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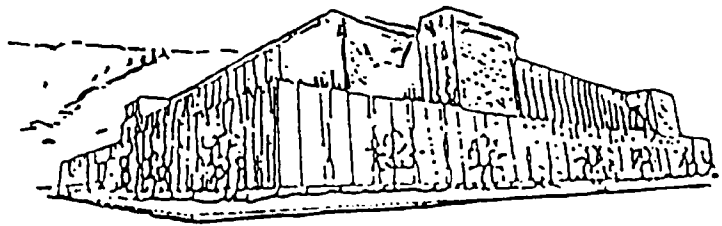
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Health-Related Information

Found in

Consumer Disability Magazine Advertisements

Rita K. Fjeld

B.S., College of Great Falls, 1993

presented in partial fulfillment of the requirements

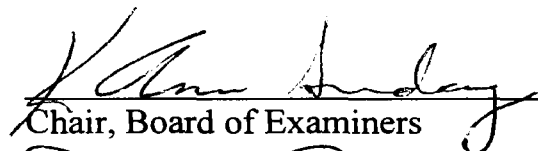
for the degree of


Master of Science

The University of Montana

1998

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Fjeld, Rita K., M.S., July 1998
Health and Human Performance - Health Promotion

Health-Related Information Found in Consumer Disability Magazine Advertisements

Director: Dr. K. Annie Sondag^{KAS}

The purpose of this study was to perform a content analysis of advertisements (n=96) found in two consumer oriented disability magazines to determine if they contained predetermined health-related categories. The Advertising Message Evaluation Matrix Instrument was developed by the researcher and the content analysis was performed. The sample was analyzed for the emergence of new categories and for themes. It was found that the sample contained 75 occurrences (51%) of the predetermined health-related categories, and that several other categories, for a combined total of 71 occurrences (49%) emerged. The most frequently occurring of the predetermined categories were Physical Health (18 occurrences or 18.8%), Consumerism (15 occurrences or 15.6%), and Social Health (10 occurrences or 10.4%).

Dedication

This project is dedicated to the memory of:

Gifford M. Fjeld

1907 - 1982

Acknowledgments

Thank you to my committee members: Dr. Annie Sondag, Dr. Gene Burns, and Dr. Colleen Murphy-Southwick for your time and effort. Thank you for listening to me and for asking me those questions that needed to be asked to assist me in discovering which path and direction I wanted to venture toward. And thank you for your patience when I ventured off the path.

Thank you to the staff at the Mansfield Library Reference Desk and Interlibrary Loan Office. Without your assistance I would not have been able to find and collect some of my information to complete my review of literature.

To the Spirit Alive Band who gave me an outlet of expression that helped me get through some of the rough spots in this journey.

To Eunice and Phyllis who kept encouraging me to keep going toward my goal.

To Steve for your support in this adventure.

Rita

July 1998

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Chapter I: Introduction

Introduction

In a study of the media habits and needs of the mobility disabled consumer, Burnett and Paul (1996) suggest that media at large tends to ignore or not understand the needs of consumers with disabilities. They point out that while the Americans with Disabilities Act (ADA) prohibits discrimination against individuals with disabilities, there appears to be a tendency within corporate America to ignore consumers with disabilities. In doing so, the concerns and needs of consumers with disabilities are not addressed.

Individuals with disabilities are consumers and they have needs for health-related information. Individuals with disabilities or disabling health conditions can and do perceive themselves as healthy, and they want information in order to maintain their health (Kane, 1996; Lee & Skalko, 1996). The want and need for information by individuals with disabilities creates a potential arena for advertisers, health educators and health professionals. For advertisers, this consists of addressing and acknowledging individuals with disabilities as consumers who have many of the same goals as their non-disabled counterparts. For health educators and health professionals, the arena provides the opportunity to analyze advertising to assess what images and information exist, in order to provide additional sources of information and educational opportunities that pertain to the health of individuals with disabilities.

Statement of the problem

Magazines can reach millions of readers each month. The magazine publishing industry creates specialty magazines to reach targeted segments of the population, such as women, children, athletes, or individuals with disabilities (Holm, 1997; Simmons Marketing Research Bureau, 1994; Ulrich's, 1996). Within these magazines are advertisements that convey a wide variety of messages. Health-related information can be presented via an advertisement, yet the extent, focus, and the accuracy of that information can vary from magazine to magazine and from page to page. The purpose of this study is to determine how and what information is presented through advertisements in two specialty magazines that are directed toward individuals with disabilities, focusing primarily on health-related information.

Research Question

The following principal research question will be investigated:

What health-related information is present via advertisements in selected disability magazines?

Related sub-questions include:

- a. What kind of health-related information is conveyed by the main text message of an advertisement?
- b. What kind of health-related information is conveyed by the visual image of an advertisement?
- c. What health-related information categories appear most frequently in advertisements?

d. What race, age and/or sex is portrayed most often in the advertisements?

Significance

Advertisements present expectations and definitions of what is considered to be socially desirable or acceptable (Roberts & Maccoby, 1985). Ads have an impact and can influence how individuals view themselves—both as individuals and as a part of society. Individuals with disabilities have a right to information that can optimize their lives and health as much as individuals who do not have disabilities. The results of this study will offer an opportunity for health educators and health professionals to increase their understanding what health-related messages are found in disability consumer magazines advertisements. Analyzing the advertisements in disability consumer magazines will assist health educators and health professionals in identifying how frequently the information is focused on disability or health, and in identifying information that is being presented in the ads. In identifying what information is in the ads, it is also possible to discover what information is not being presented. Discovering what information is nonexistent offers health educators and health professionals an opportunity to develop access to the missing information through other means, such as educational programs or public service announcements.

Limitations

1. The primary research goal of this study will be objectivity. This goal, however, while laudable, may be difficult, if not impossible, to attain. The researcher recognizes the formidability of the value neutral task in social science research.
2. The findings will represent the sample of the magazines selected and will not

be generalized to other consumer magazines.

3. The magazines selected may not be representative of all available disability magazines.

Delimitations

1. The study will be limited to a sampling of the March 1997 to April 1998 issues of two magazines whose target audience is individuals with disabilities.
2. The study will be limited to a content analysis of advertisements that are at least a half-page in size.
3. A conceptual matrix developed by the researcher will be used to code and tabulate the advertisements for health-related information based on a revision of categories described in an article by Gower (1995).

Definition of Terms

For the purpose of clarification, the following are definitions of terms that were used in this study:

Advertisement:

A form of mass media communication which can presents information expectations and definitions of what is desirable or is acceptable (Roberts & Maccoby, 1985).

Advertising Visuals:

Images that are used in an advertisement to gain the attention of the audience with the objective of creating impact and stimulating interest (Moriarty, 1987).

Frequency:

Term used by the media to indicate the average number of times an advertising message is sent to a target audience within a given period (Keegen, Moriarty, & Duncan, 1992).

Health-Related Information:

Any information that pertains to a health state, a product that is beneficial or detrimental to health, feelings or attitudes about health, or things that can influence health (Gower, 1995).

Target Audience:

Individuals that constitute the present and potential consumers of a product or service (Russell & Lane, 1990).

Chapter II: Review of Related Literature

Print Advertising

Print advertising is one form of mass media communication. It can act as a socialization agent, conveying basic parameters of the society in which an individual lives; it presents expectations and definitions of what is desirable or is acceptable (Roberts & Maccoby, 1985). McAllister (1996) indicates that in advertising, the focus is on the consumer, their goals and values, and advertisers will find symbolic representations of those goals or values to place with a product in an ad. The advertiser's goal is to combine symbolic representations of goals or values with their products in the hope that the audience, the consumer, will associate the qualities of the symbolic representations with the product being presented.

The symbolic representation is something that may be seen as embodying the desired goal or value (McAllister, 1996). He offers the following example of Cindy Crawford, representing hip in a Pepsi ad, of how symbolic representation can be used in ads:

Cindy, representing hip is the referent system for Pepsi Cindy is the symbol, hip is the referent, and Pepsi wants to get in the middle of the symbol-referent connection. Thus, although the product is not materially different from other products, if successful the positive social image of the product . . . is different from the negative social image of the competitor Often, the ad just tries to associate the product with the referent system. Cindy Crawford is drinking Pepsi in this ad; consumers like to be hip . . . believe Cindy . . . is hip; consumers like Cindy . . . the hipness and likability of the symbol . . . will (hopefully) be transferred to Pepsi in the consumers' mind. The ad works as an *enthymeme*—an implied connection between symbols—that the advertiser hopes the audience will make. Nowhere in the ad are there symbolic linkages made explicit (pp. 53-54).

If this is the case, then it could be possible to symbolically represent health, in the form of

health-related information, and, depending on how it is positioned with a product, present a positive image of a potentially harmful product. An example of this would be the goal of having a relationship. Certain products such as alcohol or cigarettes, may use ads that show people relating and laughing together, or the written text suggests partnering or intimacy. Ideally, a relationship is a healthy goal, but to associate it with potentially harmful product is contradictory.

McAllister (1996) later relates this use of symbolism and advertising's use of social desirability in explaining camouflaged ads. A camouflaged ad is often a commercial, or a magazine ad, that is created with the intent to deceive, to make the viewer think that he or she is seeing one thing when looking at another. He presents the following schematic:

media content = entertainment/information/education,

advertising = selling.

So if advertising can shift this paradigm, so that people think

ads = entertainment

or

ads = information

(and the credibility that goes with information carriers), then they have enhanced their ethos (p. 124).

This schematic points out that media content consists of entertainment, information and education, and advertising is selling. There is also an interest to shift this paradigm, this model, so individuals will begin to view ads as entertainment or ads as information. The information aspect lends credibility and enhances their, the advertisers, attributes in society.

If consumers make that desired shift and see ads as information, then the

advertiser has succeeded. However, the information found in the ads needs to be scrutinized by the consumer and by non-advertising professionals as to the accuracy and to the applicability to everyday life. If there are inaccuracies or deficiencies in the information, then this can potentially be dealt with, for example, through educational programs. There are times when there will be information in ads that can be applied to life and other times when there is only the sales pitch to buy the product.

When information being presented in an ad is about health, or some aspect related to health, it is important that the ad be viewed first, as a selling agent and second, as an information source. The scrutiny is important because the ad or ads are still, first and foremost, a vehicle for selling.

Content Analysis

Content analysis is a research procedure that is generally used to objectively evaluate the specific attributes of written communication, but can be applied to other message forms in order to generate replicable and valid inferences from data to their setting (Holsti, 1969; Krippendorff, 1980; Shaughnessy & Zechmeister, 1994; Weston & Ruggiero, 1985/1986). Content analysis uses observation to deliberately evaluate symbolic content of communication (Kolbe & Burnett, 1991). It is a research technique that can combine qualitative and quantitative methods to gather information (Duncan, 1989). Kassarian (1977) indicates that the purpose of content analysis is to study the message, not the sender or the receiver of the message.

Benefits:

Kolbe and Burnett (1991) indicate there are several benefits that content analysis

provides to consumer researcher:

1. Provides for an indirect evaluation of communication in situations when a direct survey may produce biased responses.
2. Analyzes the impact of environmental variables, such economic and cultural, and source characteristics, such as attractiveness and reliability, on message content and on receiver responses.
3. Produces an experimental framework for producing new data regarding the character and impact of specific communications.
4. Offers the potential as a supplemental research method in multi-method studies which use unrelated methods to increase result validity by controlling method biases.

Characteristics:

Kassarjian (1977) states that there are three distinguishing characteristics of content analysis: (1) Objectivity, (2) Systemization, and (3) Quantification. Briefly, objectivity provides a scientific standard to the analysis thereby increasing the replicability and reliability, and decreasing the subjectivity. Systematization applies consistent rules in selecting the categories to be studied in an attempt to decrease bias, and the awareness of the connection between the characteristic of the chosen categories and the hypothesis or research question. Quantification is the distinguishing feature of content analysis in that the data is made amenable to some form of statistical method.

Components of Content Analysis:

Kassarjian (1977) states and defines the components of a content analysis:

sampling, units of measurement, and categories of analysis. Sampling defines what and how much of a phenomenon will be studied; the sample is to be random, to be a manageable size, and to be representative of the population from which it is drawn in order to be able to generalize the results to that population. Units of measurement qualify the large or small elements or subdivisions of the content being analyzed. The smallest unit is usually the word, sometimes referred to as a symbol, and can include word compounds (e.g. phrases). The next unit is the theme, which is a comment about a topic, and is the format in which “issues, values, beliefs, and attitudes” (p. 12), are examined. It is also considered to be the most difficult as there may be more than one theme within the context of a unit. Another unit is the character, either fictional or historical, and which is employed in studies of entertainment material. Item is the unit used by producers of symbolic data, and it is often employed in consumer research. Space-time measures are units that classify content through a physical division, such as newspaper column inch, radio minute, or film foot. He points out that more than one unit measure may be employed to test a hypothesis or hypotheses. He also indicates there is a need to categorize in content analysis. Categories provide the conceptual matrix for the research design and they reflect the purpose of the study.

Process of Content Analysis:

Duncan (1989) suggests nine steps are involved in the application of content analysis in health education. The nine steps are:

- (1) Define the units of analysis
- (2) Establish the coding categories
- (3) Pretest the coding on a sub-sample of the documents

- (4) Assess the reliability of the coding
- (5) Revise the coding categories if necessary and return to step 3
- (6) Draw the sample of documents
- (7) Code all the units of analysis
- (8) Assess the achieved reliability of the coding
- (9) Tabulate the categories and cross-tabulate where appropriate (p. 29).

For Duncan, the units of analysis are those items from which detailed or interpretive comments can be made (e.g., words, phrases, paragraphs, books, pictures); units are then categorized. Categories are established to allow the research questions or hypotheses to be answered. The sample for the analysis need to be explicitly defined and be random. Coding is the assignment of a numerical value to the categories for each variable to be studied.

Examples of previous studies:

The following are two examples of studies which look for health messages in communication media. The first study, Signorielli, Montgomery, Denniston, and McCallum (1991), briefly describes the role of television in health and presented a systematic content analysis, by Signorielli, of television soap operas, sitcoms, and other programs to identify health images (1988, as cited in Mass Media and Health, Public Health Service Monograph, 1991). The second study, Gower (1995), was a content analysis of daily comic strips to determine what health-related topics could be identified using preestablished categories developed from a review of health education texts.

