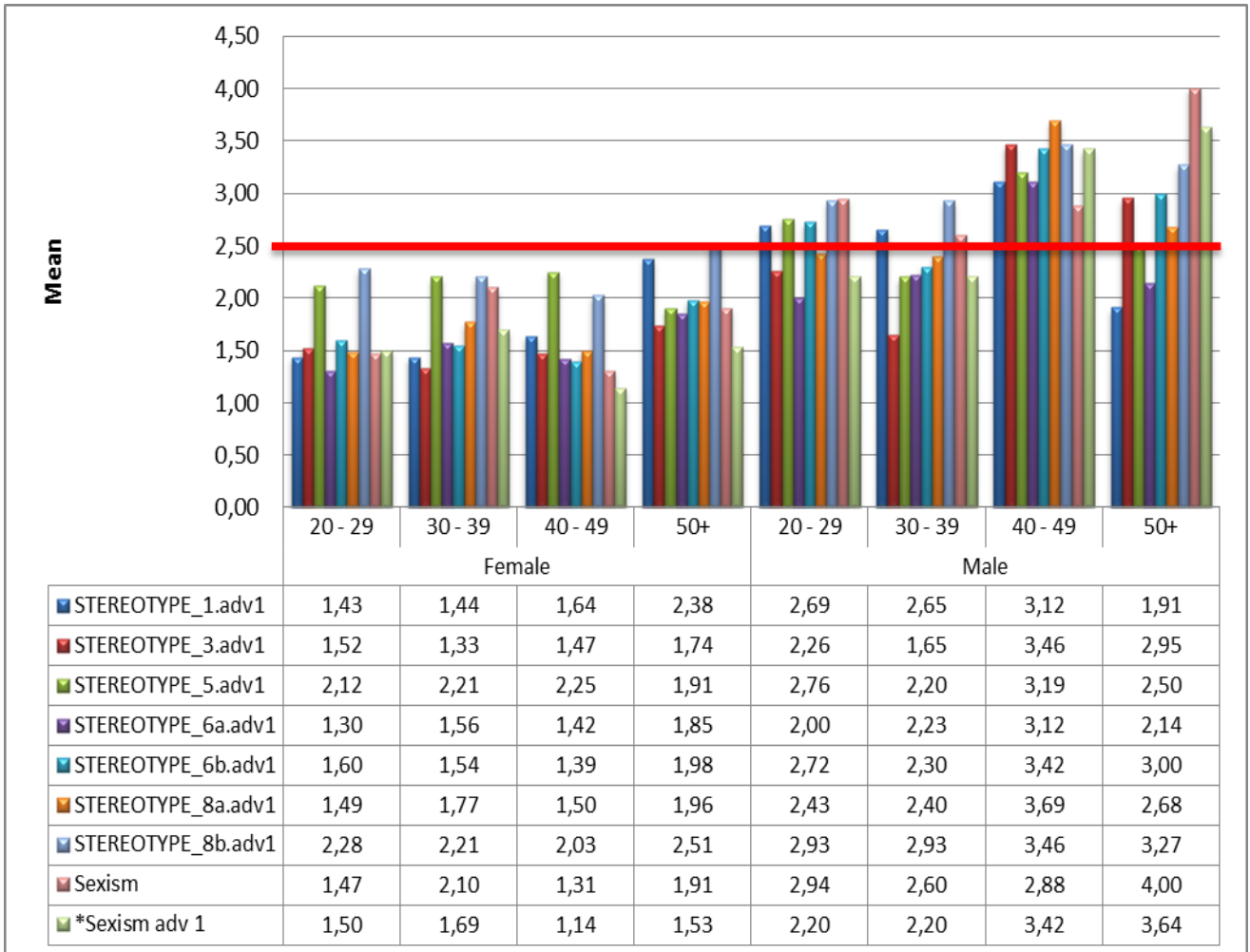


Figure 10. Means stereotype perception advertisement 1. Adapted from Excel.

Now the results regarding stereotypes in advertising 1 will be explained by stereotype.

### Stereotype 1 ‘woman as an object’

STEREOTYPE_1.adv1	Lo normal es que un hombre con dinero consiga acostarse con la mujer que quiera	It is normal that a man with money gets to lay down with the woman he wants to
-------------------	---------------------------------------------------------------------------------	--------------------------------------------------------------------------------

In the first advertisement, the only things possible to be seen of the woman are her legs. According to De Andrés del Campo (2006). The objective was to analyze how shocking this stereotype is for the respondent (De Andrés del Campo, 2006). The expensive ring works as a remote control that opens her legs.

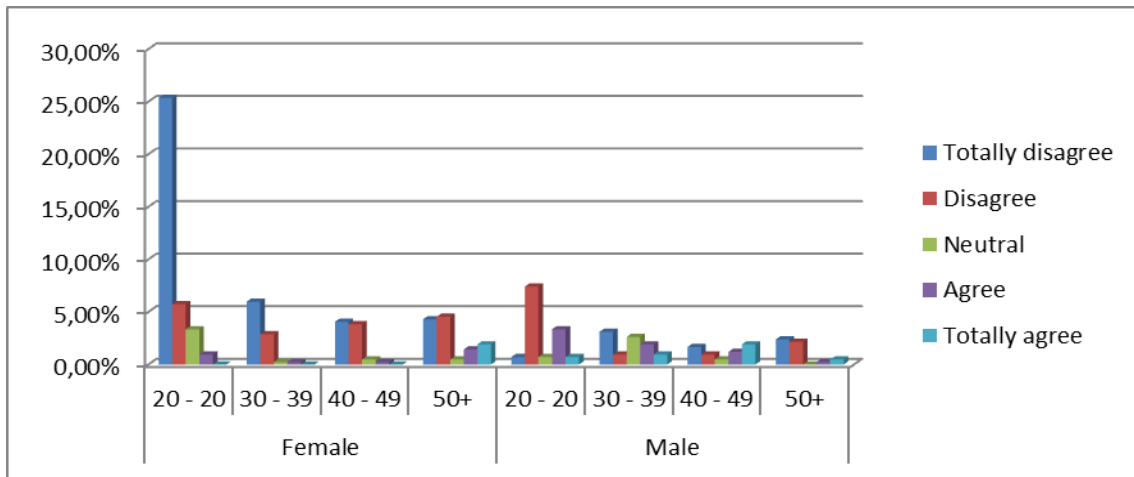


Figure 11: Stereotype 1.ad1\_Gender and age

The chart shows that young women 20-29 disagree with this statement, however men did not position themselves so against of it. Regarding only gender, 85% of female respondents denied that the behavior of the woman at the advertisement was normal, while 32% of male respondents think it is. Religion seems to be an influential factor to perceive this particular stereotype, a bigger proportion of catholic respondents agreed on the statement respect to those with no religion.

### Stereotype 3 ‘the provocative woman’

STEREOTYPE_3.adv1	La mejor arma para ligar de una mujer es su cuerpo, del hombre su dinero	The best weapon women have to flirt is their body, for men is their money
-------------------	--------------------------------------------------------------------------	---------------------------------------------------------------------------

Statistical analysis show a low degree of sexism in relation to this particular statement (Mean: 1,83). The percentage of women who disagree with this statement almost hit 90% while nearly a 40% of men did not perceive the stereotype and agreed on this

statement. The reason for this can be that male respondents are older than women, so their values can be linked to the age. After analyzing their perception distinguishing by age, it was possible to see that the ones that show a higher sexist conception were those in the group 40-49, so even when the coefficient is quite low, there seems to be a relation between age and sexist values, and therefore, to perceive sexist stereotypes.

### **Stereotype 5 ‘the dependent woman’**

STEREOTYPE_5.adv1	Me parece anticuado que el hombre sea el que proponga matrimonio	I find old-fashioned that men have to propose
-------------------	------------------------------------------------------------------	-----------------------------------------------

The coefficient of gender regarding the perception of stereotype 5 is lower than to others, dropping to 0,5477. However, religion seems to be an influential factor to perceive this particular stereotype, a bigger proportion of catholic respondents agreed on the statement respect than those with no religion.

### **Stereotype 6 ‘the simple woman’**

STEREOTYPE_6a.adv1	El anuncio refleja la realidad, con el regalo apropiado, una mujer está más predispuesta a hacer cualquier cosa	The ad evidences reality, with the appropriate present, a woman is more willing to do anything
STEREOTYPE_6b.adv1	Aunque suene mal, la verdad es que las mujeres se vuelven más accesibles cuando reciben invitaciones o regalos caros	Even if it is not politically correct, the truth is that women are more accessible when they get expensive presents

When the woman in the ad opens her legs to the man after he shows her what seems to be an expensive ring, the stereotype of the simple woman. The objective was to analyze how shocking this stereotype of is for the respondent. The mean is higher for the stereotype 6b. The statement 6a was more direct and even aggressive than at 6b, even when both statements say similar messages. The mean at 6b was higher, showing a more sexist general response to it, perhaps because the lack of negative attachments to the accordance to this second statement obtained a more honest response, which was the

objective. Moreover, the second statement has a higher coefficient respect to gender (1,1488).

### Stereotype 8 ‘the self-interested woman’

STEREOTYPE_8a.adv1	Es cierto, las mujeres valoran mucho los regalos a la hora de enamorarse	It is true that women value gifts a lot when it comes to fall in love
STEREOTYPE_8b.adv1	Me ha extrañado que a la mujer le parezca más atractivo el hombre cuando le regala un anillo caro	It seemed weird to me that women found more attractive the man after he gives her an expensive ring

Ilustración 2

The mean at stereotype 6b is quite higher in relation to all the rest of stereotypes (2,5502). A 85% of women found strange the feminine behavior in the advertisement, while almost 60% of men did not. It means they did not perceive the stereotype, since her behavior seems normal to them and thought it was true.

### Sexism degree

STEREOTYPE__adv1	Las mujeres se ofenden con estos anuncios muy fácilmente, están demasiado susceptibles	Women get offended to easily with this ads, they are too susceptible
------------------	----------------------------------------------------------------------------------------	----------------------------------------------------------------------

Tabla 2

As a way to test the degree to which respondents take seriously the appearance of gender stereotypes on advertising, this statement was included. Despite the analysis of the first part stated that most respondents found the advertisement sexist and degradant to women, there is a bigger proportion of men that agrees with this statement and gives no importance to it, undervaluing women and taking them as too susceptible. On the other side, most women disagree in more or less extent to the statement, which concludes that they are more sensitive to this type of advertisements than men.

The chart below shows the distribution of responses by gender and age:

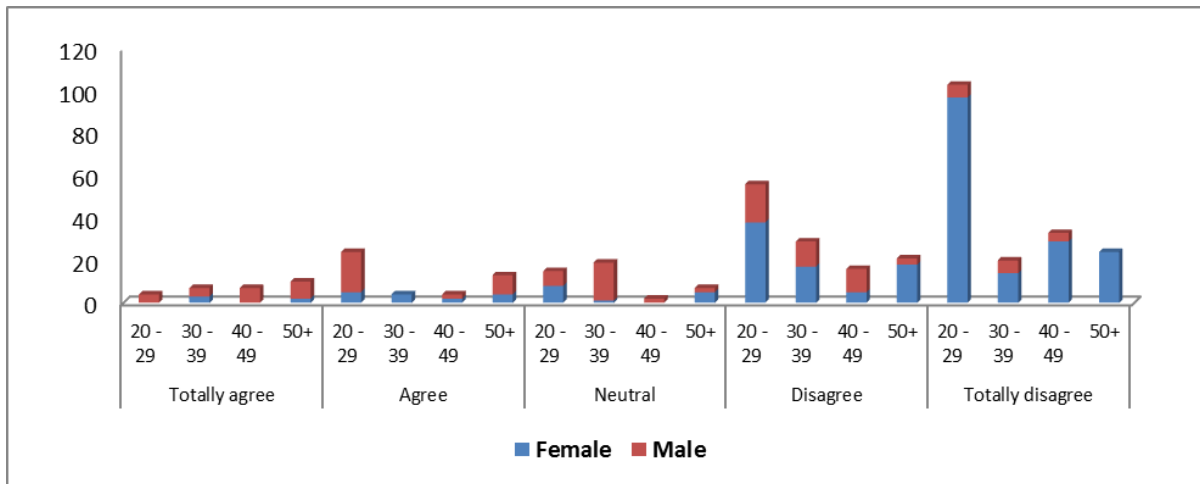


Figure 12: Responses distribution age-gender. Adapted from Excel.

### Advertisement 2: 'AXE'

In the advertisement 2 'AXE' the following stereotypes were identified:

- 2. The sexually objectified woman
- 3. The provocative woman
- 5. The dependent woman
- 6. The simple woman
- 7. The decorative woman

The means for the stereotypes in relation to gender and age identified again that men responses demonstrated a lower perception of stereotypes than women. This increase is also evident as long as age raises in relation to women. A quite significant difference between means regarding gender has been detected (women  $M= 2,0$ ; men  $M=2,7$ ). The mean increased according to age directly proportionately to the degree of sexism and the extent to which they detected the sexism in the advertisement. It means that those respondents that were more sensitive to perceive that the advertisement was degradant to women, show as well that have low-sexist values and therefore were more able to perceive the existing stereotypes in the advertisement.

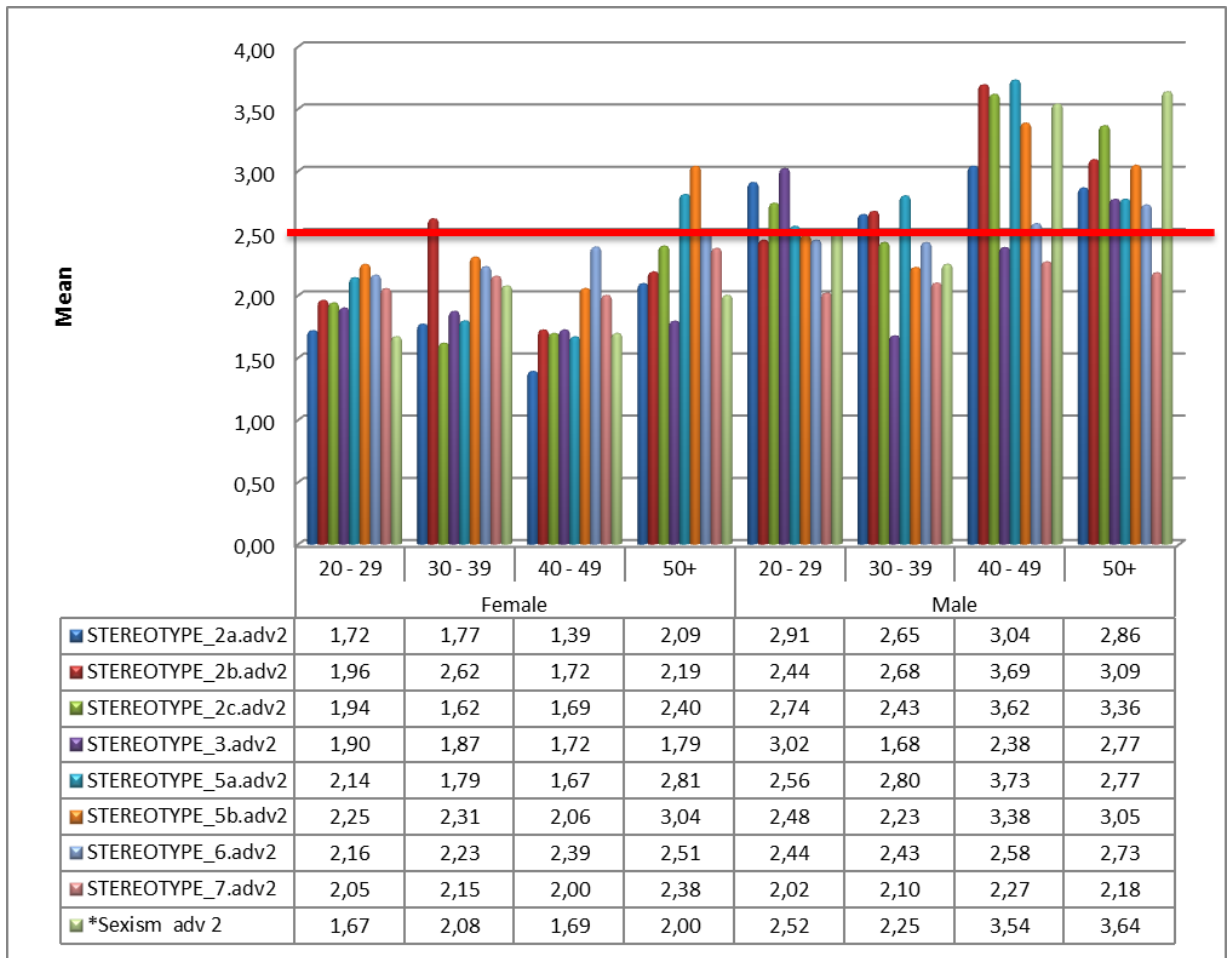


Figure 13: Means stereotype perception advertisement 2. Adapted from Excel.

