



Representation of Minorities Displayed on College Webpages

Jose Cruz
Perez

Faculty Advisor: Dr. Ryan Button

Introduction

Advertisements play an important role in nearly everyone's life. Every single day people view a wide range of advertisements. With the population of America becoming more and more diverse in terms of race it would make sense that advertisements would reflect that same concept. However, it does not appear that advertisements actually reflect this idea. In the 2010 ads for the Super Bowl, only four out of the sixty-seven featured an African American in an ad. (Lapchick, 2010) Not only are minorities not being adequately represented in advertisements but they also only get featured for certain ads. African Americans find themselves featured in ads for beauty whereas Asians are found more in ads for technology. (Sheehan, 2014) There is obviously a misrepresentation of minorities in ads however, what is currently unknown is if this is true when it comes to college ads. Nearly every college, if not all, are advertising their schools so that more and more people will attend their school. The true question is whether or not college ads have continued with the mainstream ideals of advertising. A way to analyze this is by selecting 3 universities and 3 community or junior colleges by random and then looking at students presented on their website front page. Students who were being showcased on the website are students interacting with each other and are singled out for a variety of reasons. By comparing how many times a minority student appears in an advertisement versus what the overall percentage that minority group makes up at that specific school, one could determine whether or not that minority group is being adequately represented in ads. This is important because schools could possibly not be representing what their student demographics show. Just in all types of other advertisements this could affect how someone views a school and potentially how someone selects a school. This deeply impacts both the students and the schools.

