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A DESCRIPTIVE STUDY OF OFFENDED RESPONSES TO NUDITY
IN PRINT ADVERTISING TARGETED TO WOMEN

DISSERTATION

Presented to the Graduate Council of the
University of North Texas in Partial
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By

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A discussion of offensiveness in advertising is the initial focus of this research. A review of offensiveness, irritation, nudity, and sexual suggestiveness in advertising literature suggested that females report somewhat high arousal scores when viewing nudity but that the arousal may not necessarily be positive. As occurrences of nudity and sexual suggestiveness are increasing in advertising, the measure of contributing variables to offendedness responses was proposed using various degrees of nudity in existing advertising as the primary stimuli.

Approximately 8,500 advertisements from a four month study of 32 women's magazines were examined for occurrences of nudity and partial nudity. From this study 124 ads were produced that best exemplified the use and non-use of the primary stimuli. These 124 were then independently coded for nudity, sexual suggestiveness, and offensiveness. From this group 30 representative ads were chosen to use in administering an attitudinal questionnaire to 302 female students at two large-sized universities.

The attitudinal data was analyzed to discern subjects' differentiation between various levels of nudity, sexual suggestiveness, and offensiveness. Further examination was performed on overall offended responses and demographic, self-image, feminism, and religiousness variables. Data analysis began by examining distributions of the observations as well as testing major constructs with Cronbach's alpha for reliability. ANOVA and t-tests were run to examine differences between various groups and their overall offended response. Both parametric and nonparametric correlation coefficients were used to examine relationships between contributing variables and overall offendedness scores.

The study found that nudity does contribute somewhat to offendedness, but that sexual suggestiveness may be more important in women forming attitudes toward ads considered to be offensive. Significant differences were found between groups of females reporting different levels of abortion rights support and church attendance. The major conclusion was that other factors besides nudity might possibly be contributing to offended attitudes about advertising.

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CHAPTER I

INTRODUCTION AND OVERVIEW

Sexual content messages used as appeals in advertising have existed throughout the better part of this century (Alexander and Judd 1978; Barnes 1988; Barnes and Dotson 1990; Bauer and Greyser 1968; Bello, Pitts, and Etzel 1983; Courtney and Lockeretz 1971; Richmond and Hartman 1982; Scott 1986; Steadman 1969). The messages may be textual, contextual, or even pictorial in nature with the latter evoking the most serious societal comment (Reid and Soley 1983, Soley and Kurzbard 1986, Soley and Reid 1988). With society's increasing tolerance toward the appearance of sexual comment and usage in the media in the last few decades, nudity in advertising has been used as one of the primary methods of cutting through ad clutter and providing differentiation criteria for ad viewers (LaTour, Pitts, Snook-Luther 1990; Soley and Kurzbard 1986; Soley and Reid 1988; Tinkham and Reid 1988).

The existence of nude models in mainstream American advertising has been documented as far back as 1933 (Sobieszek 1988), but over the past 20 years, sexual mention and nudity have continued to appear with ever-increasing

frequency in much of the media, especially with regard to magazines targeted toward female readers (Peterson and Kerin 1979, Scott 1986, Soley and Kurzbard 1986, Soley and Reid 1988). The application of such appeals has been decried as tasteless, vulgar, inappropriate, and gratuitous (*Advertising Age* 1975, Kinlaw 1987, Tinkham and Reid 1988, Soley and Reid 1983, Soley and Reid 1988).

Several authors believe that the changing attitudinal climate of this targeted segment is creating an environment in which the use of nudity within advertising is not producing positive arousal as was once believed. It is further speculated that, in some cases, increased nudity, coupled with increased sexual suggestiveness, are interpreted as offensive which may be detrimental to the marketer and the overall campaign (Alexander and Judd 1978; Alexander and Judd 1986; Barnes 1988; Barnes and Dotson 1990; Bello, Pitts, and Etzell 1983; Danielenko 1974; LaTour 1990; LaTour, Pitts, and Snook-Luther 1990; Morrison and Sherman 1972; Peterson and Kerin 1977).

During the past twenty years, many print campaigns have been launched using extensive nudity as the focus of the ad:

1976 Faberge "NMC-12"	skin lotion	exposed breasts
1987 Hermes "Bel Ami"	perfume	full frontal nudity
1991 Nivea	skin lotion	exposed breasts

The first two products are no longer on the market. All have been attacked by consumer groups and even channel members and all have been rigorously defended by the producing ad agency (*Advertising Age* 1985, *Advertising Age* 1976, Elliot 1992, Miller 1988, Sloan 1987, Sloan 1991, Sullivan 1988, Wilson 1987).

Purpose of the Research

The purpose of this study is to use nudity in magazine advertising as a primary stimuli in order to assess the degree of offended response that might occur among females. Specific research objectives in this study will include the following:

1. To assess the extent to which nudity occurs in advertising in the publication under study.
2. To evaluate the role and influence of nudity and sexual suggestiveness as an influencer on viewers' offended attitude formulation toward specific advertising.
3. To evaluate individual values, life-style beliefs and self-image concepts and their influence on the offended attitude formulation.

This research will begin with the review of the current assessment of nudity and sexual suggestiveness as a primary and intentional appeal in advertising and some of the caveats recommended by previous authors. From a current study on

contemporary usage of nudity and partial nudity in women's magazines, example advertisements will be selected for use in measuring attitudes toward those ads. Content analysis will be performed to ascertain particular ad components that might contribute to offended responses.

Justification of the Study

There have been many studies on the effectiveness of using nudity within an advertising context, but they have tended to be oriented toward three issues: advertising recall (Alexander and Judd 1978; Morrison and Sherman 1972; Steadman 1969; Weller, Roberts, and Neuhaus 1979); as one aspect of the roles women portray in advertising (Chestnut, LaChance, and Lubnitz 1977; Courtney and Lockeretz 1977; Ferguson, Kreshel, and Tinkham 1990; Gilly 1988; Kerin, Lundstrom, and Sciglimpaglia 1979; Leigh, Rethans, Reichenbach 1987; Lundstrom and Sciglimpaglia 1977; Millum 1975; Rossi and Rossi 1985; Tinkham and Reid 1988); or arousal (LaTour 1990, LaTour, Pitts, and Snook-Luther 1990).

In all of these studies there is room for speculation about an additional process that is occurring especially with regard to female viewers and their response to nudity as a stimulus. Although self-reporting and autotonic studies find at least some increase in the amount of arousal among female subjects viewing nudity, it is still interpreted as a positive arousal albeit not as strong as those reported from

male viewers (Belch et al 1981). In this study a comparison of self-reported responses and physiological measurements were compared. They found that sexually suggestive ads evoked as strong a response in females as did those ads employing nudity. Thus, the arousal reported by the females may be completely different from that reported by the males, especially if the majority of the females were heterosexual. Such reporting may have other mitigating factors contributing to the findings that are not discernable with existing models. Additionally, assumptions concerning the positive direction of the arousal may be in error. Positive direction is used here to denote a change process that occurs within the individual that is favorable and acceptable (LaTour 1990). However, a subject may be aroused to the point of understanding and identifying that the arousal is occurring, but the arousal may not be within the context of positive sexual arousal. A subject may report being aroused, but the loci of the arousal may be centered on repulsiveness, disgust, or even fear, certainly not positive arousal responses (Belch et al 1981).

Within this context, it is believed that there lies some evidence of a process of offendedness that has wide-reaching implications in all areas of attitude toward the ad research. It is proposed that in the current age of the post-sexual revolution and AIDS, feminist awareness of the portrayals of

women's roles in the media, and increased value placed on family and home, offended responses to nudity in advertising may be increasing.

It is also believed that a model of offendedness consists of two groups of influencing factors, those cognitive factors internal to the individual and those components of the ad that serve as stimuli to the cognitive process. The stimuli affect the cognitive process in varying degrees, which are then processed according to the evoked set of beliefs of the individual. It is imperative that both sets of factors be studied to aid in discovering the relative influence of each. The present study will deal exclusively with analysis of the internal cognitive process.

Research Design

The research consists of three separate stages. Stage One is an occurrence observation where all potential examples of nudity within each issue of each publication will be identified (Ferguson, Kreshel, and Tinkham 1990; Gilly 1988; Lundstrom and Sciglimpaglia 1977; Millum 1975; Peterson and Kerin 1977; Sexton and Haberman 1974; Soley and Kurzbard 1986; Soley and Reid 1988; Venkatesan and Losco 1975). This will provide both an indication of the prevalence of the use of nudity as a primary ad appeal as well as allow preliminary identification of ads that could be used as stimuli in the later stages of the research. Stage Two consists of two

parts, the Content Analysis and Ad Ranking. The Content Analysis process will code certain intrinsic components of each ad in order to ascertain various features of the ads (Berelson 1952). The Ad Ranking will be performed in order to select 30 examples of ads to utilize within Stage Three. During Stage Three, an attitudinal questionnaire will be pre-tested and then administered to 300 women while they are shown the selected ads.

In the attitudinal study it is believed that the mean age of the 300 respondents will be approximately 26-31 years and will provide a good reflection of the diversity of the ages targeted by the majority of the magazines studied. Although the four publications in the "Teen" category would target audiences slightly lower in age than the anticipated mean, for legal reasons, only subjects 18 and older will be included in the study.

Stage One: Identification of Phenomenon

A group of magazines targeted to women have been chosen from *Advertising Age's* list of the Top 300 American magazine publications (*Advertising Age* 1991). Those magazines that had 200,000 or greater total paid circulation were included in the study. These publications were chosen in descending order by circulation and represented the following categories: "Fashion" (*Glamour*, *Vogue*), "Health" (*Shape*, *Self*), "Changing Roles" (*Cosmopolitan*, *Working Woman*),

"Traditional" (*Redbook, Better Homes and Gardens*), and "Teen" (*Seventeen, Sassy*). These categories were determined by the editorial thrust for each publication as well as the target market. A complete listing of publications used in the study is provided in Table A.1 in the Appendix.

The period of the occurrence study was December, 1991 through March, 1992. In most cases the publications studied consisted of one issue per month. In the case of weekly or bimonthly publications, only one issue for each month was studied. This provided a total of 121 issues producing over 8,500 ads to be considered for the study. Advertisements were chosen that were a full page or larger (Soley and Reid 1988).

In the initial stage, each magazine was read and each occurrence of any nudity type was recorded. These included all occurrences of nudity including those in advertisements and editorial or pictorial content. The range of nudity that was included was very "conservative" in that observations such as excessive cleavage and bathing suits were included in the study. This was executed in an effort to acquire the broadest range of nudity examples so that a well defined spectrum and a typology of offendedness from nudity can be proposed with additional research.

All occurrences of nudity types were tabulated to address the matter of editorial encouragement toward the use

of nudity as well as to measure the correlation between the use of nudity in editorial content and the frequency of nudity in ads in various publications. The occurrences were tabulated with the following variables: magazine, issue, page, advertisement or editorial, type of editorial content or product category, gender(s) of primary model(s), type of nudity, and the number of models which displayed some degree of nudity. From this list 124 ads were identified that portrayed various levels of nudity and sexual suggestiveness across several product categories.

As the last phase of the research methodology was to administer an attitudinal questionnaire to 300 viewers of such ads, it was decided that 124 ads were too many to administer effectively and that 30 would be a satisfactory number, both in terms of being sensitive to subject fatigue and in providing enough variety in the primary stimuli to measure adequately the results of the responses. To this end, 20 female magazine readers were asked to rank the 124 ads selected from the first stage. These women were selected in a convenience sample. Each coder was asked to rank each ad for the level of nudity depicted in the ad, the level of sexual suggestiveness portrayed in the ad, and their own response to the ad in terms of offensiveness (Alexander and Judd 1978, Soley and Kurzbard 1986, Soley and Reid 1988). Each one of these dimensions was measured on a seven-point

scale (Barnes and Dotson 1990; Belch et al 1981; Morrison and Sherman 1972; Sciglimpaglia, Belch, and Cain 1979; Severn, Belch, and Belch 1990). A list of coders is included in Table A.2 in the Appendix. The responses from the coders were analyzed in order to obtain a total of 30 ads: 20 considered to be "Very Offensive", 5 considered to be "Not Offensive", and 5 from the middle of the scale. A list of the ads ranked by offensiveness scores is included in Table A.7 in the Appendix.

Stage Two: Ad Content Analysis

Content Analysis is a "research technique for the objective, systematic and quantitative description of the manifest content of communication" (Berelson 1952). A Content Analysis Study was conducted on these ads in order to identify any significant ad and artwork components that might contribute to an offended response. These components included design factors, context of the ad scenario, posing and placement of the model, role of the model in the scenario, degree of nudity and exposure of certain body parts, and other variables deemed significant by the author. Some of the components such as number of models in the ad, product class, and type of artwork were readily identified and were coded by a single individual (Alexander and Judd 1978; La Tour, Pitts, and Snook-Luther 1990; Morrison and Sherman 1972; Richmond and Hartman 1982; Sciglimpaglia,

Belch, and Cain 1979; and Steadman 1969). However, some of the variables, such as product imagery and perceived age of model, were considered to be interpretive and, as such, four female, trained coders were asked to code the 124 ads independently. These results were then compared and analyzed using inter-reliability measures (Alexander and Judd 1978, Soley and Reid 1988, Soley and Kurzbard 1986). A complete Content Analysis Form is included in the Appendix under Table A.3. The results from the Component Analysis will be used in later research and are not included in the present findings.

Stage Two: Ranking of Advertisements

During the advertising ranking, 20 women serving as subjects were provided a notebook with the 124 ads and a ranking form (Morrison and Sherman 1972). Each subject was briefed concerning the study and was informed that the ads they were about to view were all from contemporary women's magazines easily found on the shelf in their neighborhood grocery store, although they may not necessarily be ones that the subject would read on a regular basis. The women were then shown four sample ads that exemplified the types of ads they were to view. They were then asked to rate each ad across three variables: level of nudity, level of sexual suggestiveness, and level of offendedness. Each variable was measured on a seven-point scale (Barnes and Dotson 1990;

Morrison and Sherman 1972; Sciglimpaglia, Belch, and Cain 1979; Severn, Belch, and Belch 1990).

The form was explained and the subjects were asked if they had any questions. The first ad was one with a model in a bikini on a beach, an ad judged to be fairly innocuous and the state of undress to be within a comprehensible context. The subject was then asked to answer for the first ad without the administrator seeing the written response. If there were no questions the administrator left the subject alone to respond to the remainder of the ads. Upon completion of the ranking process, the administrator was called back in the room to check the responses and audit the form in order to minimize response error (Churchill 1990).

The results of these rankings were analyzed using both parametric and non-parametric statistical techniques in order to arrive at a raw ranking score for each ad. The objective was to arrive at a total of 30 ads. These 30 ads were then converted into slides for use in Stage Three of the project.

Stage Three: Attitudinal Survey

To capture the internal factors contributing to forming attitudes of offensiveness, 30 representative ads were chosen based on analysis from the ranking results. Only ads utilizing female models were selected because they were, by far, the most prevalent of the models and the measure of an offended response could be further controlled for

examination. A complete list of the ads used in Stage Two ranked by Offendedness scores is listed in Table 4.8 on page 61.

These 30 ads were shown via slides (Alexander and Judd 1978; Belch et al 1981; La Tour, Pitts, and Snook-Luther 1990; Sciglimpaglia, Belch, and Cain 1979) to 300 females associated with two large-sized public universities in the central United States (LaTour 1990). A questionnaire was administered to these subjects prior to viewing the ads. The questionnaire began with gathering demographic information and continued with questions concerning life-styles, and attitudinal questions concerning feminism, pornography, the subjects themselves, religiousness and church attendance.

The subjects were then shown the ads which were projected on a screen (Severn, Belch, and Belch 1990). Each subject was asked to evaluate each ad over a series of nine semantic differential questions in an effort to capture attitudinal states concerning each ad. An example questionnaire is included in the Appendix under Table A.4.

The ads used in the attitudinal study were, for the most part, from magazines utilized in the four month occurrence study in Stage One. Where there were smaller ads in which larger, full-page equivalents were found in magazines outside the initial study, the larger one was used. In two cases, ads were found from the publications studied, but not within

the time frame selected, that were used because of their unique content or overt use of nude models.

Stage Three: The Data Collection Instrument

Although many researchers recommend the use of several scales to measure each dimension, it was felt that additional scales per dimension would have extended the length of the questionnaire beyond that of a reasonable time, thus contributing to respondent fatigue and response error (Churchill 1990, Richmond and Hartman 1982).

