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# TRADITIONAL MASCULINITY & ADVERTISING IMAGE APPROVAL

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TRADITIONAL MASCULINITY & ADVERTISING IMAGE APPROVAL

Thesis submitted in partial fulfillment of Honors

By

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### **Abstract**

This project investigates the relationship between adherence to traditional masculinity and approval of selected advertising images. Because traditional masculinity includes characteristics supportive of aggression and dominance; I hypothesize that an increase in adherence to traditional masculinity will correlate with approval of the violence found in some print advertisements. Participants include 259 men who completed an anonymous, online, survey. Adherence to masculinity is measured using the Male Role Norm Inventory-Revised (MRNI-R) (Levant, et. al, 2007). Each picture is scored on a 5-point Likert Scale. As hypothesized, an increase in total MRNI-R score, is significantly correlated with an increase in the approval of the depiction of women, men and male/female interactions, with ( $r=.340, a=0.01$ ) ( $r=.244, a=0.01$ ) ( $r=.360, a=0.01$ ), respectively. The results indicate that men reporting adherence to traditional masculinity also see violence in advertising positively. Future research should further examine marketing and its relationship with gender role acquisition, and violence in intimate partners.

*Keywords:* Male Role, Advertising, Intimate Partner Violence, Social Learning Theory

### **Forward**

Intimate Partner Violence (IPV) is a serious public health concern with widespread prevalence in the United States. The Centers for Disease Control define IPV to include physical violence, sexual violence, stalking and psychological aggression (Breiding, Chen & Black, 2014). The causes of this type of violence have yet to be clearly determined due to the complex nature of interpersonal relationships. There are, however, some trends to be noted. IPV is a type of violence committed by people who are in a close relationship with the victim. The Bureau of Justice Statistics (2007) stated that 96% of the women who were victimized between 2001 and 2005 confirmed that the perpetrator was male. Given that perpetrators of violence against women are most often men, what is it about men that make them more likely to commit this type of violence against their relationship partners? Is violence tied to being male or to masculinity? Perhaps the answers lie in the concept of male socialization and culturally accepted definitions of masculinity.

There is a new conversation occurring about what it means to be a modern man. The roles for women are changing, leading to questions about the traditional male role. The Pew Research Group (2013) found that 40% of all households with children under 18 include mothers who are the primary or only breadwinner for the family. Additionally, beginning in 1992, the number of women earning college degrees has become greater than the number of men. I believe that these changes in roles are transforming relationship dynamics. Yet, the traditional definition of masculinity includes concepts such as being the breadwinner, being dominant in relationships, and developing a competitive nature with outward, visible, success (Levant & Pollock, 1995). Are modern men reflecting a change in relationship dynamics? Men are continuing to navigate

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what it means to be a man. They continue to evaluate their place in society and their relationships based on the situations they encounter.

This study was designed in the spirit of investigating one of the ways in which men learn about masculine concepts. This influence will be evaluated through the establishment of a relationship between masculine identity and advertisements that use violence to sell products.

### **Traditional Masculinity & Advertising Image Approval**

#### **Social Learning Theory & the Media**

Social Learning Theory states that learning is a cognitive process with more to behavior modeling than strict, direct, rewards and punishments. Learning occurs through multiple methods including; observation of others, receiving verbal instruction and through symbolic influence. Albert Bandura (1971) referred to these methods of learning as modeling. Bandura defines a symbolic model as: the people and objects with which the observer spends time. Those with whom the observer spends significant amounts of time have stronger influence than those to whom they are less exposed. These people and objects are often defined as the ‘influential others’ that indirectly modify behavior and help individuals to establish definitions, expectations and goals (Bandura, 1971).

There is research supporting the idea that mass media and advertising are two powerful forces that influence individuals via indirect social learning. Previous research has shown that both children and adults acquire attitudes, emotional responses, and new styles of conduct

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through mass media, which play an important role in shaping behavior and social attitudes (Capella, Hill, Rapp & Kees, 2010). I believe that this shaping of attitudes extends to include the acquisition of gender concepts and gender expression. Therefore, the focus of this research is on providing evidence for the specific relationship between traditional masculinity and the violent images in print advertising. This relationship is poorly addressed in the extant literature.