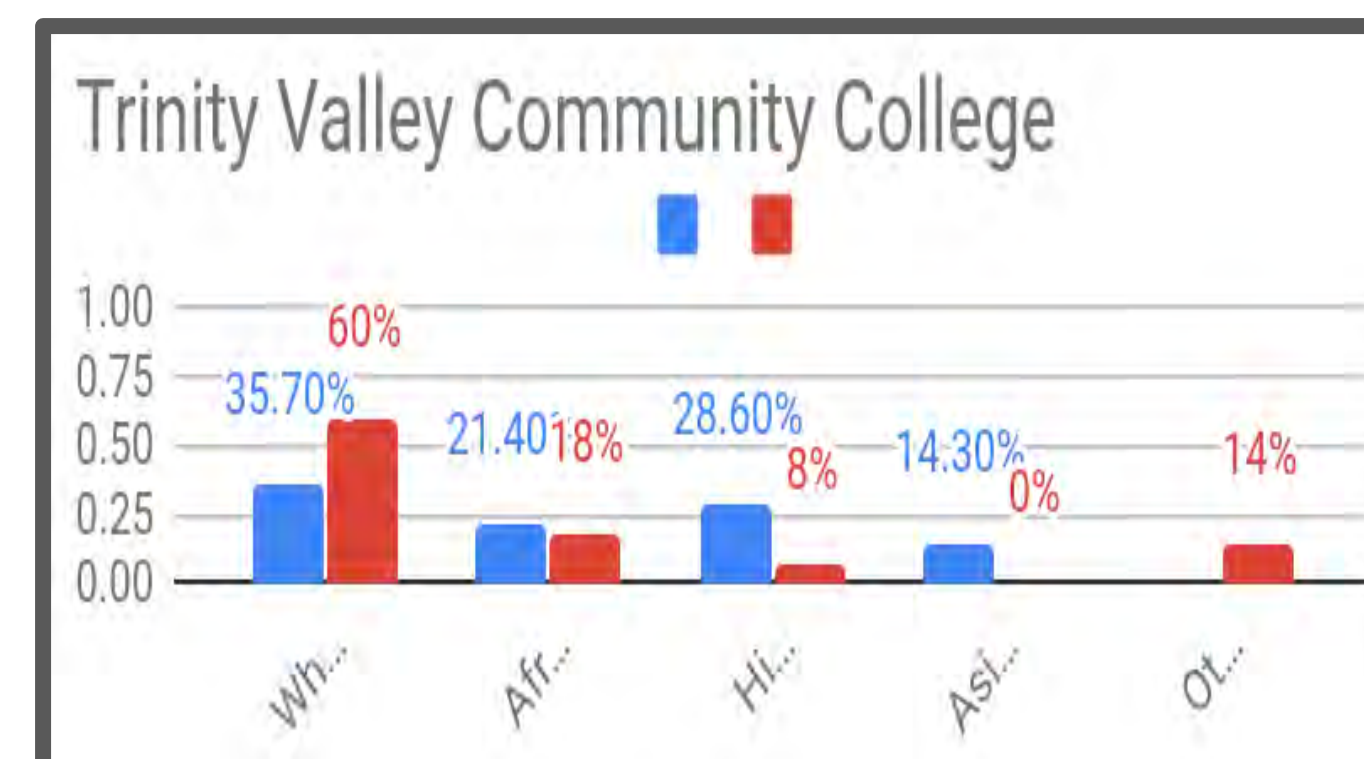
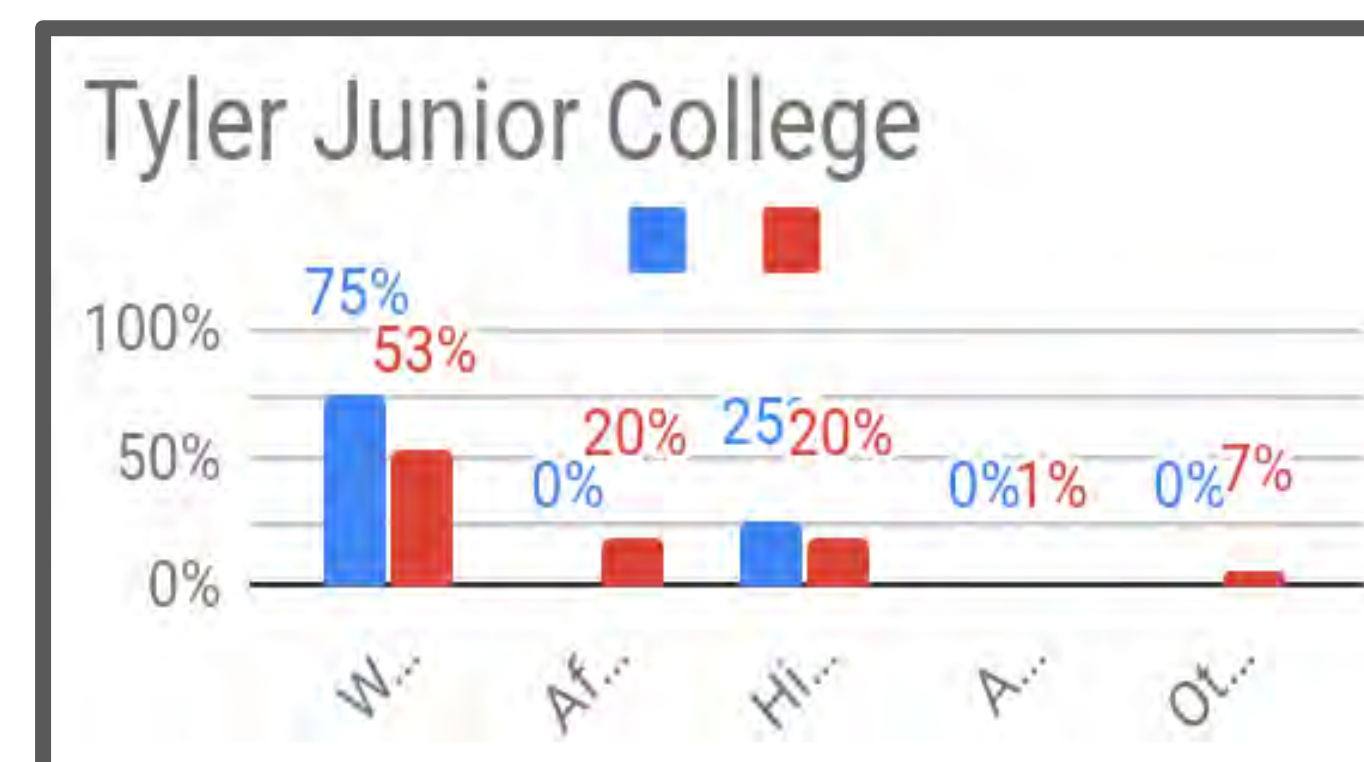