Self-administered questionnaires have been utilized successfully to capture previous attitudinal measures when using sex as a stimulus in advertising (Belch et al 1981; Sciglimpaglia, Belch, and Cain 1979). Comparative testing taking parallel autotonic measures have produced similar findings and tend to confirm self-reported responses (Belch et al 1981).

From previous studies several variables were included that provided for validity within the continued use of the constructs. Sciglimpaglia, Belch, and Cain (1979) recommend the exploration of the perception of the model's role in the ad as a contributor to the individual's reaction to sexual stimuli (Lundstrom and Sciglimpaglia 1977). The application (context) of the nudity was evaluated as there exists some basis for relating an increase in offended response to the incomprehension of the context in which the nudity is

portrayed (Alexander and Judd 1978; Sciglimpaglia, Belch, and Cain 1979; Weller, Roberts, and Neuhaus 1979).

The individual's attitude toward themselves, their bodies, sexual satisfaction, and their relationships with others may also provide some internal context in which the stimulus of nudity can be evaluated (LaTour 1990; La Tour, Pitts, and Snook-Luther 1990; Sciglimpaglia, Belch, and Cain 1979; Weller, Roberts, and Neuhaus 1979).

With the increase in female-role awareness brought about by the feminist movement, LaTour (1990) suggests that further studies should include attitudes toward feminism as a surrogate variable for this increased awareness. The role that the viewer plays in society (such as mother or grandmother) as well as whether or not the viewer is head of a household with children may also play a part in the evaluation of offensive material (Aaker and Bruzzone 1985).

Additionally, certain demographic variables have been shown to be key determinants of offended reactions. These include education level, marital status, and age (Barnes and Dotson 1990; Wise, King, and Merenski 1974). It is also believed that certain variables serving as measures for moral and social values have some influence on the process as well. The variables include church attendance and attitudes about television programming (Barnes and Dotson 1990). The questionnaire utilized all of these variables and added some

additional questions that would contribute to furthering the understanding of these constructs and their relative influences on offended attitude formulation. The subjects were also asked if they were subscribers or regular readers of any of the magazines included in the study. Then, for 30 ad exposures, the subjects were asked to rank each ad on their perceived level of nine different subjective attributes of the ad. These included levels of nudity, sexual suggestiveness (Peterson and Kerin 1977), offensiveness, ad appeal, distinctiveness, artistic execution, appropriate use of nudity, and understanding of the application of nudity within the context of the ad scenario. The subjects were also asked to choose between five pre-determined roles that they perceived the female model to be portraying. A complete list of variables for all stages of the research design are included in the Appendix in Table A.5.

Stage Three: Sampling Design

The subjects utilized for the attitudinal survey in Stage Three were women over the age of 18. Subjects were primarily drawn from the student populations at two large universities in the central United States. The procedure produced a convenience sample of 302 subjects.

The students were participants in a variety of graduate and undergraduate classes. At the beginning of each administration, the potential subjects were briefed on the

nature of the study and what they were about to view. At that time, any that wished not to participate, for whatever reason, were excused and were not coerced or forced in any manner to participate further. Only two subjects withdrew from the study.

All questionnaires were returned to the investigator without any identification of the respondent. All responses will be kept confidential and were not be coded in any way to identify the subject.

Limitations of the Research

As the phenomenon of increased nudity in advertising seems to be prevalent in magazine advertising targeted to women, the current study was limited to that particular media, during the designated time frame. It is not certain that the findings concerning offendedness could be transferred to other media applications or other causes of irritation in advertising such as sensitivity to products or repetitive viewing.

Another limitation may be defined by the population from which the sample was drawn, that of women associated with a university setting in the central United States. It might be that similar studies conducted in larger, more cosmopolitan areas might produce different, more "tolerant" attitudes toward the use of nudity in advertising and lower offended responses.

The utilization of students as subjects in this project has been deemed appropriate as the target market for many of the magazines were college-age females. Because of the nature of the population from which the subjects were drawn, the median age of the respondents was 26.08 years of age.

The ads were shown via a slide projector rather than in a simulated or real print medium so that the viewing/involvement behavior may be different than reality (LaTour, Pitts, and Snook-Luther 1990). Also, as the stimuli of focus was limited to print ads, the effects of erotic stimuli in other media may be completely different.

Significance of the Study

An initial occurrence study was conducted to verify the belief that sexual content, especially nudity, was a prevalent theme in print advertisements targeted to women (Alexander and Judd 1986, Elliot 1992, Millum 1975, Reid and Soley 1983, Rossi and Rossi 1985).

Additionally, this study expands understanding about reactions to nudity across a somewhat wider age than previously studied. All previous studies have also utilized students as subjects, but the average ages have all tended to be below 24. (Tinkham and Reid 1982, Sciglimpaglia et al 1979,) It is believed that this tends to skew findings toward positive arousal and tolerance toward nudity if for no

other reason than age and life cycle stages (Wise, King, and Merenski 1974).

The media is under ever-increasing scrutiny from governmental, consumer, and political groups as never before (*Advertising Age* 1985, *Advertising Age* 1975, Richmond and Hartman 1982, Tinkham and Reid 1988). Therefore, this issue must be studied with an eye to the implications for the advertising industry, all marketing media, as well as society as a whole. If advertising recipients believe that offensiveness is increasing in the media, there are a variety of ramifications that must be considered ranging from the development of negative goodwill to increased communication regulation.

Organization of the Dissertation

An overview of the study has been provided in this chapter. Relevant studies in the literature are provided in Chapter Two. The existing offensiveness studies are reviewed in that chapter and an alternative research framework which examines the internal/cognitive factors is proposed.

The empirical formulation of the study is presented in Chapter Three. Research design, estimation method, and statistical hypotheses are the major elements of the methodology specifications.

Data analysis will be reported in Chapter Four. The descriptive statistics and estimates for the model have been

provided. This chapter will be concluded by discussing the implications of the findings.

Finally, Chapter Five will be composed of the concluding remarks and limitations of the study. Once the major points are briefly reviewed, there will be recommendations made for further inquiry and investigation.

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CHAPTER II

OFFENDEDNESS FROM NUDITY IN ADVERTISING

Sex Appeal in Advertising

The increasing incidence of nudity in women's magazines is well documented in both advertising and editorial content (Peterson and Kerin 1979, Scott 1986, Soley and Kurzbard 1986). Soley and Reid (1988) report that nude female models were present in 7.7% of the 1,112 magazine ads examined in 1984 and that they were "more sexually explicit and provocative than in 1964."

In advertising, some have believed that nudity is a psychological tool to cut through the clutter created by similar products, with similar ad layouts, in similar publications (LaTour, Pitts, Snook-Luther 1990; Soley and Kurzbard 1986; Soley and Reid 1988; Tinkham and Reid 1988).

However, recent studies have argued that nudity (especially female nudity), when used in advertising targeted to women, may not be very effective in terms of increasing response, arousal, or recall, the primary components of measuring advertising effectiveness (Alexander and Judd 1978; Alexander and Judd 1986; Barnes 1988; Barnes and Dotson 1990; Bello, Pitts, and Etzell 1983; Danielenko 1974; LaTour 1990;

LaTour, Pitts, and Snook-Luther 1990; Morrison and Sherman 1972; Peterson and Kerin 1977). Some autotonic and self-reporting studies show that, although there is some response among females to nudity, the results are questionable and contradictory (Belch et al 1981). It is proposed that although response and arousal may be measured, it is not a positively correlated arousal and that some of this response may be due to an attitude of offendedness and irritation (Barnes 1988, Barnes and Dotson 1990, LaTour 1990). It is in this context that this study is proposed.

The use of nudity as a single and multiple stimuli for arousal and attention-getting response is well documented in advertising research. Nudity has played a minor part in irritation and offensiveness studies (LaTour 1990; LaTour, Pitts, and Snook-Luther 1990). However, the research conducted using nudity and sexual messages must be grouped according to three objectives: advertising recall (Alexander and Judd 1978; Morrison and Sherman 1972; Steadman 1969; Weller, Roberts, and Neuhaus 1979); as one aspect of the roles women portray in advertising (Chestnut, LaChance, and Lubnitz 1977; Courtney and Lockeretz 1977; Ferguson, Kreshel, and Tinkham 1990; Gilly 1988; Kerin, Lundstrom, and Sciglimpaglia 1979; Leigh, Rethans, and Reichenbach 1987; Lundstrom and Sciglimpaglia 1977; Millum 1975; Rossi and

Rossi 1985; Tinkham and Reid 1988); and arousal (LaTour 1990, LaTour et al 1990).

Recall testing using nudity and sexual messages have produced mixed findings (Alexander and Judd 1978; Weller, Roberts, and Neuhaus 1979). The earliest studies using "sexy illustrations" (Steadman 1969) found that the use of such illustrations tended to possess high attention-getting devices and aroused the immediate interests of viewers. Steadman (1969) showed that product names associated with sexy illustrations were correctly recalled fewer times than those brand names accompanying non-sexual illustrations.

Alexander and Judd (1978) and Weller, Roberts, and Neuhaus (1979) found that increasing the erotic content of the ad message did not increase recognition for the brand over long recall periods. Morrison and Sherman (1972) found that females tended to report on the perceived existence of sexual suggestiveness in selected ads more than males. These findings were echoed by Belch et al in 1981. And, when using female nudity as the primary stimulus, LaTour (1990) found it to be less effective in creating arousal as a surrogate for attention/involvement in female viewers than using male nudity. He found that females tended to exhibit higher levels of tension when viewing nude models and reported lower opinions of the ads.

Additionally Severn, Belch, and Belch (1990) found that the use of sexually explicit appeals might appear to reduce the amount of product message processing by viewers of such ads. Thus, it would appear that some sort of cognitive defense mechanism may be utilized by females in such viewing environments.

When nudity was measured within ad contexts, Tinkham and Reid (1988) found ads that utilized sexual messages in a functional application, that is where the ad presentation was congruent with the product, recall was highest among sexual messages tested. This seems to validate the "contextual apperception" concept in which nudity is evaluated based on an identifiable relationship with the ad scenario. If these conclusions are correct, it is difficult to understand why advertisers continue the practice of using highly sexually suggestive ad messages with nude models in an incongruous context. Levine (1990), in the popular press, states that "Americans still bridle when they see no connection between the sexual setup and the advertised product."

Peterson and Kerin (1977) found indications that results of using sex in advertising is likely to vary with the viewing audience, the nature of the product, and the situational variables present in the ad.

Exploring this area, Richmond and Hartman (1982) proposed a five scale bi-polar semantic differential

description of sexual appeals in advertising. These included "Gender Orientation" (targeted gender for the ad), "Function" (was sexual connotation congruent with the use of product), "Fantasy" (the promoting of sexual gratification), "Symbolism" (were culturally-shared sexual symbols utilized), "Appropriateness" (was attention-getting sexual message congruent to product), and "Moral Evaluation" (offensiveness).

Thus, response to sexual appeals in advertising is multidimensional and different audiences may respond differently based on their perception and evaluative processes (Tinkham and Reid 1988).

The Issue of Irritation and Offendedness

Offensiveness research in advertising finds its roots in a variety of media studies and under a variety of labels. Richman and Hartman (1982) and Tinkham and Reid (1988) both included a dimension of "Inappropriateness" in their studies in order to measure overall feelings of the use of sexual content messages.

Tinkham and Reid (1988) called for additional study concerning sexual appeals and other evaluative criteria. Of particular interest is that of unfavorable evaluations of ads which were deemed "inappropriate". They also correlated "Inappropriate" ratings with perceptions of "Offensiveness."

Sciglimpaglia, Belch, and Cain (1979) found that the evaluation of sexual content is a function of the gender of the evaluator. The evaluation of sexual content by both genders becomes generally less positive as nudity increases, but females consistently found "suggestive" ads to be personally offensive. As sexual content became more explicit, both men and women tended to evaluate portrayals of the opposite sex more highly and tended to evaluate portrayals of the same sex in a generally negative manner.

One study, using Electroencephalogram (EEG) measurements (Rothschild 1982), found a 60% correlation between the subjects who used the word "irritating" to describe a commercial they were viewing and increased levels of brain wave activity (Aaker and Bruzzone 1985).

There are conflicting theories concerning the actual response of irritation in advertising. Greyser (1973) suggested that the public's receptivity to advertising depends upon a goodwill that is eroded by public dislike of advertising.

Two central theories have emerged concerning how the attitude toward an advertisement acts as an explanation of how advertising is effective (Aaker and Bruzzone 1985). The first proposes that there is a simple, positive association between the reaction to the ad and reaction to the product/brand (Shimp 1981). The second argues that attitude

toward the ad can be influenced by mood (Bower 1981), attention, and the amount of information being processed from the ad (Ray and Batra 1983). Burke and Edell (1989) found that feelings generated by ads are related to the viewer's evaluation of brands. Thus, an irritating ad could detract from a positive attitude about the brand or product.

However, there also exists a competing model based on a *J*-shaped curve representing the relationship between a positive attitude toward the ad and its effectiveness. This infers that irritating ads can be more effective than banal ones, perhaps due to the production of counter-arguments or the increased stimulation and involvement from the irritation (Ray and Batra 1983, Moore and Hutchinson 1983). The study conducted by Aaker and Bruzzone (1985) measuring recall of television ads tended to support the *J*-model, but they propose that there are many cases where the ads are successful in spite of being irritating, not because of it.

In capturing the construct of offensiveness, previous studies have used "Irritation" (Aaker and Bruzzone 1985), "Annoying" (Bauer and Greyser 1968), and "Offensive" (Barnes and Dotson 1990; Sciglimpaglia, Belch, and Cain 1979; Severn, Belch, and Belch 1990). Some studies merely sought the respondent's opinion of whether the viewed ad could be described by one of the adjectives, but Sciglimpaglia, Belch, and Cain (1979) introduced a seven point scale of

"Offensiveness" which has been utilized in several studies (Belch et al 1981; Severn, Belch, and Belch 1990).

Aaker and Bruzzone (1985) proposed that the following items increase irritation: a sensitive product, where the situation is phony or unbelievable, a threatening situation, where uncomfortable tension is created, and sexual suggestiveness.

Barnes and Dotson (1990) proposed a theory of offensiveness for TV advertising which consists of two dimensions: the nature of the product and the nature of the ad execution. They studied 21 commercials and found that ads for personal products (feminine hygiene and condoms) were ranked as highest in offensiveness. (The findings may be somewhat questionable as the authors deemed any response above a three on a seven point scale as a potentially offended response.)

Within the dimension of Ad Execution lies the application of nudity as a sexual appeal. It is within this realm that the current study is proposed.

Contributing Factors to Offended Attitude Formulation

The formulation of offended attitudes is a multidimensional process and it is proposed that there are several, identifiable components that contribute to this process. These components are the Ad Intrinsic and the

group of the Evoked set of Values and Beliefs of the individual viewer.

Multiple constructs concerning ad situational factors have been identified by a number of authors (Alexander and Judd 1978; La Tour, Pitts, and Snook-Luther 1990; Morrison and Sherman 1972; Richmond and Hartman 1982; Sciglimpaglia, Belch and Cain 1979; and Steadman 1969). La Tour, Pitts, and Snook-Luther (1990) recommended further study concerning ads utilizing the following variables: the presence of perfume, the use of nudity, the color, focus, and framing of the ad.

Additionally, life-style factors, beliefs, and values should be encompassed in the study to provide some measure of the cognitive processes that would be generating the attitude. These should include the viewer's attitude about themselves, their bodies, relations with other people as well as political and behavioral values which they hold.

The Negative Aspects of Nudity and Sexual Suggestion

Offendedness from nudity in advertising is evaluated on the following dimensions: the amount of nudity displayed, the contextual application of the nudity, the amount of sexual suggestiveness perceived in the ad, and the evoked set of values intrinsic to the individual viewer (Peterson and Kerin 1977).

The amount of nudity shown in ads used in previous studies has been provided on several scales. The degrees of

nudity identified in previous studies have usually been three: partially nude, fully nude, and fully clothed (Belch et al 1981; La Tour, Pitts, and Snook-Luther 1990; Sciglimpaglia, Belch, and Cain 1979). It is believed that most of these studies utilized only exposed breasts as the full nudity extreme. Soley and Reid (1988) using existing ads from 1964 and 1984 utilized four levels of nudity, but not including full nudity. Alexander and Judd (1978) had four levels including full frontal nudity. In most of the previous studies the extreme range of nudity was only a female model with exposed breasts (LaTour 1990). It is assumed that the range of stimuli is limited in most of these studies and therefore the findings are confined to a narrower range than would be present in the proposed study. Even in the narrower ranges, there is some belief that nudity is a "all or nothing affair" when measured by females (Morrison and Sherman 1972).