### Stereotype 2 ‘Woman as a sexual object’

STEREOTYPE_2a.adv2	Es un anuncio para hombres, es normal que utilicen mujeres desnudas para atraerles más	It is an ad for men, it is normal that they used naked woman to catch their interest
STEREOTYPE_2b.adv2	De un hombre atrae más que se cuide, de una mujer que sea sexy	Men attract more if they take care of themselves, women if they are sexy
STEREOTYPE_2c.adv2	Este tipo de mujeres gustan para una noche, pero no para una relación	Men like this type of women for one night-stand, not for a relationship

These three statements searched to test to which extent respondents see normal the sexual objectification of the woman in the advertisement. Statistical analysis show that gender has the highest influence on the degree to which respondents agree to the previous statements, especially the first statement. The seven sociodemographic variables would explain in a 27,74% any variation of this particular stereotype

perception. The mean stays around 2.3 which imply that in general, responses were not very sexist.

It exists also a negative relation between this particular stereotype perception and marital status, unmarried respondents were more critical with the use of naked women to attract men attention, but they were not so critical with the statement that when it comes to women, the more sexy the better.

### Stereotype 3 ‘the provocative woman’

STEREOTYPE_3.adv2	Una mujer que parece dispuesta a todo es más atractiva	A woman that seems willing to do anything seems more attractive
-------------------	--------------------------------------------------------	-----------------------------------------------------------------

The woman of the advertisement has a highly sexual factor when putting cream over her as the man cleans himself. The message of this is that men should use it with the objective of getting women to do whatever they sexually dream. Statistical analysis again identifies gender as the most influential variable among responses (0,6512) but it is not really high. Age here show a negative relation, which means younger respondents agree more on this statement than older ones.

### Stereotype 5 ‘the dependent woman’

STEREOTYPE_5a.adv2	En general, las mujeres prefieren relaciones estables, los hombres prefieren menos compromiso	Generally, women prefer stable relationships. Men prefer less compromise.
STEREOTYPE_5b.adv2	Si el anuncio fuera de gel para mujeres, aparecería un hombre en actitud romántica, porque las mujeres dan menos importancia al sexo	If this ad was aimed to women, there would be a man in a romantic attitude, because women give less importance to sex

The statement of how normal respondents see the use of women to attract, inspires thoughts about the type of women advertisements show as a bait. However, many respondents agree on that this is the kind of girl for one night. This fact could be



determined by the gender to which the stereotype is aimed, men. These two statements objective is to identify if respondents would think differently if the advertisement was directed to women, in order to evaluate to which extent women are stereotyped as dependent when romantically looking for a long-term relationship were sex is secondary, on the contrary to men. Statistical analysis shows that the degree to which respondents agree with these statements is not only depending on their gender, the factor of religion plays an important role here. Means of this two stereotypes over the average (2.4; 2,5; 2,3) which shows responses with higher stereotypical degree, assuming sexist generalizations as normal.

### **Stereotype 6 ‘the simple woman’**

STEREOTYPE_6.adv2	En anuncio da a entender que usando gel AXE un hombre logra excitar a la mujer que quiera, pero sería más exitoso si el gel ayudase a conseguir una relación estable	The ad shows how using AGE gel a man can turn on women, but it would be more successful if it helps to get a relationship
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Regarding the perception of stereotype 6 in this advertisement, the independent variable that seems to have a bigger influence is education. The higher the achieved education, the less sexist responses they have provided.

### **Stereotype 7 ‘the decorative woman’**

STEREOTYPE_7.adv2	El hombre del anuncio es igual de sexy que la mujer	The man in the ad is as sexy as the woman
-------------------	-----------------------------------------------------	-------------------------------------------

This statement has not been considered for being too ambiguous. For this reason, its questions lead to no consistent conclusions and it seems irrelevant to be analyzed. Instead, the statement should have been ‘It seems normal than the woman in the ad is more sexy than the man’, but that might had biased the responses.

### **Advertisement 3: ‘Mr Proper’**

In the advertisement 3 ‘Mr Proper’, the following stereotypes were identified:

- 5. The dependent woman

- 6. The simple woman
- 8. The self-interested/selfish woman
- 9. The housewife

The eight statements related to this part were focus to test if respondents were able to perceive them. The following six statements seek to provide the researcher with an insight of respondent’s opinion about the housewife stereotyped in the ad. The last two statements aim to test the degree of sexism respondents showed for this particular stereotypes.

The means for the stereotypes in relation to gender and age show that men, specially after 30 show more sexist responses than women. This increase is also evident as long as age raises in relation to women, those over 50 seemed to be much more sexist than younger ones.

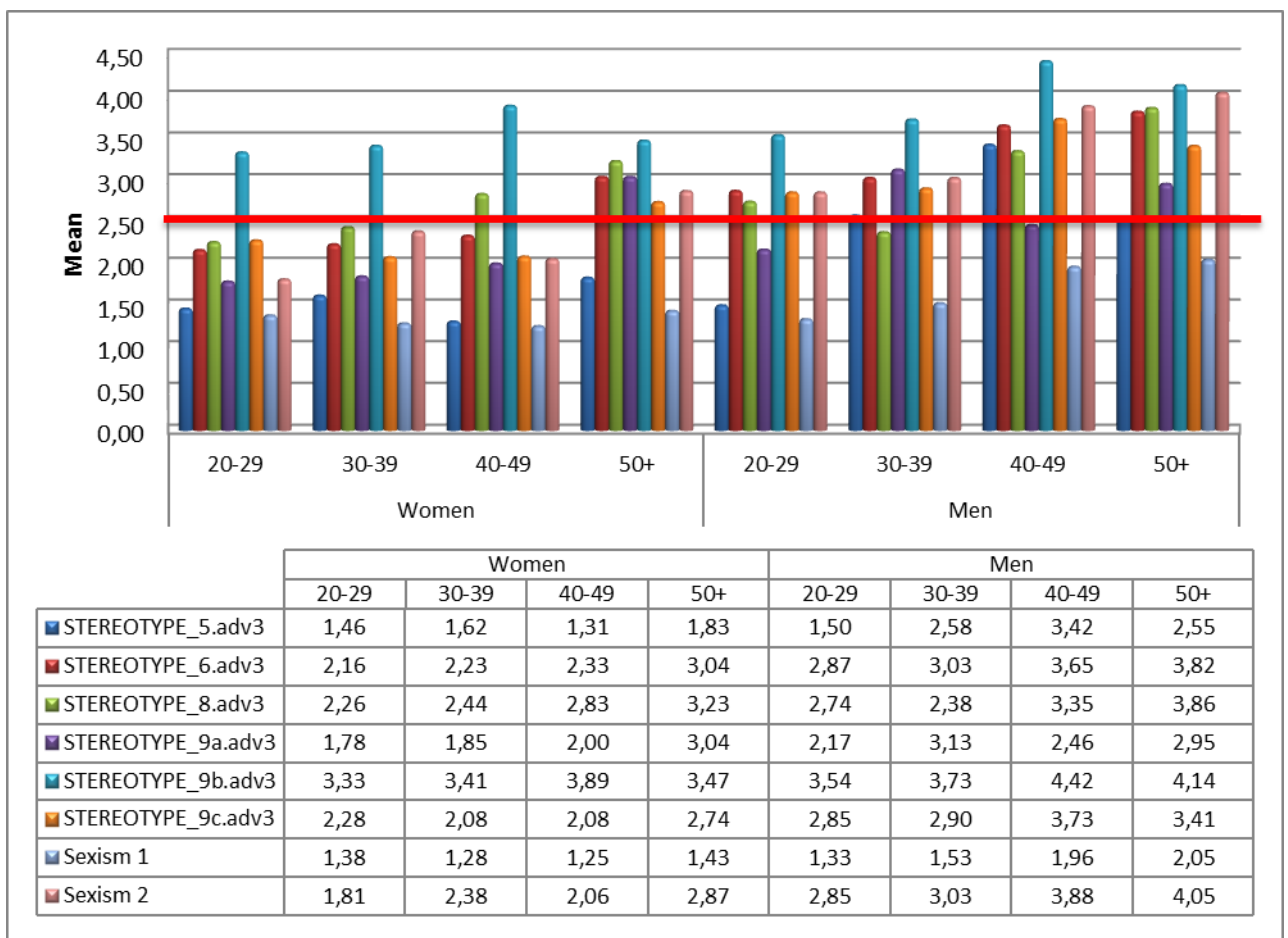


Figure 14: Means stereotype perception advertisement 3. Adapted from Excel.

### **Stereotype 5 ‘the dependent woman’**

STEREOTYPE_5.adv3	Las mujeres necesitan más tener un hombre a su lado, los hombres son menos románticos	Women need more a men by their side, men are less romantic
-------------------	---------------------------------------------------------------------------------------	------------------------------------------------------------

The woman in the advertisement is romantic, she ‘has to love’ a man that helps. The objective of this statement was to test if respondents agree with it. Statistical analysis shows that the degree to which respondents agree with these statements is mainly depending on their gender. Means of this stereotype is under the average (1.79) which tells that on average, respondents disagree with this statement. Almost 40% of men agreed to more or less extent to that women need more a man by their side, however 86% of women disagree with it. Women’s mean was significantly lower than for men, 0.78 points, which means that female answers show a much lower degree of sexism.

### **Stereotype 6 ‘the simple woman’**

STEREOTYPE_6.adv3	Entiendo que a la mujer le parezca que un hombre atractivo que sabe limpiar sea ideal	I understand that this woman thinks that an attractive man who cleans is ideal
-------------------	---------------------------------------------------------------------------------------	--------------------------------------------------------------------------------

A majority of men and women over 50 years old agreed on this statement, which concludes that new generations of women have different values and are more exigent, not agreeing with the stereotype evidenced in this particular advertisement.

### **Stereotype 8 ‘the self-interested woman’**

STEREOTYPE_8.adv3	Es normal que la mujer se alegre de que su marido limpie por ella	It is normal that the woman is happy that her husband cleaned for her
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The mean variations in relation to the respondent’s gender about this stereotype goes in accordance to the previous statement. This one goes a step further, not only a man that cleans would be ideal, it would be because they do it for them, so women have an interest behind this man behavior. This pictures women as self-interested. Besides,

agreeing on this statement mean agreeing on the fact that men do it for them, because originally this housework would be women responsibility once again.

### Stereotype 9 ‘the housewife’

STEREOTYPE_9a.adv3	Es un anuncio que representa igualdad para las tareas del hogar	The ad represents equality at housework
STEREOTYPE_9b.adv3	El anuncio va enfocado al público femenino, porque son las principales compradoras del producto	The ad is directed to the feminine public because they are the main purchasers of the product
STEREOTYPE_9c.adv3	La mujer del anuncio es ama de casa	The woman in the ad is a housewife

Men and women over 50 displayed very similar responses in relation to these statements. The mean was significantly higher for statement 9b, which means most respondents agree on that women are the main consumers of cleaning products. The same happened with statement 9c, were only a majority of women under 50 did not take as granted that the woman in the advertisement was a housewife.

### Sexism regarding AD 3

STEREOTYPE_*1	En realidad, las mujeres limpian mejor por naturaleza	Actually, women clean better than man by nature
STEREOTYPE_*2	Últimamente, se da una importancia desmesurada a hacer anuncios que reflejan igualdad total de hombres y mujeres	Lately, it is given an excessive importance to make advertisement that reflect gender equality

Most men, especially those over 30 agreed that a disproportionate importance is given lately to the development of advertisements that show equality between genders. The connotations of the word ‘desmesurada’ are clearly negative, which denotes that not only they find it unnecessary but they also do not like it so much. There were not clear trends in relation to the first statement ‘actually women clean better than men by nature’, being the mean acceptably low. Hence, if respondents didn’t think that woman

clean better by nature, it seems interesting to understand why most of them agreed that women are in charge of cleaning tasks, so cleaning advertisements are directed to them and the woman in the advertisement was considered a housewife.

#### Advertisement 4: 'Knorr Soap'

In the advertisement 4 “Knorr Soup”, the only identified stereotype was 9: ‘The housewife’. The eight statements related to this part were focus to test if respondents were able to perceive it. The following five statements seek to provide the researcher with an insight of respondent’s opinion about the housewife stereotyped in the ad.

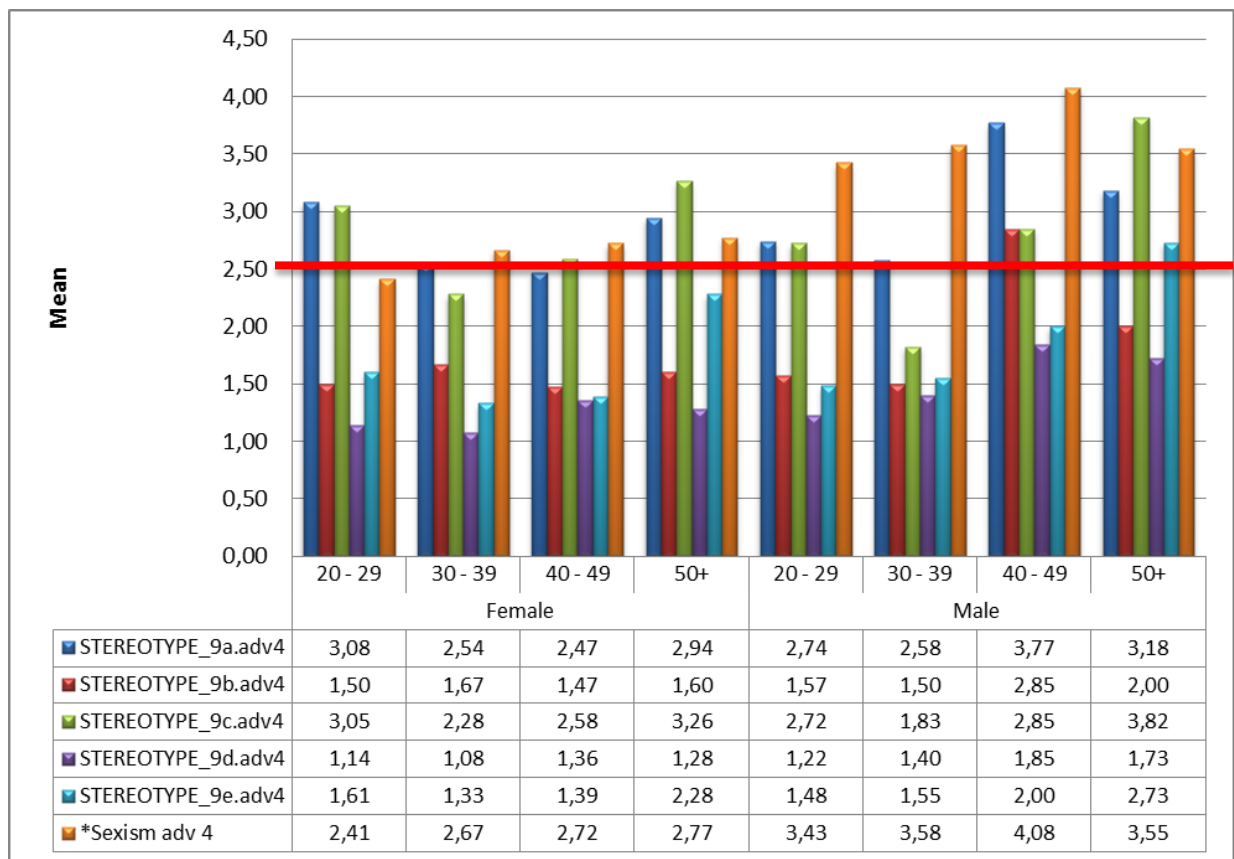


Figure 15: Means stereotype perception advertisement 4. Adapted from Excel.