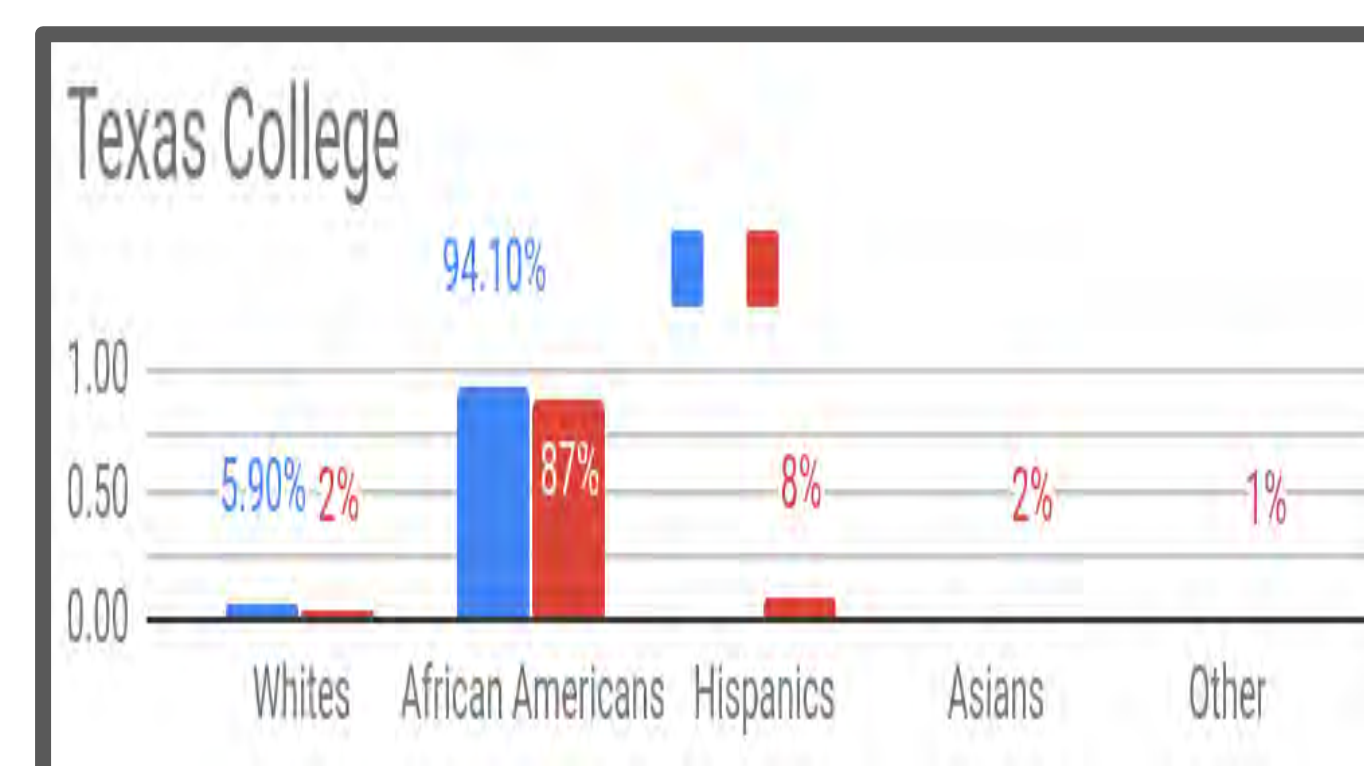
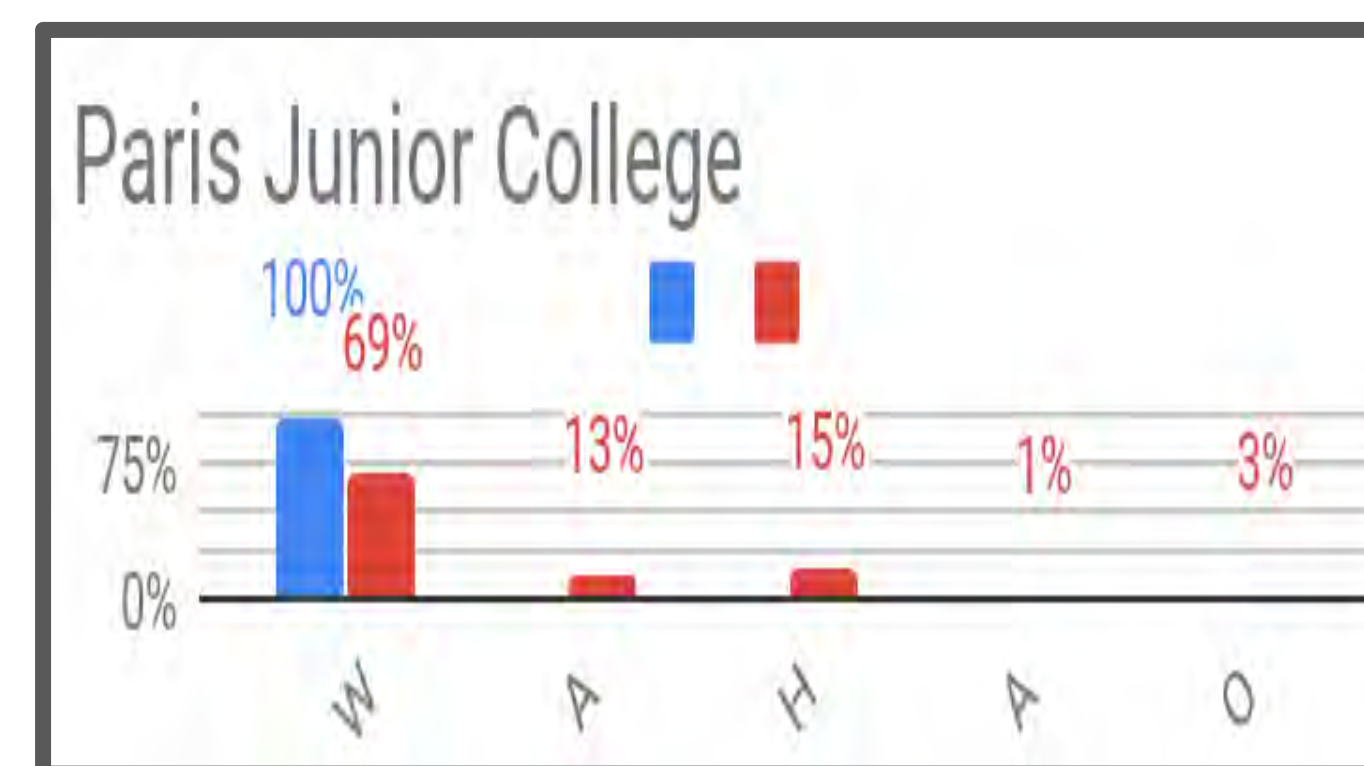