Advertising is a nefarious and unique form of media with a significant place in society. Other forms of media including film, music, photography and television have primary goals of entertainment or aestheticism. Unlike those forms; advertising has a primary goal of motivating the consumption of products. However, selling products is not the only function of advertising. Schroeder & Zwick (2004) state that advertisements are both aesthetic objects and sociopolitical artifacts. Advertising seeks to establish simple cultural norms and encourage the adherence to those norms. This removal of complexity enhances the success of advertising campaigns ability to appeal to consumers. Goffman (1979) explains that advertisers must limit themselves to soundless, scentless, appearances and one shot moments of time. They must use limited sensory resources to convey the clearest message possible. “Advertisers must rely upon approved typifications and gestural externalization to help convey common meaning to the viewer” (P.27). Therefore, society must understand visual gestures and approve of physical forms for advertising to be successful. The existence of cultural norms helps advertisers to meet the goal of simplification. Only print advertisements are addressed in this research. Print advertising was chosen due to its expression of Goffman’s advertising concepts.

Along with product suggestion and physical simplification, advertisements include the subliminal suggestion of normalcy, right and wrong, as well as how to achieve the ‘good life’ (Goffman, 1979). Advanced advertisers are able to capture an intangible moment. This makes

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their product seem more practical, applicable and useful. In other words, “advertising representations influence cultural and individual conceptions of identity, and must be understood as the result of changing social and cultural practices” (Schroeder & Zwick, 2004, P.24).

Advertising success is directly related to the sale of products. The survival of the entire industry depends on the ability of their advertisement to compel the viewer to action. Standards are established by the industry to assist in creating successful campaigns. The templates for success have come to include questionable themes. The use of sexuality, sexualized violence, objectification and gendered stereotypes are ubiquitous in advertising.

There has long been significant academic interest in the role that the media plays in the human thought. Psychologists, historically, have been involved in the field of advertising. Interestingly, John Watson, the founder of behaviorism, worked for an advertising company assisting in campaign selection and market research (Tartakovsky, 2011). Our experiences and culture do not exist outside of our capitalist economic system. Advertising is a necessary piece of how our economy functions, and many are invested in its success.

Media Matters (2007) explains in their report that a typical adult has 625 chances to be exposed to an advertisement in a single day. Every one of those advertisements is attempting to sell a product, an image and a lifestyle. Adults and children indirectly model the information that is received from advertising. The symbolic modeling of gender stereotypes and cultural norms influences lives and creates a circular relationship between gender and advertising.

Manhood is depicted in advertisements for razors, sports cars, fast food, beverages, clothing and cologne, just to name a few. These images teach and reinforce the traditional idea that masculinity includes risk taking, achievement seeking and physical strength (Levant &

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Pollack, 1995). The prevalence of this limited idea of masculinity reinforces the reward and punishment system for adherence to only this, specific, masculine idea. Advertisers use this established norm to create new, successful, advertising campaigns. Men then experience masculinity as expressed in the new images, which reinforces the power and legitimacy of the gender stereotype in their individual lives.

I conducted this current research on the basis that advertising influences human learning through symbolic modeling. More specifically, advertising uses simplified, stereotypical gender themes to sell products. The learning that occurs through this modeling process effects the acquisition and expression of gender identity.

### **Gender Identity & Masculinity**

Gender identity is complex. The ideas, behaviors, and expectations associated with biological sex are dense and multifaceted. Although broad gender expectations vary across groups; the specific ideas about male appropriate identity always emerge. Anglophone culture encourages certain physical and emotional traits for men. This acceptable definition is encouraged while any and all gender deviant behaviors are discouraged.

Extensive research has defined and explained the emergence of masculinity. Masculine identity is considered a “conglomeration of individual attitudes, gender role socialization, and salient cultural belief systems about masculine norms that are not specific to one’s own functioning” (Cohn & Zeichner, 2006, P.108). Due to the complex nature of masculinity, it is a difficult construct to use in psychological research. Different researchers have identified different aspects of the masculine identity. There are traits related to how a man emotionally expresses his

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own masculine identity. Some of these traits include; attitudes about women, concealment of emotion, homophobia, and adversarial views about sexual relationships. Additionally, there are certain aspects of masculinity concerned with masculine perception by the outside world. These external character traits include; being the breadwinner, being self-sufficient and gaining outward success, power, and respect. Finally, there are aspects that describe the general concept of the male role. These traits include physical appearance, toughness, aggressiveness, and having an adventurous spirit (Brannon & Juni, 1984; Downs & Engleson, 1982; Doyle & Moore, 1978; Levant et. al, 1992; Thompson & Pleck, 1986; Villemez & Touhey, 1977). Though there is diversity and variety in how masculinity is defined across research studies, it is a concept best viewed as encompassing multiple dimensions, inclusive of internal and external attitudes towards self and others.