The means for the stereotypes in relation to gender and age identified again that men responses demonstrated a lower perception of stereotypes than women, with the exception of women under 30, who did not perceive the stereotype as easily as the rest of women. This increase is also evident as long as age raises in relation to women. The difference in mean between genders was not significant (women M= 2,1; men M=2,3).

In this particular advertisement the stereotype was less evident than in the rest of advertisements, so this may be the reason why the degree of perception is lower in relation to the previous analysis.

### Stereotype 9 ‘the housewife’

STEREOTYPE_9a.adv4	El anuncio va enfocado al público femenino, son las principales compradoras del producto	The announcement is directed to the female audience, they are the main buyers of the product
STEREOTYPE_9b.adv4	Me sorprende que la mujer sea feliz priorizando el trabajo sobre el bienestar de su familia	I am surprised that women are happy prioritizing work on the welfare of their family
STEREOTYPE_9c.adv4	Si la mujer se hubiera quedado en casa y su marido llegara tarde de trabajar, la cena habría estado hecha	If the woman had stayed at home and her husband arrived late from work, the dinner would have been ready
STEREOTYPE_9d.adv4	No creo que sea muy buena madre, priorizando su vida laboral a su familia	I do not think she's a very good mother, prioritizing her work life over her family
STEREOTYPE_9e.adv4	En el anuncio, la madre se comporta como un hombre, y viceversa	In the ad, the mother behaves like a man, and vice versa

Tabla 3

The evidence of stereotypes in this particular advertisement was not as high as it was for the previous ones. Statistical analysis identifies no significant influences of any sociodemographic variables in relation to the perception of the housewife stereotype. There were no correlations among the perception of the previous variables.

The following three statements aim to identify the degree of sexism the respondent show regarding the specific stereotype to which the previous four statements were related.

### Sexism in AD 4

STEREOTYPE_*1.a dv4	Me parece natural que sea la mujer la que trabaja fuera de casa y el marido quién cuide a la hija	I think it is natural that woman work out of the hose while the man looks after their daughter
------------------------	---------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------

STEREOTYPE_*2.a dv4	Por el bien de los hijos, si alguno de los padres tiene que trabajar menos, conviene que sea la mujer	For the well-being of the children, if any of the parents have to work less, it should be the mother
STEREOTYPE_*3.a dv4	Por naturaleza las mujeres están más capacitadas para cuidar a sus hijos, porque tienen más instinto	By nature women are more capable to take care of their children because they have more instinct

The means for each statement show that in accordance to the majority of men respondents did not consider sexist the advertisement 4, the responses to statement \*1 show that they do not think this behavior is natural. Women in the group 40-49 call the attention, showing a similar set of values to the male segment. Also men over their forties display results which identify more sexist minder when considering that if any parent should prioritize family over work, should be the woman. Finally, only men 40-49 scored higher than the average when they agree that by nature, women are more capable to look after their children, which increases indirectly proportionately to the awareness of sexism and stereotypes in the advertisement.

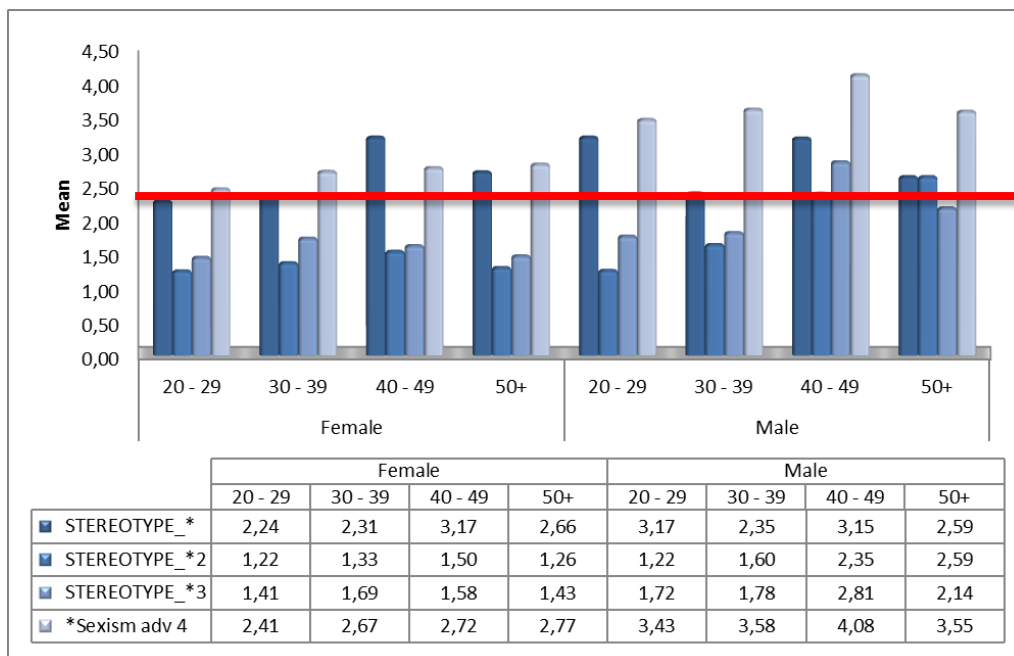


Figure 16: Figure 14: Means sexism perception advertisement 4. Adapted from Excel.

## 5.7. Analysis of part 3: Qualitative responses

The third part of the four common sections was an open question, in order to gain an understanding of how respondents see the woman stereotyped at each advertisement. The respondents, at this part, are asked to describe the female character at each advertisement with the three words that firstly come to their mind. The responses are analyzed with the program Nvivo. Using Nvivo, it has been created a top-10 ranking of the most repeated words by advertisement, so the researcher may find coincidences that show how the existent feminine stereotype are perceived by the 418 respondents.

Several scholars have supported the idea that language is sexist. The term makes a reference to the fact that using certain discriminatory words can make one sex look inferior to the other. In Spanish this is visible when using, for example, a generic masculine, but there are many more examples of these. Women usually appear as a passive object or they are directly excluded at certain speeches. This behavior is performed by both men and women and is usually totally unconscious. TV, advertising and even literature transmits these values one generation after another, even when these are no longer a reflex of reality (Rodríguez de Hevia 2003). The language respondents use to describe will serve to analyze their degree of sexism and ability to perceive the existing stereotypes.

### *Advertisement 1*

The first advertisement “Natan” contained the following stereotypes:

- 2. Woman as a sexual object
- 3. The provocative woman
- 5. The dependent woman
- 6. The simple woman
- 8. The self-interested woman



Most used word ADV1	Translation	Frequency %	Stereotype
<b>Interesada</b>	Self-interested	10%	8. The self-interested/selfish woman
<b>Materialista</b>	Materialistic	7%	8. The self-interested/selfish woman
<b>Superficial</b>	Superficial	5%	6. The simple woman
<b>Irreal</b>	Unreal	3%	-
<b>Simple</b>	Simple-minded	2%	6. The simple woman
<b>Sexy</b>	Sexy	2%	3. The provocative woman
<b>Atractiva</b>	Attractive	2%	3. The provocative woman
<b>Machista</b>	Sexist	2%	-
<b>Objeto</b>	Object	2%	1. Woman objectified 2. Woman as a sexual object
<b>Fácil</b>	Easy, loose	2%	6. The simple woman

Tabla 16: Qualitative analysis advertisement 1. Own creation.

The table above shows how 2% of respondents could identify how the woman was projected as an object, 4% described her as sexy and attractive, meeting the stereotype of ‘provocative woman and ‘woman as a sexual object’. In addition, 9% of respondents found the woman simple, easy and superficial. Finally, 17% of respondents were able to identify the stereotype 8.the self-interested woman when using the words self-interested and materialistic to describe her. This first advertisement was the one that respondents found more sexist and degradant to women, so it can be concluded that stereotypes were quite evident and easy to perceive, being positive that respondents perceive exactly the same ones that this research identify at chapter 3 Methodology.

### **Advertisement 2**

The second advertisement “AXE” contained the following stereotypes:

- 2. Woman as a sexual object
- 3. The provocative woman
- 5. The dependent woman
- 6. The simple woman.

Most used word ADV2	Translation	Frequency %	Stereotype
<b>Sexy</b>	Sexy	8%	2. Woman as a sexual object
<b>Atractiva</b>	Attractive	6%	2. Woman as a sexual object
<b>Guapa</b>	Pretty	4%	2. Woman as a sexual object
<b>Objeto</b>	Object	4%	2. Woman as a sexual object
<b>Simple</b>	Simple-minded	3%	6. The simple woman
<b>Joven</b>	Young	2%	-
<b>Sensual</b>	Sensual	2%	3. The provocative woman
<b>Mujer</b>	Woman	2%	-
<b>Superficial</b>	Superficial	2%	6. The simple woman
<b>Machista</b>	Sexist	2%	-

Tabla 17: Qualitative analysis advertisement 2. Own creation.

The table above shows that respondents were able to identify all stereotypes but number 5, the woman stereotyped as dependent of the man on the left soap election. However, it was positive that 18% identified the stereotype of woman sexually objectified, even using the word ‘object’. A 5% described her as simple and superficial and lastly, 2% described her as provocative, sensual.

### Advertisement 3

The third advertisement “Mr Proper” contained the following stereotypes:

- 5. The dependent woman
- 6. The simple woman
- 8. The self-interested/selfish woman
- 9. The housewife

The table below shows that respondents were not able to identify most of the stereotypes. The only stereotype they connected was 6. ‘The simple woman’ when seeing her as a day-dreamer. This goes in accordance to the loss of sexism perception that respondents show at this particular advertisement. Respondents perceived the woman as funny, happy, surprised and imaginative but leave out the message this advertisement sends ‘*You gotta love a man who cleans*’.

Most used word ADV3	Translation	Frequency %	Stereotype
<b>Divertida</b>	Funny	4%	
<b>Cansada</b>	Tired	2%	
<b>Machista</b>	Sexist	2%	
<b>Normal</b>	Normal	2%	
<b>Alegre</b>	Happy	2%	
<b>Sorprendida</b>	Surprised	2%	
<b>Mujer</b>	Woman	2%	
<b>Soñadora</b>	Day-dreamer	1%	6. The simple woman
<b>Madura</b>	Mature	1%	
<b>Imaginativa</b>	Imaginative	1%	

Tabla 18: Qualitative analysis advertisement 3. Own creation.

#### *Advertisement 4*

Finally, the fourth advertisement “Knorr Soup” contained the following stereotypes:

- 9. The housewife

The final claim of the advertisement stated ‘the way you (referred to the woman) would do it, if you had time’, taking as granted that preparing dinner is women’s duty as a housewife, only she cannot do it because she works so much she has no time for it.

The table below shows how respondents were not able to identify the stereotype, in accordance to the drop of sexism perception that respondents show at this particular advertisement (table x). Respondents perceived the woman as hard-working, responsible, mother and contemporary. She was also described as busy and independent. This concludes that respondents omit the message this advertisement sends, having a very positive perception of the woman, when describe her as responsible, mother and contemporary. Even when this particular advertisement stereotypes women as those who would prepare dinner in first instance, respondents don’t perceive the sexism.

<b>Most used word ADV4</b>	<b>Translation</b>	<b>Frequency %</b>	<b>Stereotype</b>
<b>Trabajadora</b>	Hard-working	16%	-
<b>Responsable</b>	Responsible	5%	-
<b>Madre</b>	Mother	4%	-
<b>Mujer</b>	Woman	3%	-
<b>Actual</b>	Contemporary	2%	-
<b>Alegre</b>	Happy	2%	-
<b>Normal</b>	Normal	2%	-
<b>Independiente</b>	Independent	2%	-
<b>Moderna</b>	Modern	2%	-
<b>Ocupada</b>	Busy	2%	-

Tabla 19: Qualitative analysis advertisement 4. Own creation.

General conclusions of all these findings will be addressed in the following Chapter 6: Discussion.

## 6. Discussion

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The former analysis entailed the most important quantitative and qualitative conclusions that the collected survey responses have displayed regarding stereotype perception in advertising. Since gender has been a differentiation factor in terms of sexism perception, it would be interesting to have a deeper understanding of which are the reasons intrinsic to a given gender that causes that. If they perceived differently stereotypes in advertising, it could be concluded that they also have a different set of values regarding gender roles and way to see the world.

The first part of the analysis shows that women were not only more aware of sexism in advertising, they were also more radical, either totally agree or disagree, while men remain more neutral. A bigger proportion of men, especially at more advanced age, were not able to see that there were stereotypes and even found normal the scene they were looking at in the advertisement. However, it called the researcher's attention that women in the age group 40-49 displayed similar responses to the male segment in several statements.

The first and second advertisement, as the stereotypes were more evident, were more easily detected by men and women, but the third and fourth showed more varied responses. At these last two, age was a differentiator factor, probably because of a generational step that has evoked a change in the way people conceive couple routines. However, even after watching the evident sexism in, at least two advertisements, a high number of male respondents still stated that there is an excessive emphasis in producing equal-gender advertisements.

The third and fourth advertisement show a new phenomenon in the way masculinity is understood. Some studies call this the 'new male', a man that forgets about the usual roles and starts doing tasks usually critiqued (Campos Prats, 2013). Even when this is more visible at theory than put into practice, the traditionally vision of men and women

is changing for new generations. It will be interesting therefore further research to see if this study would get different results if teenagers were to be involved.

After analyzing all these results, the question that arises is why companies keep including stereotypes in their advertisements, even when younger generations, especially women, reject them in an obvious way. As a result, advertising companies should analyze the effect their advertisements may cause on their spectators and their values and contribution to a wider gap between genders.

## 7. Limitations and Future Research

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The purpose of developing this master thesis has been to investigate a specific topic and to gather relevant literature and primary data that, after being analyzed all together, can provide an answer to the proposed research question. It has been possible to gain an understanding of to which extent the Spanish spectators are aware of the existing stereotypes in advertising and which ones are more sensitive to it. However, an existing lack of time has caused some limitations regarding the approach, choice of method and scope.

This master thesis has mainly focused on spectators aged from 20 to 60, which has left out two very important generations: the ‘Silent generation’ (born 1925 – 1942) and ‘Generation Z’ (born 2001-2017). In addition, the choice of sociodemographic questions included in the launched questionnaire did not provide the information necessary to create a reliable model. Questions such as having or not children, by whom have the respondent been raised, how many people lived in a household or political ideas would have been interesting variables to be taken into account for the study. Therefore, some important factors, which may influence the spectator’s perception of female stereotypes, were missing. The study however was not aimed to study the differences in perception by ages. That would have been a different project. The focus here was to identify if spectators could or not perceive the right stereotype and the degree of sexism they show.

This limitation of the sample causes that the generalization of the results may be limited. It would be interesting to repeat the study focusing on specific industries and analyzing which stereotypes are most commonly used with each product and how aware spectators are of these phenomenon.

Regarding the sample, it has been noticed a bigger proportion of women than men, which makes conclusions about male perception less representative. The same happened with ages, female respondents were more and younger than male respondents. A bigger and more balanced sample would have thrown more accurate and representative conclusions. In addition, if interviews would have been carried on, it would had been

possible to analyze a higher number of advertisements, testing if any stereotype was easier to be identified than other and gaining more qualitative information.

Finally, it is important to mention that respondents fulfill the questionnaires on their own, so a lack of concentration or interest by their side, could have led to less relevant responses, and therefore, less representative.

As a suggestion for future research, it could be considered to introduce more sociodemographic independent variables that allow the creation on a reliable model. As mentioned before, it would be interesting to carry this study conducting interviews as a complement to the survey, or at least, collect a higher and more varied number of responses. Going a step further, it would be motivating to contrast not only differences in stereotype perception by people of different ages, backgrounds, etc, but also respondents from different cultures and countries.



# 8. Conclusions

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## Hypothesis

H1: a majority of the spectators perceived the sexist content in advertisements

H2: the variable gender influences the perception of stereotypes and sexism in advertisements

H3: gender stereotypes are not considered sexist

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✓ **H1: A majority of the spectators perceived the sexist content in advertisement**

There has been variability regarding this depending on how evident the sexist content was in the advertisement. The sexist content was easily identified in the first and second advertisements while it was not so easy for the third and fourth. However, there is a fragment of respondents that were not able to identify them at all, formed mainly by men. This leads to the second proposed hypothesis.