In her study, Signorielli identified thirteen health-related images on television and determined how they related to factual health and medicine guidelines. It was found that some of the messages that were presented conflicted with health and medicine guidelines

and reality. The health-related images she identified were:

Physical illness is a central event in the story. The ill person has an aura of goodness and gets better. There is no mention of costs, insurance, or the health care system as a whole.

Mental illness is a sinister and frightening phenomenon, often involving violence and failure.

Physicians are very powerful and surrounded by deferential nurses and paramedics. Other health professionals are absent.

Violence is more common than in the real world and serves as a dramatic or social purpose; pain, suffering, and medical help rarely follow.

Disabilities are rarer than in real life, and when they are portrayed the disability is often central to the life of the affected character. About half the time the portrayal is positive, i.e., the character is a developing person, but often the roles are negative: the character is menacing, sick, or pitiful.

AIDS is a scientific mystery, a gay issue, and political story.

Food is a way to satisfy emotional and social needs. Snacking is prevalent and what is eaten is generally not nutritious according to current guidelines.

Overeating appears to have no consequences.

Illegal drug use is rare but carries very negative consequences and is usually presented in the context of law enforcement. The pusher gets caught in the end.

Smoking is rare but so is quitting smoking. Currently television seems to ignore the issue completely, allowing smokers to escape from reality.

Over-the-counter drugs cure miraculously in the many commercials for them.

Alcohol use is common, especially during personal tension or crisis.

Seatbelt Use is increasing, but unsafe driving generally does not lead to either injury or trouble with the law.

Sex is adolescent, titillating, and sometimes humorous, but there is little talk of preventing pregnancy or sexually transmitted diseases (p. 18).

Signorielli, et al. (1991) then concluded that television entertainment is not education, yet television entertainment could become a vehicle to provide health information to its viewers. This could be accomplished through having an educational issue, such as contraception, being presented as a part of an ongoing story line within a program. They suggested the following opportunities and strategies for furthering health messages in television entertainment media:

Make the entertainment media more aware of health issues and public health

professionals more aware of media needs Encourage contacts between producers and decisionmakers [sic] at the networks and in public health organizations Encourage public health and media organizations to work together Educate the public Conduct more research on the effects of health imagery in entertainment programming Integrate entertainment along with news and public affairs strategies into the media outreach recommendations for public health institutions (pp. 21-22).

In the second study, Gower (1995) found that comic strips were an effective medium to present educational information (pp. 37-38). The intent of analyzing comic strips was to determine the frequency of health-related topics that could be discovered. He used twenty categories to code the comic strips and found that health-related topics were identified in 14.6 percent of the sample, with Eating Practices being most prevalent, followed by Mental Health, with Additives being the least frequent of the categories. These categories will be briefly described in chapter three under instrumentation and can be found in Appendix C.

Health Education and Health Promotion

Simply put, health education is the “process of educating people about health” (McKenzie & Smeltzer, 1997, p. 2). McKenzie and Smeltzer also offer a definition proposed by Green, Kreuter, Deeds, and Partridge (1980, p.7) who “defined health education as ‘any combination of learning experiences designed to facilitate voluntary adaptations of behavior conducive to health’ ” (pp. 3-4). McKenzie and Smeltzer also provide definitions for health promotion, one of which is “provided in the Joint Committee on Health Education Terminology report (1991, p. 102). The committee defined health promotion and disease prevention as ‘the aggregate of all purposeful activities designed to improve personal and public health through a combination of

strategies, including the competent implementation of behavioral change strategies, health education, health protection measures, risk factor detection, health enhancement and health maintenance' ” (p. 3).

Health promotion is a relatively new phenomenon, with societal interest created in part by the shift in mortality from infectious to chronic diseases (McLeroy, et al., 1987). They indicate that health education has gained from public, corporate, and government interest in health promotion, and has bolstered its standing among other public health disciplines as a result of these activities. As a result of health promotion, they suggest that health education has further expanded its employment opportunities from more traditional settings (e.g., schools, health departments) to non-traditional settings (e.g., corporations, hospitals), and has increased consulting and income opportunities.

When looking at health promotion, it is important for health educators and health professionals to consider the following: (1) What are we selling? (2) How are we selling it? (3) Who are we selling it to? (McLeroy et al., 1987). The thought of selling brings in the aspect of persuading and convincing our audience that what is being presented will make a difference in their life and that they should have it. As Williams (1984, cited in McLeroy et al., 1987) notes regarding the advertising of health promotion:

Promotion is about convincing other people that they need, or ought to have, what the salesman or promoter wants them to have. If this is the case then one way of suggesting the appropriateness of the health-promotion approach is to ask the same sorts of questions as we might ask of any salesman; indeed it is not only a matter of common sense to do so, it is also a matter of ethical necessity for professionals who claim to be acting in the best interest of their clients (p. 100).

The indication that health promotion is selling something can create a consideration of

what health-related messages are being offered in magazine advertisements.

Advertisements can contain information about health that may or may not be accurate or be skewed toward the view of a particular group. It could be possible that the advertisements in disability magazines that contain health-related information may be biased toward certain types of information.

Health and Health-Related Information

There is no universally acceptable definition of health. A major discussion, however, revolves around whether health is a dichotomy, health or illness, or a continuum, varying degrees of health or illness (Antonovsky, 1987). Health for many years was considered the absence of disease processes within the body (Eberst, 1984; Insel & Roth, 1994). According to Simons-Morton, Greene, and Gottlieb (1995), a widely accepted definition of health is found in the World Health Organization (WHO) Constitution and states: “Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity” (p. 4). WHO also has a definition of health as it relates to health promotion as “the ability of an individual to achieve his potential and to respond positively to the challenges of the environment” (WHO HED/HEP, to be published; accessed on the World Wide Web November 25, 1997).

Health can be seen as a multidimensional concept. Depending on the study, health can have three dimensions—physical, mental, and social (Greene, 1971), or physical, mental, and spiritual (Allen & Yarian, 1981; Eberst, 1984). It can have five dimensions—social, spiritual, physical, mental, and emotional (Greenberg, 1985). Or

health can have six dimensions—physical, emotional, spiritual, intellectual, social, and occupational (Bruce, 1993), or physical, emotional, intellectual, spiritual, interpersonal and social, and environmental or planetary (Insel & Roth, 1994). When health is considered as having several dimensions it is seen as a holistic approach and is referred to as the wellness approach (Insel & Roth, 1994).

Disability

According to an August 1997 United States Census Bureau Report by McNeil, “20.6 (+/- 0.3) percent of the population, approximately 54 (+/- 0.7) million, had some level of disability; 9.9 (+/- 0.2) percent or 26 (+/- 0.5) million had a severe disability” (p. 1). This suggests that persons with disabilities, as a segment of the population, have the potential to have a strong voice and presence in the world and the marketplace. Yet individuals with disabilities may be misunderstood as they do not fit into societal definitions of health (Lee & Skalko, 1996), or because they are viewed as victims and are seen as helpless (Lynch & Thomas, 1994). Defining individuals with disabilities as being capable, able to have needs and know what they want (Burnett & Paul, 1996), and as able to be healthy is one step in the process of being present and visible.

In a study of the media habits and needs of the mobility disabled consumer, Burnett and Paul (1996) suggest that media at large tends to ignore or not understand the needs of the consumer with a disability. According to Burnett and Paul (1996) there are several companies, such as McDonald’s, Levi Straus, Dupont, Budweiser, and IBM, which have targeted consumers with disabilities in their advertising or marketing strategy, yet there are more who do not. The lack of focus, or acknowledgment, by business and

industry that people with disabilities are or can be potential consumers of their information and products overlooks a segment of society that does exist and does engage itself in the marketplace. According to Coehlo (1997), \$175 billion dollars in discretionary income is controlled in America by individuals with disabilities, with only 52 percent of individuals with disabilities who are of working age being employed.

The field of health and medicine also tend to ignore individuals with disabilities in maintaining the definition of health put forth by the WHO, which could lead to the assumption that people with disabilities cannot be healthy. Using this definition denies that individuals with disabilities can be healthy (Kane, 1996; Lee & Skalko, 1996) and still have a disability. To have a disability and be healthy contradicts generally accepted definitions of health, this is something to address through providing health-related information to society as a whole and to individuals with disabilities in order to redefine what constitutes health.

Chapter III: Methodology

Research Design

A content analysis was chosen for the research design. Content analysis is a research procedure that is generally used to objectively evaluate the specific attributes of written communication. This method can, however, be applied to other message forms in order to generate replicable and valid inferences from data to their setting (Holsti, 1969; Krippendorff, 1980; Shaughnessy & Zechmeister, 1994 Weston & Ruggiero, 1985/1986). It is also used to deliberately evaluate symbolic content of communication (Kolbe & Burnett, 1991). The content analysis was initiated by using the Advertising Message Evaluation Matrix Instrument (AMEMI) developed by the researcher (See Appendix B).

Research Setting

Copies of the Advertising Message Evaluation Matrix Instrument were made for use in the initial steps of analyzing the advertisements that comprised the sample. The results for race, age, gender, and health-related information were then entered and coded into SPSS 8.0 and analyzed. The main text message and the visual descriptions were entered into WordPerfect to assist in their analysis (see Appendix D and Appendix E).

Population and Sample Selection

To determine which magazines are classified as disability or handicapped focused, the 1998 Writer's Market: Where and How to Sell What You Write, and the 35th Edition of Ulrich's International Periodicals Directory 1997, including Irregular Serials & Annuals, 1-5, and the National Directory of Magazines, a World Wide Web Site that lists consumer magazines for persons with disabilities were used. A list of disability

magazines whose target audience was the consumer was developed (see Appendix A). A variety of these magazines address specific disabilities. However, there are very few disability magazines available locally to individuals in this geographic region that address a variety of disabilities. From the list two titles were selected: WE Magazine and Mainstream: Magazine of the Able-Disabled. These magazines were selected due to convenience and because they address a variety of disabilities. We Magazine is available for sale at two retailers and Mainstream: Magazine of the Able-Disabled is available to view through the Rural Institute on Disabilities at the University of Montana. WE Magazine is a new publication, having its inception in March 1997, and is published six times a year. Mainstream: Magazine of the Able-Disabled has been published for twenty years and is published ten times a year..

The publishers for both magazines were contacted in order to obtain issues from March 1997 to April 1998. The issues that were available from We Magazine were August 1997, October 1997, December 1997/January 1998, and March/April 1998. Issues obtained from Mainstream Magazine were March 1997, April 1997, May 1997, June/July 1997, August 1997, September 1997, October 1997, November 1997, December 1997/January 1998, February 1998, March 1998, and April 1998. In order to have an equal number of issues from each magazine, the names of the months for each issue of Mainstream Magazine were written on slips of paper and placed in a container. These slips of paper were drawn out one at a time, the issue month was noted and the slip returned to the container until four different issues were selected . The issues of Mainstream Magazine that were selected were August 1997, September 1997, December

1997/January 1998, and February 1998. In using random selection for the issues of Mainstream Magazine, rather than selecting the same months of the available issues of We Magazine there may be a possibility of seasonal themes that could occur in the advertising of the issues that were from different months.

Instrumentation

According to Duncan (1989), a part of a content analysis procedure requires that units of analysis be defined and that coding categories be developed. He indicated that a unit is an element of analysis, such as words, phrases, titles, sections, and a coding category is a division of the units into specific groups and that it is important that the categories are designed to assist in answering the research questions. For the purposes of this study the researcher developed the Advertising Message Evaluation Matrix Instrument (AMEMI) to incorporate the categories used to code the advertisements. The AMEMI addressed the need to have a means to begin analyzing the information found in the advertisements (Appendix B) by sorting the information into units.

The Advertising Message Evaluation Matrix Instrument was developed by incorporating and expanding on categories defined by Gower (1995). Gower performed a content analysis of comic strips for health-related content using categories developed from a review of health education texts (See Appendix C). His categories have potential to lend themselves to a content analysis of advertisements with modifications of some of the categories and their definitions, and with the addition of more categories. The modifications were due to the nature of comic strips and advertisements. Comic strips contain a story dialogue between characters over several frames, whereas advertisements

may or may not have individuals interacting or dialoguing at all.

The modifications to Gower's health-related information categories that were made for this study are as follows:

- (1) Eliminate the categories Death and Disease.
- (2) Eliminate the category of Education, as used by Gower (1995), as his focus is on health and safety education and the teaching of health.
- (3) Change the name of the category Smoking to Tobacco so as to include other tobacco products, such as smokeless tobacco or snuff.
- (4) Add a category of Emotional Health.
- (5) Incorporate the category Depression into the category Emotional Health.
- (6) Expand the name of the category Environmental to Environmental Health.
- (7) Add a category for Intellectual Health.
- (8) Add a category of Occupational Health.
- (9) Add a category of Social Health.
- (10) Add a category of Spiritual Health.
- (11) Add a category of None.

These modifications created the following twenty-three categories:

- (1) **Additives:** Indicates a concern with the addition of chemicals in food and cosmetics.
- (2) **Aging:** Indicates attitudes, stereotypes, and fears of aging or the aging process.
- (3) **Alcohol:** Indicates use of and attitudes about alcohol or drinking.
- (4) **Sexuality:** Indicates feelings and problems associated with sexual experiences

and expressions.

(5) Eating Practices: References to body weight, food, and foods that have special properties, such as spinach or carrots, or special dietary needs.

(6) Caffeine: Indicates use of beverages that contain caffeine, such as tea, coffee, colas or other drinks; caffeine pills will be considered under drugs.

(7) Consumerism: Indicates costs associated with health-related issues, such as costs of insurance or medical care, cost of treatments or products.

(8) Drugs: Indicates the use of or attitudes about the use of legal and illegal substances. Tobacco and alcohol have their own categories.

(9) Environmental Health: Expresses information about pollution, waste disposal, changes in the atmosphere, or related topics, their impact on health and solutions.

(10) Exercise: References to physical activity, athletics, or body image.

(11) Family: Expresses content referring to family, cohabitation, marriage, parenting, and their effect on health.

(12) Physical Health: Expresses concerns with physical well-being, staying alive or staying healthy.

(13) Emotional Health: References to the expression of mood or feeling states, both positive and negative.

(14) Mental Health: References to cognition and control of emotions.

(15) Professional-Consumer Relations: Indicates interaction between an individual in a medical professional role and another individual or individuals.

(16) Safety: Expresses information regarding accident prevention or preventing

physical harm.

(17) Tobacco: Presents the use of tobacco and its effects.

(18) Intellectual Health: Indicates an active mind with an openness to new ideas, experiences and challenges, and a desire to actively seek these things out.

