Desensitization of Infantilization

Catherine Carlson

Faculty Sponsor: Gwen Achenreiner, Department of Marketing

ABSTRACT

This article represents an analysis of the sexual images of women in print media advertisements, specifically infantilization. Infantilization is defined as the portrayal of grown women acting and looking childish through attire, demeanor, possessions, and/or posture. Using qualitative research techniques a study was sent to 1,500 University of Wisconsin-La Crosse students. The purpose of the survey is to measure students' attitudes in regards to three scales found in Sexual Embeds: if the image is Widespread, if the content is Moral, and if the image is Objectionable. Attitudes about the images are also measured by Appeal and relevance to Child Pornography. The study finds that while students do not recognize infantilization, they are rating Infantile advertisements as more Objectionable, lower in Morality and Appeal, higher in Child Porn content, and not as Widespread as Non-Infantile advertisements. Therefore, even though students do not recognize or define ads to be Infantile, the ratings show the advertisements are affecting student's impressions of the images negatively.

Keywords: advertisements, infantilization, sexuality.

INTRODUCTION

The average person in the United States is exposed to over 3,000 advertisements per day (Kilbourne, 2000). These images pervade our lives through television, internet, magazines, billboards, bulletin boards, newspapers, etc. Unlike commercials which use movement and language to get the message across, print media has the challenge of sending a message in one still image; therefore advertisers rely heavily on stereotypes and images that will catch the viewer's eye. Behaviors in advertisements send viewers messages about what is normal and natural. Print media is filled with gender stereotypes which fuel gender displays in society.

Goffman introduced the term "gender displays" to refer to formalized, ritualized behaviors females and males characteristically perform to announce their alignment and intent in a social situation. From an ethological position, displays are emotionally motivated behaviors that have become stereotypic by simplification or exaggeration so that a brief expression suffices in lieu of playing out an entire act. (Ragan, 1982).

"Images of sexual marketing content range from faint suggestions, to provocative behavior, to outright nudity. Courtney and Whipple define sex in advertising as 'sexuality in the form of nudity, sexual imagery, innuendo, and double entendre…employed as an advertising tool for a wide variety of products. More recently, sex in advertisements has been defined as mediated messages (i.e., commercials, magazine ads) containing sexual information with the persuasive purpose of selling brand goods" (Reichert & Carpenter, 2004).

'Sex Sells' is a common opinion used by advertisers to sell products through appeal. This topic of objectification has been widely studied. Objectification is the concept of reducing a person, typically a female, down to one body part like simplifying a woman to her legs, butt, or breasts as the main focus of the advertisement to sell the product. The question arises then, why are women who appear as children used to sell products through their sexuality and what impact does this have on society and children? Are these really the images society desires to view?

One subtopic of the objectification literature is that of infantilization, a term coined by Erving Goffman in his 1979 book Gender Advertisements. Infantilization should not be confused with sexualizing children, ages 0-13 years old, but portraying grown woman as a child and then sexualizing that concept. Goffman studied the following concepts in his Gender Advertisement book, "orientation license', 'benign control' and 'non-person treatment' that parents, ideally, extend to children also serve as a model that characterizes the socially situated treatment of adult women by men. Thus, ritually speaking, females are equivalent to subordinate males and both are equivalent to children" (Goffman, 1979).

John Berger believes, to understand the present, one must study the past. Throughout history nude women have been present in art, displaying their sexual forms. It appears that these women are watched and submissive to the

gaze of the male artist. These women in early paintings are presenting themselves to be looked at (Jhally, 2009). That is exactly the mentality of today's models and porn stars.

These women perform for the camera; they are subordinate to the photographer's will. "The issue of objectification isn't just about individual women's decisions. It's about the impact of this kind of *representation* on society" (Rockler-Gladen, 2008). Therefore, although some women desire to make money and become famous through their bodies, this desire cannot be generalized to all women. Images that mimic pornography surround people's daily lives– not only nudity, but subordinate behaviors.

A study on women's sexuality in advertisements using seven dimensions including function/role, relative function/authority, physical/body position, relative size/height, character traits, body view, and physical characteristics find advertisements for white audiences portray women in roles and with characteristics that suggest dependency and submissiveness (Baker, 2005).

Another study examines the portrayal of women in advertisements in general interest magazines and women's fashion magazines over the last 50 years. The primary focus is on subtle and underlying clues in picture content that contain messages in terms of (stereotypical) gender roles. It is found that magazines geared at a female audience depict women more stereotypically than do general public magazines (Lindner, 2004). It is these images that teach society gender codes as well as roles of masculinity and femininity.

Goffman was one of the first sociologists to analyze gender roles. In his studies the concept of subordination appears. In his book Gender Advertisements, 6 aspects of gender display are evident in his collection of advertisements; the two relevant to this study are the fifth and sixth: 'Ritualization of Subordination' and 'Licensed Withdrawal' the expressions that effect psychological removal from the immediate situation (Smith, 2006).

Norman Cousins said, "The trouble with this wide-open pornography is not that it corrupts, but that it desensitizes; not that it unleashes the passions, but that it cripples the emotions; not that it encourages a mature attitude, but that it is a reversion to infantile obsessions; not that it removes the blinders, but that it distorts the view. Prowess is proclaimed but love is denied. What we have is not liberation, but dehumanization" (Kilbourne, 1999).

This study on infantilization is conducted to find four outcomes. Once again, infantilization is the portrayal of grown women acting and looking childish. The first outcome is to measure if students are able to recognize infantilization. The next three outcomes measure attitude by: gender, major or school of study, and year in school.

Erving Goffman stated, "Only when you make things unnatural, do you have any chance of changing or intervening into the social process of advertisements. We must make what is invisible, visible, so we have a choice to make about how we want to participate in the world we inhabit" (Jhally, 2009).

METHODS

Before beginning the study, approval must be granted from the UW-L Institutional Review Board. The following steps are completed before the survey can be activated. First one must complete an online training for ethical treatment of human subjects, a narrative statement, an informed consent document, and a debrief document. Then, one must fill out an IRB application form and wait for approval.

The next step is to gather advertisements appropriate for the study. Infantile advertisements are images with women in possession of candy or toys, submissive positions like crawling or hiding behind something, young attire such as costume, and makeup to make them look young.

Images were chosen which represented infantile and non-infantile images. A panel of 6 women from the Women's, Gender, and Sexuality Studies Department at the University of Wisconsin-La Crosse, were shown 20 advertisements and asked a series of questions ranging from moral values to appeal of the image. From the conclusions made by these experts, the advertisements are selected for the student survey. The results included two advertisements, which represented non-infantile images and three that were found to be infantile. The advertisements selected for the student survey are displayed below along with their Infantile ratings.