✓ **H2: the variable gender influences the perception of stereotypes and sexism in advertisements**

This hypothesis has been confirmed with few exceptions. Women showed a higher sensitiveness than man. However, there were coincidences in results threw by women at their forties and men, especially with regard to the housewife stereotype. This can be due to the values they have according to the temporal frame to which they belong. The stereotypes that were more easily identified were women as a sexual object and the simple woman, being more sensitive to it young men and women.

Other sociodemographic variables like place of residence, marital status and occupation did not seem to be a big influence on respondent's perception.

✓ **H3: gender stereotypes are not considered sexist**

This hypothesis again has been approved for part of respondents, mainly male ones. Even when detecting stereotypes and sexist, like in the advertisement 1, a majority of men accepted and understand the use of the stereotype of the provocative woman and woman as a sexist object with a commercial goal.

It was surprising that just a very little portion of respondents could identify the stereotype of the housewife in the last advertisement, leading to the conclusion that this stereotype is interiorized by the society, so even when thinking that men are equally prepared to assume housework and children's responsibilities, still think of women first to this type of matters.

**Research questions**

Do advertisements foment gender stereotypes?

Do advertisements reflect a country's gender equality through these stereotypes?

To which extent can the public perceive gender stereotypes in advertisement? Does the society feel the sexism of these stereotypes?

How are women stereotyped in Spanish advertisements?

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✓ **Do advertisements foment gender stereotypes?**

As detailed in the theoretical framework, social media, especially through advertisements, spread knowledge, lifestyle, values and attitudes that have clear consequences on the way a certain society sees the world and their way of living (Lomas, 1999).

✓ **How are women stereotyped in Spanish advertisements?**

The research identified the most frequent female stereotypes in advertising through literature review, as can be appreciated in the Chapter 3 at the theoretical framework.

The nine stereotypes that were selected are the following:

1. Woman as an object
2. Woman objectified as a sexual object
3. The provocative woman
4. The subdued - victimized woman
5. The dependent woman
6. The simple woman
7. The decorative woman – adornment
8. The self-interested/selfish woman
9. The housewife

Women in advertising are frequently treated as an erotic object, with the only objective of feeding sexual desire as a way to attract consumers (De Andrés del Campo, 2006).

✓ **Do advertisements reflect a country's gender equality through these stereotypes?**

According to the results displayed by the questionnaire, the society is more aware of sexism and critic with the use of stereotypes. This leads to the conclusion that, in Spain, advertisements are a step backward in relation to a country's gender equality evolution. Several scholars have supported the idea that language is sexist. The term makes a reference to the fact that using certain discriminatory words can make one sex look inferior to the other. In Spanish this is visible when using, for example, a generic masculine, but there are many more examples of these. Women usually appear as a passive object or they are directly excluded at certain speeches. This behavior is performed by both men and women and is usually totally unconscious. TV, advertising and even literature transmits these values one generation after another, even when these are no longer a reflex of reality (Rodríguez de Hevia 2003).

✓ **To which extent can the public perceive gender stereotypes in advertisement? Does the society feel the sexism of these stereotypes?**

As mentioned in the hypothesis conclusions, the information collected thanks to the first part of the survey showed a higher perception of sexist attitudes and stereotypes by women.

At the third part of the analysis, when realizing that respondents described the woman of the four advertisements using words that were directly linked to the identified stereotype, it is possible to conclude that the advertisement has obtained the searched result. This agrees to De Andrés del Campo (2006) as detailed in the Theoretical Framework.

It is possible to conclude that not all stereotypes are identified equally. The stereotype of women as a housewife at the last advertisement was barely identify, while others such as women as a sexual object or a simple individual were more easily identified. This concludes that the fact that women are treated in advertising like housewives does not call the attention of spectators, maybe because it seems close to real world to them and is not perceived as something negative. A big proportion of respondents found not sexist the advertisement and at the same time stated that the advertisement was aimed at women, because they are the main purchaser of these types of products.

Advertising reproduces the stereotype, and therefore, the stereotype keeps being transmitted and consolidated (Lomas, 2003).

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# Appendix

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## Appendix I: Systematic Review

n <sup>o</sup>	Author	Year	Title	Publication	Abstract
<b>'gender' AND 'advertising'</b>					
1	Nancy M. Childs, Jill K. Maher	2003	Gender in food advertising to children: boys eat first	British Food Journal, Vol. 105 Issue: 7, pp.408-419	Examines advertisers' use of gender in food advertising to children. Previous studies of gender preference in children's advertising suggest gender bias exists. Food products are most often gender-neutral. Advertising for food products is compared to non-food advertisements. Examines measures of voice-over gender, gender of dominant product user, gender of main character, activity level, aggressive behavior level, and soundtrack volume. A sample of food advertisements to children exhibits greater gender preference in presentation than the comparison sample of non-food advertisements to children. This suggests that food advertising should consider gender bias among other factors when proceeding with self-regulation of children's advertising.
2	Gaby Odekerken-Schröder, Kristof De Wulf, Natascha Hofstee	2002	Is gender stereotyping in advertising more prevalent in masculine countries?: A cross-national analysis	International Marketing Review, Vol. 19 Issue: 4, pp.408-419	Controversial advertising: transgressing the taboo of gender-based violence
3	Lauren Gurrieri, Jan Brace-Govan, Helene Cherrier	2016	Controversial advertising: transgressing the taboo of gender-based violence	European Journal of Marketing, Vol. 50 Issue	To date, the cultural and societal effects of controversial advertising have been insufficiently considered. This study aims to investigate how advertising that uses violent representations of women transgresses the taboo of gender-based violence.
4	Kara Chan, Yu Leung Ng, Russell B. Williams	2012	What do adolescent girls learn about gender roles from advertising images?	Young Consumers, Vol. 13 Issue: 4	Seven dominant themes were isolated from the interpretations: appearance; personality; skills and work; activities, interests and lifestyle; family; health and safety; and caring for people and the environment. The findings show that adolescent girls pay much attention to images about slimming, body image and physical appearance. They criticized female images in ads as unrealistic but identified with female images that were natural and conventional.
5	Daechun An, Sanghoon Kim	2007	Relating Hofstede's masculinity dimension to gender role portrayals in	International Marketing Review, Vol. 24 Issue: 2, pp.181-207	A greater percentage of Korean ads featured characters in relationship themes, featured women as a main character, and portrayed them in family and recreational roles. To a large extent, the results validate the use of Hofstede's taxonomy, supporting the application of "masculinity" framework into the determination of appropriate advertising appeals-related to gender roles.

6	Lori D. Wolin, Pradeep Korgaonkar	2003	advertising: A cross-cultural comparison of web advertisements  Web advertising: gender differences in beliefs, attitudes and behavior	Internet Research, Vol. 13 Issue: 5, pp.375-385	Previous research suggests males and females exhibit different beliefs about and attitudes toward traditional media advertising along with different advertising stimulated consumer behaviors. However, little is known about gender differences in consumer beliefs about Web advertising versus other media, attitude toward Web advertising, or Web advertising associated consumer behavior. Survey results indicate males and females differ significantly on several dimensions with males exhibiting more positive beliefs about Web advertising and more positive attitudes toward Web advertising than females. Additionally, males are more likely than females to purchase from the Web and surf the Web for functional and entertainment reasons, whereas females are more likely to surf the Web for shopping reasons.
7	Kara Chan, Yu Leung Ng, Jianqiong Liu	2014	How Chinese young consumers respond to gendered advertisements	Young Consumers, Vol. 15 Issue: 4, pp.353-364	The purpose of this study is to examine the effectiveness of advertisements with different female role portrayals in a second-tier city with "first-class opportunities." Chinese girls and women represent a huge market for personal as well as household goods.

### 'gender' AND 'advertising' AND 'Spain'

8	Marcelo Royo-Vela, Joaquin Aldás-Manzano, Iñes Küster-Boluda, Natalia Vila-Lopez	2007	Gender role portrayals and sexism in Spanish magazines	Equal Opportunities International, Vol. 26 Issue: 7	The purpose of the paper is to analyse the male and female stereotypes in Spanish magazine advertising during the last three decades of the twentieth century in order to determine if they reflect or not the important cultural changes of Spanish society in these years.
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### 'sexis\* AND 'advertis\*'

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### 'stereotyp\* AND 'advertis\*'

9	Emmanuella Plakoyiannaki, Yorgos Zotos	2009	Female role stereotypes in print advertising: Identifying associations with magazine and product categories	European Journal of Marketing, Vol. 43 Issue: 11/12, pp.1411-1434	The purpose of this study is three-fold: to provide recent evidence in the UK on the frequency of appearance of female role portrayals in print advertisements; to compare female role stereotypes across magazine types; and to explore the interface between female role stereotypes and product categories. The study indicates that women in UK magazine advertisements are mainly portrayed in decorative roles; and that female role stereotypes vary significantly across magazine types. The findings also suggest that there is an association between product categories and female role stereotypes.
13	Prokopis K. Theodoridis, Antigone G. Kyrousi,	2013	Male and female attitudes towards stereotypical	Corporate Communications: An International	The purpose of this paper is to investigate the differences in male and female attitudes and establish a causal relationship between general (a priori) attitudes towards female stereotypical advertisements and attitudes towards specific advertising stimuli, providing evidence from Greece and Cyprus. The results of the study

	Athina Y. Zotou, George G. Panigyrakis		advertisements: a paired country investigation	Journal, Vol. 18 Issue: 1, pp.135- 160	prove that in countries with similar cultural backgrounds, such as Greece and Cyprus, general attitudes towards stereotypes in advertising do not have significant differences. General attitudes towards sex role portrayal in advertising directly impact attitudes towards specific advertisements. Further, it was demonstrated that respondents' gender plays a key role in attitude formation. The age of the respondents is also of interest, given that differences exist in general attitudes towards stereotypes in advertising and in attitudes towards specific stereotypical advertisements within respondents of the same gender, but of a different age bracket.
<b>'wom* AND ' advertis*'</b>					
10	Sheri J. Broyles, Jean M. Grow	2008	Creative women in advertising agencies: why so few "babes in boyland"?	Journal of Consumer Marketing, Vol. 25 Issue: 1, pp.4-6	The purpose of this paper is to explore reasons why there are so few women in creative departments of advertising agencies and to discuss what impact that might have on the work environment of those creative departments and advertising messages they create.
11	Ulf Aagerup	2011	The influence of real women in advertising on mass market fashion brand perception	Journal of Fashion Marketing and Management: An International Journal, Vol. 15 Issue: 4, pp.486- 502	The purpose of this paper is to investigate how the weight of ideal users affects the perception of mass market fashion brands. The findings show that consumers' impressions of mass market fashion brands are significantly affected by the weight of ideal users. Slender models lead to the most positive brand perception followed by obese models. Overweight user imagery is for pure fashion brand building the least attractive kind.
12	Kasey Windels, Karen L. Mallia	2015	How being female impacts learning and career growth in advertising creative departments	Employee Relations, Vol. 37 Issue: 1, pp.122- 140	In the male-dominant creative industries, do men and women have access to the same resources for career learning and development? The purpose of this paper is to examine women's perspectives of their career trajectories in advertising creative departments. Gendered expectations affected the type of work women were supposed to produce, their ability to sell work, and the types of assignments they received. Women lacked legitimacy and experienced difficulties developing an identity as a master practitioner. They instead emphasized parts of their identity unrelated to the profession.
<b>'stereotyp* AND ' marketing'</b>					
14	Svante Andersson, Anna Hedelin, Anna Nilsson, Charlotte Welander	2004	Violent advertising in fashion marketing	Journal of Fashion Marketing and Management: An International Journal, Vol. 8 Issue: 1, pp.96-112	In this study, violent advertising is discussed. An empirical study, using picture analysis, is carried out. The intent of the advertisers' message is compared with the interpretation of a male and a female consumer group. It is concluded that the consumers' interpretations not are the ones that the advertisers had intended. The violence was interpreted in a much more negative way than expected. It is also concluded that there are differences in interpretations between men and women.

**'wom\* AND ' marketing'**

<b>15</b>	Kara Chan, Lyann Li, Sandra Diehl, Ralf Terlutter	2007	Consumers' response to offensive advertising: a cross cultural study	International Marketing Review, Vol. 24 Issue: 5, pp.606-628	Findings on perceptions of the offensive advertisements among Chinese and German respondents were mixed. Overall, as expected, Chinese respondents were less accepting of offensive advertising, as they liked the advertisements less than German respondents. However, they were also more likely than German respondents to find the advertisements convincing and informative. Results showed that Chinese respondents and German respondents had different dimensions of advertising perceptions. The two print advertisements that received the most negative perceptions both contained sexually oriented body images. The study also found that advertising perceptions had a significant impact on consumers' intentions to reject the products and the brands.
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## Appendix II: Survey - original version

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### El mundo a través de la publicidad

Estoy realizando un estudio para mi tesis en la Universidad de Aalborg en Marketing Internacional sobre la forma en que los espectadores españoles perciben ciertos aspectos de campañas publicitarias. Me sería de mucha ayuda saber tu opinión sobre los anuncios que encontrarás a lo largo de este cuestionario. La encuesta solo te tomará cinco minutos y sus respuestas son totalmente anónimas.

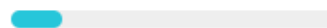
Solo puedes responder la encuesta una vez y las preguntas con asterisco (\*) son obligatorias.

No existen respuestas buenas o malas, ni correctas o incorrectas. Lo importante es conocer tu opinión, te pido toda la sinceridad posible.

Si deseas realizar alguna pregunta o información adicional respecto a la encuesta, envíame un correo a [aferna15@student.aau.dk](mailto:aferna15@student.aau.dk)

¡Muchas gracias por tu ayuda!

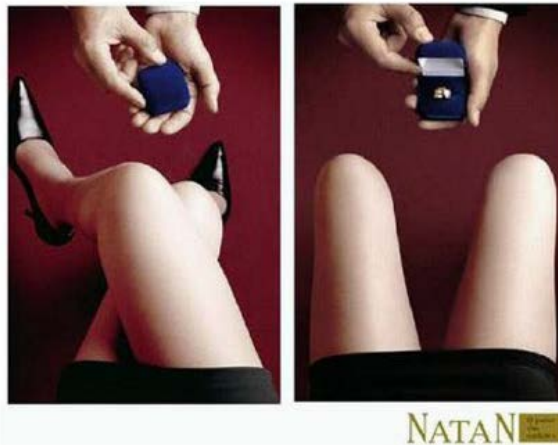
SIGUIENTE



Página 1 de 6

Nunca envíes contraseñas a través de Formularios de Google.

**Anuncio 1: Natan**



**1. ¿Qué te ha parecido el anuncio? \***

*Marca solo un óvalo por fila.*

	Totalmente en desacuerdo	En desacuerdo	Neutral	De acuerdo	Totalmente de acuerdo
El anuncio es divertido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El anuncio refleja la vida real	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es un buen anuncio, el objetivo es llamar la atención del espectador	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es muy apropiado, pero el mundo real es así	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es muy apropiado, pero hay que tomarlo con humor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es un anuncio que muestra igualdad entre hombres y mujeres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es un anuncio del todo apropiado, degrada un poco la imagen de la mujer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No me parece nada apropiado, es un anuncio sexista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. ¿Cómo de acuerdo estás con las siguientes afirmaciones? \*

Marca solo un óvalo por fila.

	Totalmente en desacuerdo	En desacuerdo	Neutral	De acuerdo	Totalmente de acuerdo
Me parece anticuado que el hombre sea el que proponga matrimonio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es cierto, las mujeres valoran mucho los regalos a la hora de enamorarse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lo normal es que un hombre con dinero consiga acostarse con la mujer que quiera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El anuncio refleja la realidad, con el regalo apropiado, una mujer está más predispuesta a hacer cualquier cosa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me ha extrañado que a la mujer le parezca más atractivo el hombre cuando le regala un anillo caro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La mejor arma para ligar de una mujer es su cuerpo, del hombre su dinero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aunque suene mal, la verdad es que las mujeres se vuelven más accesibles cuando reciben invitaciones o regalos caros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las mujeres se ofenden con estos anuncios muy fácilmente, están demasiado susceptibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Utiliza tres palabras para describir a la mujer que aparece en el anuncio \*

\_\_\_\_\_



## Anuncio 2: AXE

'CUANTO MÁS LIMPIO ERES, MÁS SUCIO TE PONES'



### 4. ¿Qué te ha parecido el anuncio? \*

Marca solo un óvalo por fila.