(19) Occupational Health: Indicates involvement in a role or position, either paid or volunteer, that uses or develops the skills or knowledge of an individual.

(20) Social Health: Indicates an ability to see oneself as a part of a larger society, a concern for others, or a degree of respect for differences of other people.

(21) Spiritual Health: Indicates a belief in some unifying force; varies with the individual, could be, for example, nature, science, or a godlike force.

(22) Other: Indicates other health-related information that does not fit into the established categories. The categories that emerged can be found in the results.

(23) None: Indicates no health-related information is present.

In addition to the health-related categories, information in the following areas were also analyzed:

(1) Main Text Message: The text that the eye notices first, and may be the primary message contained within the advertisement. The message may be in a larger point font or is in a contrasting color in order to gain attention.

(2) Visual Image: The photograph, graphic, or components other than words that are a part of an advertisements composition. It will be further categorized into the following areas:

a. General Description: The obvious image that is seen in the

advertisement. Describes the scene that is being presented.

c. Race: The people, if any, that are a part of the advertisement's composition. Each person present in an advertisement will be classified according to the following categories defined by the Office of Management and Budget in the October 30, 1997, Federal Register:

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Hispanic or Latino
5. Native Hawaiian or Other Pacific Islander
6. White
7. Unknown/Not Sure

c. Age: The developmental stage of individuals in the advertisement. If people are a part of the advertisement's composition, classify each according to the following categories (based on information found in Simons-Morton, Greene & Gottlieb, 1995), with the addition of an unknown category:

1. Infant: Under one year
2. Child: 1-14 years
3. Adolescent/Young Adult: 15-24 years
4. Adult: 25-64 years
5. Older Adult: 65 years and over

6. Unknown/Not Sure

d. Sex: If people are a part of the advertisement's composition, classify each individual in the advertisement according to the following categories:

1. Male

2. Female

3. Unknown/Not Sure

(3) Product: The item(s) being presented in the advertisement for consideration by the viewer of the advertisement. The general product and not brand name is to be noted.

The instrument was pilot tested on a small sample of advertisements. Based on the pilot study, categories were revised and/or definitions clarified to obtain the categories used for the analysis.

Data Collection and Analysis

A content analysis for health-related information was conducted on a sample of advertisements, using the Advertising Message Evaluation Matrix Instrument (See Appendix B). The notes that follow the instrument in the appendix describe the codes used to designate the categories that were initially established to evaluate the sample. Analysis of themes of the text messages, and categorization and frequency of race, age, health-related information and products were performed and results tabulated. New health-related information categories or themes emerged during the analysis and these were noted as to their occurrence and the possible implications for future research.

Chapter IV: Results

Introduction

The purpose of this study was to determine how and what information was presented through advertisements in two specialty magazines that are directed toward individuals with disabilities. A total of eight magazine, four issues each from We Magazine and from Mainstream Magazine, were used to gather the sample of ads to be analyzed. In those issues selected, there was a total of 298 advertisements. Ads less than a half page were discarded (total=154) as were duplicate ads (total=48). The smallest discarded ad was approximately one-sixth of a page and the majority of the discarded ads were found in the issues of Mainstream Magazine. There were 96 advertisements that were analyzed. Of the 96 ads, 56 ads were from We Magazine and 40 ads were from Mainstream Magazine.

Ad Size

Half page, one page, and two page ads (n=96) were used in this sample. There was a greater percentage of one page ads (69.8%) in the sample as compared to half page ads (22.9%) or two page ads (7.3%) (see Figure 1). We Magazine had five- half page ads, six- two page ads, and 45 one page ads. Mainstream Magazine had one- two page ad, 17 half page ads, and 22 one page ads.

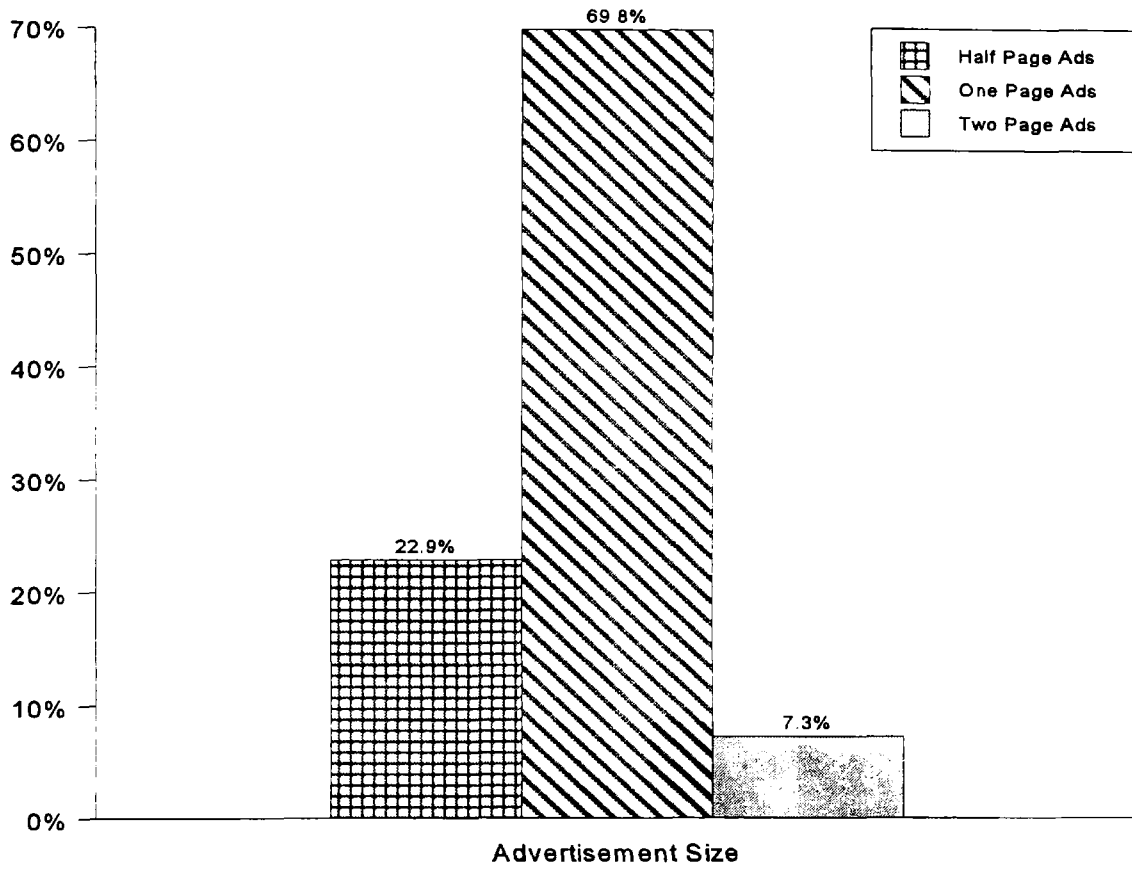


Figure 1. Frequency of Advertisement Size categories in sample (n=96)

Demographic Categories

In the sample of 96 ads that were analyzed, there were 71 or approximately 74% of ads which had at least one image that represented or depicted a human. There were 25 ads in the sample that did not contain images or representations of humans. Some of the ads that had human images had multiple occurrences and multiple representations of race, age, and sex.

Race

These 71 advertisements were reviewed for representations of race. The categories of race used to analyze the ads in the sample were: American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Other Pacific Islander, and White. The category of Unknown/Not Sure was also used. The races that were identified in the 71 ads that contained human images were Asian (2 occurrences), Black or African American (13 occurrences), and White (125 occurrences). There were 38 occurrences where race was not able to be determined. Races that were not represented in the ads were American Indian or Alaska Native, Hispanic or Latino, and Native Hawaiian or Other Pacific Islander. In some of the advertisements, there were more than one representation of a race or representation of several races, and the percentage of each represented race reflects this (see Figure 2). The most frequently appearing race in both magazines was White, with 51 occurrences in We Magazine and 74 occurrences in Mainstream Magazine. The least frequently occurring was Asian, with one occurrence in each magazine. There was almost an equal occurrence of the race of Black or African American in each magazine (six in We Magazine and seven in Mainstream Magazine).

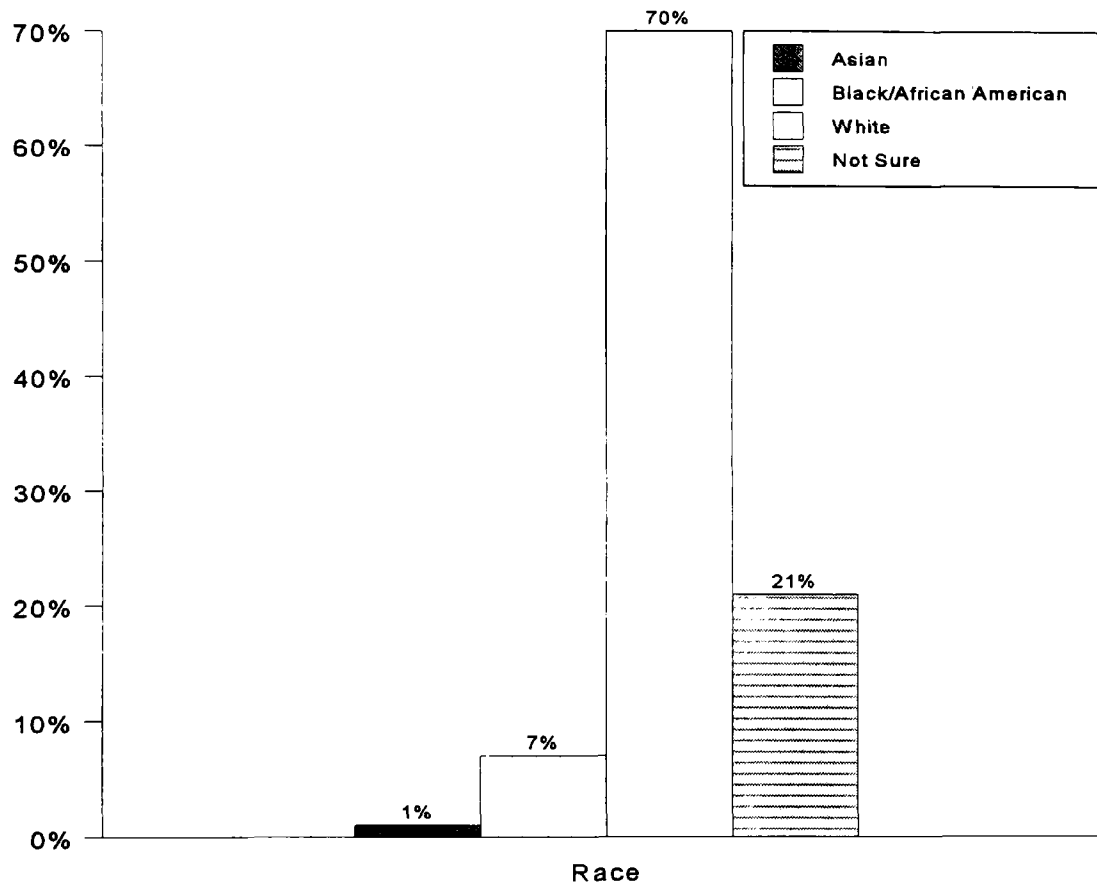


Figure 2. Frequency of Race Categories

Age

The 71 advertisements that contained human images were analyzed for representation of Age according to the following categories: Infant (under one year), Child (1-14 years), Adolescent-Young Adult (15-24 years), Adult (25-64 years), and Older Adult (65 years and older). A category of Unknown/Not Sure was also included. In the sample, there was no representation of the category of Infant (see Figure 3). There were eight occurrences of not being able to determine the age being presented. The most represented age group was Adult (111 occurrences), followed by Child (34 occurrences), and Older Adult (16 occurrences). The least represented age group was Adolescent-Young Adult with six occurrences.

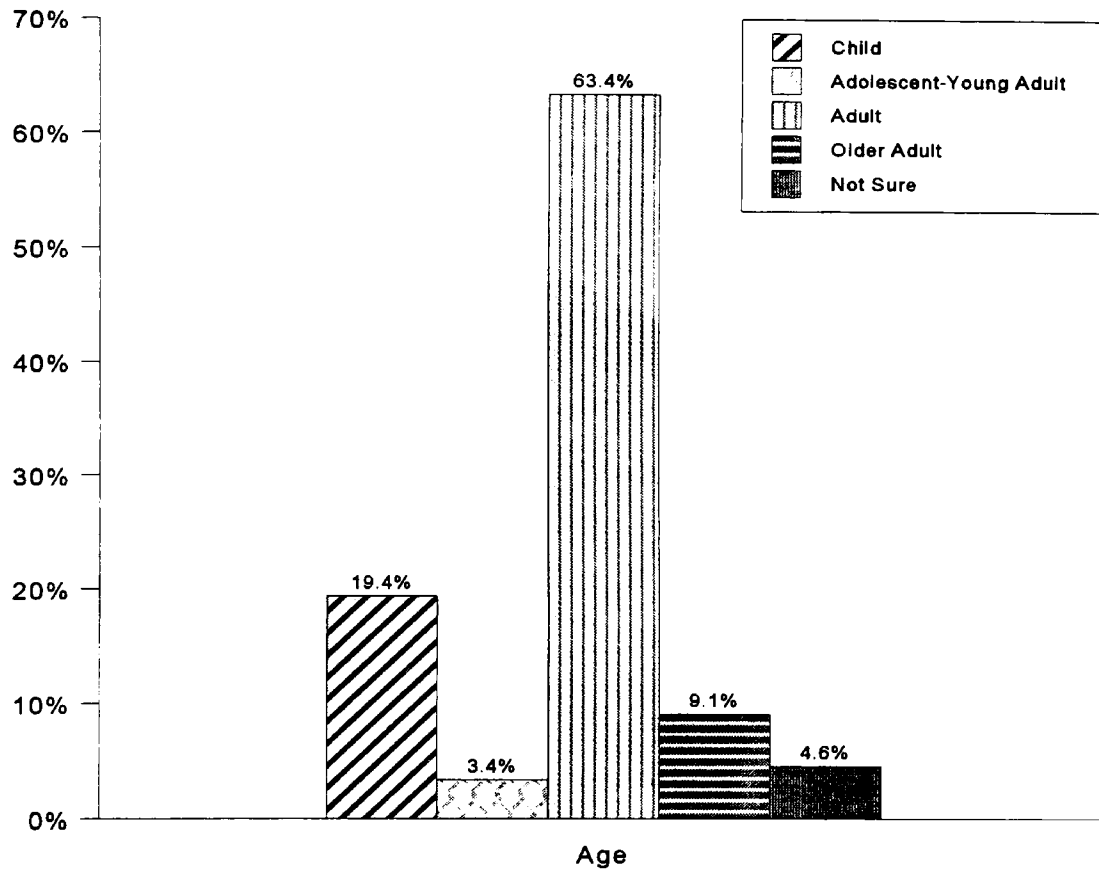


Figure 3. Frequency of Age Categories

Sex

The 71 ads were then analyzed for representation of the sexes of male and female. An additional category of Unknown/Not Sure was also included. Both male and female images or representations were found in the analysis. There were images or representations of individuals where sex could not be determined (10 occurrences). There were more males images or representations (102 occurrences) found than female images or representations (57 occurrences) in the sample (see Figure 4).