Some self-reporting studies do find that women report being sexually aroused by high nudity (Morrison and Sherman 1972). However, in this study the sample was very small (31) and the degree of nudity was from ads appearing in popular magazines at the time. Alexander and Judd (1978) were the first to use full frontal nudity in testing, but only used males as subjects. Even among men, they found that pastoral

scenes were reported as recalled more often than any level of nudity.

It is believed that the degree to which nudity is interpreted is subjective. Implied nudity, where the model is not dressed, but the picture is cropped above the nipples, may convey as much suggestiveness as a full nude from the back. Therefore, it is proposed that nudity best be determined by a seven-point scale rather than categorically. This provides for uniformity throughout the questionnaire with the other seven-point scales proposed by previous studies (Churchill 1990).

The contextual application of the nude model is important in the evaluation of the offendedness of the ad. As Tinkham and Reid's (1988) findings concerning the "Functional" aspects of the ads indicate, if the viewer perceives that the nudity conveys the application, usage, or imagery of usage, the ad will rank lower in offendedness due to this contextual apperception.

The third dimension contributing to offendedness will be the amount of overall sexual suggestiveness perceived in the ad (Peterson and Kerin 1977). Sexual suggestiveness may be influenced by several factors: the headline or copy, the degree of dress/undress of the model, the role of the model, the perceived body language of the model, and the contextual confirmation of the nudity. It is proposed that the amount

of nudity used in the ad tends to be offensive if it is used in a highly sexually suggestive context or that the nudity is not congruent with the ad scenario. Thus, two ads showing a model in lingerie may be perceived differently if one also possesses a suggestive headline and the model is posed in more provocative body language.

Belch et al (1981) found that females tended to find suggestive ads and those with nudity more offensive and less interesting the more the degree of each was increased. Males tended to report lower scores of offendedness across the entire span of nudity used in the study.

Among the physiological studies females tended to show stronger reactions than males to nudity as a stimulus. The Belch et al study found that women viewed ads with nude female models as less interesting, less appealing and more offensive than their male counterparts. (This study was conducted using students as subjects although the mean age was not disclosed.) They concluded (1982, p. 426):

... the arousal may be a result of offensiveness and/or dislike of the advertisement. Thus, while more reactions are elicited, which may be desirable, the fact that these reactions may lead to negative evaluations may carry over to the product itself-- an obviously unfavorable reaction. Based on these findings and those reported in previous studies it would appear as though those ads targeted at a specific sex should not employ nudes of the same sex. Further, it would appear that ads employing suggestiveness would not be useful for attracting favorable reactions among females.

Life-Style, Social Roles and Self-Concept of the Viewer

It is also believed that the individuals' perception about themselves, their bodies, and their relationships with other people play an important part in forming offended attitudes about the display of nudity (LaTour 1990; La Tour, Pitts, Snook-Luther 1990; Sciglimpaglia, Belch, and Cain 1979; Weller, Roberts, and Neuhaus 1979). To this end the respondents were asked to answer attitudinal questions concerning feelings about their bodies, their satisfaction with their relationship with their spouse/significant other (if applicable), their satisfaction with the sexual aspect of their lives, and their satisfaction with their relationships with other people.

Some key demographic questions that were included in the study were age, education level, marital status, and household make up (Aaker and Bruzzone 1985). Wise, King, and Merenski (1974) found that people's attitudes about sex in advertising varied conversely with age and gender with females of several age groups reporting that "Advertisers make too much use of sex appeals in their advertisements."

Values of the Viewer

Lastly, offendedness due to nudity is believed to be formulated from the stimuli perceived in the ad and processed against the individual's evoked set of intrinsic values. These values are believed to include religious and moral

values, societal role values, and values associated with self-image.

The religious and moral value variables included in the study are similar to those proposed by Alexander and Judd (1978) and LaTour (1990) with surrogate variables such as the size of town where the viewer's formative years were spent and regular church attendance (Alexander and Judd 1978, Barnes and Dotson 1990). The changing roles of women must now be included as increasing numbers of women are no longer housekeepers and that the awareness of the utilization of female models for sexual attention is wide spread (LaTour 1990). Therefore, it is important that some assessment of the viewer's values concerning feminism and major women's issues be determined if for no other reason than to avoid alienation of a growing and vital segment of the market (Lowry 1986).

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CHAPTER III

OPERATIONALIZING THE STUDY

This chapter includes information about the empirical configuration of the research. The proposed study and the statistical hypotheses comprise the major sections of this chapter.

The Proposed Study of Offended Response

It is proposed that the findings from both self-administered studies as well as autotonic research convey a gap in understanding of the female response to nudity and arousal to sexual stimuli especially with the use of female models. Although previous studies have shown that female arousal does exist (although never as high as the male's) it does not explain the nature of the arousal. It is proposed that this arousal might not necessarily be of the same nature and have the same dimensions as that reported by males. This arousal might be negative in nature, rather than positive, and would be more correlated with offended attitudes rather than those associated with traditional sexual arousal.

Sexual arousal may increase the attention that an ad initially receives, but in other types of copy testing

techniques, sex appeal has not proven to be effective beyond the point of initial exposure to the ad (Aaker and Bruzzone 1985, Belch et al 1981). It is speculated that, although involvement with the ad may increase by using nudity in the ad, the wrong combination of nudity, sexual suggestiveness, and contextual disconfirmation may create a negative reaction to the ad and perhaps to the brand. Because of this and the increased usage of nudity as an anti-clutter technique within the media for this target market, research into the nature and complexity of offensiveness is imperative.

There currently exists no definition or model to describe offendedness from the stimuli of nudity although several studies have created a delineation of nudity types for the purposes of their particular studies (Belch et al 1981; La Tour, Pitts, and Snook-Luther 1990; Sciglimpaglia, Belch, and Cain 1979). It is proposed that a spectrum of offendedness exists and that the spectrum is multi-dimensional in nature having ranges provided by the amount of nudity (as an expectation of social norm), the acceptance by the viewer of the environmental context in which the nudity is presented, and the sexual suggestiveness associated with the nudity. The clustering of these factors as stimuli are then processed within the comparative parameters of the individual's evoked set of beliefs and values.

Ad characteristics are used by the viewer as stimulus cues which, in turn, processes the information with regard to their individual Evoked Set of Values and Beliefs. These include characteristics pertaining to Life-Style, their self-image, their perceived role in society, and their moral and religious values. A response to the ad is then formulated.

Because of the nature of the sampling method and sample size, both parametric and nonparametric statistical tests were used to analyze the data. The complete research design and methodology have previously been described in Chapter One. A complete list of variables that were collected from all three stages of the study is included in Table A.6 in the Appendix.

Statistical Hypotheses

This study was conducted to achieve the specific objectives stated in Chapter One. Based on the findings about the relationships between various ad and viewer variables, the following research hypotheses were proposed:

Hypothesis One: Establishment of Premise

H1a: There is no difference in the perceptions of the subjects concerning various degrees of nudity depicted in the advertisements.

Of the previous studies on nudity and advertising effectiveness, all proposed a simplistic typology of nudity containing three or four categories (Alexander and Judd 1978; Belch et al 1981; La Tour, Pitts, and Snook-Luther 1990; Sciglimpaglia, Belch, and Cain 1979; Soley and Reid 1988). It is believed, that through the findings provided by the attitudinal survey and the Content Analysis coding, a more descriptive and useful typology might be proposed at a later time.

H1b: There is no difference among subjects in the degree of offended response to the various advertisements.

The reasoning for the above hypotheses is provided by the previous occurrence studies that have been conducted (Peterson and Kerin 1977; Sexton and Haberman 1974; Soley and Kurzbard 1986; Soley and Reid 1988; Venkatesan and Losco 1975). The observation of this phenomenon needs to be brought current for the purposes of this particular study.

Hypothesis Two: Nudity, Sexual Suggestiveness, and Contextual Understanding

H2a: As the perceived level of nudity by the subjects increases, the level of offended response from the subjects will increase.

H2b: As the subjects' perceived level of sexual suggestiveness increases, the level of offended response from the subjects will increase.

Peterson and Kerin (1979) proposed that response to erotic content in advertising was due to a combination of nudity and sexual suggestiveness. It is proposed that certain levels of the combination of these two variables contribute to offended responses.

H2c: As the level of contextual comprehension of nudity by the subjects decreases, the level of offended response from the subjects will increase.

H2d: As the perceived level of nudity by the subjects increases, the level of the appeal of the advertisement among the subjects decreases.

Tinkham and Reid (1988) found that when nudity is presented outside of an understandable context, it might possess strong attention-getting power, but it begins to have negative meaning with increased involvement.

Hypothesis Three: Differences between Products

H3a: There are no differences in subjects' perceptions of nudity in advertisements depicting various product categories.

H3b: There are no differences in the degree of the subjects' offended response to advertisements depicting various product categories.

Hypothesis Four: Life-Style-- Religion and Feminism

H4a: There are no differences between levels of religiousness and overall offended response among subjects.

H4b: There are no differences between church attendance and levels of offended response among subjects.

H4c: There are no differences between various responses to attitudes toward feminism and levels of offended response among subjects.

The above hypotheses are provided by Barnes and Dotson (1990) and Wise, King, and Merenski (1974). The last hypothesis might seem intuitive, but there is enough inter-generational change taking place in this decade to deem this worthy of investigation.

Hypothesis Five: Attitudes Toward Self and Relationships

H5a: There are no differences between various responses to attitudes toward self and levels of offended response among subjects.

H5b: There are no differences between various responses to attitudes toward relationships and levels of offended response among subjects.

Hypothesis Six: Differences between Demographic Groups

H6a: There are no differences between the size of the town where the respondents spent their elementary school years and their levels of offended response.

H6b: There are no differences between mothers and non-mothers and their levels of offended response.

H6c: There are no differences between women with and without children under 18 in the home and their levels of offended response.

H6d: There are no differences between ethnic groups and levels of offended response.

The above hypotheses are unique to this study and will provide additional understanding to the interpretation of nudity by the audience that should be the most negatively stimulated by it.

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CHAPTER IV

REPORT OF FINDINGS

The purpose of this chapter is to report the results of testing the hypotheses related to the attitudinal study presented in Chapter Three. The sampling frame and the sample profile are discussed in the first part of the chapter. The statistical package used to analyze the data was SPSS (Statistical Package for the Social Sciences) Release 4.0 running under VAX/VMS. For purposes of standardization across all analyses an alpha value of .05 was chosen as the level for significance testing.

Sample

The questionnaire was administered to 310 female students attending two large-sized universities in the central United States. The questionnaires were administered to graduate and undergraduate students enrolled in classes in marketing, management, psychology, sociology, and journalism. Eight questionnaires were rejected as sufficiently incomplete yielding 302 completed questionnaires that were deemed usable for the study.

The students were asked to respond to questions designed to gather demographic information, life-style information, and their attitudes about themselves and their relationships with others. The respondents were also asked to list which magazines targeted to women they regularly read. The women were then shown 30 slides of advertisements from women's magazines and were asked to rate each ad for nudity content, sexual suggestiveness, their offended response to the ad, the perceived appeal of the ad, and their reaction to the product and model portrayed in the ad.

Demographic Profile of the Sample

As a result of the survey administration described above, a sample of 302 usable responses were produced not unlike the sample composition of previous offensiveness and nudity studies in terms of age and sample size sufficiency (Alexander and Judd 1978, LaTour 1990).

The mean age of the respondents was 26.08 years of age, similar to studies conducted previously (Alexander and Judd 1978; Morrison and Sherman 1972; Steadman 1969; Weller, Robert, and Neuhaus 1979). However, in the present study, the range of the respondents was 46 years, from 19 to 65, with some representation in other age groups, but primarily consisting of 19 to 25 year olds. Table 4.1 provides a summary of the number of respondents in each age category. Most of the respondents were white females (71 percent) with

Blacks, Hispanics, and Asians comprising 13.9 percent, 9.6 percent, and 3.6 percent of the sample respectively. A complete listing of all ethnic groups from the sample is provided in Table 4.2.

Table 4.1
Sample Age Profile

Age Ranges of Respondents	Frequency
19-25	202
26-35	56
36-45	32
46-55	11
56-65	2
Mean Age of Respondents	26
Range of Ages of Respondents	46

Table 4.2
Sample Profile by Ethnic Group

Ethnic Group	Freq.	Percent
White	214	70.9%
Black	42	13.9%
Hispanic	29	9.6%
Native American	1	.3%
Asian	11	3.6%
Other	<u>5</u>	<u>1.7%</u>
	302	100.0%

Twenty-eight percent of the respondents were married, 20 percent of the sample were mothers (three percent were grandmothers), and 18.5 percent of sample percentage reported having children under 18 in the household. A summary of this data is provided in Table 4.3.

Table 4.3
Summary of Marital and Motherhood Variables

Variable	Yes	No
Married	85 (28.3%)	215 (71.7%)
Living with Someone, but Not Married	38 (12.6%)	264 (87.4%)
Mother	61 (20.2%)	239 (79.8%)
Grandmother	10 (3.3%)	292 (96.7%)
Children under 18 in the Home	56 (18.5%)	245 (81.5%)

Almost half of the respondents reported growing up in a town smaller than 50,000 people with 32.5% percent reporting growing up in cities with populations larger than 100,000. A complete frequency table for this variable is shown in Table 4.4.

As students were utilized as subjects and upper division and graduate classes were used for administration, no respondents had less than two years of college experience. Thirty-two were college graduates, seven of which held one or

more graduate degrees. All education levels are listed in Table 4.5.

Table 4.4
Sample Profile by Size of Town Where
Spent Elementary School Years

Population of Town	Freq.	Percent
Smaller than 50,000	136	45.0%
Larger than 50,000 but smaller than 100,000	65	21.5%
Larger than 100,000	98	32.5%
(not responding)	<u>3</u>	<u>1.0%</u>
	302	100.0%

Table 4.5
Sample Profile by Education Level

Education Level	Freq.	Percent
Some College	270	89.4%
College Graduate	21	7.0%
Some Graduate Study	4	1.3%
Hold Master's Degree	4	1.3%
Hold Doctorate Degree	<u>3</u>	<u>1.0%</u>
	302	100.0%

Testing the Hypotheses

The major research objective was to investigate the phenomenon of offended reactions from nudity in advertising. To arrive at an individual's response to all of the ads, a

seven-point scale was used to measure such variables as the perceived level of nudity in the ad, the perceived level of sexual suggestiveness in the ad, and the degree to which the subject was offended by the ad. An indexed mean was then calculated for each of the measures taken across all ads. Therefore, overall offended responses for all subjects are expressed through the variable OFFTOT and overall estimates of nudity and sexual suggestion are represented as NUDETOT and SEXTOT. These variables, as well as the other indexed means, were used as the dependent variables in most of the multivariate analyses.

As the population sampled cannot be assumed to be normally distributed, equivalent nonparametric tests (where appropriate) were used to analyze the data in parallel with parametrical statistical tests. In all cases where both methods of analysis were used results were similar. As the sample was sufficiently large, parametric tests were deemed appropriate for data analysis (Siegel 1956).

Hypothesis One: Establishment of Premise

H1a: There is no difference in the perceptions of the subjects concerning various degrees of nudity depicted in the advertisements.

The purpose of this premise is to establish that respondents do perceive a difference in the degree of nudity

portrayed in the sample ads (as the primary research objectives are predicated upon such discernable differences). A mean was calculated for the perception of nudity for each advertisement. These values ranged from a low of 2.435 for the Jag swimsuit ad to a high 6.923 for the Nike "Yes, This is a Goddess" ad as shown in Table 4.6.

Table 4.6
Ads Ranked by Perception of Nudity Mean

Rank	Ad	Mean
1	Nike	6.923
2	Perlage	6.917
3	Obsession(for Men) - Shoulder	6.854
4	Obsession - Swing	6.804
5	First Response	6.786
6	Marine Thérapie	6.743
7	Neutrogena	6.475
8	Savvy	6.143
9	UNISA	5.493
10	Gucci	5.280
11	Better Sex Video	5.197
12	Cher	4.350
13	Ban	4.113
14	KORS - Kitchen & Curtain	3.997
15	CosmeSearch	3.967
16	Victoria's Secret	3.950
17	KORS - Piano & Curtain	3.829
18	Dolce & Gabbana - On Tiger	3.813
19	Escape	3.533
20	Guess - Red Bodice	3.520
21	KORS - Kitchen & Piano	3.498
22	Dolce & Gabbana - On Table	3.431
23	Guess - On Car	3.405
24	Body Drama	3.355
25	Gianni Versace	3.255
26	Jockey for Her	3.204
27	Dolce & Gabbana - On Top	3.114
28	Fruit of the Loom	2.947

Table 4.6 (Continued)

Rank	Ad	Mean
29	Gerber	2.440
30	Jag	2.435

The nudity values for the the Nike and the Jag ads were analyzed using a t-test which produced a t-value of 57.43 (df = 296) and a corresponding p-value less than .001. Thus, there does exist a statistically significant difference between the ad ranked lowest and the ad ranked highest in nudity.