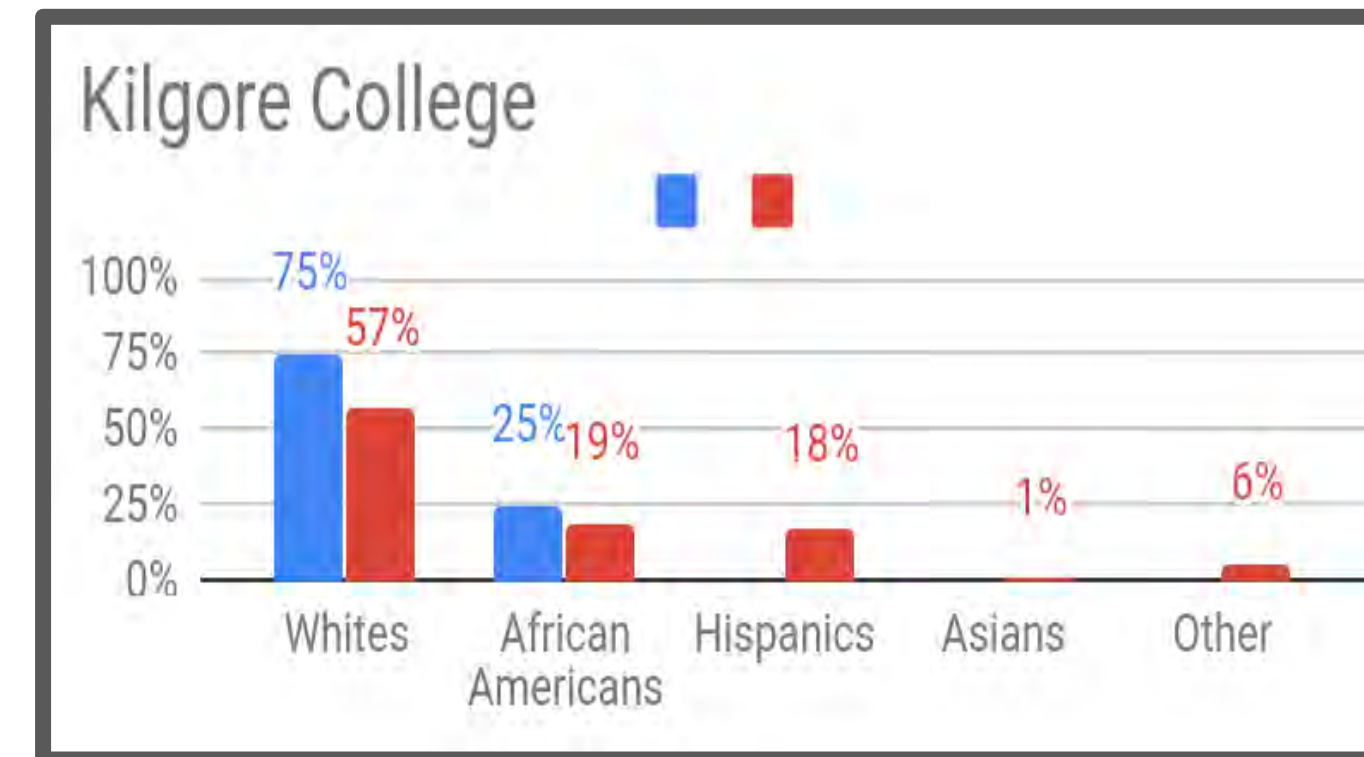
Purpose and Significance