Gender role socialization begins early in life. Boys are encouraged to develop a competitive nature and instrumental problem solving skills; while discouraged in development of their own emotional awareness. Many boys are taught to recognize and suppress emotions that signify weakness such as insecurity, vulnerability, fear, sadness and guilt. Acceptable emotionality among boys is limited to anger, aggression and toughness. Emotional intelligence and vocabulary are only developed to express a limited range of emotion. This limitation of emotional development has long term effects as boys grow into men (Levant & Pollack, 1995).

Previous research has uncovered serious consequences for this type of restrictive emotional development. Emotional externalization is characterized by aggressive, destructive and oppositional behavior. The uses of these emotional behaviors are risk factors for development of conduct disorders, attention deficit hyperactivity disorder (ADHD) and juvenile delinquency. In some, this can lead to long term, serious, maladaptive outcomes (Campbell,

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2000). Later in their development, men socialized into non-emotionality only use violent or aggressive responses regardless of the situation. Restrictive emotionality is only one of the dimensions that characterize traditional masculinity. Authoritarianism and need for social power may activate a desire to appear dominant and respected, therefore, increase a man's propensity to enact harmful and violent behavior (Kilianski, 2003). D. Dobash and D.E. Dobash (1979) attempted to define the relationship between traditional masculinity and relationship violence this way,

“This ideology centers to a considerable degree on the themes of a wife's obedience, respect, loyalty, dependency, sexual access, and sexual fidelity.... [Meanwhile], studies on the relationship between patriarchy and wife beating suggests that men tend to beat their wives when they violate, or are perceived as violating, these ideals.” (P.22)

These individuals are likely to use violence to control their partners' behaviors and are more likely to approve of violence as a conflict management strategy in intimate partner relationships (Dobash & Dobash, 1979). One female group of intimate partner violence victims confirmed this suspicion in stating that their partners had traditional attitudes regarding gender roles (Smith, 1990).

The relationship between masculinity and relationship violence has been well established in several studies. There is a link between the instrumental characteristics that constitute the traditional man and relationship violence. “The particular point to note is that low femininity (whether classified as masculinity or un-differentiation) appears more characteristic of severely violent partners” (Ellington & Marshall, 1997, P.365). The link between masculinity and intimate partner violence is an established and concerning one.

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Intimate partner violence is a serious problem in the United States. The Bureau of Justice Statistics (2007) state that 2.3 out of every 1000 people age 12 and over were victims of intimate partner violence in 2005. Masculinity has an established relationship with intimate partner violence. Therefore, public interest exists in discovering how masculine identity has become linked with this type of violence.

This study is designed to investigate one dimension of social learning that influences the development of gender identity. As mentioned previously, advertising is prevalent, powerful, and full of messages for the viewer. We will test the idea that self-reported masculinity and approval of advertising images are related. The images chosen are from popular, publicly available sources and depict implied violence and coercive sexuality. It is hypothesized that there will be a relationship between personal adherence to traditional masculinity and approval of the selected advertising images.

### **Method**

#### **Participants**

Participants included 259 individuals who self-reported as male. They ranged in age from 18-73. The average participant age is 26.2, SD=11.6. The majority (69.5%) of the sample is under age 25, Caucasian (79.5%), single (49.4%) and living with non-intimate partners (60.2%).

#### **Materials**

The materials used included an anonymous, online, survey consisting of a brief demographics section regarding age, race/ethnicity, income, marital status and living situation. Participants then completed the 53 question Male Role Norm Inventory-Revised (MRNI-R)

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(Levant et. al, 2007). The 53 statements were answered on a 7-point Likert scale from ‘Strongly Disagree’ to ‘Strongly Agree’. See [Appendix A] for the full participant questionnaire.

Levant and his colleagues designed the original MRNI in the 1980s. The language and construct coverage needed to be reevaluated for relevance. A new collection of statements was written, including 49 from the original MRNI. Following the recommendations of Pleck (1981), the items were written as normative statements about how men should or should not behave, and did not compare the behavior of men and women. Fifty three items were chosen based on their item to subscale correlations. This resulted in a total of seven subscales: Avoidance of Femininity, Fear and Hatred of Homosexuals, Extreme Self-Reliance, Aggression, Dominance, Non-relational Attitudes toward Sexuality, and Restrictive Emotionality. The validation data for the updated version was published in 2007 (Levant et. al, 2007).