Figure 1. Advertisement 1 was considered 4/6= 66% *Non-Infantile*, with 1/6= Not Sure, 1/6= Yes by experts
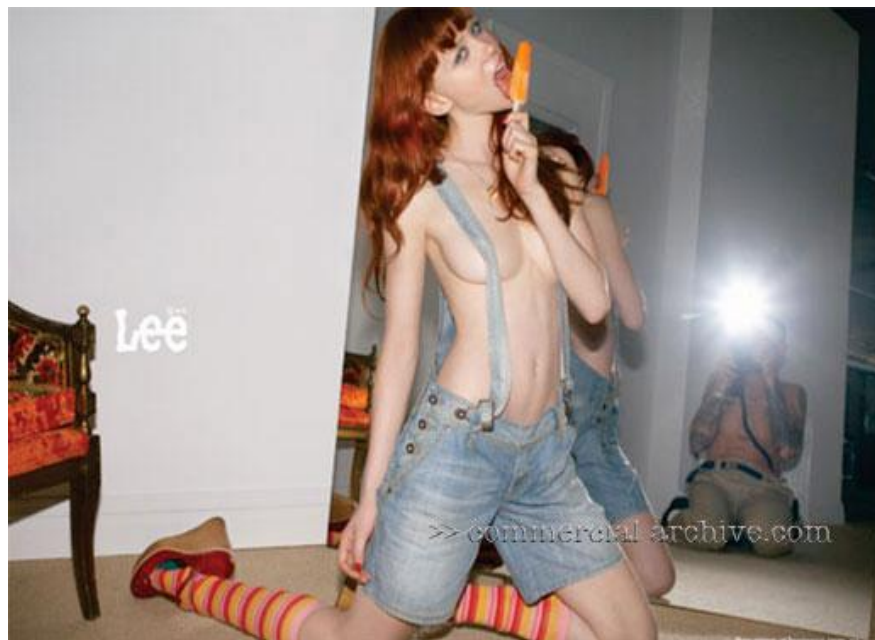
Figure 2. Advertisement 2 was found to be 6/6= 100% *Infantile* by experts

Figure 3. Advertisement 3 was found to be 6/6= 100% *Infantile* by experts

Figure 4. Advertisement 4 was found to be 6/6= 100% *Non-Infantile* by experts

Figure 5. Advertisement 5 was found to be 6/6= 100% *Infantile* by experts

From the 1999 book *Handbook of Market Scales,* the VASE scale is used in this study. The measures are designed to assess several attitudinal aspects or viewpoints' regarding the use of sexual embeds in print advertisements. Six dimensions exist, but only three are used in this study. The following definitions are derived: Moral which refers to whether the subjects feel that the use of sexual embeds in ads is morally harmful to the viewer; Objectionable is a measure of general reaction and refers to whether subjects personally object to the use of sexual embeds in advertisements; and Widespread which refers to the subject's perception of how frequently sexual embeds are used in advertising (Widing, Hoverstad, Coulter, and Brown, 1991). The following questions are derived from the VASE Scale using the 5-point Likert scale from Completely Agree to Completely Disagree.

Moral
Morally harmful ----- not at all
A cause of lower moral values ----- not at all
A contributor of lower sexual standards ----- not at all

Objectionable
Very objectionable ----- not at all
Not at all offensive ----- very offensive
Very unethical ----- not at all

Widespread
Very widespread ----- not at all
Used very frequently ----- used very infrequently
Very common in ads ----- not at all common in ads

The survey is produced in Qualtrics and sent to a random sample of 1,500 UW-L students on April 5th, 2010. Respondents who completed the survey totaled 313. The purpose of the survey is to measure students' attitudes in regards to three scales found in Sexual Embeds: if the image is Widespread, if the content is Moral, and if the image is Objectionable of women. Attitudes about the images are also measured by Appeal and suggestions of Child Porn. The students are asked the VASE scale questions for each of the five advertisements. Then the definition of

infantilization is given and students had to judge the same advertisements again, but this time responds Yes/No/Not Sure to whether they considered the advertisement to be infantile.

The results are taken from Qualtrics and uploaded into SPSS where analysis is done. The following tests are run: a Chi-Square and Anova with repeated measures for the analysis.

RESULTS

All five advertisements are separated into two groups as defined by the experts: Infantile advertisements: Ad 2, Ad 3, and Ad 5 and Non-Infantile advertisements: Ad 1 and Ad 4.

Student Recognition

The first outcome is to find if students are able to recognize infantilization as defined by experts. The 6 experts rated Ad 2, Ad 3, and Ad 5 to be 100 percent Infantile. Ad 1 was rated at 67% Non-Infantile, meaning that 4 out of the 6 experts found the advertisement did not display infantilization. Ad 4 is found by all experts to be 100 percent Non-Infantile. To conclude the experts' findings, Ad 1 and Ad 4 are Non-Infantile, while Ad 2, Ad 3, and Ad 5 are Infantile.   The student's recognition of infantilization is then compared to the experts. A single sample Chi-Square test is used, with the expected frequencies matching those of the experts. The analysis is run two ways; the interval scale using ANOVA is used and the following results are stated below.

The question asks if students find the advertisements to display infantilization. The following data of all Infantile ads is significant. Remember that experts rated Infantile ads at 100 percent, therefore all students must answer 'yes' to the question. For Ad 2, the study expects to find 217 'yes' answers, however only 164 students find Ad 2 to be Infantile. The next Infantile advertisement, Ad 3, is expected to find 213 'yes' answers, however only 162 students find Ad 3 to be Infantile. The last Infantile advertisement, Ad 5, is expected to find 212 'yes' answers, however only 144 students find Ad 5 to be Infantile. As shown by the graph in Figure 6 below, students did not match experts' opinion. Therefore, one can conclude, students do not recognize infantilization.
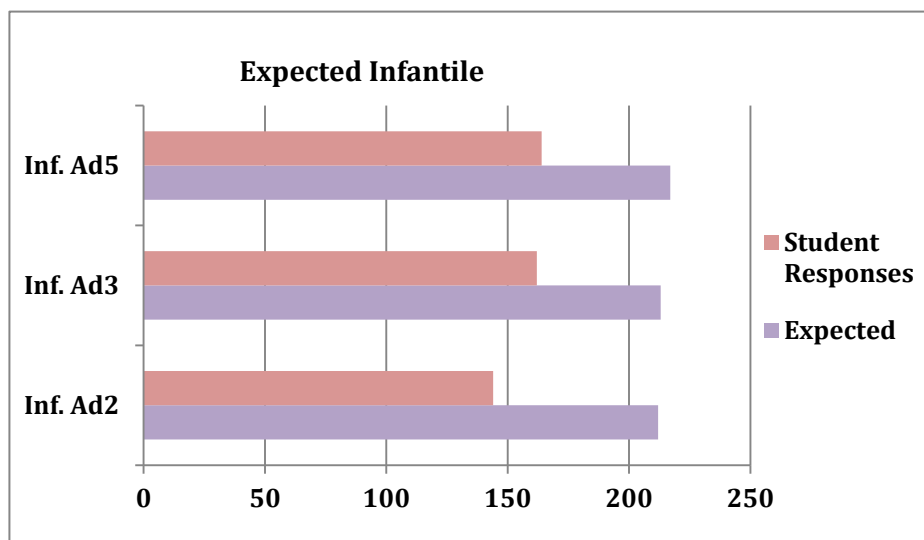