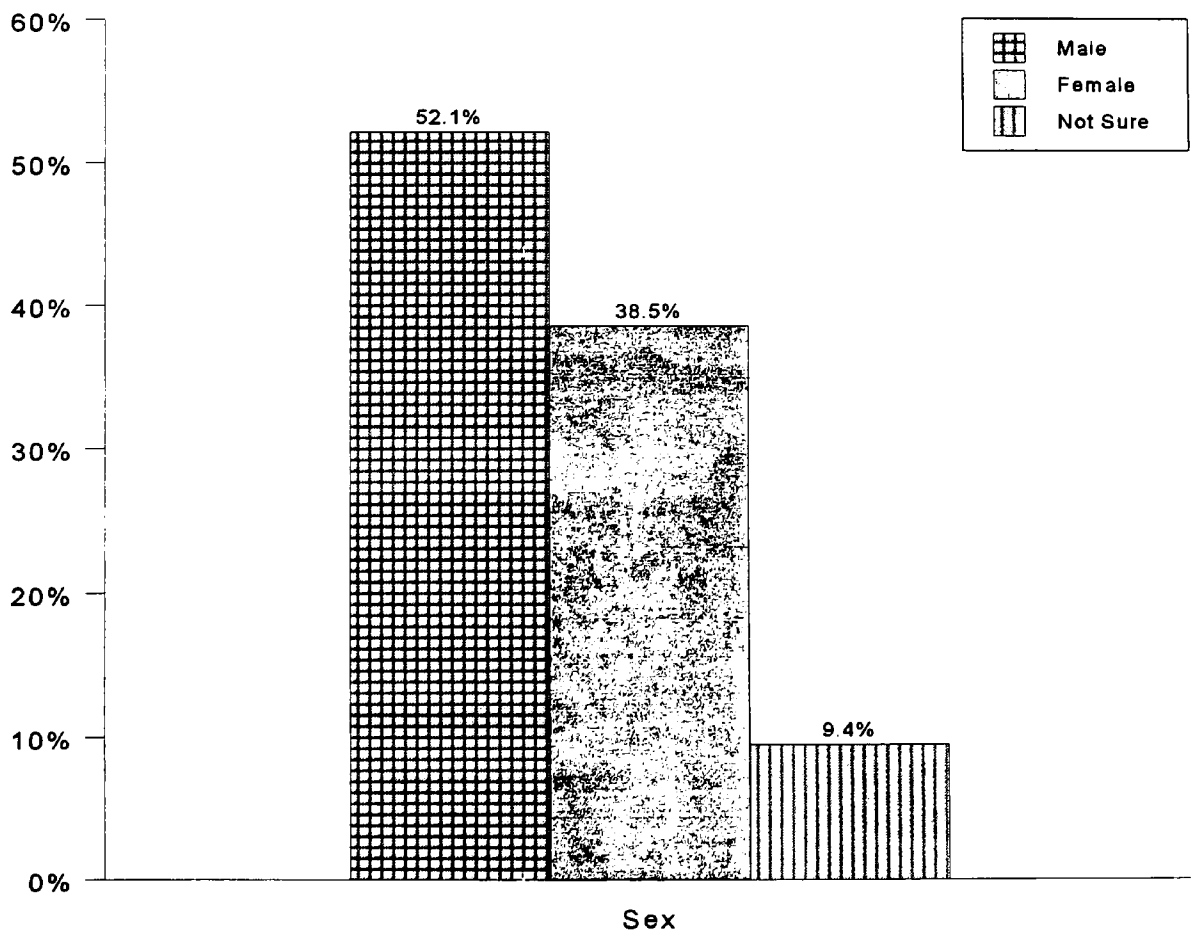


Figure 4. Percent frequency of Sex classifications found in sample.

Health-Related Categories

The sample of 96 ads were sorted according to predetermined health-related categories (see Appendix B notes). A category of Other was included to identify potential health-related categories that emerged during the analysis, and a category of None was also included for ads that did not have an identifiable health-related category. The predetermined health-related categories that did not appear in the sample were: Additives, Alcohol, Tobacco, Sexuality, Environmental Health, Exercise, Emotional Health, Mental Health, and Spiritual Health. There were ads in the sample that fit into more than one of the predetermined health-related categories and the total percentages reflect this (see Figure 5). The most frequently appearing predetermined health-related category was Physical Health (18 occurrences), followed by Consumerism (15 occurrences) and Social Health (10 occurrences). The remaining categories (Caffeine, Drugs, Eating Practices, Aging, Safety, Family, Professional-Consumer Relations, Intellectual Health, and Occupational Health) had less than ten occurrences overall in the 96 ads. Overall, the most frequently occurring category was Other. Within the Other Category, the following emerged:

- (1) Communication: Presented voice or other adaptive software programs, and voice activated telephones (eight occurrences, 8.3%).
- (2) Access: Presented ideas for universal design of living space, PC banking, travel accommodations, van lifts (11 occurrences, 11.5%).
- (3) Diversity: Posed a question regarding the relevance of points such as an individual's race, age, or sex in relation to what they could accomplish, such as

discovering a cure for cancer (one occurrence, 1%).

(4) Information: Presented catalogs, bound reports, and expos that provided information regarding disability (seven occurrences, 7.3%).

(5) Mobility: Presented motorized wheelchairs, electric scooters, body lifts and crutches (14 occurrences, 14.6%).

(6) Physical Independence and Freedom: Offered items related to bowel regulation programs, and male catheter supplies, and what benefits were obtained from using the products (five occurrences, 5.2%).

(7) Transportation: Offered wheelchair accessible vans, accessible vehicle rental agencies, or companies that offered vehicle adaptation services or rebates for adaptations (15 occurrences, 15.6%).

(8) Physical Rejuvenation: Offered a spinal cord rejuvenation program for individuals with spinal cord injuries (1 occurrence, 1%).

(9) Financial Investment and Financial Assistance: Presented companies that offered investment and securities services, or financial advances on settlements (five occurrences, 5.2%).

(10) Environmental Lighting Adjustment: Presented a remote controlled, wall mounted light adjustment unit (1 occurrence, 1%).

(11) Alternate Magazine Format: Provided information on Internet website as an available alternate format (four occurrences, 4%).

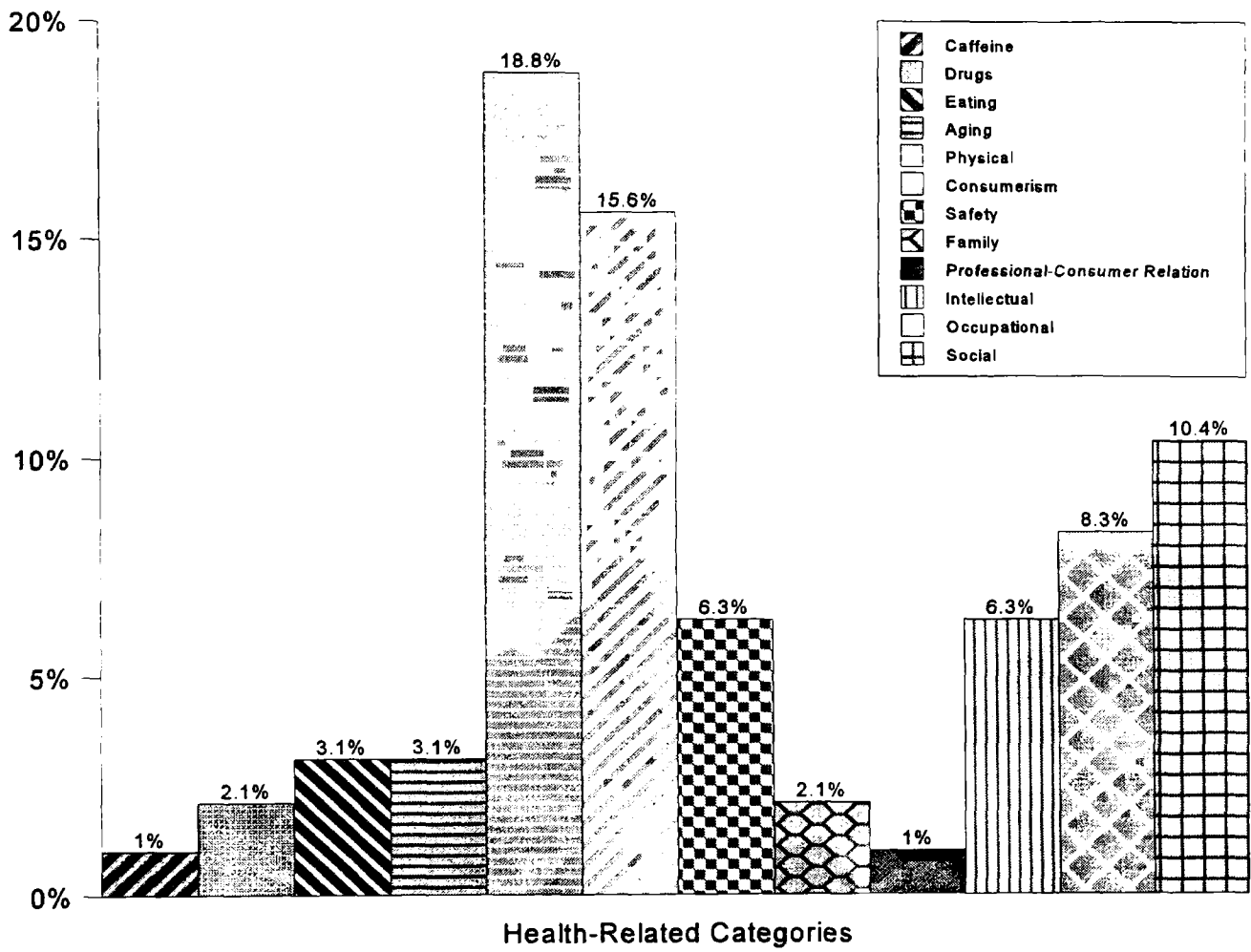


Figure 5. Percent frequency of Health-Related Categories in sample (n=96).

Main Text Message and Visual Image Themes

The main text messages and the visual images also were analyzed for themes. In order to understand the meaning of the ad, the text messages and the visual images needed to be considered as a whole. Examining only the visual image did not necessarily convey meaning, and only reviewing the main text message did not indicate meaning apart from the image.

Main Text Message

There were some ads in the sample in which no main text could be discerned. The main text is that text that the eye notices first, and may be the primary message contained within the advertisement. This text may be in a larger point font or is in a contrasting color in order to gain attention. These ads which did not have a discernable main text did not highlight, either through bold type, different colored text, or different fonts, a particular portion of the text to stand out in the ad. An example of this would be an ad for securities that used a dull blue color and black for text colors; these colors did not attract the attention of the eye to any particular text. For a majority of the ads, the main text (see Appendix D) did not always define or convey a direct message of what the ad was promoting. Therefore, reviewing the other text contained in the ad clarified what health-related category, if any, was salient for that ad. There were, however, several themes that arose from the examination of the main text:

1. **Accessibility:** Having an accessible living space or having specially equipped vehicles.
2. **Independence:** Having equipment that an individual can operate unassisted,

such as body lifts, power wheelchairs, vehicles, hands free telephones, or voice software.

3. Living in style: Owning a vehicle and having the means to be mobile, having a pleasing and functional living environment.

4. Empowerment: Having things and doing things, such as fishing, traveling, working, investing or managing finances.

Visual Image

There was a variety of images that were presented in the advertisements. There were advertisements that suggested spontaneous activity, such as a person operating a body lift, and others that were more posed, more staged. In the ads that presented individuals (n=71), there were 20 ads (28%) that did not present a visually identifiable disability; one of these ads (1%) indicated, in the text, that the individual was an above the knee amputee and a prosthesis wearer. There were three ads (4%) where the image of the individual was too small to discern whether there was a visible limitation. The indicator of disability being present was most frequently a wheelchair; 31 ads (44%) presented at least one individual who used a wheelchair. Other ads also presented individuals with wheelchairs (six ads, 8%), however these ads also presented another form of assistive equipment, such as a body lift or electric scooters. There was another ad (1%) that presented an individual in a wheelchair and also an individual who was signing. There were two ads (3%) that presented individuals who were amputees without prosthetics who used mobility devices other than a wheelchair, and there were two ads (3%) that had individuals whose prosthetic devices were discernable. In two ads (3%)

there were individuals who used communication devices (voice output device; hearing aid). There was one ad (1%) with an individual who was bedridden and had a respirator, one ad (1%) with individuals who used electric scooters, and one ad (1%) of an individual using a body lift.

In the analysis of the ads with visual images that included individuals, the ads were analyzed for the following categories: indoor/outdoor, active/inactive, and work, or play or leisure.

Outdoor/Indoor: Of the 71 ads, there were 27 ads (38%) that had individuals in an identifiable outdoor setting. Identifiable outdoor settings were those in which there were signs of the outdoors, such as sky, clouds, trees, grass, fireworks, or the outside of a building or buildings. There were 30 ads (42%) that were in an identifiable indoor setting. Identifiable indoor settings were those in which there were signs of the indoors, such as inside walls, floors, or indoor furniture or equipment. In addition, there were four ads (6%) that had images of individuals who were either in indoor or outdoor settings; these ads were photo montages. Also, there were 10 ads (14%) containing individuals in settings that could not be classified as outdoor or indoor. These ads were those in which the individual or individuals were in a setting that had a blurred, out of focus or indefinite background, facial images with blank backgrounds, images of individuals on a Web Page, the cover of a disability report, or caricatures that did not indicate indoor or outdoor settings.