	Totalmente en desacuerdo	En desacuerdo	Neutral	De acuerdo	Totalmente de acuerdo
El anuncio es divertido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El anuncio refleja la vida real	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es un buen anuncio, el objetivo es llamar la atención del espectador	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es muy apropiado, pero el mundo real es así	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es muy apropiado, pero hay que tomarlo con humor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es un anuncio que muestra igualdad entre hombres y mujeres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es un anuncio del todo apropiado, degrada un poco la imagen de la mujer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No me parece nada apropiado, es un anuncio sexista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. ¿Cómo de acuerdo estás con las siguientes afirmaciones? \*

Marca solo un óvalo por fila.

	Totalmente en desacuerdo	En desacuerdo	Neutral	De acuerdo	Totalmente de acuerdo
Es un anuncio para hombres, es normal que utilicen mujeres desnudas para atraerles más	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En anuncio da a entender que usando gel AXE un hombre logra excitar a la mujer que quiera, pero sería más exitoso si el gel ayudase a conseguir una relación estable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El hombre del anuncio es igual de sexy que la mujer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De un hombre atrae más que se cuide, de una mujer que sea sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Una mujer que parece dispuesta a todo es más atractiva	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En general, las mujeres prefieren relaciones estables, los hombres prefieren menos compromiso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Si el anuncio fuera de gel para mujeres, aparecería un hombre en actitud romántica, porque las mujeres dan menos importancia al sexo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este tipo de mujeres gustan para una noche, pero no para una relación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Utiliza tres palabras para describir a la mujer que aparece en el anuncio \*

\_\_\_\_\_

### Anuncio 3: Don Limpio

#### Tienes que amar a un hombre que limpia

El mundo a través de la publicidad



<http://youtube.com/watch?v=GDzMxiw2Fog>

#### 7. ¿Qué te ha parecido el anuncio? \*

Marca solo un óvalo por fila.

	Totalmente en desacuerdo	En desacuerdo	Neutral	De acuerdo	Totalmente de acuerdo
El anuncio es divertido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El anuncio refleja la vida real	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es un buen anuncio, el objetivo es llamar la atención del espectador	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es muy apropiado, pero el mundo real es así	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es muy apropiado, pero hay que tomarlo con humor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es un anuncio que muestra igualdad entre hombres y mujeres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es un anuncio del todo apropiado, degrada un poco la imagen de la mujer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No me parece nada apropiado, es un anuncio sexista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. ¿Cómo de acuerdo estás con las siguientes afirmaciones? \*

Marca solo un óvalo por fila.

	Totalmente en desacuerdo	En desacuerdo	Neutral	De acuerdo	Totalmente de acuerdo
Es un anuncio que representa igualdad para las tareas del hogar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El anuncio va enfocado al público femenino, porque son las principales compradoras del producto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es normal que la mujer se alegre de que su marido limpie por ella	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entiendo que a la mujer le parezca que un hombre atractivo que sabe limpiar sea ideal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En realidad, las mujeres limpian mejor por naturaleza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La mujer del anuncio es ama de casa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las mujeres necesitan más tener un hombre a su lado, los hombres son menos románticos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ultimamente, se da una importancia desmesurada a hacer anuncios que reflejan igualdad total de hombres y mujeres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Utiliza tres palabras para describir a la mujer que aparece en el anuncio \*

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## Anuncio 4: Sopa Knorr



<http://youtube.com/watch?v=-imnEpSfU>

### 10. ¿Qué te ha parecido el anuncio? \*

*Marca solo un óvalo por fila.*

	Totalmente en desacuerdo	En desacuerdo	Neutral	De acuerdo	Totalmente de acuerdo
El anuncio es divertido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El anuncio refleja la vida real	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es un buen anuncio, el objetivo es llamar la atención del espectador	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es muy apropiado, pero el mundo real es así	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es muy apropiado, pero hay que tomarlo con humor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es un anuncio que muestra igualdad entre hombres y mujeres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No es un anuncio del todo apropiado, degrada un poco la imagen de la mujer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No me parece nada apropiado, es un anuncio sexista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. ¿Cómo de acuerdo estás con las siguientes afirmaciones? \*

Marca solo un óvalo por fila.

	Totalmente en desacuerdo	En desacuerdo	Neutral	De acuerdo	Totalmente de acuerdo
El anuncio va enfocado al público femenino, son las principales compradoras del producto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me sorprende que la mujer sea feliz priorizando el trabajo sobre el bienestar de su familia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me parece natural que sea la mujer la que trabaja fuera de casa y el marido quién cuide a la hija	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Si la mujer se hubiera quedado en casa y su marido llegara tarde de trabajar, la cena habría estado hecha	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No creo que sea muy buena madre, priorizando su vida laboral a su familia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En el anuncio, la madre se comporta como un hombre, y viceversa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por el bien de los hijos, si alguno de los padres tiene que trabajar menos, conviene que sea la mujer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por naturaleza las mujeres están más capacitadas para cuidar a sus hijos, porque tienen más instinto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Utiliza tres palabras para describir a la mujer que aparece en el anuncio \*

\_\_\_\_\_

## El mundo a través de la publicidad

13. ¿Cuál es tu género? \*

Marca solo un óvalo.

- Mujer
- Hombre
- Otro: \_\_\_\_\_



14. ¿Qué edad tienes? \*

Marca solo un óvalo.

- Menor de 19
- 20 - 29
- 30 - 39
- 40 - 49
- Mayor de 50

15. ¿Cuál es tu estado civil? \*

Marca solo un óvalo.

- Soltera/o
- En una relación
- Casada/o
- Divorciada/o
- Viuda/o
- Otro: \_\_\_\_\_

16. ¿Qué nivel de estudios has finalizado o vas a finalizar? \*

Marca solo un óvalo.

- Educación secundaria o inferior
- Bachillerato
- Licenciado o graduado
- Master o superior
- Otro: \_\_\_\_\_

17. ¿Cuál de las siguientes describe mejor tu situación actual? \*

Marca solo un óvalo.

- Estudiante
- Empleada/o por cuenta ajena
- Empleada/o por cuenta propia
- Desempleada/o
- Jubilada/o
- Otro: \_\_\_\_\_

18. ¿Dónde te has vivido la mayor parte de tu vida? \*

Marca solo un óvalo.

- Ciudad grande ( > 500.000 habitantes)
- Ciudad mediana ( 15.000 - 500.000 habitantes )
- Ciudad pequeña ( 2.500 - 15.000 habitantes)
- Rural ( < 2.500 habitantes)

19. ¿Tienes alguna creencia religiosa? \*

*Marca solo un óvalo.*

- No
  - Católica
  - Protestante
  - Musulmana
  - Judía
  - Otra
-

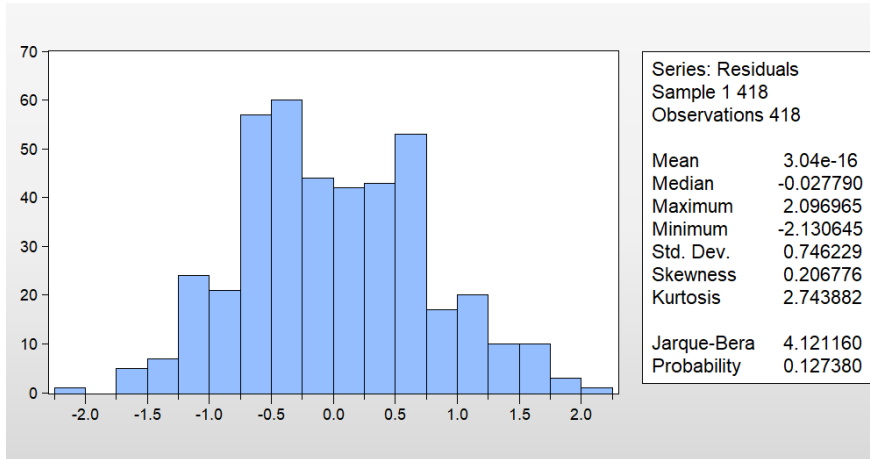


## Appendix III: Survey translation

Variable	Pregunta / Question	Respuesta	Answer
V1	¿Cuál es tu género? Gender	Hombre	Male
		Mujer	Female
V2	¿Qué edad tienes? Age	Menor 19	Under 19
		20 - 29	20 - 29
		30 - 39	30 - 39
		40 - 49	40 - 49
		Mayor de 50	50+
V3	¿Cuál es tu estado civil?	Soltera/o	Single
		En una relación	On a relationship
		Casada/o	Married
		Divorciada/o	Divorced
		Viuda/o	Widowed
V4	¿Qué nivel de estudios has finalizado o vas a finalizar?	Educación secundaria o inferior	lower secondary education or less
		Bachillerato	higher secondary education
		Licenciado o graduado	university degree
		Master o superior	postgraduate studies
		Otra /FP	post-secondary non-tertiary education
V5	¿Cuál de las siguientes describe mejor tu situación actual?	Estudiante	Student
		Empleada/o por cuenta ajena	Employed
		Empleada/o por cuenta propia	Self-employed
		Desempleada/o	Unemployed
		Jubilada/o	Retired
V6	¿Dónde te has vivido la mayor parte de tu vida? Residencia	Ciudad grande ( > 500.000 habitantes)	Big city
		Ciudad mediana ( 15.000 - 500.000 habitantes )	Medium city
		Ciudad pequeña ( 2.500 - 15.000 habitantes)	Small city
		Rural ( < 2.500 habitantes)	Rural area
V7	¿Tienes alguna creencia religiosa?	No	None
		Católica	Catholic
		Protestante	Protestant
		Musulmana	Muslim
		Judía	Judaism
	Otra	Other	

# Appendix IV: Eviews calculations

## Part 1:



Heteroskedasticity Test: White

F-statistic	1.741864	Prob. F(34,383)	0.0074
Obs*R-squared	55.97935	Prob. Chi-Square(34)	0.0102
Scaled explained SS	46.96023	Prob. Chi-Square(34)	0.0687

Test Equation:  
 Dependent Variable: RESID\*2  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:05  
 Sample: 1 418  
 Included observations: 418  
 Collinear test regressors dropped from specification

Covariance Analysis: Ordinary  
 Date: 11/03/17 Time: 18:09  
 Sample: 1 418  
 Included observations: 418

Covariance Correlation	AVERAGE ...	IV1 GEND...	IV2 AGE	IV3 MARI...	IV4 EDUC...	IV5 OCC...	IV6 RESI...	IV7 RELI...
AVERAGE_SEXISM	0.911939 1.000000							
_IV1_GENDER	0.234993 0.519578	0.224308 1.000000						
_IV2_AGE	0.265496 0.239395	0.030150 0.054817	1.348710 1.000000					
_IV3_MARITAL_S...	0.115838 0.133314	0.000263 0.000611	0.634360 0.600321	0.827917 1.000000				
_IV4_EDUCATION	-0.166050 -0.226776	-0.007658 -0.021087	-0.287688 -0.323075	-0.151645 -0.217357	0.587922 1.000000			
_IV5_OCCUPATI...	0.148951 0.251866	0.024461 0.083401	0.252616 0.351245	0.113820 0.201991	-0.044333 -0.093363	0.383513 1.000000		
_IV6_RESIDENCE	0.058531 0.069590	-0.017353 -0.041601	-0.189476 -0.185243	-0.086611 -0.108075	0.033653 0.049832	-0.067564 -0.123871	0.775721 1.000000	
_IV7_RELIGION	0.095585 0.167330	-0.005048 -0.017818	0.131190 0.188846	0.111078 0.204081	-0.039743 -0.086649	0.059625 0.160956	0.049530 0.094011	0.357821 1.000000

# PART 2

## Advertisement 1

Dependent Variable: STEREOTYPE\_1  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:20  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.233273	0.312556	3.945765	0.0001
_IV1_GENDER	1.019485	0.111497	9.143605	0.0000
_IV2_AGE	0.129414	0.061621	2.100167	0.0363
_IV3_MARITAL_STATUS	0.119491	0.072760	1.642260	0.1013
_IV4_EDUCATION	0.071099	0.072457	0.981248	0.3270
_IV5_OCCUPATION	-0.235008	0.091621	-2.565006	0.0107
_IV6_RESIDENCE	0.093513	0.061444	1.521920	0.1288
_IV7_RELIGION	0.410211	0.091500	4.483163	0.0000
R-squared	0.236099	Mean dependent var	1.978469	
Adjusted R-squared	0.223057	S.D. dependent var	1.218174	
S.E. of regression	1.073752	Akaike info criterion	2.999148	
Sum squared resid	472.7065	Schwarz criterion	3.076382	
Log likelihood	-618.8219	Hannan-Quinn criter.	3.029680	
F-statistic	18.10271	Durbin-Watson stat	2.002382	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_3  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:24  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.546152	0.285196	5.421366	0.0000
_IV1_GENDER	0.888542	0.101737	8.733726	0.0000
_IV2_AGE	0.047381	0.056227	0.842674	0.3999
_IV3_MARITAL_STATUS	0.086331	0.066391	1.300337	0.1942
_IV4_EDUCATION	-0.170209	0.066115	-2.574451	0.0104
_IV5_OCCUPATION	-0.031775	0.083601	-0.380076	0.7041
_IV6_RESIDENCE	0.047276	0.056065	0.843229	0.3996
_IV7_RELIGION	0.319643	0.083491	3.828483	0.0001
R-squared	0.220560	Mean dependent var	1.830144	
Adjusted R-squared	0.207253	S.D. dependent var	1.100403	
S.E. of regression	0.979759	Akaike info criterion	2.815933	
Sum squared resid	393.5705	Schwarz criterion	2.893167	
Log likelihood	-580.5300	Hannan-Quinn criter.	2.846466	
F-statistic	16.57412	Durbin-Watson stat	2.282855	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_5  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:26  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.310701	0.311913	7.408149	0.0000
_IV1_GENDER	0.547743	0.111268	4.922745	0.0000
_IV2_AGE	-0.100146	0.061494	-1.628538	0.1042
_IV3_MARITAL_STATUS	-0.036116	0.072611	-0.497391	0.6192
_IV4_EDUCATION	-0.118311	0.072308	-1.636201	0.1026
_IV5_OCCUPATION	0.034521	0.091432	0.377560	0.7060
_IV6_RESIDENCE	-0.027106	0.061318	-0.442065	0.6587
_IV7_RELIGION	0.532805	0.091312	5.834975	0.0000
R-squared	0.131389	Mean dependent var	2.289474	
Adjusted R-squared	0.116559	S.D. dependent var	1.140043	
S.E. of regression	1.071544	Akaike info criterion	2.995031	
Sum squared resid	470.7645	Schwarz criterion	3.072265	
Log likelihood	-617.9615	Hannan-Quinn criter.	3.025563	
F-statistic	8.859676	Durbin-Watson stat	1.960119	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_6A  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:26  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.878013	0.260635	7.205518	0.0000
_IV1_GENDER	0.814673	0.092976	8.762234	0.0000
_IV2_AGE	0.070350	0.051385	1.369078	0.1717
_IV3_MARITAL_STATUS	0.030941	0.060674	0.509953	0.6104
_IV4_EDUCATION	-0.226653	0.060421	-3.751230	0.0002
_IV5_OCCUPATION	-0.016374	0.076401	-0.214318	0.8304
_IV6_RESIDENCE	-0.060497	0.051237	-1.180718	0.2384
_IV7_RELIGION	0.275971	0.076301	3.616890	0.0003
R-squared	0.239284	Mean dependent var	1.741627	
Adjusted R-squared	0.226296	S.D. dependent var	1.017939	
S.E. of regression	0.895384	Akaike info criterion	2.635825	
Sum squared resid	328.7021	Schwarz criterion	2.713059	
Log likelihood	-542.8874	Hannan-Quinn criter.	2.666357	
F-statistic	18.42370	Durbin-Watson stat	2.222949	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_6B  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:27  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.731796	0.271924	6.368689	0.0000
_IV1_GENDER	1.148277	0.097002	11.83763	0.0000
_IV2_AGE	0.081933	0.053610	1.528310	0.1272
_IV3_MARITAL_STATUS	0.035450	0.063301	0.560024	0.5758
_IV4_EDUCATION	0.001259	0.063038	0.019970	0.9841
_IV5_OCCUPATION	-0.162123	0.079710	-2.033912	0.0426
_IV6_RESIDENCE	-0.047281	0.053456	-0.884488	0.3770
_IV7_RELIGION	0.368804	0.079605	4.632902	0.0000
R-squared	0.295356	Mean dependent var	2.023923	
Adjusted R-squared	0.283325	S.D. dependent var	1.103473	
S.E. of regression	0.934163	Akaike info criterion	2.720622	
Sum squared resid	357.7908	Schwarz criterion	2.797856	
Log likelihood	-560.6099	Hannan-Quinn criter.	2.751154	
F-statistic	24.55054	Durbin-Watson stat	2.198759	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_8A  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:39  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.010307	0.258414	7.779401	0.0000
_IV1_GENDER	1.066498	0.092183	11.56934	0.0000
_IV2_AGE	0.137519	0.050947	2.699256	0.0072
_IV3_MARITAL_STATUS	-0.060561	0.060156	-1.006730	0.3147
_IV4_EDUCATION	-0.139734	0.059906	-2.332559	0.0202
_IV5_OCCUPATION	-0.105003	0.075750	-1.386175	0.1664
_IV6_RESIDENCE	-0.021995	0.050800	-0.432968	0.6653
_IV7_RELIGION	0.415767	0.075650	5.495900	0.0000
R-squared	0.319573	Mean dependent var	1.983254	
Adjusted R-squared	0.307956	S.D. dependent var	1.067149	
S.E. of regression	0.887753	Akaike info criterion	2.618706	
Sum squared resid	323.1231	Schwarz criterion	2.695940	
Log likelihood	-539.3096	Hannan-Quinn criter.	2.649239	
F-statistic	27.50897	Durbin-Watson stat	2.103672	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_8B  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:43  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.086543	0.313410	3.466837	0.0006
_IV1_GENDER	0.806346	0.111802	7.212281	0.0000
_IV2_AGE	0.089706	0.061789	1.451799	0.1473
_IV3_MARITAL_STATUS	0.070057	0.072959	0.960228	0.3375
_IV4_EDUCATION	0.307375	0.072655	4.230582	0.0000
_IV5_OCCUPATION	0.010575	0.091871	0.115110	0.9084
_IV6_RESIDENCE	0.063342	0.061612	1.028080	0.3045
_IV7_RELIGION	0.256196	0.091751	2.792308	0.0055
R-squared	0.168259	Mean dependent var	2.550239	
Adjusted R-squared	0.154059	S.D. dependent var	1.170629	
S.E. of regression	1.076686	Akaike info criterion	3.004607	
Sum squared resid	475.2940	Schwarz criterion	3.081841	
Log likelihood	-619.9628	Hannan-Quinn criter.	3.035139	
F-statistic	11.84887	Durbin-Watson stat	1.974117	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_\_  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:44  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.289811	0.289232	4.459439	0.0000
_IV1_GENDER	1.383292	0.103177	13.40704	0.0000
_IV2_AGE	-0.054472	0.057023	-0.955278	0.3400
_IV3_MARITAL_STATUS	0.273897	0.067331	4.067943	0.0001
_IV4_EDUCATION	-0.302083	0.067050	-4.505313	0.0000
_IV5_OCCUPATION	0.088354	0.084784	1.042107	0.2980
_IV6_RESIDENCE	0.150927	0.056859	2.654417	0.0083
_IV7_RELIGION	0.183472	0.084672	2.166844	0.0308
R-squared	0.378898	Mean dependent var	2.088517	
Adjusted R-squared	0.368293	S.D. dependent var	1.250156	
S.E. of regression	0.993623	Akaike info criterion	2.844036	
Sum squared resid	404.7879	Schwarz criterion	2.921270	
Log likelihood	-586.4036	Hannan-Quinn criter.	2.874569	
F-statistic	35.73095	Durbin-Watson stat	2.088874	
Prob(F-statistic)	0.000000			