Figure 6. Expected Infantile Responses

Student answers on Non-Infantile ads compared to experts are significant. The test expects students to have 215 answer 'no' for Ad 4, however only 116 students respond 'no.' Ad 1 expects students to have 141 students answer 'no' but 165 responded 'no.' This result is more than expected; the test had more students respond Non-Infantile than the experts. The study finds students rated Ad 1 to be more Non-Infantile, meaning they answer 'no' at a higher rate than experts, while Ad 4 is underrated as compared to experts. Figure 7 below displays these results.
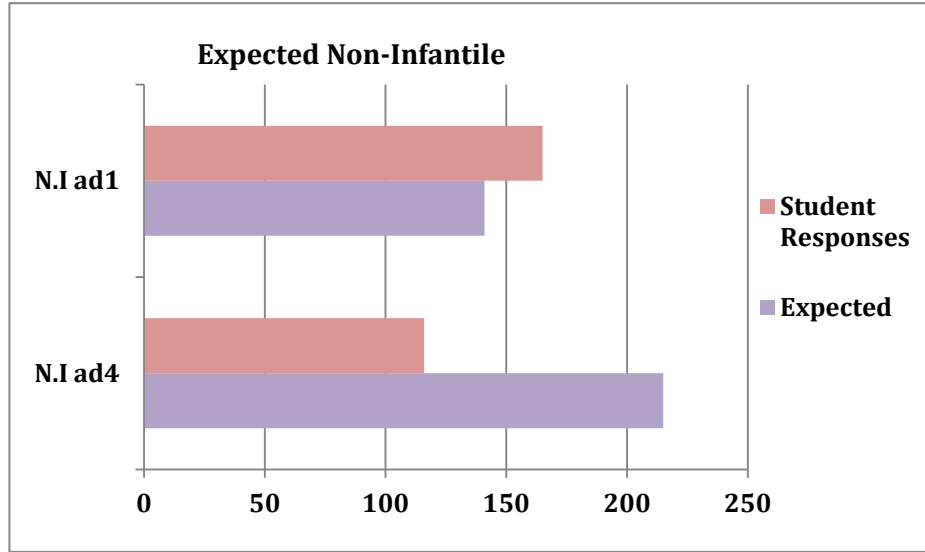
Figure 7. Expected Non-Infantile Responses

The conclusion from these findings is that students do not recognize Infantilization as well as experts do. However, students' scores show the ads are affecting their impressions of the images negatively. The following results show Infantile and Non-Infantile advertisements as compared by 5 concepts: Morality, Objectionable, Widespread, Child Porn, and Appeal.

Infantile vs. Non-Infantile Based on VASE Scale

Lower scores rating Morality mean students find the advertisement to have a lower morality score. Infantile ads based on morality have a lower score of 3.08 compared to Non-Infantile ads with 3.43. This find is significant with .000<.05= α. Figure 8 shows the results of the morality ratings by advertisement type. Further, when advertisements were measured individually, Ad 2, an Infantile advertisement was found to have the lowest morality rating of 2.14; the second lowest morality score was 3.19 of Ad 1, a Non-Infantile advertisement.
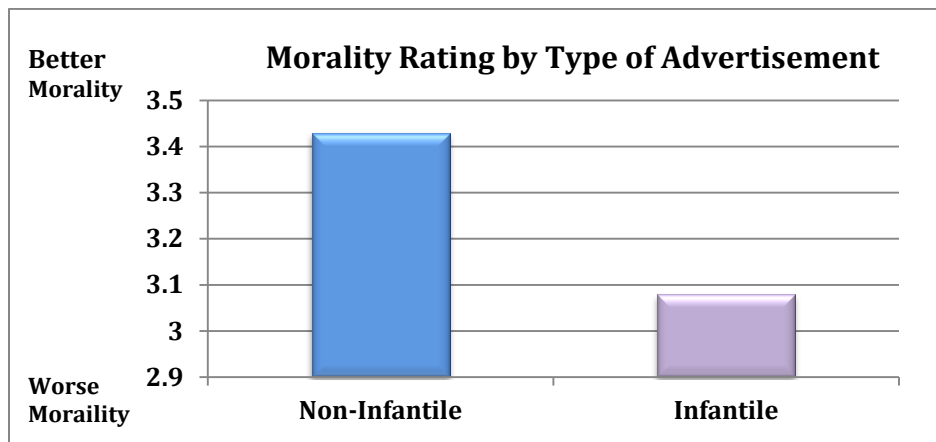
Figure 8. Morality Rating by Type of Advertisement

Lower scores rating Objectionable images mean students find the advertisement to be more objectionable. Infantile ads based on objection had a lower score of 3.01 vs. Non-Infantile ads of 3.56, which is significant with .000<.05= α. Therefore, Infantile ads are found to be more objectionable, this is shown in Figure 9. When measured individually, Ad 2 is found to be significantly lower, meaning Ad 2 is the most objectionable image.

Objectionable Rating by Type of Advertisement

Less Objectionable

More Objectionable

Non-Infantile   Infantile
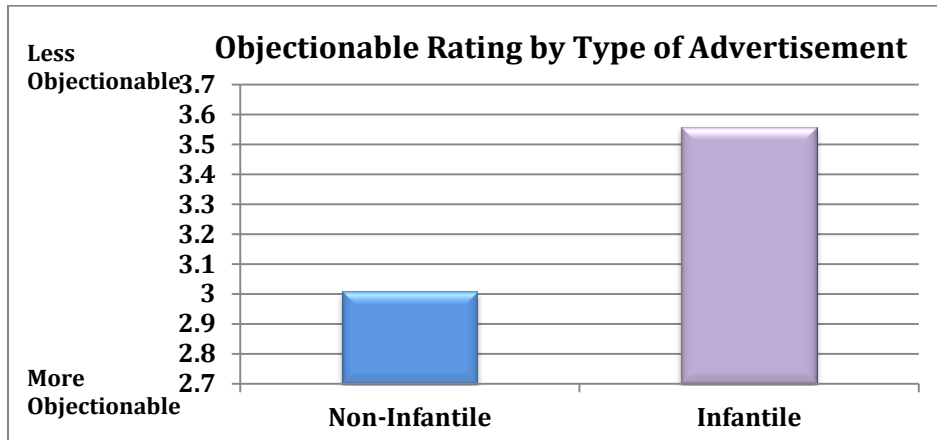
Figure 9. Objectionable Rating by Type of Advertisement

When rating how Widespread an advertisement appears to be, lower scores mean students find the advertisement to be more widespread. Non-Infantile ads are rated lower with 2.04 vs. Infantile ads with 2.61 on the widespread scale. Therefore, Non-Infantile ads are rated to be more widespread than Infantile ads, as displayed in Figure 10. When measured individually, Ad 1 and Ad 4 have the lowest scores with 1.70 and 2.37 respectively. Therefore, students find Non-infantile ad content to be more widespread than Infantile ads.