Fifteen published and publicly available advertising images were included for evaluation by participants. The images were taken from the Gender Ads Project (<http://www.genderads.com>), an online source which compiles popular, non-regulated magazine images for informed educational discussion. The Gender Ads Project divides the images into categories. The images chosen were categorized as ‘Male Control’ and ‘Sexual Violence’ (6 images), ‘Violence against Men’ (4 images), and simply ‘Violence’ (5 images). Participants rated each image five times on a 5-point Likert scale from ‘Very Negative’ to ‘Very Positive’. Their ratings were based on how they felt the image portrayed: the female(s), the male(s), male/female relationships, the success in advertising a product and feelings about the brand using the image. A free text box was included for any additional comments about the images that were not included in the previous questions. See [Appendix A] for the image evaluation questions and the Likert scale.

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### **Procedure**

Participants were recruited through three primary methods. These methods included SONA, a LISTSERV and Social Media. The majority of the sample was collected through SONA; East Tennessee State University's online psychology research participation pool. Undergraduate students in the psychology department can choose to participate in student and faculty research through this anonymous, online, interface. Many undergraduate professors offer extra credit incentives to students who participate. Creating a username and password for SONA is entirely voluntary. Of the 259 participants, 134 signed up to participate through the SONA system. Only 125 of these surveys were included in the final data. Surveys that were not completed entirely were not included. Those receiving course credit for participating were undergraduate students at East Tennessee University during the fall 2013 semester.

Additionally, East Tennessee State University's psychology department maintains a voluntary email LISTSERV. This is used to notify those in the department of relevant information and announcements. A message notifying subscribers of the survey's availability was sent via this service. The email announcement included a link directly to the [surveymonkey.com](http://surveymonkey.com) site for the completion of the study.

Non-student participants self-selected and participated voluntarily with no incentive given. The participants were chosen using a modified snowball sampling method. Unlike traditional snowball sampling, this sample was obtained through social media. The primary student investigator posted the same message included in the LISTSERV email announcement along with the link to [SurveyMonkey.com](http://SurveyMonkey.com).

### Results

Data collected from all 259 participants were entered into an SPSS database. Descriptive statistics and frequencies were calculated for the demographic questions. See [Tables 1-5] for the specific information regarding the distribution of the sample. The demographics of the sample proved to be too homogenous to allow for statistical power in any additional calculations.

Descriptive statistics and frequencies were also calculated for the MRNI-R subscales and the MRNI-R Total Score. See [Table 6] for detailed information regarding these statistics. The MRNI-R total score is the mean calculation of the numerical responses to all 53 statements. The sub scores are the mean calculation each subscale's statements individually. The author of the measure provided scoring information for the subscales.

A Pearson correlation coefficient was computed to analyze the bivariate relationship between personal masculinity and rating of advertising images. As hypothesized, an increase in total masculinity score, as measured by the MRNI-R, is significantly and positively correlated with a more positive view of the advertising images. The MRNI-R total score is significantly and positively correlated with positive depiction of females ( $r=.340, \alpha=0.01$ ) positive depiction of males ( $r=.244, \alpha=0.01$ ) and positive depiction of male/female relationships ( $r=.360, \alpha=0.01$ ). See [Table 7] for additional information about these correlations and how the measures correlated with each other.

Additionally, the subscales of the MRNI-R were evaluated for significance related to the rating of the advertising images. All 7 subscales of the MRNI-R were correlated with the increase in positive viewing of the images. The 3 subscales that were most highly correlated

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were Non-relational Attitudes about Sexuality, Non-emotionality, and Avoidance of Femininity. See [Table 8] for full list of subscales and their correlations with image rating.

### **Discussion**

The results of this study were as predicted in the hypothesis. There was a statistically significant correlation between the total score on the MRNI-R and the rating of the images. As men increased in their agreement with statements about traditional masculinity, they were increasingly likely to view the violent advertising images as positive depictions of women, men, and the male-female relationship. Interestingly, the average total score on the MRNI-R was slightly below neutral ( $\bar{x}$  =3.26,  $s$ =1.19). Many of those who participated did not ‘Strongly Agree’ with any of the statements. However, there is a positive correlation between the total MRNI-R score and the positive impression of the image. This finding is interesting because it shows a relationship between masculine constructs and perceptions of advertising images. This finding continued even in men who did not measure, and may not self-identify, as extremely masculine.