## Advertisement 2

Dependent Variable: STEREOTYPE\_2A  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:50  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.940325	0.308720	6.285072	0.0000
_IV1_GENDER	1.089043	0.110128	9.888845	0.0000
_IV2_AGE	0.146684	0.060865	2.409998	0.0164
_IV3_MARITAL_STATUS	-0.248831	0.071867	-3.462375	0.0006
_IV4_EDUCATION	-0.245156	0.071568	-3.425493	0.0007
_IV5_OCCUPATION	0.078682	0.090496	0.869448	0.3851
_IV6_RESIDENCE	0.332864	0.060690	5.484685	0.0000
_IV7_RELIGION	0.052286	0.090377	0.578524	0.5632
R-squared	0.277475	Mean dependent var	2.126794	
Adjusted R-squared	0.265139	S.D. dependent var	1.237193	
S.E. of regression	1.060572	Akaike info criterion	2.974447	
Sum squared resid	461.1733	Schwarz criterion	3.051681	
Log likelihood	-613.6594	Hannan-Quinn criter.	3.004979	
F-statistic	22.49346	Durbin-Watson stat	2.184938	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_2B  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:50  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.679861	0.307052	2.214157	0.0274
_IV1_GENDER	0.755609	0.109534	6.898426	0.0000
_IV2_AGE	-0.010779	0.060536	-0.178059	0.8588
_IV3_MARITAL_STATUS	0.164585	0.071479	2.302568	0.0218
_IV4_EDUCATION	-0.095134	0.071181	-1.336502	0.1821
_IV5_OCCUPATION	0.364631	0.090007	4.051128	0.0001
_IV6_RESIDENCE	0.284413	0.060362	4.711795	0.0000
_IV7_RELIGION	0.113381	0.089889	1.261347	0.2079
R-squared	0.208113	Mean dependent var	2.327751	
Adjusted R-squared	0.194593	S.D. dependent var	1.175385	
S.E. of regression	1.054843	Akaike info criterion	2.963614	
Sum squared resid	456.2046	Schwarz criterion	3.040849	
Log likelihood	-611.3954	Hannan-Quinn criter.	2.994147	
F-statistic	15.39295	Durbin-Watson stat	1.947631	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_3  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:53  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.447055	0.305498	4.736709	0.0000
_IV1_GENDER	0.651316	0.108979	5.976519	0.0000
_IV2_AGE	-0.214931	0.060230	-3.568538	0.0004
_IV3_MARITAL_STATUS	0.148512	0.071117	2.088269	0.0374
_IV4_EDUCATION	-0.168445	0.070821	-2.378449	0.0178
_IV5_OCCUPATION	0.192160	0.089552	2.145794	0.0325
_IV6_RESIDENCE	0.118774	0.060056	1.977702	0.0486
_IV7_RELIGION	0.251141	0.089434	2.808108	0.0052
R-squared	0.141651	Mean dependent var	2.066986	
Adjusted R-squared	0.126996	S.D. dependent var	1.123249	
S.E. of regression	1.049504	Akaike info criterion	2.953467	
Sum squared resid	451.5985	Schwarz criterion	3.030701	
Log likelihood	-609.2745	Hannan-Quinn criter.	2.983999	
F-statistic	9.665866	Durbin-Watson stat	2.197710	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_2C  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:51  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.296725	0.324573	7.076143	0.0000
_IV1_GENDER	0.959000	0.115784	8.282684	0.0000
_IV2_AGE	0.108942	0.063990	1.702485	0.0894
_IV3_MARITAL_STATUS	-0.068140	0.075558	-0.901831	0.3677
_IV4_EDUCATION	-0.136687	0.075243	-1.816608	0.0700
_IV5_OCCUPATION	-0.083461	0.095143	-0.877216	0.3809
_IV6_RESIDENCE	-0.044587	0.063806	-0.698788	0.4851
_IV7_RELIGION	0.595543	0.095018	6.267656	0.0000
R-squared	0.231559	Mean dependent var	2.275120	
Adjusted R-squared	0.218440	S.D. dependent var	1.261267	
S.E. of regression	1.115034	Akaike info criterion	3.074601	
Sum squared resid	509.7537	Schwarz criterion	3.151835	
Log likelihood	-634.5916	Hannan-Quinn criter.	3.105133	
F-statistic	17.64972	Durbin-Watson stat	2.118139	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_5B  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:55  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.974169	0.343061	5.754575	0.0000
_IV1_GENDER	0.264313	0.122379	2.159791	0.0314
_IV2_AGE	0.045587	0.067635	0.674017	0.5007
_IV3_MARITAL_STATUS	0.232962	0.079861	2.917077	0.0037
_IV4_EDUCATION	-0.162272	0.079529	-2.040413	0.0419
_IV5_OCCUPATION	0.069971	0.100563	0.695795	0.4870
_IV6_RESIDENCE	0.022558	0.067441	0.334486	0.7382
_IV7_RELIGION	0.187746	0.100431	1.869405	0.0623
R-squared	0.096504	Mean dependent var	2.478469	
Adjusted R-squared	0.081078	S.D. dependent var	1.229441	
S.E. of regression	1.178547	Akaike info criterion	3.185395	
Sum squared resid	569.4791	Schwarz criterion	3.262629	
Log likelihood	-657.7476	Hannan-Quinn criter.	3.215928	
F-statistic	6.256119	Durbin-Watson stat	2.023310	
Prob(F-statistic)	0.000001			

Dependent Variable: STEREOTYPE\_5A  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:54  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.401985	0.315617	4.442049	0.0000
_IV1_GENDER	0.751319	0.112589	6.673120	0.0000
_IV2_AGE	-0.004748	0.062224	-0.076308	0.9392
_IV3_MARITAL_STATUS	0.333225	0.073473	4.535360	0.0000
_IV4_EDUCATION	-0.039806	0.073167	-0.544048	0.5867
_IV5_OCCUPATION	-0.150296	0.092518	-1.624510	0.1050
_IV6_RESIDENCE	0.150285	0.062046	2.422172	0.0159
_IV7_RELIGION	0.470778	0.092396	5.095201	0.0000
R-squared	0.223165	Mean dependent var	2.401914	
Adjusted R-squared	0.209902	S.D. dependent var	1.219819	
S.E. of regression	1.084266	Akaike info criterion	3.018637	
Sum squared resid	482.0096	Schwarz criterion	3.095871	
Log likelihood	-622.8952	Hannan-Quinn criter.	3.049169	
F-statistic	16.82605	Durbin-Watson stat	2.155481	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_6  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:55  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.855397	0.310603	8.549174	0.0000
_IV1_GENDER	0.229429	0.110800	2.070653	0.0390
_IV2_AGE	0.111262	0.061236	1.816946	0.0700
_IV3_MARITAL_STATUS	-0.139870	0.072305	-1.934435	0.0537
_IV4_EDUCATION	-0.297262	0.072005	-4.128371	0.0000
_IV5_OCCUPATION	0.035349	0.091048	0.388248	0.6980
_IV6_RESIDENCE	0.192453	0.061060	3.151863	0.0017
_IV7_RELIGION	0.195884	0.090929	2.154261	0.0318
R-squared	0.104007	Mean dependent var	2.349282	
Adjusted R-squared	0.088710	S.D. dependent var	1.117771	
S.E. of regression	1.067041	Akaike info criterion	2.986609	
Sum squared resid	466.8165	Schwarz criterion	3.063844	
Log likelihood	-616.2014	Hannan-Quinn criter.	3.017142	
F-statistic	6.798997	Durbin-Watson stat	1.832440	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_7  
 Method: Least Squares  
 Date: 11/03/17 Time: 18:56  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.067859	0.291136	7.102720	0.0000
_IV1_GENDER	-0.009318	0.103856	-0.089717	0.9286
_IV2_AGE	0.238111	0.057398	4.148410	0.0000
_IV3_MARITAL_STATUS	-0.227301	0.067774	-3.353820	0.0009
_IV4_EDUCATION	0.097483	0.067492	1.444371	0.1494
_IV5_OCCUPATION	-0.131461	0.085342	-1.540403	0.1242
_IV6_RESIDENCE	0.151833	0.057233	2.652885	0.0083
_IV7_RELIGION	0.156555	0.085230	1.836853	0.0670
R-squared	0.067913	Mean dependent var	2.119617	
Adjusted R-squared	0.051999	S.D. dependent var	1.027230	
S.E. of regression	1.000166	Akaike info criterion	2.857163	
Sum squared resid	410.1363	Schwarz criterion	2.934397	
Log likelihood	-589.1470	Hannan-Quinn criter.	2.887695	
F-statistic	4.267564	Durbin-Watson stat	2.304596	
Prob(F-statistic)	0.000144			