Widespread Rating by Type of Advertisement

Low Widespread Rate

High Widespread Rate

Non-Infantile   Infantile
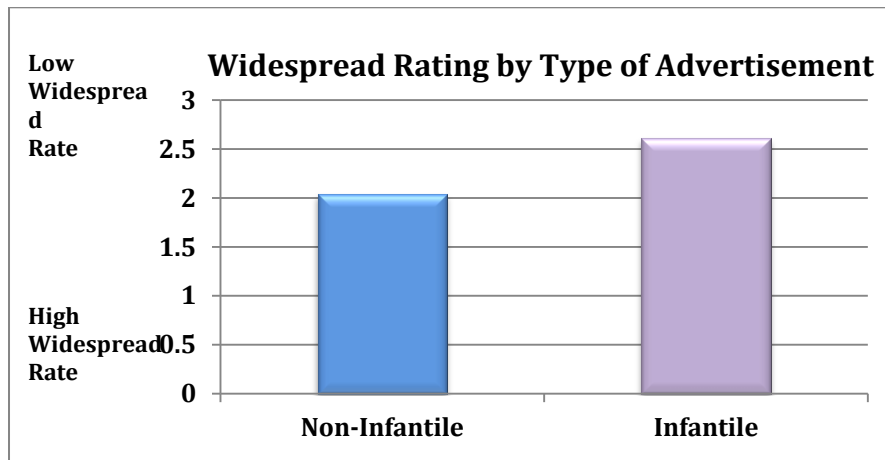
Figure 10. Widespread Rating by Type of Advertisement

When rating ads against Child Pornography, the lower scores mean students find the ads to be more pornographic. Figure 11 displays these findings. Infantile ads based on child pornography ratings have a lower score of 3.09 compared to Non-Infantile with 4.34. Therefore, subjects rate Infantile ads to be more suggestive of pornography than Non-Infantile ads, even though they do not recognize Infantilization as defined by experts. When measuring the ads individually, Ad 2 is found to be the most suggestive of child pornography with a score of 2.42. Both Non-Infantile ads score the highest, meaning they are the least suggestive of Child Pornography.
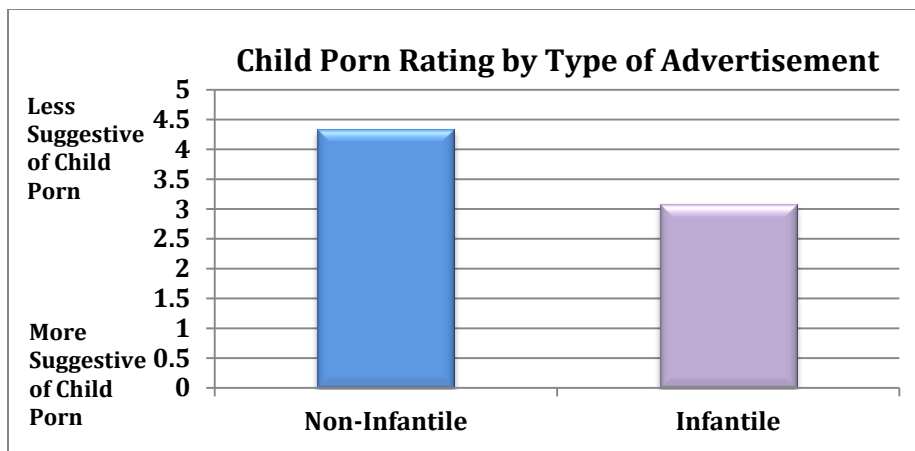
Figure 11. Child Porn Rating by Type of Advertisement

Low scores based on Appeal imply the student's find the ad to be high in appeal. Infantile ads based on appeal have a higher score of 3.88 vs. Non-Infantile of 3.25. Figure 12 displays Non-Infantile ads to be more appealing in comparison to Infantile ads. When measuring the advertisements individually no pattern of appeal is found. All advertisements are significantly different from each other, except Ad 2 vs. Ad 5 which is marginally significant with .058 >.05= α. Therefore, Infantile ads seen as a whole are more appealing, but individually, there is no clear pattern of appeal.
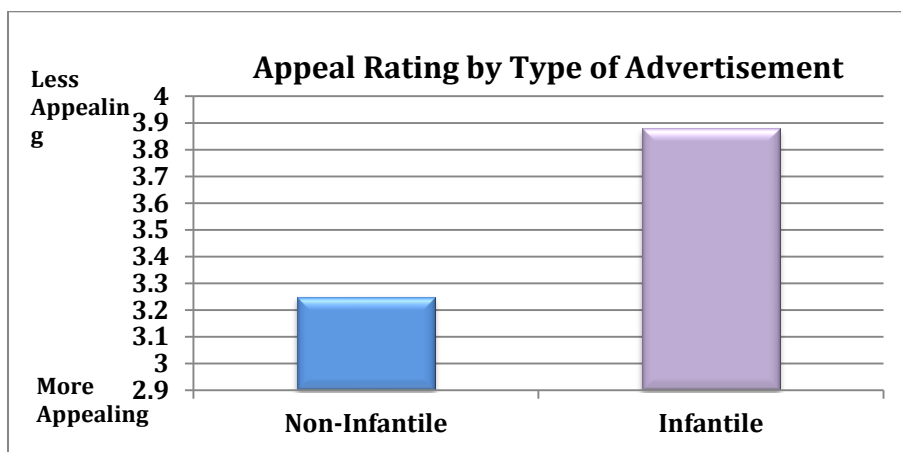
Figure 12. Appeal Rating by Type of Advertisement

Recognition Based on Gender

Gender is looked at as a basis of comparison. The study desires to measure attitudes toward Morality, Objectionable, Widespread, Appeal, and Child Pornography of both Infantile and Non-Infantile ads depending on gender.

Figure 13 shows all the questions that are found to be significant based on gender. How Widespread an advertisement is, is significant for both Infantile and Non-Infantile ads. Also Objectionable, Moral, Child Porn, and Appeal are significant based on gender for the Infantile ads. Females rate both types of advertisements on the attitude of Widespread lower than men; meaning females feel both types of advertisement content to be widespread compared to men. Females also rate Infantile ads to be more Objectionable with 2.92; men have a higher score of 3.30. Females rate lower than men on both Morality and suggestion of Child Pornography. Lower scores mean a higher rating; therefore females find Infantile ads to be lower in Morality and higher in Child Pornography. Men rate lower on the Appealing scale than women with 3.56 and 3.99 respectively. This means men find Infantile advertisements more appealing than females find them.