Further t-tests were conducted to compare the Nike ad and those ads ranked fifth, tenth, fifteenth, twentieth, and twenty-fifth. These results appear in Table 4.7. All differences were significant at less than .001 level. As there is significant difference between perceptions about nudity across the span of the advertisements, hypothesis H1a is not supported.

Table 4.7
Results of t-tests Comparing Selected Ads
Ranked by Nudity

Rank and Ad	(5) 1st Resp	(10) Gucci	(15) Cosme- Search	(20) Guess	(25) Gianni	(30) Jag
(1) Nike	3.82 (.000)	14.19 (.000)	35.19 (.000)	40.75 (.000)	47.03 (.000)	57.43 (.000)

Table 4.7 (Continued)

Rank and Ad	(5) 1st Resp	(10) Gucci	(15) Cosme-Search	(20) Guess	(25) Gianni	(30) Jag
(5)1st Resp	12.38 (.163)	31.44 (.000)	35.34 (.000)	41.49 (.000)	52.17 (.000)	
(10)Gucci		9.85 (.000)	12.91 (.000)	14.76 (.000)	21.58 (.000)	
(15)CosmeSearch			5.31 (.000)	7.96 (.000)	18.80 (.000)	
(20)Guess: Red Bodice				2.71 (.007)	11.24 (.000)	
(25)Gianni					8.96 (.000)	

H1b: There is no difference among subjects in the degree of offended response to the various advertisements.

A mean was calculated for each of the aggregate offended responses to the ads. These means ranged from a low of 1.669 for the Jag swimsuit ad to a high of 5.043 for the "Cher's Back" ad as shown in Table 4.8. These two ads were compared using a t-test which produced a t-value of 29.85 and an associated p-value of less than .001.

Table 4.8
Ads Ranked by Offended Reaction Mean

Rank	Ad	Mean
1	Cher	5.043
2	Dolce & Gabbana - On Top	4.990
3	Dolce & Gabbana - On Table	4.742

Table 4.8 (Continued)

Rank	Ad	Mean
4	Perlage	4.617
5	Obsession(for Men) - Shoulder	4.583
6	KORS - Kitchen & Piano	4.549
7	Nike	4.533
8	Obsession - Swing	4.500
9	KORS - Piano & Curtain	4.458
10	KORS - Kitchen & Curtain	4.426
11	Better Sex Video	4.283
12	Gianni	4.060
13	Gucci	3.867
14	Guess - On Car	3.753
15	Savvy	3.712
16	Escape	3.682
17	Marine Thérapie	3.663
18	First Response	3.441
19	Dolce & Gabbana - On Tiger	3.410
20	UNISA	3.275
21	CosmeSearch	3.237
22	Neutrogena	3.159
23	Guess - Red Bodice	3.050
24	Body Drama	2.930
25	Victoria's Secret	2.883
26	Ban	2.007
27	Fruit of the Loom	1.944
28	Jockey	1.853
29	Gerber	1.691
30	Jag	1.669

Table 4.9 displays the significant differences comparing every fifth ad ranked from most offensive to least offensive. There is a statistically significant difference in the offensive reaction to the ad ranked highest and the ad ranked lowest in offensiveness. Thus, hypothesis H1b is not supported. Substantial differences do exist among the offended reactions to the various ads.

Table 4.9
Results of t-tests Comparing Selected Ads
Ranked by Offended Response Scores

Rank:	(5) Obsess Men	(10) KORS K & C	(15) Savvy	(20) UNISA	(25) Victoria's Secret	(30) Jag
(1)Cher	4.56 (.000)	5.71 (.000)	12.85 (.000)	15.98 (.000)	20.92 (.000)	29.85 (.000)
(5)Obsess -Men		1.40 (.163)	9.08 (.000)	11.38 (.000)	15.59 (.000)	23.31 (.000)
(10)KORS -K&C			6.36 (.000)	10.13 (.000)	14.86 (.000)	24.90 (.000)
(15)Savvy				4.50 (.000)	8.84 (.000)	19.37 (.000)
(20)UNISA					3.88 (.000)	16.13 (.000)
(25)Victoria Secrets						13.41 (.000)

Hypothesis Two: Nudity, Sexual Suggestiveness, and Contextual Understanding

H2a: As the perceived level of nudity by the subjects increases, the level of offended response from the subjects will increase.

The correlation between the perceived level of nudity of all of the ads (NUDETOT) and the overall level of offended response (OFFTOT) was measured using both Pearson's Correlation Coefficient and Spearman's Rank Correlation. As shown in Table 4.10 a correlation of .3722 was measured using Pearson's ($p \leq .01$). The nonparametric Spearman's produced a correlation of .3686, significant at less than .001.

Therefore, there is a significant correlation between the perceived level of nudity by the subjects and the associated offended reaction to the ad by the subjects, but the correlation is weak.

Table 4.10
Correlation Coefficients for Overall Nudity and Overall Offended Response

	Pearson's	Spearman's
NUDETOT by OFFTOT	.3722 (n=302) (sig. < .01)	.3686 (n=302) (sig. < .000)

H2b: As the subjects' perceived level of sexual suggestiveness increases, the level of offended response from the subjects will increase.

The ads were ranked according to the respondent's rating of their sexual suggestiveness. A complete listing of the ads ranked by sexual suggestiveness scores can be found in Table 4.11. The ad considered to be most sexually suggestive was the "Obsession - Swing" ad with a mean rating of 6.674 on a seven point scale.

Table 4.11
Ads Ranked by Sexual Suggestiveness Mean

Rank	Ad	Mean
1	Obsession - Swing	6.674
2	Obsession(for Men) - Shoulder	6.493
3	Dolce & Gabbana - On Top	6.477
4	Better Sex Video	6.460
5	Escape	6.400
6	Cher	6.144
7	KORS - Piano & Curtain	6.094
8	Dolce & Gabbana - On Table	6.043
9	KORS - Kitchen & Piano	5.986
10	KORS - Kitchen & Curtain	5.792
11	Gianni Versace	5.695
12	Savvy	5.656
13	Victoria's Secret	5.627
14	Perlage	5.573
15	Guess - On Car	5.515
16	Guess - Red Bodice	5.493
17	Dolce & Gabbana - On Tiger	5.311
18	Nike	5.173
19	Body Drama	5.164
20	First Response	4.813
21	Marine Thérapie	4.810
22	Gucci	4.807
23	UNISA	4.419
24	Neutrogena	4.329
25	CosmeSearch	4.227
26	Fruit of the Loom	2.460
27	Ban	2.437
28	Jag	2.204
29	Jockey for Her	2.157
30	Gerber	1.533

The correlation between the perceived level of sexual suggestiveness in all ads (SEXTOT) and the overall level of offended response to ads (OFFTOT) was measured using parametric and nonparametric techniques as provided in Table 4.12. The Pearson's correlation was calculated to be .5678

($p \leq .01$) and the Spearman's was .5780 ($p \leq .001$). There is some correlation between respondent's perceived level of sexual suggestiveness in the ads and their offended responses to the ads. Therefore, hypothesis H2b is supported, but the value of the correlation is very low.

Table 4.12
Correlation Coefficients for Overall
Sexual Suggestiveness and
Overall Offended Response

	Pearson's	Spearman's
SEXTOT by OFFTOT	.5678 (n=302) (sig. < .01)	.5780 (n=302) (sig. < .000)

H2c: As the level of contextual comprehension of nudity by the subjects decreases, the level of offended response from the subjects will increase.

The correlation between the variables conveying the respondent's understanding of the nudity within the context of the ad scenario (UNDERTOT) and the overall level of offended response to the ads (OFFTOT) was measured using both correlation methods. The ads are ranked by the subject's understanding of the use of nudity within the context of the ad in Table 4.13. The higher the mean, the more the subjects

reported not understanding the use of nudity in the ad scenario.

Table 4.13
Ads Ranked by Understanding of Use of Nudity
within the Context of the Ad

Rank	Ad	Mean
1	Nike	5.856
2	Obsession(for men) - Shoulder	5.298
3	KORS - Kitchen & Piano	5.266
4	KORS - Kitchen & Curtain	5.256
5	KORS - Piano & Curtain	5.240
6	Cher	5.145
7	Dolce & Gabbana - On Top	5.047
8	UNISA	4.986
9	Obsession - Swing	4.960
10	Savvy	4.930
11	Dolce & Gabbana - On Table	4.893
12	Dolce & Gabbana - On Tiger	4.825
13	Gucci	4.744
14	Guess - On Car	4.396
15	Gianni Versace	4.389
16	Ban	4.150
17	Perlage	3.909
18	Guess - Red Bodice	3.832
19	Marine Thérapie	3.807
20	Escape	3.658
21	Body Drama	3.253
22	Neutrogena	3.238
23	First Response	3.044
24	Better Sex Video	2.505
25	CosmeSearch	2.218
26	Victoria's Secret	1.862
27	Fruit of the Loom	1.697
28	Jockey for Her	1.651
29	Gerber	1.555
30	Jag	1.480

A Pearson's test for the two variables produced a correlation of .5260 ($p \leq .01$) and the Spearman's produced a correlation of .5618 ($p \leq .001$) as shown in Table 4.14. Thus, there is a statistically significant correlation between the two variables and hypothesis H2c is supported. Again, as with the other variables, there is only some degree of correlation.

Table 4.14
Correlation Coefficients for Contextual Comprehension
of Nudity and Overall Offended Response

	Pearson's	Spearman's
UNDERTOT by OFFTOT	.5260 (n = 302) (sig. < .01)	.5618 (n = 302) (sig. < .000)

H2d: As the perceived level of nudity by the subjects increases, the level of the appeal of the advertisement to the subjects decreases.

There is one primary variable and three corollary variables provided to measure the construct of ad appeal. They are the responses to "Ad is Appealing/Not Appealing" (APPLTOT), "Ad is Distinctive/Not Distinctive" (DISTOT), "Ad is Artistic/Not Artistic" (ARTOT), and "Ad is Appropriate/Not Appropriate for Intended Audience" (APPRTOT). The overall

nudity rating from each respondent was compared to each of the above aesthetic measures from the respondents using both parametric and nonparametric correlation. The results are conveyed in Tables 4.15 through 4.18. For the primary variable "Ad Appeal" (APPLTOT) there does exist a weak correlation with OFFTOT. Table 4.15 shows the calculated parametric and nonparametric correlations as being .2014 and .2037 respectfully. Both are significant at the .05 level.

Table 4.15
Correlation Coefficients for the Subject's
Perception of Nudity and Ad Appeal

	Pearson's	Spearman's
NUDETOT with APPLTOT	.2014 (n = 302) (sig. < .05)	.2037 (n = 302) (sig. < .000)

Table 4.16
Correlation Coefficients for the Subject's Perception
of Nudity and Ad Distinctiveness

	Pearson's	Spearman's
NUDETOT with DISTOT	.0960 (n = 302) (not sig. at .05)	.0829 (n = 302) (sig. = .075)

Table 4.17
Correlation Coefficients for the Subject's
Perception of Nudity and Artistic Appeal

	Pearson's	Spearman's
NUDETOT with ARTOT	.1215 (n = 302) (sig. < .05)	.1321 (n = 302) (sig. = .011)

Table 4.18
Correlation Coefficients for the Subject's
Perception of Nudity and Appropriateness

	Pearson's	Spearman's
NUDETOT with APPTOT	.2448 (n = 302) (sig. < .05)	.2285 (n = 302) (sig. < .001)

In addition to examining the correlations between the subject's responses to the ads concerning nudity, sexual suggestiveness, ad appeal, and offended reactions, the individual means scores for each ad were also examined for possible relationships between ads. In comparing the results in Table 4.19 with those in Table 4.10, one can see that the correlation among subjects with regard to Nudity and Offendedness is very similar to those among the ads at .3722 and .4034 respectively.

Table 4.19
Correlation Coefficients for the Means of
Offensiveness and Nudity for Each Ad

	Pearson's	Spearman's
OFFNMEAN with NUDEMEAN	.4034 (n = 30) (sig. < .05)	.3935 (n = 30) (sig. = .016)

However, in examining sexual suggestiveness and offended responses by the subjects versus those same variables correlated by the 30 ads, we find a significant increase in correlation among the ads. The r-value between the subjects was .5678 as compared to .8892 for the ads as seen in Table 4.20. Thus, there is a high degree of correlation among the ads concerning sexual suggestiveness and offensiveness.

Table 4.20
Correlation Coefficients for the Means of
Offensiveness and Sexual Suggestiveness
for Each Ad

	Pearson's	Spearman's
OFFNMEAN with SEXMEAN	.8892 (n = 30) (sig. < .01)	.8033 (n = 30) (sig. < .000)

The relationship between the contextual comprehension of the nudity in the ad scenario and the ranking of offendedness

was also explored. Assessment of the subjects showed an r -value of .5260 with the same correlation among the ads being somewhat higher at .7790 as shown in Table 4.21.

The aesthetic factors relating to general ad appeal were also examined for their relationship with nudity. The results in Tables 4.22 through 4.25 depicting correlation among ads show similar findings as the correlations among the subjects shown in Tables 4.15 through 4.18.

Table 4.21
Correlation Coefficients for the Means of
Offensiveness and the Understanding
of Nudity for Each Ad

	Pearson's	Spearman's
OFFNMEAN with UNDERMEAN	.7790 (n = 30) (sig. < .01)	.7815 (n = 30) (sig. < .000)

Table 4.22
Correlation Coefficients for the Means
of Nudity and Ad Appeal for Each Ad

	Pearson's	Spearman's
NUDEMEAN with APPLMEAN	.3956 (n = 30) (sig. < .05)	.4051 (n = 30) (sig. = .013)

Table 4.23
Correlation Coefficients for the Means of
Nudity and Ad Distinctiveness for Each Ad

	Pearson's	Spearman's
NUDEMEAN with DISTMEAN	.1061 (n = 30) (not sig. at .05)	.1640 (n = 30) (sig. = .193)

Table 4.24
Correlation Coefficients for the Means of
Nudity and Artistic Appeal for Each Ad

	Pearson's	Spearman's
NUDEMEAN with ARTMEAN	-.1444 (n = 30) (not sig. at .05)	-.0610 (n = 30) (sig. = .374)

Table 4.25
Correlation Coefficients for the Means of Nudity and
Appropriateness for Each Ad

	Pearson's	Spearman's
NUDEMEAN with APPRMEAN	.4068 (n = 30) (sig. < .05)	.3744 (n = 30) (sig. = .021)

Hypothesis Three: Differences between Products

H3a: There are no differences in subjects' perceptions of nudity in advertisements depicting various product categories.

The products portrayed in the ads used for the study varied from fashion to ads in which specific product offerings were not clear to the viewer. However, there were five product groups where there were at least two ads depicting products for a particular group. These product groups included skin care, fragrances, swimwear, lingerie/underwear, and products associated with motherhood including baby formula and pregnancy testing. The perceived level of nudity in and offended response to each product group was measured using the nudity and offended variables for each ad in that group. These variables are displayed in Table 4.26.

Table 4.26
Ads Included in Each Product Group and
Their Associated Variables

Product Group	Ads	Variables
Skin Care	Perlage, Neutrogena, Marine Thérapie	SKINNUDE SKINOFFN
Fragrances	Obsession (Over Shoulder), Obsession (Swing), Escape	FRAGNUDE FRAGOFFN

Table 4.26 (Continued)

Product Group	Ads	Variables
Motherhood	First Response, Gerber	MOTHNUDE MOTHOFFN
Swimwear	CosmeSearch, JAG	BATHNUDE BATHOFFN
Lingerie/ Underwear	Body Drama, Victoria's Secret, Fruit of the Loom, Jockey for Her	LINGNUDE LINGOFFN

Independent t-tests were conducted comparing each of the product categories and their related nudity ratings. All product comparisons were significant at the .01 level as shown in table 4.27. Thus, there is significant difference in the amount of nudity perceived in the ads used in the study to depict various product classes. Hypothesis H3a is, therefore, not supported.