This finding shows the existence of a relationship between personal masculinity and printed advertisements. Social Learning predicts and explains the nature of this relationship through the concept of symbolic modeling.

Additionally, an exploratory analysis was conducted for the sub scores of the MRNI-R. No hypothesis was made regarding their outcome. The total score was broken into the 7 subscales defined by the author of the measure. Each of those scores was also evaluated for any relationship with the image rating. The sub scores that had the most significant correlations were; Non-relational Sexuality, Restrictive Emotionality and Avoidance of Femininity. [See Table 8]

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These are the particular facets of the masculine identity that are related to the increase in the positive ideas about the images. The traditionally masculine concepts of aggression and dominance, although correlated, were not the most significant of the sub scores. This was an unexpected outcome.

This study contributes to the research about masculinity in modern men. Interestingly, the sample was below neutral in agreement with the traditionally masculine statements. This finding may imply a change in how men identify as masculine. The subscale of Fear & Hatred of Homosexuality maintained the lowest correlations in statistical testing. This may show a valuable social change. It is possible that the concept of homophobia is unraveling from the concept of manhood. Finally, this study contributes to the research regarding the relationship between advertising and self-concept. Extensive research exists on the relationship between self and the media, but this research provides a unique look into one facet.

### **Limitations**

The participants in this study are not representative of all men, in all places, or in all age groups. In an attempt to obtain a more representative sample, we utilized a modified snowball sample and online surveys.

As described in the procedure section, the link to the SurveyMonkey.com site was shared via social networking. The student researcher shared the link via her Facebook page. The link was shared by no fewer than 20 other people onto their individual social network pages. That opened up the potential research participants to any and every one that had access to any one of those Facebook pages. Although this allowed for the collection of many surveys, there is a certain level of similarity among social networks. People often find and keep friends that share

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their interests and passions. This can bias the sample. The sample is essentially comprised of college students receiving incentives and those with whom the primary student researcher shares a social network.

### **Future Research**

Future research on this topic should investigate other forms of mass media to see if similar results emerge. Print advertisements represent only a small portion of the entire pool of media that men encounter on a daily basis. More research is needed if the media is contributing, in any way, to how men understand and express gender. Additionally, another measure of masculinity should be used to compare the results with those found here. As previously discussed, masculinity is a complex construct with many different facets. There are several other scales of masculinity that could show different facets of masculinity being expressed more strongly.

This research question could be extended to include how women view similar images. Zimmerman and Dahlberg (2008) asked young women about their opinions regarding a series of images similar to those included in this research. Respondents agreed the displayed advertisement was highly sexualized, yet they did not think it was offensive, extremely irritating, or unethical. Overall, they thought the advertisement was a good and interesting one, even though this advertisement contained high levels of sexual objectification of women. Their research showed college females' indifference toward women's portrayal in advertising. The possibility of positive change will be influenced by young women and their desire to see it happen.

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In sum, this research reemphasizes the influence and impact of the media in our everyday lives. This influence does not have to be a negative. The media can help to show the variability and range of ways that men choose to express their masculinity. By increasing those images in our culture, the acceptance of diversity will also increase. This, therefore, will help men to become more comfortable with cultivating their own emotional awareness. The development of flexibility in gender roles can help to address the ongoing problem of intimate partner violence in the United States.

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[Table 1]

### Frequencies of Participant Age & Corresponding Percentages

Age	Frequency	Percent	Cumulative Percent
18	42	16.2	16.2
19	37	14.3	30.5
20	25	9.7	40.2
21	34	13.1	53.3
22	18	6.9	60.2
23	9	3.5	63.7
24	7	2.7	66.4
25	8	3.1	69.5
26	7	2.7	72.2
27	6	2.3	74.5
28	1	.4	74.9
29	4	1.5	76.4
30	4	1.5	78.0
31	5	1.9	79.9
32	3	1.2	81.1
33	6	2.3	83.4
34	3	1.2	84.6
35	2	.8	85.3
36	1	.4	85.7
37	3	1.2	86.9
38	1	.4	87.3
40	1	.4	87.6