This is important because schools could possibly not be representing what their student demographics show. Just in all types of other advertisements this could affect how someone views a school and potentially how someone selects a school. This deeply impacts both the students and the schools.

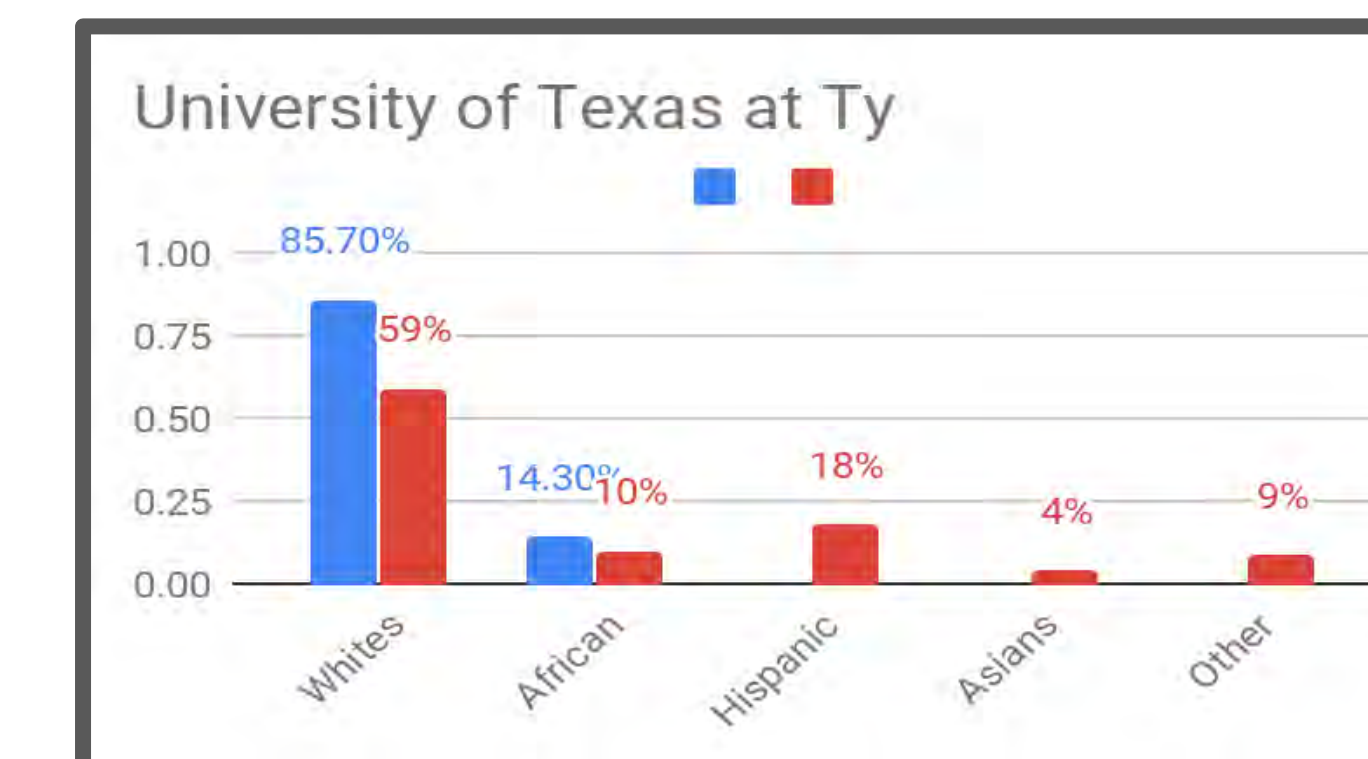