Table 4.27
Results of t-tests Comparing Nudity in Ads
Depicting Various Product Groups

	Fragrances	Mother- hood	Swim Wear	Lingerie/ Underwear
Skin Care	22.01	43.09	50.36	59.88
$\mu = 6.7108$	(.000)	(.000)	(.000)	(.000)
Fragrances		23.25	42.15	49.89
$\mu = 5.7340$		(.000)	(.000)	(.000)

Table 4.27 (Continued)

	Fragrances	Mother- hood	Swim Wear	Lingerie/ Underwear
Motherhood			19.66	21.05
$\mu = 4.5927$			(.000)	(.000)
Swimwear				3.10
$\mu = 3.2043$				(.002)
Lingerie/Underwear				
$\mu = 3.3656$				

H3b: There are no differences in the degree of the subjects' offended response to advertisements depicting various product categories.

T-tests were also conducted on each of the product categories and their related offensiveness ratings. As shown in Table 4.28, there was statistically significant differences between many of the product groups depicted in the ads. However, there were no significant differences in the offended responses measured from products associated with motherhood and those reactions to ads depicting swimwear. There was also no difference in reactions between ads showing swimwear and lingerie. Thus, hypothesis H3b is not supported as there are eight product group combinations in which significant differences concerning offensiveness exist apart from products related to motherhood and swimwear and swimwear and lingerie/underwear.

Table 4.28
Results of t-tests Comparing Offended Responses
to Ads Depicting Various Product Groups

	Fragrances	Mother- hood	Swim Wear	Lingerie/ Underwear
Skin Care	5.89	15.28	17.25	21.30
$\mu = 3.8057$	(.000)	(.000)	(.000)	(.000)
Fragrances		17.35	17.92	22.99
$\mu = 4.2511$		(.000)	(.000)	(.000)
Motherhood			1.14	2.04
$\mu = 2.5480$			(.253)	(.042)
Swimwear				1.16
$\mu = 2.4601$				(.249)
Lingerie/Underwear				
$\mu = 2.4042$				

Hypothesis Four: Life-Style-- Religiousness and Feminism

H4a: There are no differences between levels of religiousness and overall offended response among subjects.

For the variable Religiousness, Table 4.29 shows the frequency distribution for the various levels of RELIG. Approximately 35 percent of the respondents reported being generally "Very Religious" with only 13.3 percent reporting to be "Not Very Religious."

Table 4.29
Frequency of Responses to Question on Religiousness

Scale Label	Value	Freq.	Percent	OFFTOT μ
Very Religious	1	43	14.2%	4.2617
	2	60	19.9%	3.5507
	3	67	22.2%	3.6331
	4	68	22.5%	3.3841
	5	23	7.6%	3.1782
	6	18	6.0%	3.3748
Not Very Religious (did not respond)	7	22	7.3%	3.5567
		1	.3%	
		302	100.0%	

The mean response for Religiousness was 3.365. Believing "4" to be a neutral choice on the provided seven-point scale, the responses were divided into two groups: those choosing "3" or lower ("Very Religious") (170) and those choosing greater than "3" ("Not Very Religious") (131). Results of t-test analysis showed a t-value of -2.62 and a p-value of .006. These results do not support hypothesis H4a as there is a significant difference between groups oriented toward the ends of the Religiousness scale.

Table 4.30
ANOVA Results of Overall Offendedness by Religiousness

Source	df	SS	MS	F-ratio	p-value
Between Groups	6	27.2544	4.5424	3.0917	.0060
<u>Within Groups</u>	<u>291</u>	<u>444.97</u>	1.5291		
Total	297	458.17			

An ANOVA test supported these findings by providing an F -ratio of 3.0917 at a significant probability value of .006. These results are shown in Table 4.30. In further examinations of differences between the groups using the Scheffe Multiple Range test, the only two groups that were significantly different at the .05 level were those groups responding with a "1" and those reporting with a "4". As "1" is reporting to be "Very Religious" and "4" may be somewhat neutral, the results from this test are inconclusive and this construct may be better examined using church attendance as an indication of religiousness.

H4b: There are no differences between church attendance and levels of offended response among subjects.

Approximately 30 percent of the respondents considered themselves to generally "Attend Church Regularly" by responding with "1" or "2" on the scale provided. Forty-three percent answered the two choices at the other end of the scale. The mean of the responses was 4.354, being slightly higher than mid-point on the scale. CHURCH also had a mode of 7.000 and a median of 5.000. The distribution for this question is provided in Table 4.31.

In examining church attendance in a similar manner, the sample was divided into those choosing "3" or lower ("Attend Church Regularly") (116) and those choosing "4" or higher (Do

Not Attend Regularly") (186) for the purposes of a t-test. The non-attenders had a group OFFTOT mean of 3.4338 and the attenders had a group mean of 3.8595. When examined with a t-test, a t-value of -3.09 was produced with a probability of .002. This does not support hypothesis H4b as there is significant difference between the church attendance groups and their overall offended responses.

In examining OFFTOT between the various levels of church attendance, one-way Analysis of Variance was used to examine the differences between the seven levels of the independent variable CHURCH. The ANOVA test produced an F-ratio of 3.6108 with a corresponding probability of .0018 as portrayed in Table 4.32.

Table 4.31
Frequency of Responses to Question
on Church Attendance

Scale	Value	Freq.	Percent	OFFTOT μ
Attend Regularly	1	57	18.9%	4.1550
	2	35	11.6%	3.5248
	3	24	7.9%	3.6460
	4	31	10.3%	3.8603
	5	25	8.3%	3.3824
	6	43	14.2%	3.5060
Do Not Attend Regularly	7	<u>87</u>	<u>28.8%</u>	3.2610
		302	100.0%	

When the various levels of church attendance were compared with one another using the Scheffe test there was a significant difference between the extremes of regular church attenders and non-attenders at the .05 significance level. Therefore, there does exist a statistically significant difference in the respondent's overall offended reporting between the various levels of church attendance. Thus, hypothesis H4b is not supported.

Additionally, to ascertain the relationship of the two variables related to religious beliefs, a correlation between religiousness and church attendance was calculated. The Pearson's was .6788 and the Spearman's was .6980. Both are significant at the .05 level as exhibited in Table 4.33.

Table 4.32
ANOVA Results of Overall Offendedness
by Church Attendance

Source	df	SS	MS	F-ratio	p-value
Between Groups	6	31.4693	5.2449	3.6108	.0018
<u>Within Groups</u>	<u>295</u>	<u>428.4984</u>	1.4525		
Total	301	459.9677			

Table 4.33
Correlation Coefficients for Religiousness
and Church Attendance

	Pearson's	Spearman's
RELIG by CHURCH	.6788 (n = 301) (sig. < .01)	.6980 (n = 301) (sig. < .001)

H4c: There are no differences between various responses to attitudes toward feminism and levels of offended response among subjects.

Table 4.34 shows the frequency distribution for the responses to the question concerning Feminism. Over a third (35.4 percent) chose the value "4" in response to the choice of "Strongly Anti-Feminist" / "Strongly Feminist" showing a neutral orientation. Slightly more women responded in the "Strongly Feminist" end of the scale with the mean being 4.624.

Table 4.34
Frequency of Responses to
Question on Feminism

Scale	Value	Freq.	Percent	OFFTOT μ
Strongly Anti-Feminist	1	6	2.0%	2.9611
	2	16	5.3%	3.3552
	3	27	8.9%	3.1599
	4	107	35.4%	3.6337

Table 4.34 (Continued)

Scale	Value	Freq.	Percent	OFFTOT μ
	5	51	16.9%	3.4944
	6	61	20.2%	3.8123
Strongly Feminist	7	30	9.9%	3.7935
(did not respond)		<u>4</u>	<u>1.3%</u>	
		302	100.0%	

Table 4.35
ANOVA Results of Overall Offendedness
by Levels of Feminism

Source	df	SS	MS	F-ratio	p-value
Between Groups	6	13.2	2.2	1.4386	.1996
<u>Within Groups</u>	<u>291</u>	<u>444.97</u>	1.5291		
Total	297	458.17			

In analyzing the data between the various levels of Feminism (FEM) and the dependent variable of overall offended response to the ads (OFFTOT), one-way ANOVA produced an *F*-ratio of 1.4386 with an associated *p*-value of .1996 as shown in Table 4.35. Thus, in utilizing the responses to this single statement of Feminism, hypothesis H4c is supported as there are no statistically significant differences between the various levels of Feminism and their respective overall offended responses. In addition, two other questions were asked in an effort to measure further the feminism construct. They were related to supporting or not supporting abortion

rights (ABORT) and opinions about the media portraying women as sex objects (SEXOBJ). Table 4.36 shows the distribution of responses along the scale of abortion rights support. The sample produced a mean 5.053 with 56.6 percent responding with a "6" or "7" stating that they support abortion rights.

Table 4.36
Frequency of Responses to Question
on Abortion Rights

Scale	Value	Freq.	Percent	OFFTOT μ
Do Not Support Abortion Rights	1	41	13.6%	4.1539
	2	17	5.6%	4.1817
	3	13	4.3%	3.5608
	4	43	14.2%	3.8429
Do Support Abortion Rights	5	16	5.3%	3.1231
	6	42	13.9%	3.5825
	7	129	42.7%	3.3346
(did not respond)		<u>1</u>	<u>.3%</u>	
		302	100.0%	

An examination of OFFTOT by the various levels of abortion views showed there to be a significant difference between the women reporting various levels of supporting/not supporting abortion rights and their overall offended response to the ads. The ANOVA test provided an *F*-ratio of 3.87 which is significant at .001. This is shown in Table 4.37.

Table 4.37
ANOVA Results of Overall Offendedness by Levels
of Support for Abortion Rights

Source	df	SS	MS	F-ratio	p-value
Between Groups	6	33.63	5.6	3.87	.001
<u>Within Groups</u>	<u>294</u>	<u>425.80</u>	1.4483		
Total	300	459.43			

In further examining the various groups, using the Scheffe test, only the two groups choosing the extreme responses were significantly different at the .05 level with "I support abortion rights" having a group mean of 3.3346 and those choosing "I do not support abortion rights" having a group mean of 4.1539.

Table 4.38 shows those that responded to the question "I think/do not think the media portrays women as sex objects." These responses produced a mean of 5.51, toward the end "I think yes" with almost 60 percent responding with a "6" or "7".

Table 4.38
Frequency of Responses to Media Portraying
Women as Sex Objects

Scale	Value	Freq.	Percent	OFFTOT μ
Thinks Media Doesn't	1	9	3.0%	2.9619
	2	8	2.6%	2.3657
	3	8	2.6%	2.9542

Table 4.38 (Continued)

Scale	Value	Freq.	Percent	OFFTOT μ
	4	46	15.2%	3.2615
	5	46	15.2%	3.2791
	6	88	29.1%	3.6833
Thinks Media Does (did not respond)	7	93	30.8%	4.0629
		<u>4</u>	<u>1.3%</u>	
		302	100.0%	

Additionally, the variable OFFTOT was analyzed with the variable SEXOBJ and produced an F -ratio of 5.8977 and a p -value of less than .0001. These results are shown in Table 4.39.

Table 4.39
ANOVA Results of Overall Offendedness
by Levels of Media Portraying Women
as Sex Objects

Source	df	SS	MS	F -ratio	p -value
Between Groups	6	49.7383	8.2897	5.8977	.0000
<u>Within Groups</u>	<u>291</u>	<u>409.0268</u>	1.4056		
Total	297	458.7651			

As shown, there is a significant difference between levels of SEXOBJ and their overall offended response to the ads. The group differences that were examined using Scheffe were responses "7" ($\mu = 4.0629$) with "2" ($\mu = 2.3657$), "4" ($\mu = 3.2615$), and "5" ($\mu = 3.2791$). These differences were all

significant at the .05 level. Therefore, there are differences in overall offended responses for groups professing different attitudes toward abortion rights and the media portraying women as sex objects.

Hypothesis Five: Attitudes Toward Self and Relationships

Three questions related to the respondents' attitude toward themselves were "I am very pleased/very displeased with myself as a person" (PLEASED), "I am very happy with my body shape/I would like to change my body shape" (BODY), and "I am very happy/unhappy with my appearance" (APPEAR). The means for these variables were 5.881 (+) for PLEASED, 4.293 (+) for BODY, and 5.007 (+) for APPEAR.

H5a: There are no differences between various responses to attitudes toward self and levels of offended response among subjects.

Table 4.40 shows the vast majority of women sampled indicated that they are generally very pleased with themselves as a person (PLEASED), with only three respondents reporting being extremely displeased. These low frequencies between the groups should be taken into consideration when interpreting further tests.

Table 4.40
Frequency of Responses to Pleased with Self as Person

Scale	Value	Freq.	Percent	OFFTOT μ
Very Displeased	1	1	.3%	4.6000
	2	2	.7%	3.9833
	3	5	1.7%	3.8867
	4	22	7.3%	3.4965
	5	56	18.5%	3.6834
	6	138	45.7%	3.6483
Very Pleased (did not respond)	7	77	25.5%	3.4161
		<u>1</u>	<u>.3%</u>	
		302	100.0%	

From Table 4.41 the results of an ANOVA test can be seen for OFFTOT for the various levels of PLEASED. An F -ratio of .5667 was produced which was not significant at the .05 level.

In response to the question "I am very happy with my body shape/I would like to change my body shape" about half of the women stated that they were generally happy with their body shape by answering with a "5" or higher as demonstrated in Table 4.42. These responses produced a mean of 4.293.

Table 4.41
ANOVA Results of Overall Offendedness by Levels of Pleased with Self as Person

Source	df	SS	MS	F -ratio	p -value
Between Groups	6	5.2451	.8742	.5667	.7567
<u>Within Groups</u>	<u>294</u>	<u>453.5028</u>	1.5425		
Total	300	458.7479			

Table 4.42
Frequency of Responses to
Happy with Body Shape

Scale	Value	Freq.	Percent	OFFTOT μ
Would Like to Change	1	37	12.3%	3.5715
	2	24	7.9%	3.2821
	3	41	13.6%	3.9792
	4	40	13.2%	3.7166
	5	50	16.6%	3.6350
	6	70	23.2%	3.5014
Happy with Shape (did not respond)	7	32	10.6%	3.4436
		<u>8</u>	<u>2.6%</u>	
		302	100.0%	

When offended responses were examined between levels of BODY, the ANOVA tests showed that there was no significant differences between the levels. This test produced an F-ratio of 1.1236 and a probability of .3485 as represented in Table 4.43.

Table 4.43
ANOVA Results of Overall Offendedness
by Levels of Happy with Body Shape

Source	df	SS	MS	F-ratio	p-value
Between Groups	6	10.4114	1.7352	1.1236	.3485
<u>Within Groups</u>	<u>287</u>	<u>443.2319</u>	1.5444		
Total	293	453.6433			

The results of responses to the statement "Happy/Unhappy with Appearance" are provided in Table 4.44 and are similar

to those responses to BODY. The results convey that forty-one percent (125) of those surveyed are mostly happy with their overall appearance. Only eighteen (5.9 percent) reported being generally unhappy with their appearance.

Table 4.44
Frequency of Responses to
Happy with Appearance

Scale	Value	Freq.	Percent	OFFTOT μ
Unhappy	1	4	1.3%	3.2187
	2	14	4.6%	3.4835
	3	29	9.6%	4.0549
	4	48	15.9%	3.3794
	5	68	22.5%	3.7051
	6	84	27.8%	3.3845
Happy	7	41	13.6%	3.5439
(did not respond)		<u>14</u>	<u>4.6%</u>	
		302	100.0%	

Overall Offended responses were examined across various levels of Appearance with an ANOVA test. As shown in Table 4.45, the test produced an *F*-ratio of 1.4795 with a corresponding *p*-value of .1805 which is not significant at the .05 level.

From Tables 4.41, 4.43, and 4.45, the results of tests comparing all three variables pertaining to attitudes toward self can be seen to not show any significant differences in overall offendedness at any level of the variables. Thus, hypothesis H5a is supported.

Table 4.45
ANOVA Results of Overall Offendedness
by Levels of Happy with Appearance

Source	df	SS	MS	F-ratio	p-value
Between Groups	6	13.2269	2.2045	1.4795	.1850
<u>Within Groups</u>	<u>281</u>	<u>418.6900</u>	1.4900		
Total	287	431.9169			

H5b: There are no differences between various responses to attitudes toward relationships and levels of offended response among subjects.

An ANOVA test was run on OFFTOT to examine any differences between the levels of "Happy/Unhappy in Relationships with Others" (RELOTHR). Table 4.46 shows the resulting F-ratio of .7809 and the corresponding p-value of .5641 which is not significant at the .05 level.