Activity/Inactivity: In the ads that contained individuals, there were 41 ads (58%) that depicted some form of activity because they were not obviously posed for a camera

and they had the appearance of being in motion. Some examples of this were rock or mountain climbing, moving away from a cab, operating heavy equipment, preparing to kick a football, climbing a ladder, and an individual engaging in a video teleconference with another individual. There were 23 ads (32%) where the images of individuals appeared posed or stopped, such as smiling and striking a pose, pausing and not indicating movement. The seven remaining ads (10%) were difficult to determine whether the individual or individuals were meant to appear active or inactive related to the size of the image or the lack of visual cues to indicate a sense of activity or inactivity.

Work/Play or Leisure: Of the ads that included individuals, there were 13 ads (18%) that were indicative of work (such as an office setting, business attire, or attire appropriate to a specific job position). There were 13 ads (18%) that indicated play or leisure activities (such as being engaged or preparing to engage in an outdoor activity). The remaining 45 ads (63%) had insufficient or neutral visual cues to allow classifying as work, or as play or leisure.

Chapter V: Conclusions

Summary of Results

A total of 96 advertisements were analyzed. Ads were analyzed for health-related information using predetermined categories. The most frequently occurring predetermined categories were Physical Health, Consumerism, and Social Health. New categories emerged as a result of the analysis. These categories were Communication, Access, Diversity, Information, Mobility, Physical Independence and Freedom, Transportation, Physical Rejuvenation, Financial Investment and Financial Assistance, Environmental Lighting Adjustment, and Alternate Magazine Format.

In analyzing the ads for demographic categories, it was found that there were certain races and ages that were not represented. There were no American Indians or Alaska Natives, no Native Hawaiians or Other Pacific Islanders, no Hispanics or Latinos. There were no Infants represented in the ads. The most frequently represented demographics categories were Whites, Adults, and Males.

View of Persons with Disabilities Through the Lens of Advertising

Don't drink. Don't smoke. What do you do?

Reviewing the sample for the categories that were or were not present, it appears that, according to advertisers found in these magazines, the majority of individuals with disabilities are white adult males. They like to do things, such as fish and climb mountains or operate heavy equipment, and have a need for assistive equipment that will get them where they want to be, whether it is a special wheelchair, a vehicle, or prosthetics. However, they are not interested in physical health or fitness as it pertains to

exercise. These individuals do want transportation that they can access and that they can operate. They have a need for information on catheters and bowel regulation but not for sexual relations and condoms. Either they don't smoke or drink, or advertisers don't think they do because there were no ads for tobacco products or for alcohol or even ads detailing the dangers of these products.

What does it mean?

The lack of representation of certain health-related categories in the advertisements, such as mental and emotional health, sexuality, exercise, tobacco and alcohol, may be a denial by both the advertisers and the editorial focus of the magazine that these could be concerns or interests of individuals with disabilities. The lack of ads for tobacco and alcohol was interesting in that it is rare to find a magazine that does not have a least one ad that makes some reference to either tobacco or alcohol. The predetermined health-related categories that were represented less than 5% were: Caffeine, Drugs, Eating Practices, Family, Professional-Consumer Relations. Categories that were not represented were: Additives, Alcohol, Tobacco, Sexuality, Environmental Health, Exercise, Emotional Health, Mental Health, Spiritual Health.

Although the theme of transportation emerged in the analysis under the category of Other, some of these ads were taken in an indoor setting (i.e. an accessible minivan parked in a studio for the photograph) rather than outside. Transportation could be a health-related issue as it can minimally provide means of accessing health care. Transportation can also provide the freedom to move and be mobile for large distances.

Recommendations

Program Applications

Individuals who work with and design programs for individuals with disabilities can use information from this study in the following ways:

1. Create informational programs that reach out to minority and youth.
2. Determine how to develop more programs and informational sources that will focus on women with disabilities and their health-related information needs.
3. Determine what other information on health-related topics, such as sexuality and exercise, are readily accessible to persons with disabilities.
4. Create and develop a professional awareness of how advertisers view or portray individuals with disabilities and how they target these individuals as consumers.

Topics for Future Research

Some possible considerations for future research would be to analyze advertisements in these or similar publications that are less than a half page to see categories that were not found in the larger ads emerge, or to analyze several years' worth of ads to determine if social changes and trends have an influence on the advertising.

A content analysis of articles from disability-related magazines could be done for health-related issues, such as sexuality, mental and emotional health, spirituality, substance abuse because the analysis would help determine what information is or is not being presented to those individuals who have access to the publication, and results of which would have implications for future program planning.

A survey of magazine publishers as to the number of requests for alternate format,

and whether or not they currently offer a subscription option for alternate format, could offer insight into accessibility of certain publications for people with disabilities.

Although an individual could have access to a publication in alternate format through a reader service, it would be beneficial for a magazine publisher to offer that format directly to consumers with disabilities. To do so would offer these individuals the opportunity to receive that publication and to review their issue in the same frame as the consumer who receives a paper issue.

A comparative analysis of health-related information in similar consumer magazines for individuals without disabilities. The same variables and magazine issues would be used in order to assess differences among the variables between the sets of magazines.

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Appendix A:
Consumer Magazines
with a
Target Audience of Disability

Consumer Disability Magazines:

The following is a list of disability magazines who target only the consumer and is published in the United States. The list was compiled through a review of several reference sources and is not an exhaustive list of all disability magazines available (Holm, 1997; Ulrich's, 1996; National Directory of Magazines Web Site on the World Wide Web: <http://www.mediafinder.com/magazines/mag1830.cfm> and associated links accessed on March 5, 1998).

A Positive Approach, quarterly

Alive, quarterly

Arthritis Today, bi-monthly

Asthma Magazine: Strategies for Taking Control, bi-monthly

Can-Do, bi-monthly

Careers & the disAbled, quarterly

Challenge Magazine, monthly

Diabetes Interview, monthly

Diabetes Self-Management, bi-monthly

Dialogue, quarterly

Disabled Outdoors Magazine, bi-weekly

Employment in the Mainstream, bi-monthly

Enable Magazine, bi-monthly

Hearing Health, bi-monthly

Kaleidoscope: International Magazine of Literature, Fine Arts, & Disability, semi-

annually

Mainstream Magazine: Magazine of the able-disabled, ten times/year

New Mobility, monthly

Palaestra: Forum of Sport, Physical Education, & Recreation for those with

Disabilities, quarterly

PN/Paraplegia News, monthly

Ragged Edge Magazine, bi-monthly

Reach Out Magazine, quarterly

Special Recreation Digest,

Sports 'n Spokes, bi-monthly

WE Magazine, bi-monthly with intent to move to monthly

Appendix B:
Advertisement Message Evaluation
Matrix Instrument

Advertisement Message Evaluation Matrix Instrument

	Visual Image					
Main Text Message	General Description	Race	Age	Sex	Product	Health-Related Category

Note. Some products may have more than one health-related information category to which it belongs.

Race: American Indian or Alaska Native = AI; Asian = A; Black or African American = B; Hispanic or Latino = H; Native Hawaiian or Other Pacific Islander = NH; White = W; U = Unknown/Not Sure

Age: Infant = I; Child = C; Adolescent/Young Adult = Y; Adult = A; Older Adult = O; Unknown/Not Sure = U

Sex: Female = F; Male = M; Unknown/Not Sure = U

Health-Related Category: Additives = Ad; Alcohol = Al; Caffeine = Ca; Drugs = Dr; Eating Practices = Ea; Tobacco = To; Aging = Ag; Physical Health = Ph; Sexuality = Se; Consumerism = Co; Environmental Health = En; Safety = Sa; Exercise = Ex; Emotional Health = Em; Mental Health = Me; Family = Fa; Professional-Consumer Relations = Pr; Intellectual Health = In; Occupational Health; Social Health = So; Spiritual Health = Sp; Other health related category not listed (describe) = Ot; None = No

Notes on categories:

The following descriptions are for the categories in the Advertising Message Evaluation Matrix Instrument (AMEMI). These categories are the basis for evaluating the sample of advertisements that will be studied. Additional categories may be added during the study if there appears to be a trend or theme that emerges in the sample.

Main Text Message: The text that the eye notices first, and may be the primary message contained within the advertisement. The message may be in a larger point font or is in a contrasting color in order to gain attention.

Visual Image: The photograph, graphic, or components other than words that are a part of an advertisements composition. It will be further categorized into the following areas:

General Description: The obvious that is seen in the advertisement; describes the scene that is being presented.

Race: The people, if any, that are a part of the advertisement's composition. Each person in an advertisement will be classified according to the following categories defined by the Office of Management and Budget in the October 30, 1997, Federal Register, using the provided letter codes:

- (1) American Indian or Alaska Native (AI)
- (2) Asian (A)
- (3) Black or African American (B)
- (4) Hispanic or Latino (H)
- (5) Native Hawaiian or Other Pacific Islander (NH)

(6) White (W)

(7) Unknown/Not Sure (U)

Age: The developmental stage of people in the advertisement. If people are a part of the advertisement's composition, classify each according to the following categories (based on information found in Simons-Morton, Greene & Gottlieb, 1995), using the code letter provided:

(1) Infant (I): Under one year

(2) Child (C): 1-14 years

(3) Adolescent/Young Adult (Y): 15-24 years

(4) Adult (A): 25-64 years

(5) Older Adult (O): 65 years and over

(6) Unknown/Not Sure (U).

Sex: The sex of people are a part of the advertisement's composition, classify each individual in the advertisement according to the following categories:

(1) Male (M)

(2) Female (F)

(3) Unknown/Not Sure (U).

Product: The item(s) being presented in the advertisement for consideration by the viewer of the advertisement. The general product and not brand name is to be noted.

Health-related Categories: The following categories will be used. Additional

categories may be formulated based on the information that emerges within the analysis, through the use of the Other category:

- (1) Additives: Indicates a concern with the addition of chemicals in food and cosmetics.
- (2) Aging: Indicates attitudes, stereotypes, and fears of aging or the aging process.
- (3) Alcohol: Indicates use of and attitudes about alcohol or drinking.
- (4) Sexuality: Indicates feelings and problems associated with sexual experiences and expressions.
- (5) Eating Practices: References to body weight, food, and food that have special properties, such as spinach or carrots, or special dietary needs.
- (6) Caffeine: Indicates use of beverages that contain caffeine, such as tea, coffee, colas or other drinks; caffeine pills will be considered under drugs.
- (7) Consumerism: Indicates costs associated with health-related issues, such as costs of insurance or medical care, cost of treatments or products.
- (8) Drugs: Indicates the use of or attitudes about the use of legal and illegal substances. Tobacco and alcohol have their own categories.
- (9) Environmental Health: Expresses information about pollution, waste disposal, changes in the atmosphere, or related topics, their impact on health and solutions.
- (10) Exercise: References to physical activity, athletics, or body image.
- (11) Family: Expresses content relating to family, cohabitation, marriage, parenting, and their effect on health.
- (12) Physical Health: Expresses concerns with physical well-being, staying alive

or staying healthy.

(13) Emotional Health: References to the expression of mood states, both positive and negative.

(14) Mental Health: References to the cognition and control of emotions.

(14) Professional-Consumer Relations: Indicates interaction between an individual in a medical professional role and another individual or individuals.

(15) Safety: Expresses information regarding accident prevention or preventing physical harm.

(16) Tobacco: Indicates the use of tobacco and its effects.

(17) Intellectual Health: Indicates an active mind with an openness to new ideas, experiences and challenges, and a desire to actively seek these things out.

(18) Occupational Health: Indicates involvement in a role or position, either paid or volunteer, that uses the skills or knowledge of an individual.

(19) Social Health: Indicates an ability to see oneself as a part of a larger society, a concern for others, or a degree of respect for differences of other people.

(20) Spiritual Health: Indicates a belief in some unifying force; varies with the individual, could be, for example, nature, science, or a godlike force.

(21) Other: Indicates other health-related information that does not fit into the established categories and to develop potential health-related categories that have not been indicated.

(22) None: Indicates no health-related information is present. A description of the advertisement will be recorded for potential creation of non health-related

categories.

Appendix C:
Health-Related Topics
Defined by
Gower (1995)

The following are the health-related content categories that were developed and used by Gower (1995) in his study of daily comic strips:

- (1) 'Additives': Concerns with the use of extraneous chemicals in food and cosmetics.
- (2) 'Aging': Attitudes about aging, stereotypes of the elderly, and fear of aging.
- (3) 'Alcohol': Use of alcohol and attitudes about drinking.
- (4) 'Sexuality': Feelings and health problems related to sexuality.
- (5) 'Eating Practice': Includes references to weight gain or loss, the four food groups, and foods believed to have special properties--such as Popeye's eating spinach to gain strength.
- (6) 'Caffeine': References use of tea, coffee, cola, pop, or other beverage containing caffeine. References to caffeine pills were recorded under drugs.
- (7) 'Consumerism': Refers to economic issues related to health-related products and services, including the cost of health insurance and medical care.
- (8) 'Death': The death of a character and how other characters adjust to the death.
- (9) 'Depression': Melancholy reactions of characters.
- (10) 'Disease': Attitudes toward illness and references to specific diseases.
- (11) 'Drugs': Use of or attitudes about legal and illegal drugs. Tobacco and alcohol are in separate categories.
- (12) 'Education': Refers to health and safety education, attitudes toward learning health information, the importance of learning health information, and scenarios about teaching or studying health in school.
- (13) 'Environmental': Refers to air and water pollution, waste and sewage disposal, the Greenhouse effect, ozone depletion and related issues, and how these effect health.
- (14) 'Exercise': References to physical exercise, aerobics, athletics, and body image.
- (15) 'Family': Themes relating to family life, cohabitation, monogamy, parenting, and their affect on physical or mental health.
- (16) 'Mental Health': References to clinical conditions and how characters handle frustrating situations.
- (17) 'Professional-Patient Relations': The roles of physicians, dentists, nurses and other healthcare professionals.
- (18) 'Safety': Accidents and their prevention.
- (19) 'Smoking': Use of tobacco and its effects.
- (20) 'Other': health-related topics which are not included in the above categories (pp. 38-39).

Appendix D:
Main Text Messages
in Sample

The following are the main text messages that were found in the ads sampled. An attempt has been made to replicate the use of upper and lower case in these messages but not the use of different font sizes or types. Those advertisements that were determined to not have a main text message will be indicated with the phrase “no main text”.