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41	1	.4	88.0
42	2	.8	88.8
43	1	.4	89.2
44	1	.4	89.6
45	2	.8	90.3
46	2	.8	91.1
47	3	1.2	92.3
48	1	.4	92.7
49	2	.8	93.4
51	1	.4	93.8
52	1	.4	94.2
53	1	.4	94.6
54	2	.8	95.4
55	2	.8	96.1
57	1	.4	96.5
58	1	.4	96.9
60	2	.8	97.7
64	2	.8	98.5
68	1	.4	98.8
69	1	.4	99.2
72	1	.4	99.6
73	1	.4	100.0
Total	259	100.0	

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[Table 2]

### Race/Ethnicity of Participants

Race/Ethnicity	Frequency	Percent	Cumulative Percent
American Indian/Alaskan Native	9	3.5	3.5
Asian	3	1.2	4.6
African American	11	4.2	8.9
Hispanic/Latino	11	4.2	13.1
Caucasian/White	206	79.5	92.7
Two or more of the choices above	14	5.4	98.1
I prefer not to answer	5	1.9	100.0
Total	259		

[Table 3]

### Individual Income in 2012 Tax year

Income	Frequency	Percent	Cumulative Percent
Up to \$8,925	98	37.8	37.8
\$8,926-\$36,250	61	23.6	61.4
\$36,251-\$87,850	32	12.4	73.7
\$87,851 & above	10	3.9	77.6
I prefer not to answer	58	22.4	100.0
Total	259	100.0	

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[Table 4]

### Relationship Status of Participants

Status	Frequency	Percent	Cumulative Percent
Single	128	49.4	49.4
In a relationship (Un-married)	90	34.7	84.2
Married	39	15.1	99.2
Separated	1	.4	99.6
Widowed	1	.4	100.0
Total	259	100.0	

[Table 5]

### Living Arrangements of Participants

Arrangement	Frequency	Percent	Cumulative Percent
Living Alone	35	13.5	13.5
Living with Non-Intimate Partners (Roommate, Parent, etc.)	156	60.2	73.7
Living with Intimate Partner (Spouse, Partner, etc.)	65	25.1	98.8
I prefer not to answer	3	1.2	100.0
Total	259	100.0	

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[Table 6]

### Descriptive Statistics for MRNI-R Total Score & Sub Scores

Measure	Minimum	Maximum	Mean	Standard Deviation
MRNI-R Total	1.00	7.00	3.2634	1.18892
Extreme Self Reliance	1.00	7.00	4.1831	1.28086
Aggression	1.00	7.00	3.9553	1.41984
Avoidance of Femininity	1.00	7.00	3.4392	1.51280
Dominance	1.00	7.00	2.9371	1.45403
Non-Relational Sexuality	1.00	7.00	2.7523	1.24093
Fear & Hatred of Homosexuality	1.00	7.00	2.7266	1.57886

[Table 7]

### Pearson Correlation Coefficient for MRNI-R Total Score & Image Ratings

	MRNI-R Total Score	Rating of Female Portrayal	Rating of Male Portrayal	Rating of Male/Female Relationships
MRNI-R Total Score	1	.340*	.244*	.360*
Female Portrayal		1	.598*	.879*
Male Portrayal			1	.636*
Male/Female Relationships				1

\* Correlation significant at 0.01, N=259

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[Table 8]

### Pearson Correlation Coefficient for MRNI-R Subscores & Image Ratings

	Rating of Female Portrayal	Rating of Male Portrayal	Rating of Male/Female Relationships
Fear & Hatred of Homosexuality	.191*	.140	.238*
Extreme Self Reliance	.281*	.152	.271*
Aggression	.297*	.202*	.290*
Dominance	.259*	.200*	.285*
Non-relational Sexuality	.361*	.327*	.408*
Restrictive Emotionality	.354*	.227*	.381*
Avoidance of Femininity	.323*	.234*	.311*

\* Correlation significant at 0.01, N=259

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**Appendix A**

Participant Survey Questionnaire

**Demographic Information: (For survey participant ONLY)**

In what year were you born?