Table 4.46
ANOVA Results of Overall Offendedness by Levels
of Happy in Relationships with Others

Source	df	SS	MS	F-ratio	p-value
Between Groups	5	6.0236	1.2047	.7809	.5641
<u>Within Groups</u>	<u>293</u>	<u>452.0069</u>	1.5427		
Total	298	458.0305			

Another variable "Happy/Unhappy in Relationship with Significant Other" (RELSO) was included as an additional measure of attitudes towards other people and effects on overall offendedness. Table 4.47 shows the results of an ANOVA test on RELSO and the results of the *F*-ratio of .9461 is not significant at the .05 level.

Thus, utilizing both measures of attitudes towards relationships hypothesis H5b is supported. There is no statistically significant differences among groups in either RELSO or RELOTHR.

Table 4.47
ANOVA Results of Overall Offendedness by Levels of Happy in Relationship with Significant Other

Source	df	SS	MS	F-ratio	p-value
Between Groups	6	8.8605	1.4768	.9461	.4623
<u>Within Groups</u>	<u>277</u>	<u>432.3455</u>	1.5608		
Total	283	441.2060			

Hypothesis Six: Differences between Demographic Groups

H6a: There are no differences between the size of the town where the respondents spent their elementary school years and their levels of offended response.

Overall offended responses to the ads were examined with an ANOVA test to ascertain if differences exist among women

that grew up in various sized towns. Three town sizes were compared and the results presented in Table 4.48. An F -ratio of 2.2283 was produced with a corresponding probability of .1095. Thus, there is no significant difference between offended responses from women from smaller towns and those from larger cities at the .05 level.

H6b: There are no differences between mothers and non-mothers and their levels of offended response.

An ANOVA test was performed on OFFTOT between the mothers (61) and those women without children (239) in the sample. As shown in Table 4.49, an F -ratio of 5.8889 was produced with a corresponding p -value of .0158. Thus, hypothesis H6b is not supported as there is significant differences between the overall offended response for the mothers ($\mu = 3.9421$) versus the women without children ($\mu = 3.5157$).

Table 4.48
ANOVA Results of Overall Offendedness by Size
of Town Where Spent Elementary School

Source	df	SS	MS	F-ratio	p-value
Between Groups	2	6.7996	3.3998	2.2283	.1095
<u>Within Groups</u>	<u>296</u>	<u>451.6098</u>	1.5257		
Total	298	458.4094			

Table 4.49
ANOVA Results of Overall Offendedness
by Motherhood

Source	df	SS	MS	F-ratio	p-value
Between Groups	1	8.8349	8.8349	5.8889	.0158
<u>Within Groups</u>	<u>298</u>	<u>447.0776</u>	1.5003		
Total	299	455.9125			

H6c: There are no differences between women with and without children under 18 in the home and their levels of offended response.

An ANOVA test was also performed on overall offendedness scores between those reporting having children in the home under 18 years of age (56) and those not reporting children of that age in the home (245). From the ANOVA test an F-ratio of 4.0328 was calculated with a probability significance of .0455. These results are reflected in Table 4.50. Hypothesis H6c is not supported as there is a significant difference between the overall offended responses of women where they have children under the age of 18 in the home.

Table 4.50
ANOVA Results of Overall Offendedness
by Children Under 18 in the Home

Source	df	SS	MS	F-ratio	p-value
Between Groups	1	6.1187	6.1187	4.0328	.0455
<u>Within Groups</u>	<u>299</u>	<u>453.6583</u>	1.5173		
Total	300	459.7770			

H6d: There are no differences between ethnic groups and levels of offended response.

In examining the differences of offended responses between members of different ethnic groups a one-way ANOVA test was conducted on the data. (A frequency distribution for this variable is provided in Table 4.2) To compensate for the size of the sub-samples all minorities were grouped together and then compared against whites. The results showed an *F*-ratio of .8455 with a *p*-value that was insignificant at .4699. Thus, hypothesis H6e is supported as there are no significant differences as shown in Table 4.52.

Table 4.51
ANOVA Results of Overall Offendedness
by Ethnic Group

Source	df	SS	MS	F-ratio	p-value
Between Groups	3	3.8819	1.294	.8455	.4699
<u>Within Groups</u>	<u>298</u>	<u>456.0858</u>	1.5305		
Total	301	459.9677			

Analysis of the above findings, along with their implications and recommendations, are provided in Chapter Five. Table 4.53 summarizes the hypotheses and the respective findings.

Table 4.52
Summarization of the Hypotheses

Hypothesis	Findings
H1a: NUDE ₁ = NUDE ₂ = NUDE _n	Not Supported
H1b: OFF ₁ = OFF ₂ = OFF _n	Not Supported
H2a: NUDETOT ↑, OFFTOT ↑	*Supported
H2b: SEXTOT ↑, OFFTOT ↑	*Supported
H2c: UNDERTOT ↓, OFFTOT ↑	*Supported
H2d: NUDETOT ↑, APPEALTOT ↓	*Supported
H3a: LINGNUDE = BATHNUDE = ...	Not Supported
H3b: LINGOFFN = BATHOFFN = ...	Not Supported
H4a: OFFTOT _{RELIG1} = OFFTOT _{RELIG2} = OFFTOT _{RELIGN}	Not Supported
H4b: OFFTOT _{CHURCH1} = OFFTOT _{CHURCH2} = OFFTOT _{CHURCHn}	Not Supported
H4c: OFFTOT _{FEM1} = OFFTOT _{FEM2} = OFFTOT _{FEMn}	Supported
H5a: OFFTOT _{PLEASED1} = OFFTOT _{PLEASED2} = OFFTOT _{PLEASEDn}	Supported
H5b: OFFTOT _{REL1} = OFFTOT _{REL2} = OFFTOT _{RELn}	Supported
H6a: OFFTOT _{ELEM1} = OFFTOT _{ELEM2} = OFFTOT _{ELEMn}	Supported
H6b: OFFTOT _{MOTH1} = OFFTOT _{MOTH2} = OFFTOT _{MOTHn}	Not Supported
H6c: OFFTOT _{CHILD1} = OFFTOT _{CHILD2} = OFFTOT _{CHILDn}	Not Supported
H6d: OFFTOT _{ETHNIC1} = OFFTOT _{ETHNIC2} = OFFTOT _{ETHNICn}	Supported

* weak

Reliability Assessment

As stated by Churchill (1976) Cronbach's alpha coefficient is one measure of reliability that should be utilized to estimate the quality of the measures collected by a multi-item instrument (Cronbach 1951). In Table 4.54 the variables related to the major factors utilized in this study are presented as well as the corresponding alpha coefficients.

Except for the construct of Feminism (FEM, ABORT, and SEXOBJ), the alpha coefficients are quite acceptable. The other constructs have alpha coefficients that range from a low of .7688 to a high of .9608. Of special interest is the support given to the variables associated with the constructs of offendedness (.9608), nudity (.8811), sexual suggestiveness (.9057), the understanding of the nudity (.9157), and the appeal of the ad (.9271).

As seen from the previous discussion concerning variables associated with the construct Feminism, the questions associated with women's issues provided better delineation for overall offensive explanation than did the general question of Feminism. This difference may hint at the value of providing questions more oriented toward issues, rather than general belief in future research. Given the results of these alpha measures, one should be aware of these scale differences when interpreting the findings.

Table 4.54
Reliability Indicators for Major Factors

Hypothesis and Associated Variables	Cronbach's Alpha
H1a: Overall Nudity Reaction (NUDE1, NUDE2,...NUDE30)	.8811
H2a: Overall Offensiveness Reaction (OFF1, OFF2,... OFF30)	.9608
H2b: Overall Sexual Suggestiveness (SEX1, SEX2,...SEX30)	.9057
H2c: Overall Understanding of Nudity within Context (UNDER1, UNDER2,...UNDER30)	.9157
H2d: Overall Ad Appeal (APPEAL1, APPEAL2,...)	.9271
H4a&b: Religion and Church Attendance (RELIG, CHURCH)	.7859
H4c: Feminism (FEM, ABORT, SEXOBJ)	.4075
H5a: Attitudes Toward Self (PLEASED, BODY, APPEAR)	.7688
H5b: Attitudes Toward Relationships (RELOTHR, RELSO)	.6598

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CHAPTER V

ANALYSIS AND RECOMMENDATIONS

Inferences and conclusions drawn from the results presented in Chapter Four are presented here. The findings from the tested hypotheses are discussed and are related to previous studies presented in the literature. The chapter concludes with general implications and recommendations for future research.

General Findings

Based on study findings the mean ratings of the major constructs of offendedness, nudity, and sexual suggestiveness are presented in Table 5.1

Table 5.1
List of Constructs and Respective Means

Construct	Variable	Mean Rating
Nudity	(NUDETOT)	4.562
Offendedness	(OFFTOT)	3.597
Sexual Suggestiveness	(SEXTOT)	4.997
Understanding of Nudity	(UNDERTOT)	3.899
Ad Appeal	(APPLTOT)	4.384

As can be seen, the ads were perceived by the respondents to contain slightly more sexual suggestiveness (4.997) than overt nudity (4.562). Of note is the overall offendedness score 3.597 which is somewhat lower than the median of the scale of four. This is significant in that two-thirds of the ads that were used in the attitudinal study were highest in offensiveness from the 124 produced by the coding study in Stage Two.

Implications of The Study

Hypothesis One: Establishment of Premise

H1a: There is no difference in the perceptions of the subjects concerning various degrees of nudity depicted in the advertisements.

H1b: There is no difference among subjects in the degree of offended response to the various advertisements.

Based on findings from the study there is a significant difference in both the respondent's perception of the degree of nudity in various ads as well as their offended response to those ads. This substantiates findings from previous studies concerning differences between viewer's perceptions and awareness of nudity and offended responses (Alexander and Judd 1978; Alexander and Judd 1986; Barnes 1988; Barnes and Dotson 1990; Bello, Pitts, and Etzell 1983; LaTour 1990;

LaTour, Pitts, and Snook-Luther 1990; Peterson and Kerin 1977). It also refutes the contention of Morrison and Sherman (1972) that females view nudity in ads as an "all or nothing affair" in that discernable degrees of nudity can be interpreted from the respondent's ratings of the ads.

Hypothesis Two: Nudity, Sex, and Contextual Understanding

H2a: As the perceived level of nudity by the subjects increases, the level of offended response from the subjects will increase.

There is a correlation between the amount of nudity perceived in the ad and the overall offended response to the ad. At an r^2 of .1385 the correlation is in the direction of the stated hypothesis, but the relationship between the two variables is very weak. Based on other factors including sexual suggestiveness and the role of the model, it is believed that other characteristics of the ad contribute more to offensive reactions than does the portrayal of nudity.

This tends to support previous findings concerning reactions to offensive stimuli using other media (Barnes and Dotson 1990; Sciglimpaglia, Belch, and Cain 1979; Severn, Belch, and Belch 1990).

H2b: As the subjects' perceived level of sexual suggestiveness increases, the level of offended response from the subjects will increase.

As with nudity, the correlation between sexual suggestiveness and offendedness reactions is positive and is statistically significant. But, at an r^2 value of .3223, the relationship between these variables is also weak. However, this supports the proposal of Peterson and Kerin (1977) that perceived sexual suggestiveness in advertising contributes to attitude formulation in females.

H2c: As the level of contextual comprehension of nudity by the subjects decreases, the level of offended response from the subjects will increase.

The second highest r^2 value (.2766) was that of offensiveness and understanding of the nudity within the context of the ad. This supports the hypothesis that there is a positive relationship between the two constructs but the predictive value of the correlation is very low. As such, this does statistically support the proposal by the author that contextual apperception (in which nudity is evaluated based on an identifiable relationship with the ad scenario) contributes to reduced offended responses (Alexander and Judd 1978; Sciglimpaglia, Belch, and Cain 1979; Weller, Roberts and Neuhaus 1979).

H2d: As the perceived level of nudity by the subjects increases, the level of the appeal of the advertisement to the subjects decreases.

The final hypothesis in this group tested nudity and, measured its relationship with overall ad appeal. Again, the direction of the hypothesis was supported, but very minimally at an r^2 of .0405. Thus, it may be that other components of the ads create increased appeal, but not nudity. Of particular interest is the overall ranking of the ads that were used in the study. Three of the bottom five ads ranked on nudity (Jag, Gerber, and Jockey) were in the top five ads ranked on ad appeal. This is supported by the correlation performed on the ad rankings concerning nudity and ad appeal which showed a somewhat stronger relationship.

Table 5.2
Coefficients of Determination for
Aggregate Variables by Subject

	OFFTOT	SEXTOT	UNDERTOT	APPEALTOT
NUDETOT	.1385	.1812	.0423	.0405
OFFTOT		.3223	.2766	.5607*
SEXTOT			.1092	.1251
UNDERTOT				.3186

(all are significant at .05)

* scales are reversed

(n = 302)

Hypothesis Three: Differences between Products

H3a: There are no differences in subjects' perceptions of nudity in advertisements depicting various product categories.

Among the ads that portray various products groups there was a definite difference between the perception of nudity portrayed in each product class. Interestingly enough, there were statistically significant differences between all product classes. Of special note is the fact that respondents perceived there to be differences in the amount of nudity portrayed by fragrance ads (e.g., Obsession- naked couple on swing showing bare buttocks) and "motherhood" ads such as First Response, in which a naked pregnant woman was shown, and Gerber, where a bare-breasted mother is nursing her child.

It is believed that this implies two things. First, that magazine ad readers are used to seeing nudity associated with certain product groups and nudity used in ads related to such products is more acceptable perhaps due to higher involvement with such products. Secondly, the lower nudity ratings may be due to the comprehension of the nudity within the ad context such as skin care (which is supported by the contextual apperception proposal).

H3b: There are no differences in the degree of the subjects' offended response to advertisements depicting various product categories.

From the mean offended ratings for the various product groups as reported in Table 4.28, the only one that is above the median of the scale is "fragrances" at 4.2511. "Skin care" was the second most offensive category at 3.8057. However, there was no significant differences between the ads depicting "motherhood" (2.5480), "swimwear" (2.4601), or "lingerie/underwear" (2.4042) which were below the median. Again, this is seen as support for the above mentioned contextual apperception proposal.

Hypothesis Four: Life-Style-- Religion and Feminism

H4a: There are no differences between levels of religiousness and overall offended response among subjects.

H4b: There are no differences between church attendance and levels of offended response among subjects.

The differences between overall offendedness ratings and religiousness or church attenders has been previously mentioned in the literature (Alexander and Judd 1978, Barnes and Dotson 1990). It is no surprise that women that consider themselves to be religious and regular church-goers reported

higher offendedness responses than those women that did not. The moral values taught by most churches in the U.S. certainly contribute to value formulation and, in turn, judgments concerning offensive material (Barnes and Dotson 1990).

H4c: There are no differences between various responses to attitudes toward feminism and levels of offended response among subjects.

Of interest is that there were no differences detected in overall offended responses between women reporting various levels of feminist views. This may infer that the general topic of Feminism has varied meanings across the respondents in the sample. However, once key issues were introduced such as abortion and women being portrayed as sex objects, there is clear differentiation among various levels of response and overall offended reaction. These findings follow the further research that was proposed by Lowry (1986) and LaTour (1990) but does not support their hypotheses that women that consider themselves to be more feminist would report higher offended reactions. Again, however, the use of the feminist issues for categorization does support their hypotheses in the fact that abortion rights supporters were generally less offended than those opposed to abortion. The same construct

principally held true for those believing that the media portrays women as sex objects and those not believing.

Hypothesis Five: Attitudes Toward Self and Relationships

H5a: There are no differences between various responses to attitudes toward self and levels of offended response among subjects.

H5b: There are no differences between various responses to attitudes toward relationships and levels of offended response among subjects.

The study attempted to ascertain if the respondent's attitude toward themselves, their bodies, their appearance, or relationships with other people might provide some internal context in which offensive reactions could be studied (LaTour 1990; La Tour, Pitts, and Snook-Luther 1990; Sciglimpaglia, Belch, and Cain 1979; Weller, Roberts, and Neuhaus 1979). However, the study did not find any statistically significant differences between various ratings of self, body, or appearance and overall offended reactions. These variables do not appear to be related to attitude formulation concerning offensive material. Thus, attitudes that women may have concerning their individual bodies, their appearance, or their interaction with other people do not seem to contribute to offended attitude formulation.

Hypothesis Six: Differences between Demographic Groups

H6a: There are no differences between the size of the town where the respondents spent their elementary school years and their levels of offended response.