# Advertisement 3

Dependent Variable: STEREOYPE\_5\_ADV3  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:10  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.960797	0.265680	3.616641	0.0003
_IV1_GENDER	0.771229	0.094768	8.138084	0.0000
_IV2_AGE	0.130520	0.052375	2.492006	0.0131
_IV3_MARITAL_STATUS	0.071402	0.061843	1.154569	0.2489
_IV4_EDUCATION	-0.124282	0.061586	-2.018023	0.0442
_IV5_OCCUPATION	0.091360	0.077874	1.173184	0.2414
_IV6_RESIDENCE	0.170164	0.052225	3.258297	0.0012
_IV7_RELIGION	0.249093	0.077772	3.202872	0.0015
R-squared	0.243000	Mean dependent var	1.799043	
Adjusted R-squared	0.230075	S.D. dependent var	1.040107	
S.E. of regression	0.912645	Akaike info criterion	2.674014	
Sum squared resid	341.4977	Schwarz criterion	2.751248	
Log likelihood	-550.8689	Hannan-Quinn criter.	2.704546	
F-statistic	18.80164	Durbin-Watson stat	1.792743	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOYPE\_8\_ADV3  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:11  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.710605	0.358917	7.552182	0.0000
_IV1_GENDER	0.375906	0.128035	2.935957	0.0035
_IV2_AGE	0.333209	0.070761	4.708921	0.0000
_IV3_MARITAL_STATUS	0.039102	0.083553	0.467997	0.6400
_IV4_EDUCATION	-0.206716	0.083205	-2.484420	0.0134
_IV5_OCCUPATION	-0.263793	0.105211	-2.507289	0.0126
_IV6_RESIDENCE	0.210485	0.070558	2.983164	0.0030
_IV7_RELIGION	0.163917	0.105073	1.560033	0.1195
R-squared	0.157764	Mean dependent var	2.672249	
Adjusted R-squared	0.143384	S.D. dependent var	1.332222	
S.E. of regression	1.233019	Akaike info criterion	3.275761	
Sum squared resid	623.3376	Schwarz criterion	3.352955	
Log likelihood	-678.6341	Hannan-Quinn criter.	3.306294	
F-statistic	10.97131	Durbin-Watson stat	1.932186	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOYPE\_9B\_ADV3  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:12  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.673559	0.309272	11.87808	0.0000
_IV1_GENDER	0.446646	0.110326	4.048436	0.0001
_IV2_AGE	0.035999	0.060974	0.590406	0.5552
_IV3_MARITAL_STATUS	0.343216	0.071996	4.767169	0.0000
_IV4_EDUCATION	-0.047872	0.071696	-0.667708	0.5047
_IV5_OCCUPATION	-0.447226	0.090658	-4.933110	0.0000
_IV6_RESIDENCE	-0.020847	0.060798	-0.342891	0.7319
_IV7_RELIGION	0.147614	0.090539	1.630390	0.1038
R-squared	0.155265	Mean dependent var	3.578947	
Adjusted R-squared	0.140843	S.D. dependent var	1.146253	
S.E. of regression	1.062470	Akaike info criterion	2.978024	
Sum squared resid	462.8256	Schwarz criterion	3.055258	
Log likelihood	-614.4069	Hannan-Quinn criter.	3.008556	
F-statistic	10.78565	Durbin-Watson stat	2.028467	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOYPE\_\_  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:13  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.009116	0.193640	5.211291	0.0000
_IV1_GENDER	0.257955	0.069077	3.734337	0.0002
_IV2_AGE	-0.004344	0.038177	-0.113796	0.9095
_IV3_MARITAL_STATUS	0.084842	0.045078	1.882136	0.0605
_IV4_EDUCATION	-0.106300	0.044890	-2.368009	0.0183
_IV5_OCCUPATION	0.063925	0.056762	1.126192	0.2607
_IV6_RESIDENCE	0.110631	0.030667	2.962191	0.0039
_IV7_RELIGION	0.245825	0.058888	4.336450	0.0000
R-squared	0.141061	Mean dependent var	1.444976	
Adjusted R-squared	0.126386	S.D. dependent var	0.711728	
S.E. of regression	0.865230	Akaike info criterion	2.041595	
Sum squared resid	181.4375	Schwarz criterion	2.118819	
Log likelihood	-418.8912	Hannan-Quinn criter.	2.072117	
F-statistic	9.618996	Durbin-Watson stat	2.051152	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOYPE\_6\_ADV3  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:10  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.544450	0.339190	7.501552	0.0000
_IV1_GENDER	0.850235	0.120998	7.026854	0.0000
_IV2_AGE	0.417466	0.066872	6.242777	0.0000
_IV3_MARITAL_STATUS	-0.169263	0.078960	-2.143653	0.0326
_IV4_EDUCATION	-0.065631	0.078632	-0.834667	0.4044
_IV5_OCCUPATION	-0.349125	0.099428	-3.511335	0.0005
_IV6_RESIDENCE	0.276132	0.066680	4.141169	0.0000
_IV7_RELIGION	0.313205	0.099297	3.154215	0.0017
R-squared	0.238757	Mean dependent var	2.648325	
Adjusted R-squared	0.225760	S.D. dependent var	1.324283	
S.E. of regression	1.165249	Akaike info criterion	3.162699	
Sum squared resid	556.6998	Schwarz criterion	3.239933	
Log likelihood	-653.0042	Hannan-Quinn criter.	3.193232	
F-statistic	18.37041	Durbin-Watson stat	1.891214	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOYPE\_9A\_ADV3  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:12  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.069184	0.326162	3.278077	0.0011
_IV1_GENDER	0.528201	0.116351	4.548331	0.0000
_IV2_AGE	0.202853	0.064303	3.154616	0.0017
_IV3_MARITAL_STATUS	0.230983	0.075928	3.042147	0.0025
_IV4_EDUCATION	-0.119786	0.075612	-1.584227	0.1139
_IV5_OCCUPATION	0.083051	0.095609	0.868648	0.3855
_IV6_RESIDENCE	0.249365	0.064119	3.889122	0.0001
_IV7_RELIGION	-0.021705	0.095484	-0.227312	0.8203
R-squared	0.188239	Mean dependent var	2.248804	
Adjusted R-squared	0.174380	S.D. dependent var	1.233159	
S.E. of regression	1.120493	Akaike info criterion	3.084369	
Sum squared resid	514.7573	Schwarz criterion	3.161603	
Log likelihood	-636.6331	Hannan-Quinn criter.	3.114901	
F-statistic	13.58213	Durbin-Watson stat	1.870288	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOYPE\_9C\_ADV3  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:13  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.607358	0.303385	8.594228	0.0000
_IV1_GENDER	0.800449	0.108225	7.396132	0.0000
_IV2_AGE	0.199775	0.059813	3.340006	0.0009
_IV3_MARITAL_STATUS	-0.029935	0.070625	-0.423856	0.6719
_IV4_EDUCATION	-0.062767	0.070331	-0.892443	0.3727
_IV5_OCCUPATION	-0.206247	0.088932	-2.319150	0.0209
_IV6_RESIDENCE	0.073222	0.059641	1.227714	0.2203
_IV7_RELIGION	0.007596	0.088816	0.085524	0.9319
R-squared	0.155804	Mean dependent var	2.583732	
Adjusted R-squared	0.141391	S.D. dependent var	1.124791	
S.E. of regression	1.042244	Akaike info criterion	2.939583	
Sum squared resid	445.3721	Schwarz criterion	3.016817	
Log likelihood	-606.3729	Hannan-Quinn criter.	2.970116	
F-statistic	10.80986	Durbin-Watson stat	1.940081	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOYPE\_\_01  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:14  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.495107	0.337650	4.427984	0.0000
_IV1_GENDER	1.135580	0.120449	9.427926	0.0000
_IV2_AGE	0.380163	0.066568	5.710878	0.0000
_IV3_MARITAL_STATUS	-0.004109	0.078602	-0.052280	0.9583
_IV4_EDUCATION	0.039511	0.078275	0.504777	0.6140
_IV5_OCCUPATION	-0.144163	0.098976	-1.456539	0.1460
_IV6_RESIDENCE	0.189678	0.066377	2.857592	0.0045
_IV7_RELIGION	0.315227	0.098847	3.189057	0.0015
R-squared	0.287619	Mean dependent var	2.516746	
Adjusted R-squared	0.275456	S.D. dependent var	1.362730	
S.E. of regression	1.159958	Akaike info criterion	3.153598	
Sum squared resid	551.6559	Schwarz criterion	3.230832	
Log likelihood	-651.1019	Hannan-Quinn criter.	3.184130	
F-statistic	23.64777	Durbin-Watson stat	1.915388	
Prob(F-statistic)	0.000000			

# Advertisement 4

Dependent Variable: STEREOTYPE\_9B\_ADV4  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:21  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.141595	0.227127	5.026200	0.0000
_IV1_GENDER	0.316108	0.081022	3.901498	0.0001
_IV2_AGE	0.134549	0.044778	3.004773	0.0028
_IV3_MARITAL_STATUS	-0.023545	0.052873	-0.445313	0.6563
_IV4_EDUCATION	0.104235	0.052653	1.979680	0.0484
_IV5_OCCUPATION	-0.072060	0.066579	-1.082337	0.2797
_IV6_RESIDENCE	0.065269	0.044650	1.461805	0.1446
_IV7_RELIGION	0.241800	0.066491	3.636572	0.0003
R-squared	0.100900	Mean dependent var	1.645933	
Adjusted R-squared	0.085448	S.D. dependent var	0.815906	
S.E. of regression	0.780269	Akaike info criterion	2.360598	
Sum squared resid	249.6162	Schwarz criterion	2.437832	
Log likelihood	-485.3649	Hannan-Quinn criter.	2.391130	
F-statistic	6.565840	Durbin-Watson stat	2.049945	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_9A\_ADV4  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:19  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.697419	0.311307	8.664832	0.0000
_IV1_GENDER	0.069498	0.111051	0.625822	0.5318
_IV2_AGE	-0.034406	0.061375	-0.560596	0.5754
_IV3_MARITAL_STATUS	0.117995	0.072469	1.628204	0.1042
_IV4_EDUCATION	-0.086414	0.072168	-1.197410	0.2318
_IV5_OCCUPATION	-0.037494	0.091254	-0.410871	0.6814
_IV6_RESIDENCE	0.156587	0.061198	2.558678	0.0109
_IV7_RELIGION	-0.017509	0.091135	-0.192117	0.8477
R-squared	0.027247	Mean dependent var	2.916268	
Adjusted R-squared	0.010639	S.D. dependent var	1.075194	
S.E. of regression	1.069459	Akaike info criterion	2.991136	
Sum squared resid	468.9345	Schwarz criterion	3.068370	
Log likelihood	-617.1475	Hannan-Quinn criter.	3.021669	
F-statistic	1.640588	Durbin-Watson stat	2.031285	
Prob(F-statistic)	0.122293			

Dependent Variable: STEREOTYPE\_9C\_ADV4  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:21  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.581710	0.342477	10.45825	0.0000
_IV1_GENDER	-0.263489	0.122171	-2.156728	0.0316
_IV2_AGE	0.139188	0.067520	2.061433	0.0399
_IV3_MARITAL_STATUS	-0.048496	0.079726	-0.608281	0.5433
_IV4_EDUCATION	-0.084252	0.079394	-1.061195	0.2892
_IV5_OCCUPATION	-0.195117	0.100392	-1.943556	0.0526
_IV6_RESIDENCE	-0.055457	0.067326	-0.823716	0.4106
_IV7_RELIGION	-0.027992	0.100260	-0.279194	0.7802
R-squared	0.035247	Mean dependent var	2.832536	
Adjusted R-squared	0.018776	S.D. dependent var	1.187745	
S.E. of regression	1.176541	Akaike info criterion	3.181988	
Sum squared resid	567.5422	Schwarz criterion	3.259222	
Log likelihood	-657.0356	Hannan-Quinn criter.	3.212521	
F-statistic	2.139919	Durbin-Watson stat	1.812930	
Prob(F-statistic)	0.038629			

Dependent Variable: STEREOTYPE\_9D\_ADV4  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:22  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.986366	0.140319	7.029477	0.0000
_IV1_GENDER	0.271600	0.050055	5.425988	0.0000
_IV2_AGE	0.034706	0.027664	1.254536	0.2104
_IV3_MARITAL_STATUS	0.103165	0.032665	3.158292	0.0017
_IV4_EDUCATION	-0.095207	0.032529	-2.926833	0.0036
_IV5_OCCUPATION	0.040463	0.041132	0.983734	0.3258
_IV6_RESIDENCE	0.051231	0.027585	1.857238	0.0640
_IV7_RELIGION	0.003515	0.041078	0.085579	0.9318
R-squared	0.166117	Mean dependent var	1.279904	
Adjusted R-squared	0.151880	S.D. dependent var	0.523435	
S.E. of regression	0.482049	Akaike info criterion	1.397411	
Sum squared resid	95.27216	Schwarz criterion	1.474645	
Log likelihood	-284.0589	Hannan-Quinn criter.	1.427943	
F-statistic	11.66793	Durbin-Watson stat	1.884528	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_9E\_ADV4  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:23  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.829852	0.270991	6.752445	0.0000
_IV1_GENDER	0.079232	0.096670	0.819612	0.4129
_IV2_AGE	0.307737	0.053426	5.760013	0.0000
_IV3_MARITAL_STATUS	-0.159691	0.063084	-2.531389	0.0117
_IV4_EDUCATION	-0.023931	0.062822	-0.380943	0.7034
_IV5_OCCUPATION	-0.031030	0.079437	-0.390628	0.6963
_IV6_RESIDENCE	0.005108	0.053273	0.097240	0.9226
_IV7_RELIGION	-0.044506	0.079332	-0.561008	0.5751
R-squared	0.093457	Mean dependent var	1.710526	
Adjusted R-squared	0.077980	S.D. dependent var	0.969528	
S.E. of regression	0.930959	Akaike info criterion	2.713751	
Sum squared resid	355.3409	Schwarz criterion	2.790985	
Log likelihood	-559.1739	Hannan-Quinn criter.	2.744283	
F-statistic	6.038243	Durbin-Watson stat	1.885308	
Prob(F-statistic)	0.000001			

Dependent Variable: STEREOTYPE\_\_  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:23  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.329693	0.303176	7.684298	0.0000
_IV1_GENDER	0.411600	0.108151	3.805800	0.0002
_IV2_AGE	-0.005077	0.059772	-0.084939	0.9324
_IV3_MARITAL_STATUS	0.169239	0.070577	2.397949	0.0169
_IV4_EDUCATION	-0.088016	0.070283	-1.252318	0.2112
_IV5_OCCUPATION	-0.091702	0.088871	-1.031860	0.3027
_IV6_RESIDENCE	0.015790	0.059600	0.264927	0.7912
_IV7_RELIGION	0.315680	0.088754	3.556788	0.0004
R-squared	0.095227	Mean dependent var	2.583732	
Adjusted R-squared	0.079760	S.D. dependent var	1.085736	
S.E. of regression	1.041526	Akaike info criterion	2.938205	
Sum squared resid	444.7587	Schwarz criterion	3.015439	
Log likelihood	-606.0849	Hannan-Quinn criter.	2.968737	
F-statistic	6.164614	Durbin-Watson stat	2.174227	
Prob(F-statistic)	0.000001			

Dependent Variable: STEREOTYPE\_\_01  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:24  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.382052	0.227084	6.086092	0.0000
_IV1_GENDER	0.456789	0.081007	5.638910	0.0000
_IV2_AGE	0.049680	0.044770	1.109668	0.2678
_IV3_MARITAL_STATUS	0.121078	0.052863	2.290421	0.0225
_IV4_EDUCATION	-0.216756	0.052643	-4.117466	0.0000
_IV5_OCCUPATION	0.008679	0.066566	0.130379	0.8963
_IV6_RESIDENCE	0.004121	0.044641	0.092321	0.9265
_IV7_RELIGION	0.184117	0.066478	2.769576	0.0059
R-squared	0.186918	Mean dependent var	1.437799	
Adjusted R-squared	0.173036	S.D. dependent var	0.857864	
S.E. of regression	0.780120	Akaike info criterion	2.360216	
Sum squared resid	249.5209	Schwarz criterion	2.437450	
Log likelihood	-485.2851	Hannan-Quinn criter.	2.390748	
F-statistic	13.46486	Durbin-Watson stat	2.032714	
Prob(F-statistic)	0.000000			

Dependent Variable: STEREOTYPE\_\_02  
 Method: Least Squares  
 Date: 11/03/17 Time: 19:24  
 Sample: 1 418  
 Included observations: 418

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.433994	0.260275	5.509531	0.0000
_IV1_GENDER	0.538434	0.092847	5.799156	0.0000
_IV2_AGE	0.028418	0.051314	0.553818	0.5800
_IV3_MARITAL_STATUS	0.118778	0.060590	1.960362	0.0506
_IV4_EDUCATION	-0.040667	0.060338	-0.674000	0.5007
_IV5_OCCUPATION	-0.137045	0.076295	-1.796242	0.0732
_IV6_RESIDENCE	0.017079	0.051166	0.333788	0.7387
_IV7_RELIGION	0.256683	0.076195	3.368746	0.0008
R-squared	0.124463	Mean dependent var	1.655502	
Adjusted R-squared	0.109515	S.D. dependent var	0.947535	
S.E. of regression	0.894147	Akaike info criterion	2.633059	
Sum squared resid	327.7942	Schwarz criterion	2.710293	
Log likelihood	-542.3094	Hannan-Quinn criter.	2.663591	
F-statistic	8.326322	Durbin-Watson stat	1.977528	
Prob(F-statistic)	0.000000			

Covariance Analysis: Ordinary  
 Date: 11/03/17 Time: 19:45  
 Sample: 1 418  
 Included observations: 418

Covariance Correlation	IV1_GEND...	IV2 AGE	IV3 MARI...	IV4 EDUC...	IV5 OCC...	IV6 RESI...	IV7 RELI...
_IV1_GENDER	0.224308 1.000000						
_IV2_AGE	0.030150 0.054817	1.348710 1.000000					
_IV3_MARITAL_S...	0.000263 0.000611	0.634360 0.600321	0.827917 1.000000				
_IV4_EDUCATION	-0.007658 -0.021087	-0.287688 -0.323075	-0.151645 -0.217357	0.587922 1.000000			
_IV5_OCCUPATI...	0.024461 0.083401	0.252616 0.351245	0.113820 0.201991	-0.044333 -0.093363	0.383513 1.000000		
_IV6_RESIDENCE	-0.017353 -0.041601	-0.189476 -0.185243	-0.086611 -0.108075	0.033653 0.049832	-0.067564 -0.123871	0.775721 1.000000	
_IV7_RELIGION	-0.005048 -0.017818	0.131190 0.188846	0.111078 0.204081	-0.039743 -0.086649	0.059625 0.160956	0.049530 0.094011	0.357821 1.000000



# Appendix V: SPSS calculations

## Estadísticos descriptivos

	N	Mínimo	Máximo	Media	Desv. Desviación
Average sexism	418	1	5	2,35	,956
*Sexism adv 1	418	1	5	1,88	1,187
*Sexism adv 2	418	1	5	2,14	1,203
*Sexism adv 3	418	1	5	2,48	1,249
*Sexism adv 4	418	1	5	2,91	1,280
N válido (por lista)	418				

## Prueba T

### Estadísticas de grupo

	*IV1_Gender	N	Media	Desv. Desviación	Desv. Error promedio
Average sexism	Female	276	2,00	,727	,044
	Male	142	3,04	,970	,081

### Prueba de muestras independientes

		Prueba de Levene de igualdad de varianzas		prueba t para la igualdad de medias	
		F	Sig.	t	gl
Average sexism	Se asumen varianzas iguales	28,192	,000	-12,403	416
	No se asumen varianzas iguales			-11,331	224,666

### Prueba de muestras independientes

		prueba t para la igualdad de medias		
		Sig. (bilateral)	Diferencia de medias	Diferencia de error estándar
Average sexism	Se asumen varianzas iguales	,000	-1,048	,084
	No se asumen varianzas iguales	,000	-1,048	,092

### Prueba de muestras independientes

prueba t para la igualdad de medias

95% de intervalo de confianza de la  
diferencia

		Inferior	Superior
Average sexism	Se asumen varianzas iguales	-1,214	-,882
	No se asumen varianzas iguales	-1,230	-,865