	What is your sex?	Mean
non-infantile widespread average	Male	2.3301
	Female	1.9763
infantile widespread average	Male	2.8435
	Female	2.5354
infantile objectionable average	Male	3.3194
	Female	2.9254
infantile morality average	Male	3.3079
	Female	2.9893
infantile child porn average	Male	3.3946
	Female	2.9934
infantile appeal average	Male	3.5646
	Female	3.9934

Figure 13. Ratings by Gender

Recognition Based on Major

The following outcome is rating all five categories on each type of advertisement by Major. The object is to find if school of study affects the student's ability to recognize infantilization.

Significance is found on Non-Infantile Objectionable and Widespread, as well as Infantile Child Pornography. Non-Infantile Objectionable is significant with .042 < .05= α. Science and Health Majors rated the Non-Infantile ad the highest, meaning they rate the advertisement to be less objectionable than other Majors. However, Science and Health Majors are not significantly different from Arts and Communication or Education/ Undecided/ Other Majors. Liberal Studies Majors rate this advertisement the lowest, meaning the advertisement is very objectionable. However, Liberal Studies students are not found to be significantly different from Business, Arts and Communication, or Education/Undecided/Other Majors. This find is displayed in Figure 14.
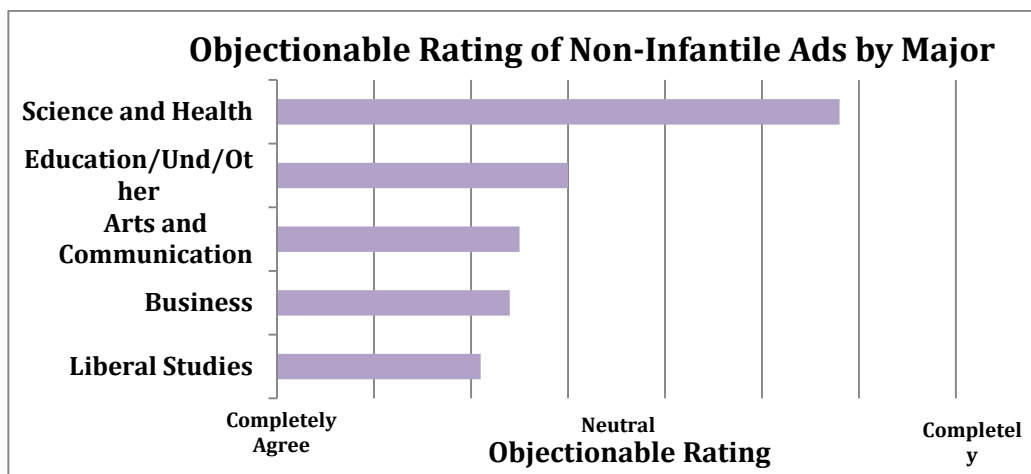
Figure 14. Objectionable Rating of Non-Infantile Advertisements by Major

The other significance is found in the Non-Infantile Widespread test with .033 < .05= α. Lower scores mean more widespread. Business Students rate Non-Infantile ads to be the least widespread compared to all other schools of study. However, Business Majors are not significantly different from Science and Health, Education/Und./Other, or Arts and Communication. Liberal Studies have the lowest score with 1.83, which was not significantly different from Arts and Communication, Education/Und./Other, or Science and Health. These findings are displayed in Figure 15.

Widespread Rating of Non-Infantile Ads by Major

Major	Widespread Rating
Business	
Arts and Communication	
Science and Health	
Education/Und/Other	
Liberal Studies	

(Scale: Completely Agree — Neutral — Completely)
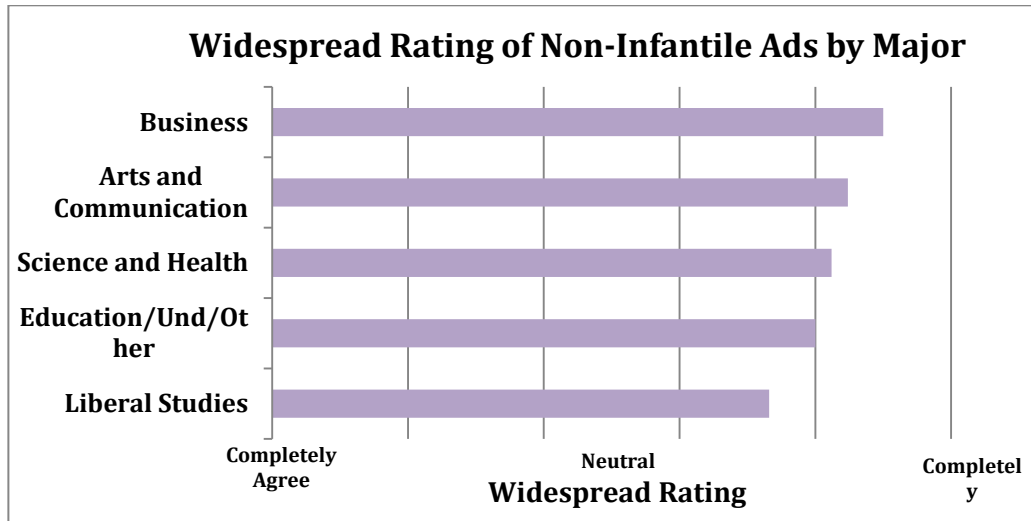
Figure 15. Widespread Rating of Non-Infantile Advertisements by Major

The last significance by Major finds Infantile ads suggestive of Child Pornography. Liberal Studies, Business, and Arts and Communication rated this question the lowest meaning the most suggestive of pornography. This means, these three areas of study recognize child pornographic images more than Education/Und./Other and Science and Health Majors.

Child Porn Rating of Infnatile Ads by Major

Major	Child Porn Rating
Education/Und/Other	
Science and Health	
Arts and Communication	
Business	
Liberal Studies	

(Scale: Completely Agree — Neutral — Completely Disagree)
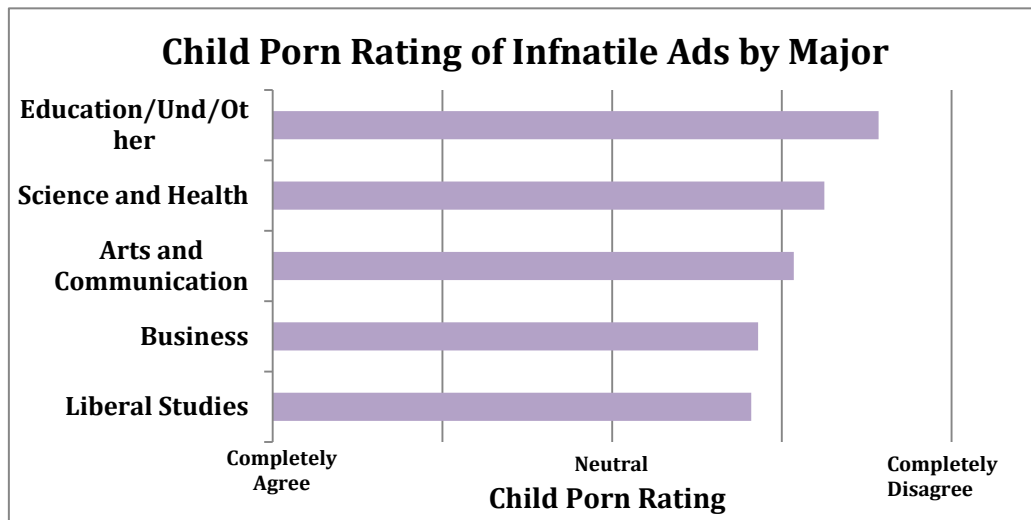
Figure 16. Child Porn Rating of Infantile Advertisements by Major