The finding that there was no difference in offendedness reactions from women from various sized towns contradicts Wise, King, and Merenski (1974) and Barnes and Dotson (1990) where they found that subjects from smaller towns had higher nudity and offendedness reactions. This can possibly be explained by the fact that the present study is comprised of females that report to be generally tolerant of abortion rights and hold the view that women are portrayed as sex objects by the media. Thus, some social and political issues may be overshadowing any environmental contributions that might be vested in small town mores. Additionally, the earlier study was almost 20 years ago and certain cultural tolerances may be reflected in the longitudinal difference.

H6b: There are no differences between mothers and non-mothers and their levels of offended response.

H6c: There are no differences between women with and without children under 18 in the home and their levels of offended response.

These two variables are obviously related but were studied separately to examine if there were any dissimilarities. Both variables reported a significant difference in overall offendedness ratings between mothers and women without children with mothers (and those having children under the age of 18 in the home) reporting higher levels of offendedness. This supports the proposal of Aaker and Bruzzone (1985), that women with children will be more sensitive to nudity than those without.

H6d: There are no differences between ethnic groups and levels of offended response.

Finally, there are no differences between various ethnic groups in their overall offended reactions to the ads. This does imply that cultural and, to some degree, social factors related to race do not play a part in offensive reactions. However, with the small frequencies reported among some ethnic categories, additional study is needed to support this.

General Implications for Advertisers and Marketing Managers

Mothers with children in the home are certainly more sensitive to nudity in advertising than those women without children. Those women may especially be sensitive to ads where nudity is out of context.

The influence of moral and religious values is a significant contributor to the evaluation of offensive material. Advertisers should be wary of national ad campaigns which may produce negative reactions in areas of the country where religion plays a large part in the sub-culture, such as the southern United States or Utah.

Although nudity in ads may accomplish the overt objective of getting attention and cutting through the clutter, they may not necessarily be the most effective method of presenting the entire product/brand message. Nudity, when used out of context of product usage, contributes to offensiveness interpretation and may detract from the advertising message.

Women who consider themselves to be Feminists are not necessarily more sensitive to nudity in advertising. Although a hue and cry against the portrayal of women as sex objects has been a political banner of Feminists for decades (LaTour 1990), generally women accept the use of nudity when it is used in an understandable context.

Advertisers should consider appealing to women with the romantic and fantasy but not with lots of bare skin where nudity would contribute to sexual suggestiveness and perhaps negative reactions to the ad.

Limitations of the Study

The major limitation of the study is the convenience sampling frame on which the study is based. These results are based primarily on college-educated female respondents from small, rural towns in the central United States. Any interpretation of these results beyond such a population is cautioned.

The current study is also limited by the particular media of magazine advertising, during the designated time frame. It is not certain that the findings concerning offendedness could be transferred to other media applications or other causes of irritation in advertising such as sensitivity to products or repetitive viewing.

Suggestions for Future Research

As increasing pressure from certain citizen groups builds on advertisers to eliminate the use of nudity in advertising (LaTour, Pitts, Snook-Luther 1990; Soley and Kurzbard 1986; Soley and Reid 1988; Tinkham and Reid 1988), the investigation of offensiveness reactions to nudity is of primary concern to advertising and marketing managers. There are several suggestions for the additional research that is needed.

Further research is required to identify clusters of offensive responses that would contribute to a typology of identified groups which share offensive reactions and other

characteristics. If groups of people could be identified along an appropriate segmentation method, then perhaps those groups reacting most negatively to certain ad stimuli could be avoided in the target marketing.

Media vehicles and their influence on offensive attitude formulation and acceptance of nudity should be studied. It would appear from the product information collected in the present study that there may be some differences in reader's acceptance of nudity in various magazines (as they are products themselves). Further studies need to expand beyond the single medium chosen and compare differences in offensive reactions across various media. The intrusiveness of television, for instance, might have a significant effect on offensive attitudes to an ad that might have otherwise scored lower in this particular study (Barnes and Dotson 1990).

It is believed that as it has been found that nudity plays only a small part in the formation of offensive reactions to ads, that perhaps the role of the model contributes significantly to offensiveness (Sciglimpaglia, Belch, and Cain 1979; Lundstrom and Sciglimpaglia 1977). The perception of the model appearance and interaction with the ad scenario should be examined.

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APPENDIX

TABLE A.1

**List of Magazines Utilized in the Study
Ranked by 1990 Paid Circulation**

	<u>Total</u>	<u>Ad</u>	<u>Ad</u>	<u>Sub</u>	<u>News</u>	<u>Paid</u>		
	<u>Rev's.</u>	<u>Rev's.</u>	<u>Pages</u>	<u>Rev's.</u>	<u>Rev's.</u>	<u>Circ.</u>	<u>Parent</u>	
1	Better Homes and Gardens	\$275.5	\$143.5	1,266	\$119.9	\$21.1	8,007	Meredith
2	Family Circle	240.2	137.3	1,684	38.0	65.0	5,431	New York
3	Good Housekeeping	259.8	163.2	1,740	63.3	33.2	5,152	Hearst
4	McCall's	169.6	73.4	1,010	87.1	9.1	5,020	New York
5	Ladies Home Journal	212.5	109.4	1,532	80.6	22.5	5,001	Meredith
6	Woman's Day	180.4	99.1	1,408	19.8	61.5	4,802	Hachette
7	Redbook	130.9	75.7	1,205	37.9	17.4	3,907	Hearst
8	First for Women	51.3	11.6	390	0.0	39.7	2,649	Bauer Pub
9	Cosmopolitan	205.1	129.9	2,156	14.0	61.2	2,600	Hearst
10	Glamour	145.2	94.9	1,855	14.3	36.1	2,156	Advance
11	Seventeen	68.8	37.2	1,206	21.0	10.6	1,772	K-III
12	Woman's World	88.8	2.7	175	0.0	86.1	1,505	Bauer Pub
13	New Woman	50.0	22.4	915	11.4	16.9	1,340	K-III
14	Vogue	147.9	108.1	2,965	13.9	26.0	1,215	Advance
15	Mademoiselle	76.8	49.0	1,494	7.5	20.3	1,178	Advance
16	Teen	32.8	11.8	606	13.8	7.2	1,175	Petersen
17	Self	67.5	46.8	1,255	9.1	11.6	1,100	Advance
18	YM	29.9	11.3	557	13.8	4.8	1,008	Gruner
19	Working Woman	48.9	32.1	1,004	15.2	1.7	900	Lang
20	Elle	92.3	67.7	2,297	11.0	13.6	836	Hachette
21	Vanity Fair	66.0	49.9	1,472	7.6	8.5	789	Advance
22	Harper's Bazaar	54.0	37.4	1,426	7.7	8.8	749	Hearst
23	Working Mother	26.5	5.5	752	8.4	0.4	666	Lang Co
24	Shape	26.4	11.4	645	4.4	10.6	661	Weider
25	Sassy	12.2	2.5	289	6.6	3.2	544	Lang Co
26	Lear's	24.7	10.9	632	12.3	1.7	453	Lear Pub
27	Playgirl	20.4	1.8	514	6.1	12.6	425	Drake
28	Mirabella	27.1	80.8	1,008	5.2	5.5	370	News Co
29	Bride's	65.2	56.2	3,172	1.0	8.0	323	Advance
30	Modern Bride	49.2	41.1	2,576	0.6	7.5	306	Reed
31	Bridal Guide	15.2	9.9	1,426	0.1	5.3	200	Globe Co
32	Allure ¹							

From: Advertising Age, August 19, 1991.

Dollar figures are in millions. Circulation figures are in thousands

¹ Began publication in 1991.

TABLE A.2

List of 24 Coders Used in Stage Two

<u>Coder</u>	<u>Ages:</u>						<u>Mothers-</u>		<u>No Kids</u>
	<u>18-</u> <u>24</u>	<u>25-</u> <u>29</u>	<u>30-</u> <u>39</u>	<u>40-</u> <u>49</u>	<u>50-</u> <u>59</u>	<u>60 &</u> <u>over</u>	<u>FN</u> ¹	<u>EN</u> ²	
A			1				1		
B			1				1		
C			1				1		
D						1		1	
E						1		1	
F			1				1		
G					1			1	
H			1				1		
I	1							1	
J		1						1	
K			1					1	
L	1							1	
M						1		1	
N				1			1		
O				1				1	
P			1					1	
Q		1						1	
R		1					1		
S	1							1	
T	1							1	
U	1							1	
V	1							1	
W			1					1	
X		1						1	
Totals:	6	4	8	2	1	3	7	5	12

¹ FN- Full Nest, there are children under 18 living in the home.

² EN- Empty Nest, there are no children under 18 living in the home.

Table A.4

Attitudinal Questionnaire v2.0

Thank you for participating in our study. Please take a moment to answer the questions in the first part of the questionnaire carefully and as honestly as possible as your answers are important. When you are finished with the first part, put your pencil down. **DO NOT PUT YOUR NAME ANYWHERE ON THE QUESTIONNAIRE.** In a moment, you will be given further instructions.

What is your age in years: _____

Which ethnic group best describes yourself and your heritage:

White Black Hispanic Native American Asian other

What is your educational level?

some high school graduated from high school some college hold bachelors degree
 some graduate study hold masters degree hold doctorate degree

I attended Elementary School in a town with a population:

smaller than 50,000 50,000 to 100,000 larger than 100,000

Are you currently married? Yes No

If NO, are you living with someone other than your parents with whom you share a special relationship?
 Yes No

Are you a mother? Yes No Are you a grandmother? Yes No

Do you currently have children under 18 living at home? Yes No

Please respond to the following statements by circling the number that you feel best describes you:

I am not very religious	7.....6.....5.....4.....3.....2.....1	I am very religious
I do not attend church regularly	7.....6.....5.....4.....3.....2.....1	I do attend church regularly
I am bothered by viewing pornography	7.....6.....5.....4.....3.....2.....1	Pornography does not bother me
I am politically conservative	7.....6.....5.....4.....3.....2.....1	I am politically liberal
I consider myself to be strongly feminist	7.....6.....5.....4.....3.....2.....1	Strongly anti-feminist
I think the media portrays women as sex objects	7.....6.....5.....4.....3.....2.....1	I <u>do not</u> think the media portrays women as sex objects
I support abortion rights	7.....6.....5.....4.....3.....2.....1	I do not support abortion rights
I feel comfortable when viewing nudity	7.....6.....5.....4.....3.....2.....1	I feel uncomfortable
I am very happy with my body shape	7.....6.....5.....4.....3.....2.....1	I would like to change my body
I am very happy with my appearance	7.....6.....5.....4.....3.....2.....1	Very unhappy
In my relationships with other people, I am: Very happy	7.....6.....5.....4.....3.....2.....1	Very unhappy
In my relationship with my significant other or spouse, I am: Very happy	7.....6.....5.....4.....3.....2.....1	Very unhappy
I would probably describe the sexual aspect of my life as: Very satisfactory	7.....6.....5.....4.....3.....2.....1	Very unsatisfactory
I am very pleased with myself as a person	7.....6.....5.....4.....3.....2.....1	Very displeased
According to my taste in clothes, I think that fashion today is: Very provocative	7.....6.....5.....4.....3.....2.....1	Very conservative

I think that increased sexual messages in the media is an example of: **Strongly Agree** 7.....6.....5.....4.....3.....2.....1 **Strongly Disagree**

Increased freedom and progress 7.....6.....5.....4.....3.....2.....1

Decaying morals and values 7.....6.....5.....4.....3.....2.....1

I think that there is too much sex on TV 7.....6.....5.....4.....3.....2.....1

I think that there is too much violence on TV 7.....6.....5.....4.....3.....2.....1

Please check the following magazines that you read on a regular basis (at least half of the annual issues):

- | | | |
|--|--|---|
| <input type="checkbox"/> Allure | <input type="checkbox"/> American Woman | <input type="checkbox"/> Better Homes and Gardens |
| <input type="checkbox"/> Bridal Guide | <input type="checkbox"/> Bride's | <input type="checkbox"/> Cosmopolitan |
| <input type="checkbox"/> Elle (Amer. ed.) | <input type="checkbox"/> Family Circle | <input type="checkbox"/> First for Women |
| <input type="checkbox"/> Glamour (Amer. ed.) | <input type="checkbox"/> Good Housekeeping | <input type="checkbox"/> Harper's Bazaar |
| <input type="checkbox"/> Ladies Home Journal | <input type="checkbox"/> Lear's | <input type="checkbox"/> Mademoiselle |
| <input type="checkbox"/> McCall's | <input type="checkbox"/> Mirabella | <input type="checkbox"/> Modern Bride |
| <input type="checkbox"/> New Woman | <input type="checkbox"/> Playgirl | <input type="checkbox"/> Redbook |
| <input type="checkbox"/> Sassy | <input type="checkbox"/> Self | <input type="checkbox"/> Seventeen |
| <input type="checkbox"/> Shape | <input type="checkbox"/> Teen | <input type="checkbox"/> Vanity Fair |
| <input type="checkbox"/> Vogue (Amer. ed.) | <input type="checkbox"/> Woman's Day | <input type="checkbox"/> Woman's World |
| <input type="checkbox"/> Working Mother | <input type="checkbox"/> Working Woman | <input type="checkbox"/> YM: Young and Modern |

In a moment you will be shown slides of ads from contemporary American women's magazines. Please write the name of the product or brand that you see in the ad in the space provided. Then provide your opinion about each ad by circling best number that describes your feelings about the ad.

Ad Number : 1	Product/Brand: _____
I think that the:	
Model is completely nude	7...6.....5.....4.....3.....2.....1 Model is fully clothed
Ad is very sexually suggestive	7...6.....5.....4.....3.....2.....1 Ad is not sexually suggestive
Ad is very offensive	7...6.....5.....4.....3.....2.....1 Ad is not offensive
Ad is not appealing	7...6.....5.....4.....3.....2.....1 Ad is very appealing
Ad is not distinctive	7...6.....5.....4.....3.....2.....1 Ad is very distinctive
Ad is not Artistic	7...6.....5.....4.....3.....2.....1 Ad is very artistic
Ad is not appropriate for the intended audience	7...6.....5.....4.....3.....2.....1 Ad is appropriate
Model(s) are not real people to me	7...6.....5.....4.....3.....2.....1 Model(s) are real people
Within the context of the ad I do/do not understand the reason why the model is dressed/undressed the way she is:	
Definitely do not understand	7...6.....5.....4.....3.....2.....1 Definitely do understand

Circle the number of the category that best describes the role of the primary female model:

Self-Reflective (pensive, thoughtful, dreamy)	[1]
Self-Improving (exercising, studying, working, etc.)	[2]
Self-Enhancing (dressing, applying makeup)	[3]
Sex Attention Provider (initiator, seductress)	[4]
Sex Attention Receiver (recipient, focus)	[5]

Have you used this product or brand in the past six months? Yes No

Based on this ad how likely would you be to buy this specific brand or product in the next six months?

Definitely Yes Probably Yes Probably Not Definitely Not

(The above was repeated 30 times, one for each ad.)

THANK YOU. Please review the questionnaire for any responses that you may have inadvertently omitted. When you are finished, please turn the questionnaire over on your desk.