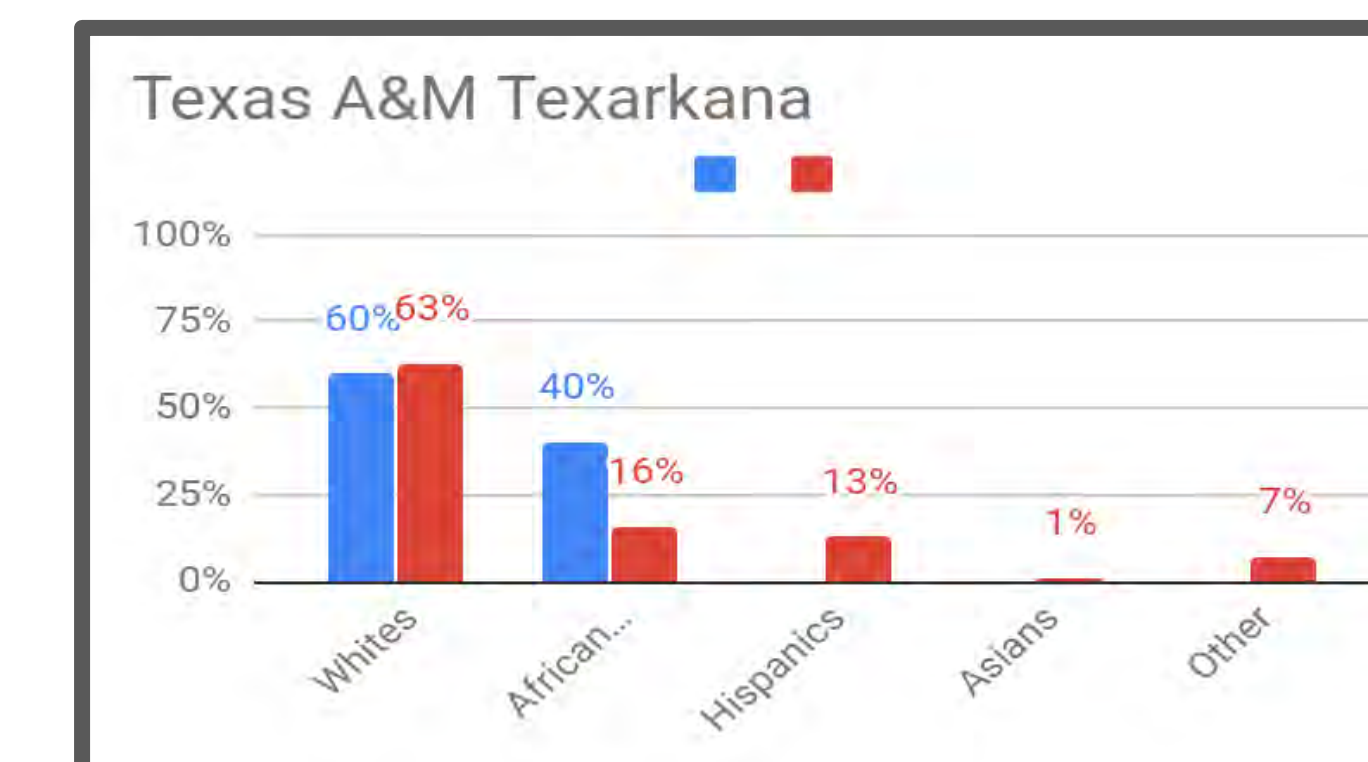
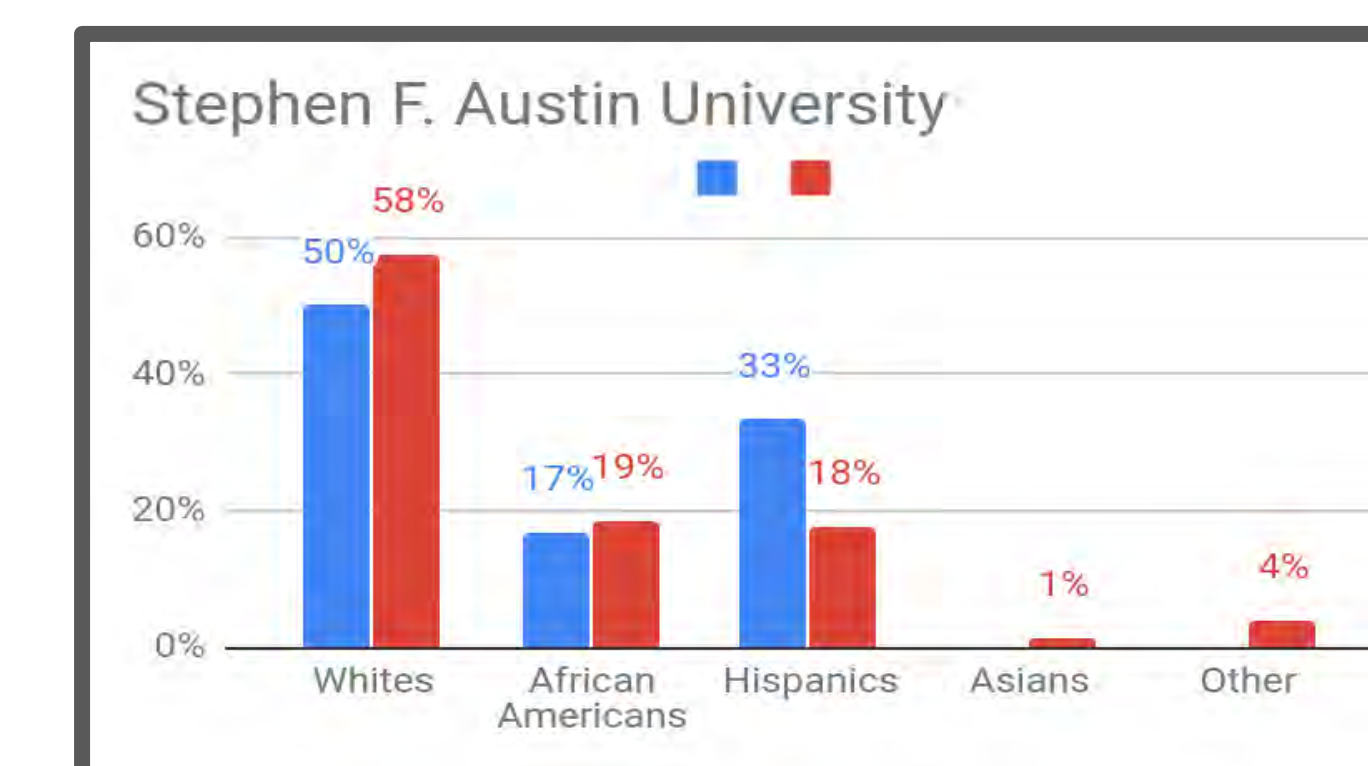
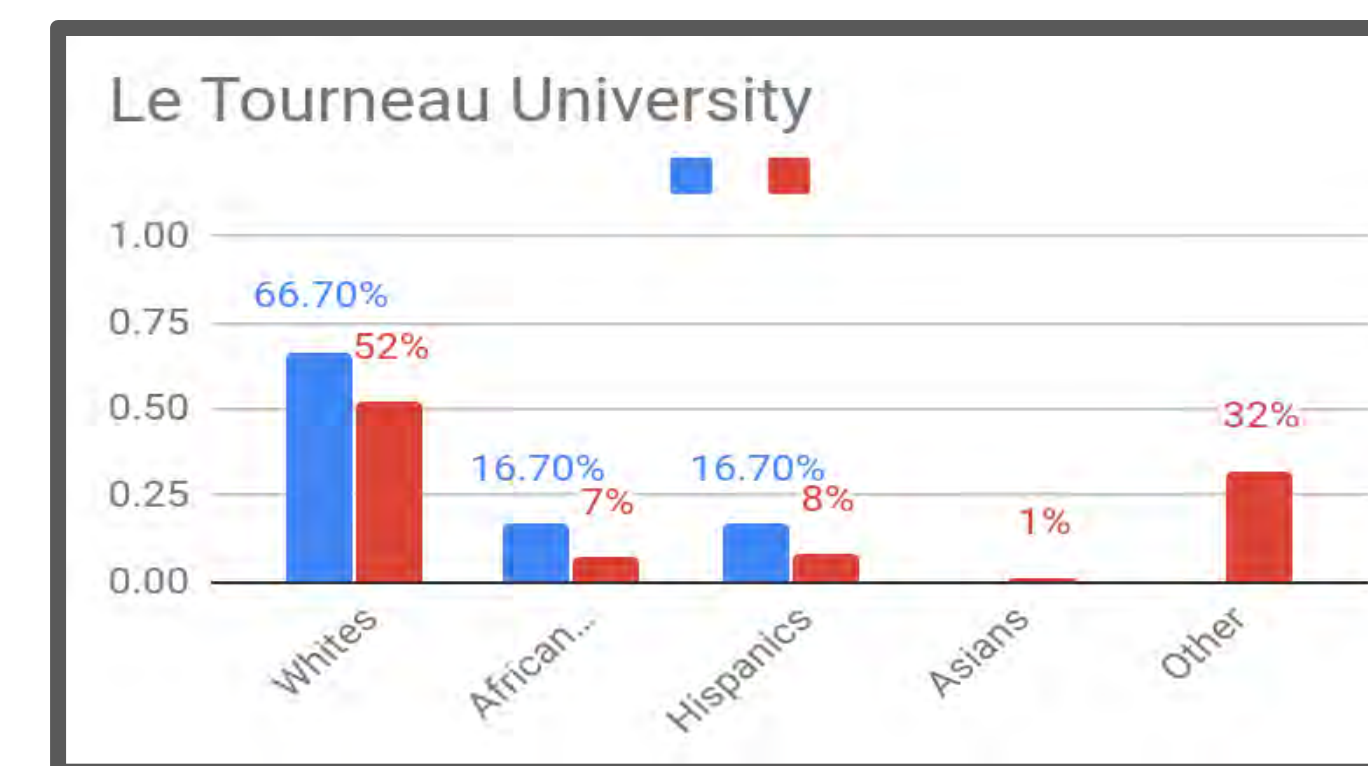
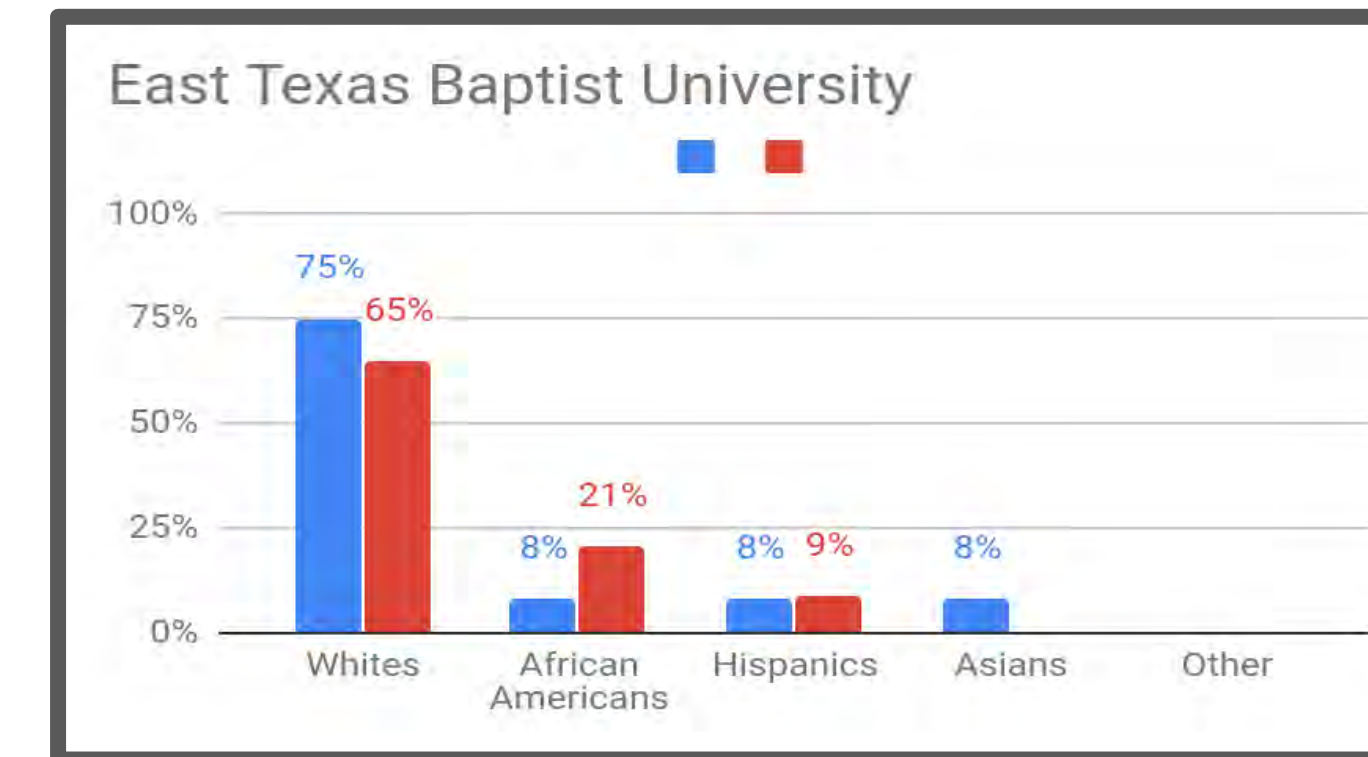
Research Methods