1. “Words are the musical notes of our lives.” (italicized).
2. wake up younger looking skin.
3. Which Piece of The Rock® Will You Need Today?
4. Beauty Style Accessibility
5. FOR THE BATH ACCESS COMFORT SAFETY
6. Combining the Character you want with the Characteristics you Need.
7. POWERFUL PAIN RELIEF AND SO MUCH MORE.™
8. new medicines to slow alzheimer's?
9. CANCER CURE DISCOVERED
10. pop into the world's best bank free
11. MILK
12. No main text.
13. This is DISABLED?
14. ATTEND THE EVENT THAT MAKES A DIFFERENCE 97 ABILITIES EXPO
15. High Performance with Elegant Style Jazz up Your Life!
16. CELEBRATE YOUR ACTIVE LIFESTYLE!
17. AeroFit™ Folding Underarm Crutches Priced Under \$100

18. Tomorrow's medicine today
19. Accessibility with style
20. No main text.
21. POETRY IN MOTION EVEN WHEN IT'S STANDING STILL!
22. ELECTRIC MOBILITY! Have Fun . . . Be Independent. Get A Rascal®
Electric Scooter!
23. No main text.
24. You already have motivation. You NEED TRANSPORTATION.
25. No main text.
26. Dare to defy gravity.
27. DALLAS, TEXAS MARCH 17, 1997 2:23 P.M.
28. Help.
29. BEAUTIFUL NEW DESTINATION. THE PERFECT LAS VEGAS
LOCATION
30. Why pay for cellular phone service if you only want it for emergency use?
31. No main text.
32. For travelers with disabilities, we're putting the whole world within reach.
33. Accessibility. Family Style.
34. Jazz up Your Life!
35. en disabled
36. Imagine popping into your bank anytime. pretty convenient.
37. We know you'll love our coffee. We know you'll love the free coffeemaker.

We just don't know what color your kitchen is.

38. Imagine PC banking so user friendly, it comes with 24-hour help. nice.

39. This is DISABLED?

40. "Art imitates Nature, and necessity is the mother of invention." -Richard Franck, 1658

41. A commitment to community is a commitment to diversity.

42. We chat.

43. We shop.

44. One scientist's vision revolutionizes the hearing industry, benefitting millions of people . . .

45. Merrill Lynch on seeing the ability beyond the disability.

46. Disease knows no boundaries. Why should we?

47. FROM EMPLOYEE BENEFITS TO INVESTMENT MANAGEMENT.

48. How much you'll save with a Roth IRA depends on where you open it.

49. Four million blind people could benefit from your vision.

50. We meet.

51. Millions of Americans have chronic disorders—meet them face-to-face at this extraordinary event.

52. NAVIGATE the FAST TRACK

53. AAMR is where you belong.

54. Spacer™ Offers Remote Control of Lights

55. Shouldn't you be this well-informed?

56. We web.

57. EXPERIENCE THE INDEPENDENCE

58. DENIED ACCESS AGAIN? TIRED OF BEING DISCRIMINATED
AGAINST? WANT ACCESS NOW?

59. Make that call. Take that call.

60. IF YOU'VE GOT THE WILL WE'VE GOT THE WAY

61. We help make your house a HOME (ital.) for your entire family.

62. Are traditional phones a barrier to communication? FREEDOM AT LAST!

63. WHAT YOU REALLY WANT TO SEE IN A LIFT IS—WELL, LESS OF
IT.

64. After years of converting minivans for wheelchair users IMS now makes
financing more accessible, too.

65. NO WALLS. NO BARRIERS. NO BOUNDARIES. JUST DOORS.

66. Rent an Accessible Van

67. TURN YOUR STRUCTURED SETTLEMENT OR DISABILITY CLAIM
INTO CASH

68. LIFE JUST GOT A LITTLE EASIER.

69. Lose 20 lbs. and see the world.

70. ACCESSIBLE VAN RENTALS Travel in style

71. For people Who just won't sit still

72. Answers for better dental health

73. Answer the call of the open road

74. 3 More Reasons to Consider Otto Bock . . . The Cloud The Advantage Z-Flo
75. SUPER SOCK® A prosthetic sock of superior quality For the comfort of your lifestyle . . .
76. BARRIER FREE LIFTS®
77. “My bowel regularity is no accident.”
78. Vanguard™ Taking Dynamic Displays in a New Direction
79. A-MED HEALTH CARE CENTER
80. California Community Colleges Ninth Annual JOB FAIRS Are Coming!
81. Imagine a world of endless possibilities
82. latest models of accessible vans. most knowledgeable and friendly people
Service locations nationwide
83. The New Standard in Male External Catheters.
84. The Ultimate in Hands Free Innovation! HANDS-DOWN The Easiest Way to Use the Phone! (Note: Depending on how you look at the page, the message could also be read as: HANDS-DOWN The Easiest Way to Use the Phone! The Ultimate in Hands Free Innovation!)
85. “HELPING YOU ACHIEVE GREATER MOBILITY”
86. VOICE OUTPUT BY ANY MEANS OF ACCESS.
87. Window-Eyes™ for Windows®95. You won't believe your ears!
88. MERCURY COULD NOT KEEP UP EVEN WITH THOSE LITTLE WINGS ON HIS FEET.
89. Ford Mobility Motoring One Call Does It All!

90. The Best in Rehab

91. SUPER SOCK® PROSTHETIC SOCK For the comfort of your lifestyle . . .

Wonderful wash and wear wool.

92. CAN-DO PRODUCTS For your active independent life Confidence. . .that's

what you have when you buy from us.

93. Our Male External Catheter Is Very Forgettable.

94. CM® Assist Lift & Transfer Systems

95. "A must-have report. . . "

96. BARRIER FREE LIFTS® ARE:

Appendix E:

Visual Image:

General Description

The following descriptions are for the visual image that was recorded for each advertisement used in the sample. The ads are identified by the magazine issue in which they were found.

We Magazine, August 1997:

1. Two page ad. First page has a profile photo of a black adult male's face who has a slight smile (upper teeth are showing). The man is wearing glasses and what appears to be a leather hat. A graphic of a wavy, blue colored musical staff with notes begins in the middle of the page and continues over into and across the middle of the second page. The main text message is on the second page above the musical staff. There is additional text that runs vertically down the right one-third of the second page.

2. Two page ad. First page is a color photograph of a woman who is sitting with her body at a slight angle to the camera. Her knees are drawn up as if she is either sitting on the floor or on a low object. She has her arms placed between her legs, her left upper arm is partially exposed because the shawl she has around her has slipped down. Her face is turned toward the camera and she has a slight, closed mouth smile. In the background there is an out of focus staircase in the background behind her. Second page has main text message horizontally across the middle of the page. Page is white background with black print. Colored picture of the product is found in the lower left corner/quadrant of the page. In the lower right corner/quadrant there is additional text.

3. One page. Black and white ad. Main text runs horizontally across the top of the page. The rest of page is additional text in a variety of fonts, font sizes, regular, bold, italic. The company's logo is found twice on the page. There are two small black and

white photos, one of a brochure and one of an interaction between a male doctor and a woman holding a child, incorporated into the ad.

4. Two page ad. Photograph of an accessible bathroom that is approximately one and a half pages across. There is an approximately two inch white space across the top of the two pages and the right half of the second page is white space with additional text. The main text is situated slightly overlapping the upper right corner of the photograph. The bathroom is decorated in primarily white and slate grey with sunflower yellow accents—a horizontal strip of tiling on the walls and for the grip bars, mirror and shelf, shower seat and bathroom accessories. The shower is an open space with a flip down shower seat that has a back an arm rests, the shower head can be hand held and there is one visible grasp bar on the wall near the shower controls. There is a grasp bar near the left of the toilet, the bowl brush caddy is in a wall mounted container near the toilet. The sink is mounted on the wall near the shower area. The mirror and shelf is mounted above the sink, and there is a throw rug in front of the sink. Lighting fixtures are on either side of the mirror.

5. Half page. Ad runs vertically on right side of page and has three color photo images, which also run vertically: (1) Top photo has a man in shorts sitting inside a bathtub on a shower chair with his right hand resting or holding onto a grasp bar and his left hand holding what may be a control to the shower chair. Outside, near the bathtub enclosure, is a wheelchair; (2) Middle photo shows the empty shower chair with the control switch placed on the seat of the chair. The chair has been swung out on its mounting arm so it is facing outside and over the outer edge of the bathtub; (3) Bottom

photo is of grasp bar that is installed on the back wall of the bathtub enclosure as having both a horizontal and vertical component. Main text begins at top of ad, starting above the top photo and continuing by having the last three words separated and having one of the words below each picture.

6. One page. Has four different color photos on the page with the largest occupying about two-thirds of the top half of the page, starting about an inch in from the top and the left side of the page. This photo is of a kitchen with people in the kitchen. At L-island counter, there is a woman, who is standing at the end of the counter, holding a knife just above the counter in her right hand. Near the opposite end of the counter, standing on the side that is near the dining area is a man holding a dinner plate in his right hand and a bowl in his left. Both adults are looking toward the direction of the kitchen sink and dishwasher. At the kitchen sink is a child in a wheelchair who bent over towards the sink and who is holding a hand held nozzle in his right hand. There is another child standing in front of the open dishwasher and bending over into it. In a smaller photo to the right of the larger photo, there is a view of the outside of a house that appears to be primarily single story; there may be an small second level, because there are windows that suggest a second story. In the lower right corner of the page is a small photo of a bedroom. In the lower right corner of the page is a small photo of a bathroom sink area and a partial view of the toilet area. The main text message is in the middle of the page, with the first two words overlaying the larger photo. There is additional text below the main text, as well as on the right side of the page.

7. One page. Black and white photo covering top half of page has an image of

approximately the bust up of a woman who is holding either her right shoulder or her elevated right elbow with her left hand and has a pained expression on her face. Below the photo of the woman is another photo image that is approximately two-thirds of the bottom half of the page. This image is of the peaks and waves on a heart monitor screen. The main text message is in white and is centered in the middle of the page. The very bottom one-third of the page is white background with additional text and in the lower right corner is an image of the product.

8. Two page ad. First page has a reddish-orange background and a majority of the main text message is on the top half of the page in white lettering; the word “medicine” from the main text is on the second page and is in the background color of the first page and there is additional text on both the first and second page with some of this text interspersed in the main text. In the lower left corner of the first page is a color photo of a child who is hugging an older man, there appears to be an out of focus barn door in the background. The second page has a white background and has one word of main text in the upper left of the page, the company name and logo is at the top of, and primarily on the right side of, the bottom half of the page. In the bottom half of the second page, there is also three small circular photo images on the left of the page: a masked face, heads of grain, the face of a baby who has its mouth open for a spoon.

9. One page ad. In the top half of the page is a color image of a section of a newspaper folded in half. The headline of the newspaper is the main text message. Below the image of the newspaper is additional text that complements the main text message. At the bottom of the page, centered, is three lines of text stating the name of the company, a

two word statement, followed by an empty space followed by the last line of text which is the company's Internet Web Page address.

10. Two page ad. The first page has an almost complete color image of a laptop computer in the upper left quadrant of the page. The main text message, except for the last word is positioned in the upper half of the page and covers the last two-thirds of the page. The bottom half of the page contains a color image of a 3-1/2" computer disk that has a disk label with the company name, company logo, and the service that is being advertised. The computer disk is positioned so the edge that would be inserted into the computer is facing the front of the computer. The last word of the main text message is in the lower right quadrant of the page. The top half of the second page is white and blank and the bottom half of the page has additional text, an 800 number, a Web Page address for the company, and three clip art images of buttons that visually represent three services that can be accessed with the offered service.

11. One page ad. The image is of an adult female that has a milk mustache. The woman is standing and she is wearing a hooded sweatshirt that is zipped up the front (the hood is down), sweat pants and a pair of half finger sport gloves. The woman also has a pair of forearm crutches. The main text message is found centered at the bottom of the page.

12. One page ad. No text message. Ad uses blue and black ink, several font types and sizes. Approximately the left one-third vertical of the page has blue inked images going down it. Top image is of a desktop computer with a Web Page showing on the screen. Middle image is of a hand holding a touchtone handset with the other hand

appearing to be entering a number. The bottom image is of a man who is wearing a headset and who is sitting in a chair positioned in front of a computer with his hands on the keyboard and a data screen showing on the computer monitor. The remaining two-thirds of the page is text. Within the text there is an 800 number listed and also a Web Page address.

13. One page ad. The page is a full page color photo. The scene is of a city street with high rise buildings in the background. In the foreground is a woman who appears to have just exited the back seat of a cab and is moving away from the cab. The woman is wearing a business suit, high heels, sunglasses, gloves, and is holding a zippered case in her left hand and her left arm is bent up; her right hand is back, placed against the rear post of the cab's roof and appears to be pushing herself away from the cab with that hand. In the upper right side of the ad is part of a day planner schedule with things filled out for different times superimposed over the buildings in the background. The main text message is displayed across the top of the page. There is additional text found in the lower right quadrant, including the company's logo, an 800 number, and Web Page addresses, and some text found in the lower left quadrant.

14. One page ad. Page is primarily, approximately three-fourths, a light bright blue background with white border. Centered on the middle of the page is a light blue image of a shape of a number one. The main text message is split and border this image using white letters above the number and a white text box with black letters below. Flanking the image on the left is additional text to its upper left and one small black and white photo image of six people whose backs are turned to the camera and are moving in

the direction of the side of a bus to its lower left. Of the six individuals, three are in wheelchairs. To the right of the number is three small black and white photos arranged vertically and parallel to the number. The top photo's image is of an expo's floor, showing a view of numerous booths and displays with groups of people on the floor at the various booths and displays.

The middle photo is a scene of a man showing a ramp accessible van to another man and a girl in a stroller. The bottom photo is a standing man pointing something out on a computer screen to two other people, one who is standing and one who is in a wheelchair. In the background there is other people and part of another booth or display. The bottom one-fourth of the page is a clip out coupon for two dollars off admission to the show. The coupon is white with a light bright blue background and black lettering.

15. One page ad. Full ad is a color photo with the top half of the page displaying a portion of an auto racing track, showing a grandstand full of spectators in the background and a race car in the foreground. The pavement of the track continues down the bottom half of the page. Over this pavement there are two images superimposed. In the lower left quadrant is a color photo image of a wheelchair. In the lower right quadrant is a color photo image of the upper body of a young woman sitting in a wheelchair who is turning her body and head back toward the camera with a full smile on her face. The woman is wearing a red cowboy hat with a leather with silver band around the base of the crown, silver earrings and a blue and white checked shirt. There is someone standing to the right of her and her wheelchair. The woman's signature is written just above the upper left corner of this photo image. The main text message is in the lower left corner of the page.

There is additional text primarily in the upper left quadrant of the page.