Race/Ethnicity:

- American Indian/Alaskan Native
- Asian
- African American
- Hispanic/Latino
- Caucasian/White
- Two or more of these
- I prefer not to answer

Individual Income during 2012 tax year:

- Up to \$8,925
- \$8,926-\$36,250
- \$36,251-\$87, 850
- \$87,851 and above
- I prefer not to answer

Living Conditions:

- Single
  - Living Alone
  - Living with Non-Intimate Partners (Room Mates, Parents)

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- In a Relationship (Not Married)
  - Living Alone
  - Living with Non-Intimate Partners (Room Mates, Parents)
  - Living with Intimate Partner (Boyfriend, Girlfriend, Partner, etc.)
- Married
  - Living with Spouse
  - Living Alone
  - Living with Non-Intimate Partners (Room Mates, Parents)
- Separated
  - Living with Spouse
  - Living Alone
  - Living with Non-Intimate Partners (Room Mates, Parents)
- Widowed
  - Living Alone
  - Living with Non-Intimate Partners (Room Mates, Parents)
  - Living with Intimate Partner (Boyfriend, Girlfriend, Partner, etc.)

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### Section 1: Male Role Norm Inventory-Revised

All these questions (53) will be answered with the following 7 point Likert Scale.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Slightly Disagree</b>	<b>No Opinion</b>	<b>Slightly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>

1. Homosexuals should never marry.
2. The President of the U.S. should always be a man.
3. Men should be the leader in any group.
4. A man should be able to perform his job even if he is physically ill or hurt.
5. Men should not talk with a lisp because this is a sign of being gay.
6. Men should not wear make-up, cover-up, or bronzer.
7. Men should watch football games instead of soap operas.
8. All homosexual bars should be closed down.
9. Men should not be interested in talk shows such as "Oprah."
10. Men should excel at contact sports.
11. Boys should play with action figures not dolls.
12. Men should not borrow money from friends or family members.
13. Men should have home improvement skills.
14. Men should be able to fix most things around the house.
15. A man should prefer watching action movies to reading romantic novels.
16. Men should always like to have sex.
17. Homosexuals should not be allowed to serve in the military.

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18. Men should never compliment or flirt with another male.
19. Boys should prefer to play with trucks rather than dolls.
20. A man should not turn down sex.
21. A man should always be the boss.
22. A man should provide the discipline in the family.
23. Men should never hold hands or show affection toward another.
24. It is ok for a man to use any and all means to “convince” a woman to have sex.
25. Homosexuals should never kiss in public.
26. A man should avoid holding his wife’s purse at all times.
27. A man must be able to make his own way in the world.
28. Men should always take the initiative when it comes to sex.
29. A man should never count on someone else to get the job done.
30. Boys should not throw baseballs like girls.
31. A man should not react when other people cry.
32. A man should not continue a friendship with another man if he finds out that the other man is a homosexual.
33. Being a little down in the dumps is not a good reason for a man to act depressed.
34. If another man flirts with the women accompanying a man, this is a serious provocation and the man should respond with aggression.
35. Boys should be encouraged to find a means of demonstrating physical prowess.
36. A man should know how to repair his car if it should break down.
37. Homosexuals should be barred from the teaching profession.
38. A man should never admit when others hurt his feelings.
39. Men should get up to investigate if there is a strange noise in the house at night.

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40. A man shouldn't bother with sex unless he can achieve an orgasm.
41. Men should be detached in emotionally charged situations.
42. It is important for a man to take risks, even if he might get hurt.
43. A man should always be ready for sex.
44. A man should always be the major provider in his family.
45. When the going gets tough, men should get tough.
46. I might find it a little silly or embarrassing if a male friend of mine cried over a sad love story.
47. Fathers should teach their sons to mask fear.
48. I think a young man should try to be physically tough, even if he's not big.
49. In a group, it is up to the men to get things organized and moving ahead.
50. One should not be able to tell how a man is feeling by looking at his face.
51. Men should make the final decision involving money.
52. It is disappointing to learn that a famous athlete is gay.
53. Men should not be too quick to tell others that they care about them.

### Section 2: Evaluation of Advertising Images

All these images (15) will be evaluated by answering the following questions.

Very Negative	Slightly Negative	Neutral	Slightly Positive	Very Positive
0	1	2	3	4

1. On the scale below, please rate how you feel this ad portrays women.
2. On the scale below, please rate how you feel this ad portrays men.
3. On the scale below, please rate how you feel this ad portrays male/female relationships.
4. On the scale below, please rate how successful you feel this image is in advertising a product.
5. On the scale below, please rate how you feel about the brand using this advertising image.
6. Please use the free text box to add any additional comments about the image or the advertising message.