I took all the colleges in East Texas and separated them into Universities vs Community or Junior level colleges. I then assigned each school a number in each category and used a random number generator to select five schools from both list. I then went to each schools main webpage and looked at the students who were being presented at the forefront. Students at the forefront are students who faces can be clearly made out and are the main focus of the photo. I then took the data that I found and compared it to the actual demographics of the school.

Community/ Junior Colleges



Four Year Universities



Primary Research Question

Are colleges webpages presenting students equally to the actual school demographics?

Hypothesis

I predict that college web pages will overrepresent the majority and under represent the minority students of their specific school respectfully.

Conclusion

The data shows that the majority are being overrepresented on college's main webpages. For junior and community colleges, the majority were overrepresented by an average of 10.8% while the universities displayed the majority by an average 7.08% compared to the actual school demographics. The data shows that colleges are over representing the majority of the population. Comparatively, the junior and community colleges are not representing their minorities by a larger percent compared to the universities. Minorities are, on average, under represented by 2.70% on junior college levels compared to the universities who are under representing at 1.82% on average. Overall, the data shows that minorities are not getting representation on their school's web pages while the majority are being displayed more often.

Works Cited

Baumann, S., & Ho, L. (2014). Cultural Schemas for Racial Identity in Canadian Television Advertising. *Canadian Review of Sociology*, 51(2), 152-169. <https://doi.org/10.1111/cars.12040>

Lapchick R. (2010). Superbowl ads, time for a change. Retrieved January 29, 2019, from <http://sports.espn.go.com/espn/commentary/news/story?page=lapchick/100505>

Mastro, D. E., & Stern, S. R. (2003). Representations of Race in Television Commercials: A Content Analysis of Prime-Time Advertising. *Journal of Broadcasting & Electronic MMedia*, 47(4), 638-647. https://doi.org/10.1207/s15506878jobem4704pass:1_19

Plous, S., & Neptune, D. (1997). RACIAL AND GENDER BIASES IN MAGAZINE ADVERTISING. *Psychology of Women Quarterly*, 627-644. Retrieved October 17, 2018, from <https://www.socialpsychology.org/pdf/pwq1997.pdf>.

Whittler, T. E., & Spira, J. S. (2002). Model's Race: A Peripheral Cue in Advertising Messages? *Journal of Consumer Psychology (Taylor & Francis Ltd)*, 12(4), 291-301.