TABLE A.5
LIST OF VARIABLES

From Stage One: Occurrence Study of Nudity Usage in Media

Magazine
Issue
Page
Editorial or Advertising
Type of Nudity

From Stage Two: Coding of Selected Ads

Objective
Ad
Media Type
Ad Size
Photograph Lighting
Focus
Product Category
Product Visibility
Product Usage
Alcoholic Consumption
Tobacco Consumption
Gender(s) of Primary Models
Female Eyes
Female Looking
Male Eyes
Male Looking
Sharing
Embraced
Adorned
Unrelated
Female Model Hair Color
Female Model Eye Color
Female Model Ethnicity
Male Model Hair Color
Male Model Eye Color
Male Model Ethnicity
Wet Skin
Nudity Type
Body Parts Visible

From Stage Two: Coding of Selected Ads (continued)

Subjective

Coder
 Implied Product Usage
 Projected Self Image
 Age of Female Model
 Age of Male Model
 Level of Nudity
 Level of Sexual Suggestiveness
 Level of Offensiveness
 Level of Ad Appeal
 Level of Ad Distinction
 Level of Artistic Concept
 Level of Appropriateness
 Real Models
 State of Undress Understanding
 Product Information
 Feel
 Ad Scenario
 Body Language
 Female Role

From Stage Two: Ranking of Ads

Coder	
Ad	
Level of Nudity	NUDEMEAN
Level of Sexual Suggestiveness	SEXMEAN
Level of Offensiveness	OFFNMEAN

From Stage Three: Attitudinal Questionnaire

Record Number	
Age	AGE
Ethnic Group	ETHNIC
Educational Level	EDUC
Elementary School City	ELEM
Marital Status	MARITAL
Living With Someone	LIVING
Motherhood	MOTH
Grandmotherhood	GMOTH
Children in Home	CHILD18
Religious	RELIG
Church Attendance	CHURCH
Pornography	PORN
Political	POLIT
Feminism	FEM
Sex Objects	SEXOBJ
Abortion	ABORT
Sex on TV	TOOSEX

From Stage Three: Attitudinal Questionnaire (continued)

Violence on TV	TOOVIOL
Fashion	FASH
Attitude toward Body Shape	BODY
Attitude toward Appearance	APPEAR
Relationships with Others	RELOTHR
Relationship with Spouse/Significant Other	RELSO
Sexual Satisfaction	SEXASP
Pleased with Self	PLEASED
Magazines Read	ALLURE, AMERW, ...YM

Then for each of the 30 ads:

Ad Number	
Level of Nudity	NUDETOT
Level of Sexual Suggestiveness	SEXTOT
Level of Offensiveness	OFFTOT
Level of Ad Appeal	APPLTOT
Level of Ad Distinction	DISTOT
Level of Artistic Concept	ARTOT
Level of Appropriateness	APPRTOT
Real Models	REALTOT
State of Undress Understanding	UNDERTOT
Female Role	ROLETOT
Use Brand or Product	USETOT
Intend to Buy Brand or Product	INTNDTOT

Table A.6

Ad Ranking Results

Rank	Slide #	Product	Description	Weights=			Score	
				25%	25%	50%		
				Level of	Sexual	Level of		
				Nudity	Sugg.	Offen.		
1	41	Cher	"Love Hurts" Album	5	7	7	6.50	
2	91	Dolce & Gabbana	Woman dancing on table	5	7	7	6.50	
3	12	Obsession	Couple on Swing	7	7	6	6.50	
4	64	Obsession for Men	woman over shoulder	7	7	6	6.50	
5	4	KORS	2 Pages: Kitchen & Curtain	5	6	6	5.75	
6	53	KORS	2 Pages: Piano & Curtain	5	6	6	5.75	
7	106	Dolce & Gabbana	Woman in white on top of man	5	6	6	5.75	
8	8	Better Sex Video	"Sex. The more you know...."	6	7	5	5.75	
9	117	Perlage	"Breast & Body Treatment Cream"	7	6	5	5.75	
10	32	Guess	Blonde in bodice (red & black)	6	4	6	5.50	
11	98	Nike	2 Pages: "Yes, this is a goddess"	7	5	5	5.50	
12	18	Escape	Couple on beach with ski	4	7	5	5.25	
13	76	Gianni Versace	Black pants and blindfold	5	6	5	5.25	
14	3	L'Arte di Gucci	Brunette with three statuettes	7	6	4	5.25	
15	30	KORS	2 Pages: Kitchen & Piano	4	6	5	5.00	
16	77	Guess	Modeling dancing on top of car	4	6	5	5.00	
17	99	Directions by Lovable	"Curves Ahead"	5	5	5	5.00	
18	101	CosmeSearch, Inc.	Shape up bras and swimwear	5	5	5	5.00	
19	42	Marine Thérapie	"Active-Sea Body Treatment"	7	5	4	5.00	
20	46	First Response	Pregnant woman	7	5	4	5.00	
21	49	Neutrogena	"4 minutes in the nude"	7	5	4	5.00	
22	66	DonnaKaran	Hosiery	7	5	4	5.00	
23	100	Animale	Green-eyed model	6	6	4	5.00	
24	6	St. John	Brunette in water with arms crossed	6	5	4	4.75	
25	7	Victoria Secrets	2 Pages: Green vase with white bra & panty	5	6	4	4.75	
26	25	Valmont	White veil, bustier, panty	5	6	4	4.75	
27	50	Risk	White bra & panty	5	6	4	4.75	
28	60	Lagerfeld Photo	"The Sexy new men's fragrance"	5	6	4	4.75	
29	75	Georges Marciano	Model with daisy & black bra	5	6	4	4.75	
30	113	Meridian Films	"Why Fonda Can't Give Top Results"	6	5	4	4.75	
31	90	Oleg Cassini	Red flowers and yellow bottle	5	3	5	4.50	
32	37	Iron	"Pump Some Iron"	4	6	4	4.50	
33	9	Palmer's	Black model with headband	7	5	3	4.50	
34	51	KY Jelly	"I use KY jelly..."	7	5	3	4.50	
35	59	Red for Men	"Pure Attraction."	6	6	3	4.50	
36	80	Tiffany	Silver Pendant	6	6	3	4.50	
37	5	Calvin Klein	Legs crossed in mirror	6	5	3	4.37	
38	97	Georges Marciano	Levi jacket and black bra	3	6	4	4.25	
39	20	Lipton	Massage	6	5	3	4.25	
40	24	Evan-Picone	Panty hose and curtain	6	5	3	4.25	
41	58	Rene Guinot Paris	"Beautiful Skin Is No Secret"	6	5	3	4.25	
42	62	Safari	Blonde with beads	6	5	3	4.25	
43	65	Prince of Tides	Streisand & Nolte	5	6	3	4.25	
44	72	Lily of France	Brunette in black bra	5	6	3	4.25	
45	118	Paolo	Botticelli's Venus	7	4	3	4.25	

46	123	Lipton	2 Pages: "We do for the inside/Body..."	6	5	3	4.25
47	29	Elizabeth Arden	"Colour Couture"	3	5	4	4.00
48	103	Guess	Checked vest	3	5	4	4.00
49	21	elyns	Bride in lingerie	5	5	3	4.00
50	28	White Linen	White shirt	4	6	3	4.00
51	52	Guess	Model with towel on head	5	5	3	4.00
52	68	Lady de Paris	White bra	5	5	3	4.00
53	85	Elancyl	"Than Dieting and Exercise"	7	3	3	4.00
54	112	KMS	"Purity in Style..."	5	5	3	4.00
55	40	Dily	"Reflections of Love"	7	5	2	4.00
56	102	Gyne-Moistrin	"A Subject You May Never..."	7	5	2	4.00
57	13	LaPerla	Black hat, white bra, red blouse	5	4	3	3.75
58	23	Tanqueray	Green bikini	5	4	3	3.75
59	61	Huit	"She'll do anything to show off her Huit!"	5	4	3	3.75
60	70	Dolce & Gabbana	Model on tiger rug	4	5	3	3.75
61	71	UNISA	Model carrying bag & shoes	5	4	3	3.75
62	74	Victoria Secrets	2 Pages: Black teddy	5	6	2	3.75
63	105	Savvy	"Be Brilliant."	6	5	2	3.75
64	108	Body Drama	Brunette in white lingerie	5	6	2	3.75
65	115	Panasonic	"Get closer with Panasonic..."	6	5	2	3.75
66	116	Fa	"Now you can experience Europe's..."	7	4	2	3.75
67	26	Apriori	2 Pages: Sequined Dress and Cheese Grater	3	5	3	3.50
68	10	Victoria Secrets	Blonde with yellow bra & panty	5	5	2	3.50
69	38	Trendsetters Trousseau	"Inner Beauty"	5	5	2	3.50
70	48	Elizabeth Arden	Red Door Holiday	6	4	2	3.50
71	92	Guy Laroche Paris	Black body suit	5	5	2	3.50
72	94	Estée Lauder	"Self Action Tanning Creme"	6	4	2	3.50
73	119	Victoria Secrets	Model in black bra, panty & hose in corner	5	5	2	3.50
74	2	Gemma	Blonde in pink bra & panty	5	4	2	3.25
75	36	Dennis, Cathy	"An Artist Who Will Touch You"	3	6	2	3.25
76	39	Panteen	"Your Hair Isn't Dead."	5	4	2	3.25
77	44	Ultratone	"Gives You Curves Where You Want Them"	5	4	2	3.25
78	57	KMart	white top, mirror	5	4	2	3.25
79	63	Camay	Purple Tulip	5	4	2	3.25
80	83	KMart	Black and white bra & panty	5	4	2	3.25
81	93	KMart	Model running water in pink bra & panty	5	4	2	3.25
82	104	Wacoal	Black bra & panty	5	4	2	3.25
83	111	Beauty Systems	"Come Out of Hiding."	5	4	2	3.25
84	114	Vanity Fair	Mauve bra & girdle	4	5	2	3.25
85	120	Roxanne Couture	Red bikini	5	4	2	3.25
86	15	Johnsons Baby Oil	Dunes	7	4	1	3.25
87	34	Bic	Woman in Shower	7	4	1	3.25
88	16	Lovable	Three generations of women	2	4	3	3.00
89	27	Elancyl	"Cellulite Specifics"	4	4	2	3.00
90	84	KMS	"Impressive Results"	4	4	2	3.00
91	121	KMart	Rose print teddy	4	4	2	3.00
92	122	Maidenform	2 Pages: "Okay, you Can Exhale Now."	5	3	2	3.00
93	79	Levis	"Woman Combing Hair"	4	3	2	2.75
94	81	Viewpoint by Gottex	Blonde on beach	3	4	2	2.75
95	33	Lever 2000	"Presenting some of the 2000..."	6	3	1	2.75
96	73	Anne Klein	Black and white pic	5	4	1	2.75
97	78	Adrienne Vittadini	White panty and lei	5	4	1	2.75
98	87	Caress	"Look at Caress in a Whole New Light"	5	4	1	2.75

99	109	Oscar de la Renta	White crystal collar	5	4	1	2.75
100	55	Christian Dior	Black bra & panty	1	5	2	2.50
101	69	Levis	"Woman in Repose"	4	2	2	2.50
102	1	Harbor Casuals	Couple on beach, bikini	5	3	1	2.50
103	88	Just my Size	Blonde in white bra & panty	5	3	1	2.50
104	89	d'Rossana by Charma	Leg through torn hole	4	4	1	2.50
105	107	Gillette Daisy	"If you care so much about your legs..."	6	2	1	2.50
106	17	Actibath	Bubbles in tub	4	3	1	2.25
107	19	Jockey for Her	Black bra/panty/hose (Nancy Hogshead)	4	3	1	2.25
108	35	Jergens's	"The Best Way to Heal Dry Skin..."	5	2	1	2.25
109	67	Hawaiian Tropic	"Welcome to the Islands"	4	3	1	2.25
110	22	Lancombe	Rosellini in black & white	4	2	1	2.00
111	43	Clairol	Mother and daughter	5	1	1	2.00
112	45	Shiseido	2 Pages: "Vital-Perfection"	4	2	1	2.00
113	54	Liz Claiborne	Family in bathroom	5	1	1	2.00
114	82	Opium	"Sheer Sensuality"	2	4	1	2.00
115	110	Ten-O-Six	2 Pages: "Seconds Ago This was a Dirty..."	5	1	1	2.00
116	124	Fashion Fair	"Special Formula..."	5	1	1	2.00
117	11	Stayfree Ultra Plus	2 Pages: "Fact: Ordinary Maxis Fail..."	4	1	1	1.75
118	14	Hawaiian Tropic	Blonde in Pink Teddy	2	3	1	1.75
119	47	Hanes Her Way	Blue panty	3	2	1	1.75
120	86	Fruit of the Loom	"Who says you can't have it all?"	3	2	1	1.75
121	95	Jockey for Her	White bra & panty (Carla O'Conner)	3	2	1	1.75
122	31	Ban Fresh & Dry	Yellow Hat	2	2	1	1.50
123	56	Jag	Multi-colored Swimsuit	2	2	1	1.50
124	96	Gerber	"Few things in life are this gentle."	3	1	1	1.50
Means=				4.976	4.419	2.760	3.729

Table A.7

Ads Used In Attitudinal Study

Ad #	Product	Description
41	Cher	"Love Hurts" Album
91	Dolce & Gabbana	Woman dancing on table
12	Obsession	Couple on Swing
64	Obsession for Men	woman over shoulder
4	KORS	2 Pages: Kitchen & Curtain
53	KORS	2 Pages: Piano & Curtain
106	Dolce & Gabbana	Woman in white on top of man
8	Better Sex Video	"Sex. The more you know...."
117	Perlage	"Breast & Body Treatment Cream"
32	Guess	Blonde in bodice (red & black)
98	Nike	2 Pages: "Yes, this is a goddess"
18	Escape	Couple on beach with ski
76	Gianni Versace	Black pants and blindfold
3	L'Arte di Gucci	Brunette with three statuettes
30	KORS	2 Pages: Kitchen & Piano
77	Guess	Modeling dancing on top of car
101	CosmeSearch, Inc.	Shape up bras and swimwear
42	Marine Thérapie	"Active-Sea Body Treatment"
46	First Response	Pregnant woman
49	Neutrogena	"4 minutes in the nude"
70	Dolce & Gabbana	Model on tiger rug
71	UNISA	Model carrying bag & shoes
74	Victoria Secrets	2 Pages: Black teddy
105	Savvy	"Be Brilliant."
108	Body Drama	Brunette in white lingerie
86	Fruit of the Loom	"Who says you can't have it all?"
95	Jockey for Her	White bra & panty (Carla O'Conner)
31	Ban Fresh & Dry	Yellow Hat
56	Jag	Multi-colored Swimsuit
96	Gerber	"Few things in life are this gentle."

Table A.8
Ads and Respective Scores

Advertisement	Nudity	Sex Sugs	Offns	Appeal	Distinct	Artistic	Approp	Real	Unders
Ban	4.113	2.437	2.007	4.616	3.645	3.761	3.575	3.517	4.150
Better Sex	5.197	6.460	4.283	4.987	4.050	5.177	3.167	2.925	2.505
Body Drama	3.355	5.164	2.930	3.438	3.599	3.664	3.215	3.072	3.253
Cher	4.350	6.144	5.043	5.415	3.678	4.377	5.064	3.468	5.145
CosmeSerch	3.967	4.227	3.237	4.589	4.117	5.458	3.030	3.102	2.218
D&G-On Table	3.431	6.043	4.742	5.251	4.234	4.936	4.776	3.872	4.893
D&G-On Tiger	3.813	5.311	3.410	4.503	3.701	3.697	4.121	3.587	4.825
D&G-On Top	3.114	6.477	4.990	5.343	4.080	5.067	4.983	3.828	5.047
Escape	3.533	6.400	3.682	3.710	3.543	3.594	4.013	3.292	3.658
First Response	6.786	4.813	3.441	4.452	3.170	4.067	3.296	2.772	3.044
Fruit/Loom	2.947	2.460	1.944	3.498	3.522	4.548	2.145	2.077	1.697
Gerber	2.440	1.533	1.691	3.000	2.668	3.664	1.843	1.674	1.555
Gianni	3.255	5.695	4.060	4.417	3.536	4.113	4.140	3.729	4.389
Gucci	5.280	4.807	3.867	4.763	3.946	3.691	4.392	4.003	4.744
Guess-On Car	3.405	5.515	3.753	4.334	3.809	4.324	4.206	3.719	4.396
Guess-Red	3.520	5.493	3.050	3.810	3.725	4.075	3.709	3.432	3.832
Jag	2.435	2.204	1.669	2.569	2.866	3.639	1.742	2.340	1.480
Jockey	3.204	2.157	1.853	3.336	3.411	4.568	2.081	1.926	1.651
KORS-K&C	3.997	5.792	4.426	5.226	4.345	4.852	4.721	3.895	5.256
KORS-K&P	3.498	5.986	4.549	5.236	4.270	4.966	4.730	3.918	5.266
KORS-P&C	3.829	6.094	4.458	5.171	4.253	4.822	4.670	3.901	5.240
Marine Therapie	6.743	4.810	3.663	4.397	3.829	3.853	3.856	3.739	3.807
Neutrogena	6.475	4.329	3.159	4.153	3.748	4.153	3.567	3.112	3.238
Nike	6.923	5.173	4.533	5.410	4.077	4.740	5.420	3.571	5.856
Obsess (Men)- Shoulder	6.854	6.493	4.583	4.560	3.375	3.290	4.737	4.270	5.298
Obsess-Swing	6.804	6.674	4.500	4.460	3.183	3.369	4.667	3.853	4.960
Perlage	6.917	5.573	4.617	5.167	4.013	4.862	4.255	3.661	3.909
Savvy	6.143	5.656	3.712	4.440	3.742	3.807	4.370	3.777	4.930
UNISA	5.493	4.419	3.275	4.215	3.681	4.003	4.122	3.673	4.986
Victoria Secrets	3.950	5.627	2.883	3.107	3.183	3.700	2.383	2.869	1.862
n=302	7=nude 1=not	7=hi 1=lo	7=very 1=not	7=not 1=is	7=not 1=is	7=not 1=is	7=not 1=is	7=not 1=are	7=do not 1=do

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