Recognition Based on Year in School

The final outcome is to rate attitude by year in school. Attitudes are measured on both types of advertisements depending on year in school. There is only one significant finding. The Infantile ad suggestive of Child Pornography is significant with .017 < .05= α. A Post Hoc test reveals Graduate Students are different from Seniors, Sophomores, and Juniors, but not significantly different from Freshman. Figure 17 displays this finding. One can conclude that there is no major pattern, which appears by year in school and attitudes towards Infantile or Non-Infantile advertisements.
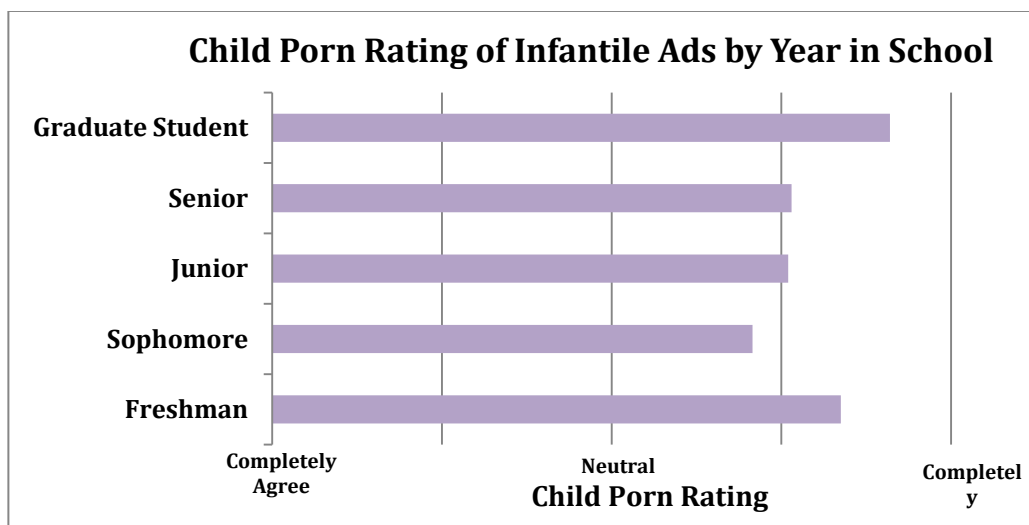
Figure 17. Child Porn Rating of Infantile Advertisements by Year in School

DISCUSSION/CONCLUSION

This article represents an analysis of the sexual images of women in print media advertisements, specifically infantilization. Infantilization is defined as the portrayal of grown women acting and looking childish through attire, demeanor, possessions, and/or posture. Using qualitative research techniques a study is sent to 1,500 University Wisconsin-La Crosse students. The purpose of the survey is to measure students' attitudes in regards to three scales found in Sexual Embeds: if the image is Widespread, if the content is Moral, and if the image is Objectionable. Attitude of the images is also measured by appeal and relation to Child Pornography.

The first outcome is to measure if students are able to recognize infantilization. The study shows that students rate Infantile ads much lower than the experts. This conclusion could be a result of the knowledge experts have on objective and exploitative measures the media employs. An interesting discovery is Ad 1 is rated by students to be more Non-Infantile than expected. The reason for this could be based on 'unsure' answer by an expert, who left the study with only 4 of the 6 'no' answers, meaning the advertisement was not infantile. Another prediction for this conclusion is this Non-Infantile advertisement, Ad 1, is an image of a popular singer, Rihanna. Student's knowledge of her could have biased the student's attitudes when rating this particular advertisement.

Another outcome is measuring recognition and the five attitudes by gender. Females are rating the advertisements, especially Infantile advertisements, more critically than men. Women find Infantile ads to be more Objectionable, lower in Morality, and suggestive of Child Pornography at a higher rate than men did. Females also rate Non-Infantile and Infantile ads to be more Widespread than men rate them. A conclusion that can be drawn from this data is that females are affected more by the objectification in the media. Women feel more strongly about the effects and impressions the Infantile advertisements are sending out; perhaps women feel the repercussion of this degradation more than men. One interesting find is how men find infantile advertisements to be more appealing than females find them. This find reinforces Goffman's ideas on 'Ritualization of Subordination', how men are empowered and sexually aroused from feelings of dominance and control.

The third outcome is to measure recognition and attitudes against major. It is the hypothesis of this study that schools of study with prior knowledge of objectification will be able to recognize infantile ads at a higher rate than schools without prior knowledge. The study finds that students are unable to recognize Infantilization as defined by experts. However, there were three areas that show significance on the attitude scales: Infantile Child Porn, Non-

Infantile Objectification and Widespread. Liberal Studies, a school which includes Women's, Gender, and Sexuality Studies, Sociology, and Psychology, consistently rate these significant findings more harshly than other Majors. This may be due to their knowledge of objectification and teachings of Jean Kilbourne. In Kilbourne's 1999 book she quotes Norman Cousins who said, "The trouble with this wide-open pornography is not that it corrupts, but that it desensitizes; not that it unleashes the passions, but that it cripples the emotions; not that it encourages a mature attitude, but that it is a reversion to infantile obsessions; not that it removes the blinders, but that it distorts the view. Prowess is proclaimed but love is denied. What we have is not liberation, but dehumanization." Jean Kilbourne's films are also shown in Business and Communication classes. This could explain why Liberal Studies, Business, and Arts and Communication are not significantly different from each other when measuring Child Pornography in Infantile ads.

Liberal Studies followed closely by Business, and Arts and Communication Majors, recognize child pornographic images more so than the schools of Education and Science and Health. A concern of this study is that Science and Health as well as Education Majors do not find Infantile ads to be as offensive as the other schools of study. The University of Wisconsin-La Crosse, where this study is conducted, is a Science emphasis school. Meaning the majority of students attending the University are Science Majors. Therefore, it is a concern that the majority of students attending here do not recognize Infantilization or child pornography. Education is another school that is not significantly different from Science and Health on any of the three significant finds. It is expect that Education and their profession of dealing with children should be more aware of the media's effect on children.

The last conclusion is that of attitudes and year in school. It is predicted that the older a student gets the more aware of objectification and subordination they will be. However, the study does not prove this. In fact, Graduate Students are different from all other years of school except Freshman. A clear pattern cannot be drawn from this data, there appears to be no difference in year and attitude towards advertisement type.