## Unidireccional

### ANOVA

Average sexism

	Suma de cuadrados	gl	Media cuadrática	F	Sig.
Entre grupos	102,907	1	102,907	153,833	,000
Dentro de grupos	278,284	416	,669		
Total	381,190	417			

## Frecuencias

### Estadísticos

		*Sexism adv 1	*Sexism adv 2	*Sexism adv 3	*Sexism adv 4
N	Válido	418	418	418	418
	Perdidos	0	0	0	0
Media		1,88	2,14	2,48	2,91
Mediana		1,00	2,00	2,00	3,00
Moda		1	1	1	2
Desv. Desviación		1,187	1,203	1,249	1,280
Mínimo		1	1	1	1
Máximo		5	5	5	5

## Part 1

### Correlaciones

		*Sexism adv 1	*Sexism adv 2	*Sexism adv 3	*Sexism adv 4
*Sexism adv 1	Correlación de Pearson	1	,639**	,366**	,366**
	Sig. (bilateral)		,000	,000	,000
	N	418	418	418	418
*Sexism adv 2	Correlación de Pearson	,639**	1	,385**	,385**
	Sig. (bilateral)	,000		,000	,000
	N	418	418	418	418
*Sexism adv 3	Correlación de Pearson	,472**	,483**	1	,500**
	Sig. (bilateral)	,000	,000		,000
	N	418	418	418	418
*Sexism adv 4	Correlación de Pearson	,366**	,385**	,500**	1
	Sig. (bilateral)	,000	,000	,000	
	N	418	418	418	418

## Fiabilidad parte 1

### Estadísticas de fiabilidad

Alfa de Cronbach	Alfa de Cronbach basada en elementos estandarizados	N de elementos
,781	,783	4

### Estadísticas de elemento

	Media	Desv. Desviación	N
*Sexism adv 1	1,88	1,187	418
*Sexism adv 2	2,14	1,203	418
*Sexism adv 3	2,48	1,249	418
*Sexism adv 4	2,91	1,280	418

### Matriz de correlaciones entre elementos

	*Sexism adv 1	*Sexism adv 2	*Sexism adv 3	*Sexism adv 4
*Sexism adv 1	1,000	,639	,472	,366
*Sexism adv 2	,639	1,000	,483	,385
*Sexism adv 3	,472	,483	1,000	,500
*Sexism adv 4	,366	,385	,500	1,000

### Estadísticas de elemento de resumen

	Media	Mínimo	Máximo	Rango	Máximo / Mínimo	Varianza
Medias de elemento	2,352	1,880	2,914	1,033	1,550	,200
Correlaciones entre elementos	,474	,366	,639	,274	1,749	,009

### Estadísticas de total de elemento

	Media de escala si el elemento se ha suprimido	Varianza de escala si el elemento se ha suprimido	Correlación total de elementos corregida	Correlación múltiple al cuadrado	Alfa de Cronbach si el elemento se ha suprimido
*Sexism adv 1	7,53	8,878	,613	,447	,715
*Sexism adv 2	7,27	8,717	,628	,459	,707
*Sexism adv 3	6,93	8,616	,607	,374	,718
*Sexism adv 4	6,50	9,095	,504	,282	,772

### ANOVA

		Suma de cuadrados	gl	Media cuadrática	F	Sig
Inter sujetos		1524,761	417	3,657		
Intra sujetos	Entre elementos	251,059	3	83,686	104,724	,000
	Residuo	999,691	1251	,799		
	Total	1250,750	1254	,997		
Total		2775,511	1671	1,661		

Media global = 2,35

## Fiabilidad parte 2

### Estadísticas de fiabilidad

Alfa de Cronbach	Alfa de Cronbach basada en elementos estandarizados	N de elementos
,885	,887	26

### Estadísticas de elemento de resumen

	Media	Mínimo	Máximo	Rango	Máximo / Mínimo	Varianza
Medias de elemento	2,248	1,280	3,579	2,299	2,796	,227
Correlaciones entre elementos	,232	-,181	,718	,899	-3,965	,021

### Estadísticas de total de elemento

Alfa de Cronbach si el elemento se ha suprimido

STEREOTYPE_1.adv1	,878
STEREOTYPE_3.adv1	,876
STEREOTYPE_5.adv1	,883
STEREOTYPE_6a.adv1	,878
STEREOTYPE_6b.adv1	,875
STEREOTYPE_8a.adv1	,876
STEREOTYPE_8b.adv1	,885
STEREOTYPE_2a.adv2	,878
STEREOTYPE_2b.adv2	,878
STEREOTYPE_2c.adv2	,877
STEREOTYPE_3.adv2	,881
STEREOTYPE_5a.adv2	,878
STEREOTYPE_5b.adv2	,881
STEREOTYPE_6.adv2	,886
STEREOTYPE_7.adv2	,888
STEREOTYPE_5.adv3	,880
STEREOTYPE_6.adv3	,878
STEREOTYPE_8.adv3	,881
STEREOTYPE_9a.adv3	,881
STEREOTYPE_9b.adv3	,884
STEREOTYPE_9c.adv3	,882

STEREOTYPE_9a.adv4	,887
STEREOTYPE_9b.adv4	,882
STEREOTYPE_9c.adv4	,887
STEREOTYPE_9d.adv4	,882
STEREOTYPE_9e.adv4	,881

### Estadísticas de escala

Media	Varianza	Desv. Desviación	N de elementos
58,46	221,347	14,878	26

### ANOVA

	Suma de cuadrados	gl	Media cuadrática	F	Sig
Inter sujetos	3550,070	417	8,513		
Intra sujetos					
Entre elementos	2373,367	25	94,935	96,993	,000
Residuo	10203,787	10425	,979		
Total	12577,154	10450	1,204		
Total	16127,223	10867	1,484		

Media global = 2,25

### Medidas de asociación

	Eta	Eta al cuadrado
STEREOTYPE_1.adv1 * *IV2_Age	,177	,031
STEREOTYPE_3.adv1 * *IV2_Age	,247	,061
STEREOTYPE_5.adv1 * *IV2_Age	,147	,022
STEREOTYPE_6a.adv1 * *IV2_Age	,249	,062
STEREOTYPE_6b.adv1 * *IV2_Age	,152	,023
STEREOTYPE_8a.adv1 * *IV2_Age	,241	,058
STEREOTYPE_8b.adv1 * *IV2_Age	,093	,009
STEREOTYPE_2a.adv2 * *IV2_Age	,091	,008
STEREOTYPE_2b.adv2 * *IV2_Age	,203	,041
STEREOTYPE_2c.adv2 * *IV2_Age	,188	,035
STEREOTYPE_3.adv2 * *IV2_Age	,142	,020
STEREOTYPE_5a.adv2 * *IV2_Age	,171	,029
STEREOTYPE_5b.adv2 * *IV2_Age	,232	,054
STEREOTYPE_6.adv2 * *IV2_Age	,117	,014
STEREOTYPE_7.adv2 * *IV2_Age	,097	,009
STEREOTYPE_5.adv3 * *IV2_Age	,309	,095
STEREOTYPE_6.adv3 * *IV2_Age	,262	,068
STEREOTYPE_8.adv3 * *IV2_Age	,312	,097
STEREOTYPE_9a.adv3 * *IV2_Age	,345	,119

STEREOTYPE_9b.adv3 * *IV2_Age	,217	,047
STEREOTYPE_9c.adv3 * *IV2_Age	,178	,032
STEREOTYPE_9a.adv4 * *IV2_Age	,162	,026
STEREOTYPE_9b.adv4 * *IV2_Age	,224	,050
STEREOTYPE_9c.adv4 * *IV2_Age	,367	,135
STEREOTYPE_9d.adv4 * *IV2_Age	,288	,083
STEREOTYPE_9e.adv4 * *IV2_Age	,345	,119

# Correlation Matrix

	STEREOTY PE_1.adv1	STEREOTY PE_3.adv1	STEREOTY PE_5.adv1	STEREOTY PE_6a.adv1	STEREOTY PE_6b.adv1	STEREOTY PE_8a.adv1	STEREOTY PE_8b.adv1	STEREOTY PE_2a.adv2	STEREOTY PE_2b.adv2	STEREOTY PE_2c.adv2	STEREOTY PE_3.adv2	STEREOTY PE_5a.adv2	STEREOTY PE_5b.adv2	STEREOTY PE_6.adv2	STEREOTY PE_7.adv2	STEREOTY PE_5.adv3	STEREOTY PE_6.adv3	STEREOTY PE_8.adv3	STEREOTY PE_9a.adv3	STEREOTY PE_9b.adv3	STEREOTY PE_9c.adv3	STEREOTY PE_9a.adv4	STEREOTY PE_9b.adv4	STEREOTY PE_9c.adv4	STEREOTY PE_9d.adv4	STEREOTY PE_9e.adv4
STEREOTY PE_1.adv1	1	0,511	0,284	0,61	0,598	0,577	0,25	0,339	0,32	0,407	0,346	0,45	0,25	-0,024	0,184	0,203	0,239	0,145	0,197	0,121	0,27	0,163	0,243	0,072	0,25	0,175
STEREOTY PE_3.adv1	0,511	1	0,36	0,614	0,718	0,541	0,171	0,382	0,355	0,499	0,38	0,358	0,335	0,146	0,075	0,257	0,438	0,358	0,173	0,11	0,173	0,114	0,248	0,138	0,291	0,282
STEREOTY PE_5.adv1	0,284	0,36	1	0,317	0,374	0,323	0,236	0,35	0,19	0,355	0,316	0,201	0,091	0,016	0,12	0,221	0,093	0,173	0,025	0,068	0,081	0,077	0,154	0,009	0,29	0,126
STEREOTY PE_6a.adv1	0,61	0,614	0,317	1	0,708	0,709	0,273	0,38	0,303	0,446	0,296	0,375	0,298	0,052	0,144	0,297	0,338	0,121	0,112	0,118	0,224	0,05	0,236	0,117	0,249	0,172
STEREOTY PE_6b.adv1	0,598	0,718	0,374	0,708	1	0,642	0,376	0,397	0,33	0,569	0,422	0,41	0,349	0,05	0,137	0,286	0,454	0,265	0,184	0,201	0,199	0,113	0,262	0,197	0,196	0,188
STEREOTY PE_8a.adv1	0,577	0,541	0,323	0,709	0,642	1	0,326	0,43	0,406	0,445	0,275	0,374	0,291	0,128	0,092	0,334	0,398	0,258	0,225	0,214	0,288	0,139	0,321	0,121	0,18	0,153
STEREOTY PE_8b.adv1	0,25	0,171	0,236	0,273	0,376	0,326	1	0,218	0,13	0,225	0,098	0,238	0,003	-0,048	0,131	0,229	0,173	-0,052	0,026	0,03	0,176	-0,112	0,197	0,061	0,171	0,109
STEREOTY PE_2a.adv2	0,339	0,382	0,35	0,38	0,397	0,43	0,218	1	0,407	0,38	0,411	0,33	0,151	0,29	0,075	0,253	0,364	0,258	0,311	0,2	0,234	0,077	0,147	0,059	0,401	0,329
STEREOTY PE_2b.adv2	0,32	0,355	0,19	0,303	0,33	0,406	0,13	0,407	1	0,432	0,363	0,441	0,173	0,157	0,168	0,433	0,393	0,207	0,385	0,179	0,323	0,119	0,269	0,057	0,307	0,197
STEREOTY PE_2c.adv2	0,407	0,499	0,355	0,446	0,569	0,445	0,225	0,38	0,432	1	0,341	0,48	0,294	0,197	0,036	0,256	0,358	0,228	0,184	0,047	0,213	0,116	0,249	0,148	0,344	0,314
STEREOTY PE_3.adv2	0,346	0,38	0,316	0,296	0,422	0,275	0,098	0,411	0,363	0,341	1	0,315	0,18	0,1	0,159	0,038	0,193	0,193	0,237	0,16	0,117	0,021	0,191	0,116	0,233	0,203
STEREOTY PE_5a.adv2	0,45	0,358	0,201	0,375	0,41	0,374	0,238	0,33	0,441	0,48	0,315	1	0,286	0,092	0,143	0,296	0,441	0,261	0,412	0,152	0,217	0,137	0,194	0,154	0,3	0,196
STEREOTY PE_5b.adv2	0,25	0,335	0,091	0,298	0,349	0,291	0,003	0,151	0,173	0,294	0,18	0,286	1	0,152	0,002	0,252	0,254	0,339	0,253	0,285	0,198	0,243	0,329	0,086	0,291	0,318
STEREOTY PE_6.adv2	-0,024	0,146	0,016	0,052	0,05	0,128	-0,048	0,29	0,157	0,197	0,1	0,092	0,152	1	0,058	0,164	0,352	0,201	0,269	0,117	0,055	-0,025	0,054	0,107	0,07	0,211
STEREOTY PE_7.adv2	0,184	0,075	0,12	0,144	0,137	0,092	0,131	0,075	0,168	0,036	0,159	0,143	0,002	0,058	1	0,063	0,117	0,097	0,073	-0,181	0,035	-0,139	0,162	0,044	0,138	0,023
STEREOTY PE_5.adv3	0,203	0,257	0,221	0,297	0,286	0,334	0,229	0,253	0,433	0,256	0,038	0,296	0,252	0,164	0,063	1	0,361	0,25	0,37	0,289	0,412	0,105	0,377	-0,054	0,35	0,232
STEREOTY PE_6.adv3	0,239	0,438	0,093	0,338	0,454	0,398	0,173	0,364	0,393	0,358	0,193	0,441	0,254	0,352	0,117	0,361	1	0,474	0,512	0,215	0,22	-0,011	0,102	0,156	0,063	0,262
STEREOTY PE_8.adv3	0,145	0,358	0,173	0,121	0,265	0,258	-0,052	0,258	0,207	0,228	0,193	0,261	0,339	0,201	0,097	0,25	0,474	1	0,473	0,318	0,128	0,212	0,343	0,158	0,259	0,329
STEREOTY PE_9a.adv3	0,197	0,173	0,025	0,112	0,184	0,225	0,026	0,311	0,385	0,184	0,237	0,412	0,253	0,269	0,073	0,37	0,512	0,473	1	0,242	0,161	-0,02	0,169	0,058	0,249	0,287
STEREOTY PE_9b.adv3	0,121	0,11	0,068	0,118	0,201	0,214	0,03	0,2	0,179	0,047	0,16	0,152	0,285	0,117	-0,181	0,289	0,215	0,318	0,242	1	0,347	0,392	0,199	0,179	0,237	0,229
STEREOTY PE_9c.adv3	0,27	0,173	0,081	0,224	0,199	0,288	0,176	0,234	0,323	0,213	0,117	0,217	0,198	0,055	0,035	0,412	0,22	0,128	0,161	0,347	1	0,217	0,134	0,034	0,239	0,333
STEREOTY PE_9a.adv4	0,163	0,114	0,077	0,05	0,113	0,139	-0,112	0,077	0,119	0,116	0,021	0,137	0,243	-0,025	-0,139	0,105	-0,011	0,212	-0,02	0,392	0,217	1	0,051	0,291	0,08	0,188
STEREOTY PE_9b.adv4	0,243	0,248	0,154	0,236	0,262	0,321	0,197	0,147	0,269	0,249	0,191	0,194	0,329	0,054	0,162	0,377	0,102	0,343	0,169	0,199	0,134	0,051	1	0,087	0,412	0,282
STEREOTY PE_9c.adv4	0,072	0,138	0,009	0,117	0,197	0,121	0,061	0,059	0,057	0,148	0,116	0,154	0,086	0,107	0,044	-0,054	0,156	0,158	0,058	0,179	0,034	0,291	0,087	1	0,083	0,312
STEREOTY PE_9d.adv4	0,25	0,291	0,29	0,249	0,196	0,18	0,171	0,401	0,307	0,344	0,233	0,3	0,291	0,07	0,138	0,35	0,063	0,259	0,249	0,237	0,239	0,08	0,412	0,083	1	0,434
STEREOTY PE_9e.adv4	0,175	0,282	0,126	0,172	0,188	0,153	0,109	0,329	0,197	0,314	0,203	0,196	0,318	0,211	0,023	0,232	0,262	0,329	0,287	0,229	0,333	0,188	0,282	0,312	0,434	1