16. One page ad. Approximately three-quarters of the page is a color photograph. In the photograph there is the red bursts of a firework in the background and in the right foreground is a smiling, young adult woman who is sitting on an electric scooter with her arms extended up and out in a “Y” and her hands made into fists. She is wearing an oversized red, white, and blue long sleeve polo shirt whose pattern design includes large red and white stripes and white stars on a blue background, red shorts, and a red sock and white shoe on her left foot. Her right leg is amputated above the knee. The main text message first word is across the top of the page and the remainder is below the photograph, in the bottom quarter of the page. There is also additional text in the bottom quarter of the page and in the left side of the photograph. Also on the left side of the large photo is an inset photo of an empty electric scooter. In addition to the text at the bottom of the page is a full color image of the outside cover of the company’s magazine in the lower left corner.

17. Half page ad. Bottom half of page. Approximately the left half of ad is a color photograph. In the photo is an older adult man, dressed in a polo shirt and slacks, who is standing in front of a wooden locker. The key to the locker is in the lock, his right hand is holding onto the key, and the locker door is partially open. To the left of the partially opened locker door is a crutch and a golf club that is leaning against the front of a closed locker door. Under the man’s left arm is another crutch. The man’s left leg is amputated above the knee. The right half of the ad contains the main text message at the top and additional text. There is an image a crutch that is on the far right of the text.

18. One page ad. Black and white ad with main text message in the upper quarter of the page. Above the main text is a black and white image of a stretched globe of the earth. The remainder of the ad is text both above the image and below the main text.

19. One page ad. Top half of ad is a color photograph of a smiling man and woman posing outside a minivan in a studio setting. The woman is standing with her left hand on her hip and her right arm around the shoulders of the man. The man is in a wheelchair his left arm is around the back of the woman, and his right hand is resting on his thigh. Behind his wheelchair is the ramp into the van. The lower half of the page contains the main text message immediately below the photograph and additional text.

20. One page ad. Three quarters of the top half of the page is covered by a color photograph of a power wheelchair. Off the lower right corner of the color photo is another smaller color photo overlaid in its lower right corner with another smaller photo. The two smaller photos show particular parts of the chair. There is no main text message. The remainder of the ad is text.

21. One page ad. The left half of the ad has three color photos, each photo showing different portions of a minivan, each photo displaying the appearance of having motion within the image. The main text message is divided between the three photos. The right half of the page is additional text.

22. One page ad. The top half of the ad and the photo is of an older female and an older male adult with two children, one male and one female, near a fountain pool in a shopping mall. The man is sitting on an electric scooter. The woman is standing near another electric scooter. The two children are standing near the pool and turned to look at

the woman. Part of the main text message is in a red border that is at the top of the page and the photo, the remainder of the message is at the beginning of the bottom half of the page. Below that is additional text. There is a small piece of additional text in the upper left corner of the photo.

23. One page ad. There is no main text message. The top half of the page is a color photo of a man in a wheelchair who is stopped at the top of a minivan ramp. The photo has been taken inside a studio and the background color is the same color or similar color as the van. The bottom half of the page is text in a silver gray text box.

24. One page ad. The top half of the page is a full color photo of two young men who are in wheelchairs. They are outdoors. One of them is holding a racquet and has a towel over one shoulder, the other has tennis balls stuck in the spokes of his chair. In the background is a building and vehicles, one of which is a truck with an additional door on the passenger side and it, along with the passenger door is open. The main text message is below the photograph. Below the main text and along the right side of the lower half of the page is additional text. Also in the lower right quadrant is a small photo clip of one of the young men from the other photo, showing the back of him and his wheelchair, and the wheelchair has a sticker with a statement placed on the back between the chair handles.

25. One page ad. The ad is a full page color photo. There is no main text message. The photo is of an adolescent female who is smiling and has braces on her teeth. Her chin is resting on her right hand which is resting on something, possibly the back of a chair, that has what appears to be a red jacket or blazer over it. In the background is blurred images of other people.

We Magazine, October 1997:

26. Two page ad. First page is a full page color photo. In the photo is the image of a woman in the foreground, from the bust up, who is outdoors (there is a blue sky with clouds in the background and also out of focus water, trees, and shrubbery). The woman's right arm is bent upward and her right hand has its fingers spread and extended as if she just tossed something into the air or if she is waiting to catch something. There is some text in the lower left corner of the photo. On the second page is an image of the product that, because of its location and placement on the page, could be the object that was tossed in the air by the woman. The second page is white with the main text in black at the top of the page and split in order to emphasize what is written. There is additional text on the page, some of it is blue and some of it is black.

27. One page ad. Top half of page is color photo of an indoor pool. In the three feet end of the pool is an adult black male with a white child. The child has floats and the man is standing next to the child to help support him in the water. In the background of the photo is a glass paned wall, and a wheelchair that is near the end of the pool and has a towel draped over the arm rest that is closest to the pool. The bottom half of the ad has the main text message in a text box that overlays another text box that contains additional text. The main text's box has a colored background and white text. The other text box has a thin, blue colored border and a white background.

28. One page ad. The ad is a full page color photo surrounded by a thin white border. The images of the two individuals in wheelchairs and helmets in the photo are blurred. They are in racing chairs and they are on a track. The main text message is

centered and at the top of the bottom half of the page. The additional text is primarily at the bottom half of the page; there is a small amount of additional text in the upper left quadrant of the page.

29. One page ad. Image is full page and computer generated. It is of a night view of the outside of a hotel with palm trees outside of it, and the night sky behind and above it. The main text message is centered at the top of the page.

30. One page ad. The main text message is at the top of the page. In the middle vertical third of the page is the image of a cellular phone. The left vertical third of the page has two small photo and additional text. One of the photos has a woman holding a small child in her right arm with another child standing next to her in front of a vehicle with the hood up. The woman has a cellular phone in her left hand and it is next to her left ear. The other photo is of the front of an ambulance that is made to look like it is in motion. The right vertical third of the ad has a small photo and additional text. The photo is a car, headlights on, on a curved stretch of road at night and the icon of a telephone in the night sky.

31. One page ad. The ad is a full page color photo. The image is of an adult black male who is smiling at the camera. He is wearing a t-shirt layered over another t-shirt. He has his left forearm resting on his left knee. The background is blurred but can detect daylight, grass, and a path. There is no text message.

32. Half page ad. The ad is on the bottom half of the page. It is a black and white ad. The image is on the left side of the ad and is a drawing depicting an individual in a wheelchair who is balancing a world globe on one finger of their left hand. The main text

is at the top of the ad and additional text is found on the right side of the ad.

33. One page ad. The top half of the ad is a color photo a minivan parked outside with its ramp extended in the foreground. There at least three people in the van, two in the front and one in the back. In the background are buildings and other people. Immediately below the photo is the main text message which is centered on the page. In the bottom half of the page is a smaller photo of two people next to the outside of the van. One of them is a child who is standing next to a woman in a wheelchair. Additional text can also be found on the bottom half of the ad.

34. One page ad. The ad is a full page photo of an outdoor football field on a sunny, partly cloudy day. On the field are two players, one holding the ball and the other preparing to kick it, and a coach who is in a wheelchair. There is also an additional image of the coach found in the lower right quadrant. The main text message is found in the lower left corner of the page. Additional text is found above and below the main text message in the lower left quadrant and the top center of the page.

35. One page ad. The top half of the page has the main text message on a piece of note paper. The word “disabled” is typed and has the “dis” portion slashed with red and “en” written above it in red. The lower half of the page has additional text and a small photograph of the driver’s side inside of a car showing that it has been equipped with hand controls for the pedals. There are also three other images on the bottom half of the ad in addition to the photo. There is an image of a cellular phone, a membership card, and a navigational device.

We Magazine, December 1997/January 1998:

36. One page ad. White background. In center of page is color image of a desktop computer with a page of information pulled up on the screen. The first sentence of the main text message is centered on the top half of the page. The second sentence is directly above the image of the computer. Below the computer is additional text. There is a bright blue border across the bottom of the page with the company name and logo in white.

37. One page ad. The main text message is centered at the top of the page. Additional text is found on the rest of the page. In the upper left quadrant is an graphic view looking down on the mouth of a steaming cup of coffee with a hand holding onto the saucer that the cup is on. In the lower left quadrant of the page is a photo image of three coffee makers—one green, one white, one black, with the green in the front—with coffee in their pots. The upper right quadrant has a photo image of a cup of coffee on a saucer, with a spoon balanced on the saucer, and two boxes of coffee positioned behind the cup and saucer, all of which is placed on a round wooden mat. In the lower right quadrant is a coupon for ordering the product. At the bottom of the page is fine print detailing the offer and its requirements.

38. One page ad. In the upper left corner is a photo image of a telephone handset and portion of the telephone cord. In the middle of the page is a photo image of a 3-1/2" computer disk. The first sentence of the main text message is centered on the page near the bottom of the top half of the page. The second sentence is directly above the image of the computer disk. Additional text is primarily centered below the computer disk. There is a bright blue border across the bottom of the page with the company name and logo in white.

39. One page ad. Image is a full page color photo. The photo was taken outdoors and shows a man sitting on a piece of heavy equipment, his right hand on one of the controls, in the foreground; there are trees and sky in the background. The main text message is centered at the top of the page. There is additional text found primarily in the upper right half and lower right half of the page. In the lower left corner of the page is the company name and logo.

40. One page ad. The top two thirds of the ad is a color photo image of a man-made material that has a honeycomb appearance. Superimposed in the center of the image in a blue text box is the main text message. In the lower center of the ad is additional photo images of seat cushions and a lumbar cushion. There is additional text in the primarily in the lower right corner of the page.

We Magazine, March/April 1998:

41. One page ad. Black, white, and grey scale ad. There is a gray border along the left side and bottom of the ad. The page has an outer white border. The main text message is in the upper left corner. In the upper right corner is a seal that has the image of the state of California in the middle. The body of the ad is additional text.

42. One page ad. Main text message centered near the top of the page. Middle of the page has a centered graphic image of a Web Page chat room. There is additional text centered below the graphic image.

43. One page ad. Main text message centered near the top of the page. Middle of the page has a centered graphic image of a Web Page mall. There is additional text centered below the graphic image.

44. One page ad. The main text message is in the upper left corner of the page. In approximately the center of the page is a colored drawing of a cutaway view of the outer ear canal. In the lower left corner is a black text box with colored text inside it. In the upper right is a photo image of a right hand that is holding a hearing aid between the thumb and forefinger. Midway down the right side of the page is a small color photo of an older man who is standing next to a kitchen counter, who is holding the handset of a telephone with his left hand up to his left ear and his right hand is tucked under his left elbow. Additional text is located in the bottom three-fourths of the page.

45. One page ad. Background of ad is black with a thin gold colored text box that is slightly in from the edges of the page. In the upper left corner and approximately three-fourths the width of the page is a color photograph. The photo shows a side view of a man who is sitting at a conference table in a wheelchair. On the table in front of him are maps, pencils, pens, markers, books, yellow legal pads, a computer keyboard, a computer mouse and pad, and possibly a couple of plates. He is looking and gesturing with his left hand toward a couple of large computer monitors on a counter, both of which have an image on their screen. The left monitor has a graphic of the world and graphic arrows going between and connecting certain continents to each other. The right monitor has the image of another person who is seated in a chair behind either a desk or table that has some paper on top of it. The main text message is below the left hand side of the photograph. There is additional text within the lower right corner of the text box; there is also additional text in the lower left and right corners of the page on the outside of the text box.

46. One page ad. There is a thin black text box approximately one-fourth to one-half inch from the outer edges of the page. Inside the box is a sepia tone photo montage that approximately two-thirds the length of the page. There are five separate images in the montage. Below the montage is the main text message and below that is additional text.

47. One page ad. Main text message is centered at the top of the page done in white lettering on a black background. Overlapping the lower right edge of the black background is an oval shaped color photo of two smiling adults who are each holding a child; they appear to be sitting. In the rest of the ad is additional text, graphic images of cartoon characters and other graphic images.

48. One page ad. Black and white ad. Main text message is found toward the center top of the page. The rest of the page is text, either black text on white or gray background or white text on black background. Ad uses a mixture of font sizes, faces and styles.

49. One page ad. Black and white ad. The main text message is in white text that is centered in a black background text box that uses approximately three-fourths the length of the page. The bottom quarter of the page is additional text. In the bottom one-fourth of the page there is a graphic image of what appears to be a world globe that has the graphic image of an iris and pupil of an eye that is seeing overlaid on it in the upper left corner.

50. One page ad. Main text message is centered near the top of the page. Middle of the page has a centered graphic image of a Web meeting place page. There is additional text centered below the graphic image.

51. One page ad. Main text message is centered at the top of the page and is purple colored. There is a drawn reprinted image to the lower left of the main text. It uses purple, green, and white for its colors. Within the image is a fruit tree, a lamppost, an outstretched hand, an apple, a sun, a road and hills, and a dove. There is additional text to the right and below the image. At the bottom of the page is a coupon for information and reservations.

52. Half page ad. Ad is on the left vertical side of the page. It is text box that contains text and two photographs. The photographs splits the content of the main text message. The larger photo has two men who are riding a tandem bicycle on a cement track. The smaller photo is of the men standing in front of some bleacher seats, next to the guardrail and holding onto the bicycle. Below the latter portion of the main text and the photos is additional text.

53. Half page ad. The black and white ad is on the bottom half of the page. The left side of the ad is black background with the main text message on it in white. The right side of the ad is a photograph of penguins on snow with water in the background. There is additional text superimposed on the bottom of the photograph.

54. One page ad. Color ad. Main text message is centered at the top of the page. In the lower left quadrant is a color photo of a woman who is holding a remote control device and pointing it toward the wall. The rest of the page has additional text.

55. One page ad. The add is a full page color photograph. Th image in the foreground is of a man who is dressed in a business suit, holding a briefcase in his left hand and climbing up a stepladder. The main text message is superimposed across the

center of the page. In the background is an out of focus image of a high rise building. In the upper left corner is additional text and the graphic image of a magazine cover. Below and on the left side of the page is more additional text.

56. One page ad. Main text message centered near the top of the page. Middle of the page has a centered graphic image of a Web Site home page. There is additional text centered below the graphic image.

Mainstream Magazine, August 1997:

57. One page ad. There is a photo montage on the top two-thirds of the page, consisting of twelve small photos, all of which have a vehicle in them and at least one person with a physical limitation. Below the montage is the main text message in a blue background text box with white lettering. Below the main text is additional text.