The study compares Infantile ads to Non-Infantile ads on the five attitude scale. Students are finding infantile images to be Objectionable. This means students personally object to the use of infantilization in these advertisements. Students also rate Morality and Appeal to be low; therefore, students feel the use of infantilization in ads is morally harmful to the viewer. Also, students are not finding the infantile images to be very appealing. This is important because even though students do not recognize infantilization they are finding sexualizing grown women who appear childish morally harmful and unappealing.

The students of this study also rate the advertisements to be suggestive of Child Pornography, which means they do comprehend that the infantile images shown to them are degrading to children's sexuality. The final find suggests student's perception of how frequently Infantilization is used in advertisements is lower in Non-Infantile ads than Infantile ads.

In conclusion, subjects rate Infantile advertisements as more Objectionable, lower in Morality and Appeal, suggestive of Child Porn, and not as Widespread as Non-Infantile advertisements. Therefore, even though students do not recognize or define advertisements to be Infantile, the ratings show the advertisements affect student's impressions of the images negatively.

LIMITATIONS

Some limitations exist in this study. There could be respondent bias; those who are willing to take the time to respond could be extremely invested in the topic and create outliers within the results. The survey is done via email; therefore there is no control over who responds. You cannot keep a respondent from consulting with another person before giving an answer. There are limitations on the number and types of questions. An internet survey needs to be short, and the design needs to keep the respondent engaged. Therefore, there are time constraints; you cannot keep respondents from quitting early, which creates incomplete surveys. Lastly, respondents may have technological difficulties either in receiving the email or in being able to open the link. These limitations are acknowledged to allow for future improvements for such a study.

ACKNOWLEDGMENTS

REFRENCES

Scholarly Journals

Baker, Christina N., (2005) Images of Women's Sexuality in Advertisements: A Content Analysis of Black-and-White-Oriented Women's and Men's Magazines. Sex Roles. Vol. 52. Nos. ½. Page 13.

Lindner, Katrina. (2004) Images of Women in General Interest and Fashion Magazine Advertisements from 1955 to 2002. University of Hartford, Connecticut. SexRoles. Vol. 51, Nos. 7/8. Page 409.

Ragan, Janet Mills. (1982). Gender Displays in Portrait Photographs. University of Oklahoma, Norman. Sex Roles, Vol. 8, No. 1.

Reichert, Tom and Carpenter, Courtney. (2004) An Update on Sex in Magazine Advertising: 1983 to 2003. Journalism & Mass Communication Quarterly. Vol.81, No 4. pg 824.

Books

Goffman, Erving. (1979). Gender Advertisement. Cambridge, Massachusetts. Harvard University Press. Page 5.

Kilbourne, Jean. (1999) Can't Buy My Love: how advertising changes the way we think and feel. New York, NY. Page 267

Smith, Greg. (2006). Erving Goffman. New York, NY: Routledge.

Trevino, Javier. (2003). Goffman's Legacy. Maryland. Rowman & Littlefield Publishers, Inc.

Widing, Hoverstad, Coulter, and Brown. (1991) The VASE Scales: Measures about Embeds in Ads. Journal of Business Research 22, 3-10. IN Bearden, William O., Nefemeyer, Richard G. (1999) Handbook of Market Scales: multi-item measures for marketing and consumer behavior research. SAGE Publication. 2nd Ed. 299-300.

Videos

Kilbourne, Jean. (2000) Killing Us Softly 3. [videotape]. Northampton, M.A: Media Education Foundation.

Jhally, Sut. (2009) Codes of Gender: Identity and Performance in Pop Culture. videotape]. Massachusetts: Media Education Foundation.

Online Articles

Rockler-Gladen, Naomi. (2008) Media Objectification of Women: a definition and consequences of sexualized female representations. Retrieved February 27, 2010 from http://medialiteracy.suite101.com/article.cfm/media_objectification_of_women

APPENDIX

Survey

1. Rank the following print media outlets according to your viewing frequency, with 1 being the most frequently viewed and 5 being the least frequently viewed source of advertisements.

    _____ Magazines
    _____ Newspaper
    _____ Billboard
    _____ Internet
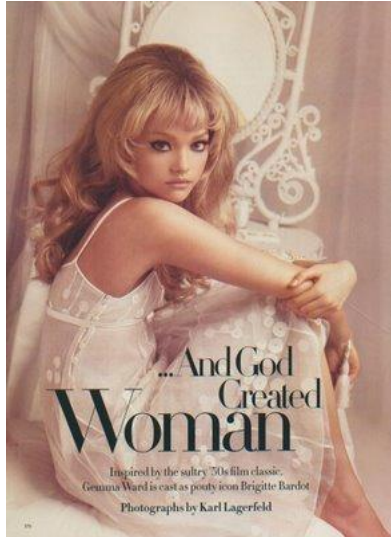   _____ Other _____

Ad 1.

2. Please answer the following statements in relation to the picture above, Ad 1.

	Completely agree	Somewhat agree	Neutral	Somewhat disagree	Completely disagree
This advertisement is very appealing to me.	○	○	○	○	○
This advertisement is the kind of advertisement you forget easily.	○	○	○	○	○
At first glance I can recognize the product being sold in this advertisement.	○	○	○	○	○
This advertisement is suggestive of child pornography.	○	○	○	○	○
The advertisement above is offensive.	○	○	○	○	○
I see similar advertisements frequently.	○	○	○	○	○
The advertisement is unethical.	○	○	○	○	○
The advertisement is morally harmful.	○	○	○	○	○
Advertisements like the one pictured above are widespread.	○	○	○	○	○
The advertisement is a contributor to lower sexual standards.	○	○	○	○	○
The advertisement is very objectionable.	○	○	○	○	○
Images like this are very common in advertisements.	○	○	○	○	○
I feel like advertisements like this are a cause of lower moral values.	○	○	○	○	○

3. In my opinion the model(s) in this advertisement appear … ? (please select all that apply)
    ○ Independent
    ○ Strong
    ○ Intelligent
    ○ Childlike
    ○ Creative
    ○ Fragile
    ○ Mature
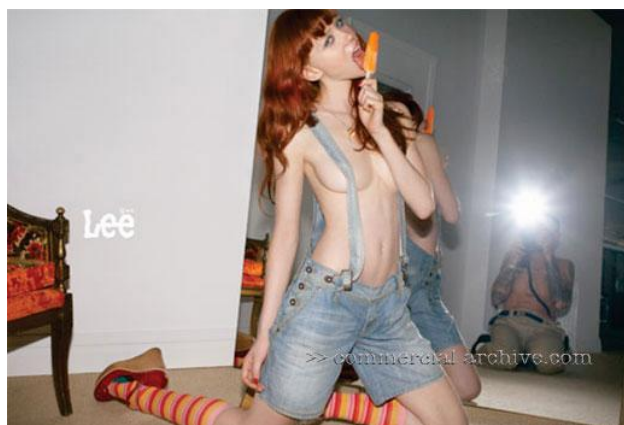
Ad 2.

4. Please answer the following statements in relation to the picture above, Ad 2.

	Completely agree	Somewhat agree	Neutral	Somewhat disagree	Completely disagree
This advertisement is very appealing to me.	○	○	○	○	○
This advertisement is the kind of advertisement you forget easily.	○	○	○	○	○
At first glance I can recognize the product being sold in this advertisement.	○	○	○	○	○
This advertisement is suggestive of child pornography.	○	○	○	○	○
The advertisement above is offensive.	○	○	○	○	○
I see similar advertisements frequently.	○	○	○	○	○
The advertisement is unethical.	○	○	○	○	○
The advertisement is morally harmful.	○	○	○	○	○
Advertisements like the one pictured above are widespread.	○	○	○	○	○
The advertisement is a contributor to lower sexual standards.	○	○	○	○	○
The advertisement is very objectionable.	○	○	○	○	○
Images like this are very common in advertisements.	○	○	○	○	○
I feel like advertisements like this are a cause of lower moral values.	○	○	○	○	○

5. In my opinion the model(s) in this advertisement appear … ? (please select all that apply)
   ○ Independent
   ○ Strong
   ○ Intelligent
   ○ Childlike
   ○ Creative
   ○ Weak
   ○ Mature

Ad 3.

6. Please answer the following statements in relation to the picture above, Ad 3.

	Completely agree	Somewhat agree	Neutral	Somewhat disagree	Completely disagree
This advertisement is very appealing to me.	○	○	○	○	○
This advertisement is the kind of advertisement you forget easily.	○	○	○	○	○
At first glance I can recognize the product being sold in this advertisement.	○	○	○	○	○
This advertisement is suggestive of child pornography.	○	○	○	○	○
The advertisement above is offensive.	○	○	○	○	○
I see similar advertisements frequently.	○	○	○	○	○
The advertisement is unethical.	○	○	○	○	○
The advertisement is morally harmful.	○	○	○	○	○
Advertisements like the one pictured above are widespread.	○	○	○	○	○
The advertisement is a contributor to lower sexual standards.	○	○	○	○	○
The advertisement is very objectionable.	○	○	○	○	○
Images like this are very common in advertisements.	○	○	○	○	○
I feel like advertisements like this are a cause of lower moral values.	○	○	○	○	○

7. In my opinion the model(s) in this advertisement appear … ? (please select all that apply)
    ○ Independent
    ○ Strong
    ○ Intelligent
    ○ Childlike
    ○ Creative
    ○ Weak
    ○ Mature

Ad 4.

8. Please answer the following statements in relation to the picture above, Ad 4.

	Completely agree	Somewhat agree	Neutral	Somewhat disagree	Completely disagree
This advertisement is very appealing to me.	○	○	○	○	○
This advertisement is the kind of advertisement you forget easily.	○	○	○	○	○
At first glance I can recognize the product being sold in this advertisement.	○	○	○	○	○
This advertisement is suggestive of child pornography.	○	○	○	○	○
The advertisement above is offensive.	○	○	○	○	○
I see similar advertisements frequently.	○	○	○	○	○
The advertisement is unethical.	○	○	○	○	○
The advertisement is morally harmful.	○	○	○	○	○
Advertisements like the one pictured above are widespread.	○	○	○	○	○
The advertisement is a contributor to lower sexual standards.	○	○	○	○	○
The advertisement is very objectionable.	○	○	○	○	○
Images like this are very common in advertisements.	○	○	○	○	○
I feel like advertisements like this are a cause of lower moral values.	○	○	○	○	○

9. In my opinion the model(s) in this advertisement appear … ? (please select all that apply)
   ○ Independent
   ○ Strong
   ○ Intelligent
   ○ Childlike
   ○ Creative
   ○ Weak

○ Mature

Ad 5.

10. Please answer the following statements in relation to the picture above, Ad 5.

	Completely agree	Somewhat agree	Neutral	Somewhat disagree	Completely disagree
This advertisement is very appealing to me.	○	○	○	○	○
This advertisement is the kind of advertisement you forget easily.	○	○	○	○	○
At first glance I can recognize the product being sold in this advertisement.	○	○	○	○	○
This advertisement is suggestive of child pornography.	○	○	○	○	○
The advertisement above is offensive.	○	○	○	○	○
I see similar advertisements frequently.	○	○	○	○	○
The advertisement is unethical.	○	○	○	○	○
The advertisement is morally harmful.	○	○	○	○	○
Advertisements like the one pictured above are widespread.	○	○	○	○	○
The advertisement is a contributor to lower sexual standards.	○	○	○	○	○
The advertisement is very objectionable.	○	○	○	○	○
Images like this are very common in advertisements.	○	○	○	○	○
I feel like advertisements like this are a cause of lower moral values.	○	○	○	○	○

11. In my opinion the model(s) in this advertisement appear? (Please select all that apply)
    ○ Independent
    ○ Strong
    ○ Intelligent
    ○ Childlike

○ Creative
○ Weak
○ Mature

12. Objectification of women in advertising is a popular topic of study. One subtopic, in this literature, is that of the infantilization of women in advertising, coined by Erving Goffman in his 1979 book Gender Advertisements. Infantilization is defined as the portrayal of grown women acting and looking childish through attire, demeanor, possessions and/or posture. Would you consider the following advertisements to be examples of infantilization?

Ad 4.

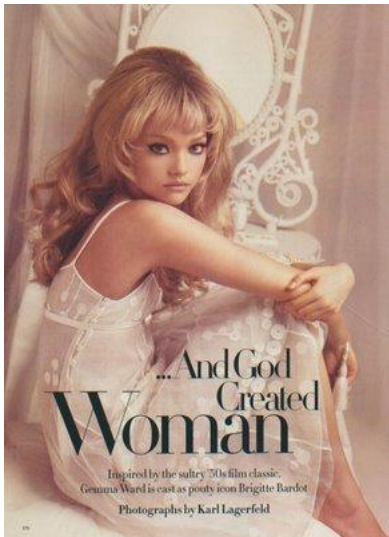13. Advertisement 4 displays infantilization.
    ○ Yes
    ○ No
    ○ Not sure

Ad 5.

14. Advertisement 5 displays infantilization.
   ○ Yes
   ○ No
   ○ Not sure

Ad 3.

15. Advertisement 3 displays infantilization.
   ○ Yes
   ○ No
   ○ Not sure

Ad 2.

16. Advertisement 2 displays infantilization.
    ○ Yes
    ○ No
    ○ Not sure

Ad 1.

17. Advertisement 1 displays infantilization.
    ○ Yes
    ○ No
    ○ Not sure

18. What is your sex?
    ○ Male
    ○ Female
    ○ Other _____

19. What is/are your Major(s)? _____

20. What is/are your Minor(s)? _____

21. What is your current year in school?
   ○ Freshman
   ○ Sophomore
   ○ Junior
   ○ Senior
   ○ Graduate Student