58. One page ad. Main text message centered at the top of the page. Additional text at the bottom of the page. The main text and additional text is a blue color. Between the main text and the additional text is a black and white caricature drawing of a scene with several people and images in it. There are several persons with disabilities who are of various races or ethnic origins and ages. There is an image of a person in a check gate booth with his right hand upraised in a stop gesture.

59. One page ad. Black and white ad with the main text message centered at the top of the page, using white letters on black background. The top two-thirds of the page also has a photo of a smiling female who sitting next to a cloth covered table in a wheelchair, and who has a telephone headset on. There is a couch, chair, table with a teapot on it, plants and a mirrored wall in the background. The bottom third of the page

contains additional text.

60. Half page ad. Black and white ad on top half of page. In the middle of that half page is a photograph of a man who is sitting in a wheelchair in the middle of a stream fishing. The main text message is split so a portion of it is above the photo and a portion of it is below the page. There is additional text in the upper right corner of the ad and the bottom of the ad.

61. Half page ad. Black and white ad on bottom half of page. Two small photo on the left of the ad. Top image is of a woman, wrapped in a towel, sitting on a seat in a bathtub enclosure that has an access door built into the side. The door is open, her right foot is outside the bathtub and her right hand is holding onto the inside handle of the door. The bottom photo is of a woman, wrapped in a towel, who is sitting on a shower chair and has her right hand holding onto a grasp bar. To the right of the photos is the main text at the head of the ad and additional text below that message.

62. One page ad. Black and white ad. Top half of page is image of a hands-free phone and the control on a black background with the phone and the control in a spotlight, and in the background is a regular phone with a chain wrapped around it. Along the bottom of the background is the first word of the main text message and the remainder of that message is below that on the right. The rest of the ad is additional text and there is a small photo image in the lower right of a man in a wheelchair who is up next to a table with one of the products on top of it.

63. One page ad. Centered in the middle of the ad is a color photograph that has been taken from the inside of an accessible van. The view is directed toward the outside

of the side door onto the van lift. On the van lift is a man in a wheelchair. To his left, standing next to the lift, and holding onto his left elbow is a woman. Both individuals are smiling. Overlaid on the lower right corner of the photo is another photo that is small and circular. It shows the woman inside the van. She is sitting in a front seat and leaning it back to look out the side door at the man who is outside the van. The background of the remainder of the ad is black on the left and white on the right. There is a border of white space around the periphery of the ad. Additional text is found on the bottom of the page.

64. One page ad. The ad is predominantly black and white. Upper left of the page is main text message in white lettering on black background. The upper right of the page is a black and white photograph of two men, one of which is in a wheelchair, who are looking at blueprints at a construction site. Below the main text and the photo is text that is red and centered. Below that text is additional text. The bottom edge of the page is colored in red.

65. Two page ad. Background of ad is blue sky and mountain ranges. On the left side of the first page is a man with rock or mountain climbing gear scaling the side of a cliff. The man wears leg prostheses. At the bottom of this page are four small photos, each one showing a different feature of a pickup truck and each with text descriptors beneath. At the very bottom of the page is some fine print. On the right side of the second page is the main text message. Below that is additional text. On the bottom right of the page is the color photo image of a pickup truck, driver's side door open and a third door on the driver's side that is also open. Below the image of the truck is more text.

66. Half page ad. Bottom half of page. Primarily a black and white ad in which

some of its text is a dark pink color. The main text message is in this color and is centered at the top of the ad. In the lower left corner of the ad is a black and white reproduction of what appears to be a painting. This image has a minivan with its ramp extended and a man on an electric scooter at the outer end of the ramp. The van's back window has several bumper stickers on it. The background shows a city street and skyline. Below the main text and to the right of the image is additional text.

67. Half page ad. The ad is on the bottom half of the page. It is a light blue and black ad. The main text message centered at the top of the ad. Below that is additional text.

68. One page ad. Ad has one large photo image of a power wheelchair. The image is black and white with a green filter or color overlay. Along the left side of the page, and overlapping the larger photo is three smaller photos that also show the wheelchair to show different positioning. All the photos are black and white with a color filter or overlay. The top photo shows the wheelchair seat elevated and has a purple filter or overlay. The middle photo shows the wheelchair seat tilted back and has an orange filter or overlay. The bottom photo shows the wheelchair seat tilted back and the leg rests extended outward and upward and has a blue filter or overlay. All the photos are overlaid onto another black and white photo of which portions can be seen along the top, left side, and bottom of the page. The main text message is in the upper left corner.

69. Half page. Top half of page. Primarily black and white ad which has some colored text, The main text message is at the top of the page and is in color (red). Below the main text is additional text and below that is centered three images of a wheelchair.

On the left side of the page is additional text. On the right side of the page is an image of two women on top of a world map. One of the women is in a wheelchair and the other woman is behind her with her hands on the handles of the wheelchair. In the lower right corner of the ad is additional text.

70. Half page ad. Bottom of page. Black and white ad. Main text is at the top of the page. In the upper left corner of the page is a small photo with people and a full size van that has a wheelchair lift. The adult male is in a wheelchair that is outside the van and a woman is standing next to him. A girl is on the lift and a boy is standing inside the van in the side door opening. In the lower right corner is another small photo that shows a minivan with a ramp and a man in a wheelchair outside the van. There is additional text below the photo on the left and above the photo on the right. There is also a graphic of a person in a wheelchair at the bottom center of the ad.

71. One page ad. Ad is a full page photo that is black and white taken with a blue filter. The image is of an older woman in a swimming pool, she is at an edge of the pool and is resting her forearms on the edge. In the background of the photo a portion of a wheelchair can be seen. The main text message is found interspersed in other text on the right side of the page. There is also additional text on the bottom of the ad and, in the lower right corner of the ad, there is a graphic of a person in a wheelchair.

72. Half page ad. Bottom half of the page. Black and white ad with the main text message at the top of the ad. There are two small photos centered below the main text and these show the product being advertised. There is a sketch graphic of a portion of the upper and lower left quadrant of a dental arch.

73. One page ad. There is a color photo positioned on the upper one-third of the page. The photo shows a scene of a man in a wheelchair holding onto a fishing rod and there is also a child, who is standing next to him, that is also holding onto the fishing rod. They are on a bank near a stream. Parked next to them is a motor home. Directly below the photo is the main text message. Below the main text is additional text.

Mainstream Magazine, September 1997:

74. One page ad. Colored ad. In upper left quadrant is the shape of a three that is filled in with a portion of a photograph of a man in a wheelchair. This three is part of the main text message. The rest of the main text is below the three and spaced down the center of the page. There are three photos running vertically down the right side of the page. Additional text is interspersed on the rest of the page.

75. One page ad. Black and white ad. Main text message is at the top of the page. There is a graphic image of an older couple working together outdoors under a tree in the lower left corner. In the upper right quadrant is another graphic image of a male and female adult and two children who are flying a kite. There is also additional text in the body of the ad.

76. Half page ad. Top half of page. Is primarily a black and white ad. There is some purple lettering and accent in the ad. The main text message is at the top of the page. To the lower right of the ad is a black and white photo of an adult female who had a female child in a body lift sling on a table. There is a wheelchair nearby. There is additional text on the left side and the bottom of the page.

77. Half page ad. Right side (vertical) of page. Ad has a yellow border and the

product packaging has yellow on it. The rest of the ad is black and white. In the upper left of the ad is a black and white photo of a smiling man who is sitting with his hands folded in his lap. In the upper right of the ad is the main text message and additional text. In the lower half of the ad is additional text and a graphic of the product and its packaging.

Mainstream Magazine, December 1997/January 1998:

78. One page ad. In the middle of the ad is a color photographic image of the product being offered. Above that image is the main text message. Below the image is additional text.

79. One page ad. Main text message is at the top of the page. Below the main text is a photo image of a smiling man in a wheelchair. There are also two small photos on the right side of the ad below the main text. The top photo is of various catheters. The bottom photo is a display of packets of male external catheters, some of which are unwrapped. Below each photo and at the bottom of the page is additional text.

80. One page ad. Black and white ad. The main text message is at the top of the page. Additional text is below. There is graphics of leaves and acorns along the top left side of the ad. The bottom half of the ad is additional text giving details of how to become a part of the registry that is being promoted.

81. Half page ad. Top of page. Two third of the page is a photo that has Christopher Reeves in his bed with the product near his bed. The main text is at the top of the ad. There is additional text on the right side of the ad and in the lower left corner of the ad.

82. Half page ad. Bottom of page. Primarily a black and white ad with some red

lettering and accents. The main text message is at the top of the ad mixed in with other text. In the lower left corner of the ad is a photo of a man in a wheelchair sitting next to the outside of a van on a roadway. In the background is a lighthouse, buildings, mountains, trees, and grass. In the lower right corner is additional text on a black background and on a red background.

83. One page ad. Color ad. The main text message is in the upper right quadrant of the ad. Below the main text is a photo image of two male external catheters. There is additional text in the lower right corner and on the left side of the page. Also, there are additional photo images of male external catheters in the lower right quadrant of the page.

84. One page ad. Black and white ad. Page is split vertically, having the left side shaded and the right side white. A portion of the main text message (HANDS-DOWN) is printed vertically, and the other two sentences are split between the shaded and white portion of the page. There are five photo images in the ad. In the background of the ad are two photo images that are faint, obscured, but are still visible: one is an image of the product being promoted, and the other is an image of a person in a wheelchair in front of a small table on which the product has been placed. In the upper right corner of the ad is a circular portrait photo of a smiling adult male in the foreground and the edge of an out of focus object in the lower left of the photo. In the lower left corner of the ad is a circular portrait photo of a smiling adult female in the foreground with out of focus trees in the background. In the center of the lower half of the ad is another photo image of the product, this time in sharp relief.

85. Half page ad. Top half of page. Primarily a black and white ad with some

bright medium blue text and accents. There are two photos in the advertisement. The photo on the left shows a older man whose is in the sling of a body lift, and he is in the air over a turned down hospital bed. Standing next to the lift, and the bed, is a woman who is wearing a lab coat, white pants, and white shoes, and who has the control to the lift in her left hand. The photo on the right has a woman in a ceiling mounted lift. She has the control unit in her hands, and the photo has been made to have the appearance of her being in motion, her moving, from the bathtub to the wheelchair. The main text message is centered at the bottom of the page. There is additional text in the centered between the two photos and below each photo.

86.Half page ad. Bottom half of the page. The main text message is in bright blue print at the upper left. Below that is additional text there is a photo montage to the right of the main text and additional text. The montage is blue-toned and has three photo images. The top right image is of two smiling children sitting cross-legged on the floor. One child has the product on his lap and the other child is next to him and is resting his child in the palm of his left hand. Both children are looking down at the product. The bottom right image is of two children who are sitting on the grass with a larger version of the product on the grass between them and a hedgerow in the background. The larger child is sitting straight legged, touching the product, looking in the direction of the camera, and the smaller child is sitting bent legged, reaching to touch the product with his right hand and holding a rubber ball in his lap with his left hand. To the left of this photo image is the third image. In it is a man who is sitting at a table. On the table is a several cards or pieces of paper that have been spread out and a rectangular object that is positioned so it is

propped up on one of its long ends and is facing the man; the object is similar to a computer keyboard but it does not have the keys that are found on a regular keyboard but many small rectangular spaces and what looks like a small LED display in the top center. The man is wearing what may be a head set strapped to his head.

87. Half page ad. Top half of page. Primarily a black and white ad; it does have some purple text. On the right side of the ad is the left half of a photo image of a woman's face, which has a slight smile. In the middle of the ad is the main text message, done in purple. Above the main text is additional text in black. Below the main text is additional text in purple, in black, and in white on a black background; the later is in a banner format along the bottom of the ad.

88. One page ad. Black and white ad with top background white and the bottom background black. Top half of the page has the photo image of a man in a manual wheelchair on the right side. His wheelchair's left side is turned to the camera and he has turned his face to the camera; his expression is not quite a smirk and not quite a smile. His left arm is bent and his left hand is on the left wheel, as if he is prepared to begin moving the chair. In the upper left of the ad is the company logo and black text. Across the top of the bottom half of the page is the main text message in white. There is additional text, in white, at the bottom of the page.

Mainstream Magazine, February 1998.

89. One page ad. Main text message and most of the additional text positioned on the left half of the page. On the right half of the page is a color photo montage. In three of the five images is a vehicle. In each of the images is a wheelchair. Below the montage is

more additional text.

90. One page ad. Color ad. Main text message is at the top of the page. In the body of the ad are four photo images. Each image depicts a different model wheelchair. There are two manual chairs and two power chairs. One of the wheelchairs has a stuffed animal, a bear, sitting in it. The company logo is in the center background of the ad.

91. One page ad. Black and white ad. Main text message begins at the top of the page but is split so the last part of it is approximately halfway down the page, below the photo. In the top half of the page, below the beginning of the main text message, is a photograph of an outdoor scene. In the photo are two adults and three children with bicycles. The adults are standing next to their bikes, and the children are on theirs. A portion of the main text message is superimposed on top of the top portion of the photo. There is additional text in the bottom half of the ad.

92. One page ad. Primarily black and white with some red text. The main text message is found at the top of the ad. There is a photo image of the front of a catalog on the left side of the page. At bottom of the page is a clip out coupon to request a copy of the catalog. Additional text can be found in the top portion and on the right side of the page.

93. Half page ad. Top half of page. Black and white ad. The left side of the ad is a photograph of a man and a woman, both in business attire, sitting at a table. The man is in a wheelchair and he is using a laptop computer that is on the table. The right side of the ad contains the main text message at the top and additional text below the main text. At the bottom of the right side is a photo image of the product's packaging.

94. Half page ad. Bottom half of the page. Black and white ad. Left half of the ad has an older woman who is sitting in what appears to be the seat of a body lift, the control unit in her left hand, and partial view of a pillow and bed surface behind her. On the right side of the ad is the main text message at the top of that side and additional text below the main text.

95. One page ad. Main text message centered at the top of the page. There is a photo image of the cover of a report positioned across the center of the page. The cover of the report is black and white and sepia tones. There are persons with disabilities shown on the cover. There is additional text on the right side and at the bottom of the ad.

96. Half page ad. Top half of page. Primarily a black and white ad with some red text and accents. The main text message is near the top of the left side of the ad. There is additional text above and below it. On the right side of the ad is a photograph of a woman in the sling seat of a ceiling mounted body lift. The photo is made to look as if the woman and the body lift is in motion, that the woman is operating the lift to move her from the bathtub to the nearby wheelchair.