

THE ILLUSION OF ADVERTISING: EFFECTS OF GENDER AND SEXUAL PERSONALITY AND RESPONSES TO ADVERTISING TECHNIQUES

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ABSTRACT

The investigation by Flynn (2012) explored the effects of gender and sexual personality on an individual's responses to sexual and emotional advertising. The study found that neither gender nor sexual personality, or sexual self-schema (SSS), had an effect on the participants' responses. Two hundred and two college-aged students were surveyed using a sexual personality index, specified to each gender, and three sets of advertisements from the People for the Ethical Treatment of Animals (PETA) campaigns, with each set including one sexual advertisement, one control and one emotional. Females were scored based on three factors: passionate-romantic, open-direct and embarrassed conservative. Males were also scored based on three factors: passionate-loving, powerful-aggressive and open minded-liberal. The participant's score in each category was then compared with their response to two questions for each set, "Which advertisement most easily grabbed your attention?" and "Which advertisement made you feel the most inclined to help?" Regardless of gender and sexual disposition, the sexual advertisements most easily grabbed participants' attention and emotional advertisements most easily eliciting the feeling of wanting to help. Further studies would survey a more varied population, as the surveyed group of individuals was relatively uniform in geographical area and education level. It may be pertinent to include advertisements from more varied campaigns to allow more participants to relate to the presented cause.

STATEMENT OF PURPOSE

Consumers are bombarded by a plethora of advertisements. They are found everywhere, i.e., on television, the radio, websites, billboards, etc. Attempts at persuasion require the public to be active viewers of these overwhelming and persuasive messages. A variety of techniques have been used by advertisers to drive product consumption. Some advertisements seek help with noble causes while others beg for money to be spent on useless products. For example, while attractive and scantily clothed women are used to sell products completely unrelated to sex, puppies and children are used in advertisements to plead for help and pull at the consumer's heart strings. Other tactics are supposed to illicit specific reactions based on gender. But individuals must be aware of these techniques and should not simply take these appeals at face value. The current study by Flynn (2012) examined whether gender and sexual personality effect how a consumer perceives an advertisement that is sexual or emotional in content or nature.

LITERATURE REVIEW

The current study was developed by reviewing and combining past research on gender, sexual personality and responses to advertising content. Gender was widely considered as a potential factor that may have affected how one reacts to sexual advertising (Richert, LaTour & Kim, 2007) and emotional advertising (Moore, 2007). In fact, Flynn (2011) found that gender alone did not seem to highlight any outstanding differences in reactions to sexual and emotional advertising. Her 2012 study, however, includes sexual personality and gender as potential factors that may affect one's reaction to advertising. *Gender*: Moore (2007) conducted an experiment analyzing the responses of men and women to emotional versus non-emotional advertisements. Thirty-seven male and 55 female participants were chosen from an initial pool of 332 undergraduate students that had particularly high or low affect intensities. The

subjects viewed three emotional (such as child abuse ads) and three non-emotional advertisements (including one for Chevrolet); their responses were recorded via online self reports. In Moore's study, two graduate students and a professor chose a series of advertisements and then selected 35 students to separate the ads into a smaller list. The reason for online responses was based on Robinson and Clore's (2002) findings that there are greater disparities between genders, as well as more honest answers when participants are asked to respond immediately. As participants had time to reflect upon the ads, their opinions began to lean towards the responses they believed were expected of their gender. Therefore, honest answers would only be gained through immediate, confidential responses. Moore hypothesized that: (1) "women will respond with stronger emotions than their male counterparts to all three emotional advertising appeals." He asserted that although these advertisements may illicit emotion in male participants, those emotions will be comparably stronger in females; (2) "the emotions generated by message recipients will mediate the influence of gender on advertising effectiveness only when the ads are emotional in nature." This suggests that emotion may close the gap in societal expected responses between males and females; and (3) "for all three emotional ads affect intensity will mediate the effects of gender on ratings of experienced emotions and/or advertising effectiveness." This suggests that the strength of one's emotions toward the advertisement may overshadow the societal expected responses of each sex. Because women are said to be more willing and likely to share emotional feelings, Moore's research shows that emotions tend to have a severe impact on advertising effectiveness. His study focused closely on gender and intensity of emotion, while the Flynn 2012 study replaced affect intensity with SSS.

After viewing the six ads, students were asked to rate their feelings of compassion, concern, sympathy, feeling touched, moved and tender hearted, as well as their desire to help, on a 1-7 point scale. When considering general effects, as expected, "females scored higher than males on every dependent measure except when asked how moved they were in response to the child abuse ad" (p. 207). There was no difference among genders in response to the non-emotional advertisements. Those who were affected by the emotional ads expressed a more significant desire to help. This showed the persuasive effects that these emotions had in advertising. Moore proved that "gender effects did occur. Compared to their male counterparts, women responded with significantly stronger emotions to all three emotional ads" (p. 209). However, the study also found that the vividness of the advertisements helped to diminish the differences between responses among genders.

Moore, and the current study, relied heavily on self-reporting research. For example, Robinson and Clore (2002) considered a variety of mental processes that are utilized when asking subjects to recall a past or current reaction/emotion to stimuli. These researchers found that "any delay between an experience and its report... means a loss of information" (p. 935). As time passed, one was less able to draw on feelings from specific experiences or related situations so s/he was forced to develop feelings based on generalizations which are usually strongly affected by societal norms.

Fisher & Dubé (2005) looked at responses to emotional advertising, using the same assumption that females have more intense emotions affecting their responses to the persuasive power of advertising. This study focused more on how emotions and responses are changed based on what is stereotypically expected of each gender. Men are supposedly "... reluctant to disclose intimate feelings and, in particular, to express emotions that imply weakness, dependency or vulnerability" (p. 850), which means they may hide their initial emotional responses to these ads (Broverman et al., 1972). Fischer & Dubé assumed that because of the stereotypical community orientation of women, they would be more receptive to appeals having to do with affiliation and cooperation while men would be more responsive to self-appeals (Meyers-Levy, 1988). Their study in particular compares invoked low agency emotions, e.g. expressive emotions, as opposed to high agency emotions, e.g. emotions linked with control. Their findings suggested that the societal pressures and expectations of each gender may have an effect on the reported responses of participants to these advertisements.

Flynn's 2011 study solely considered sex as a factor which may contribute to how one perceives an advertisement of a sexual or emotional nature. She surveyed 30 individuals, 16 males and 14 females.

Participants were shown two sets of three advertisements. The first of the three advertisements was explicitly sexual, the second was a control advertisement and the third was overtly emotional. For each set, the respondent was asked to indicate which advertisement most easily grabbed their attention and then which advertisement made them feel most inclined to help. Flynn’s study also included two sets of advertisements which were meant to reveal whether certain colors in advertisements attracted participants of particular races or sexes.

Further, the 2011 study found that there were no significant differences among the responses for each sex. The sexual advertisements certainly attracted the attention of the males more easily but almost as easily attracted the attention of the females. The emotional advertisements almost equally elicited the feeling of wanting to help, regardless of the respondent’s sex. However, this particular study had a limited pool of participants and the data may have been more telling if it were expanded to include a larger sample size and more varied advertisements. These limitations lead to the development for Flynn’s 2012 study including both gender and sexual self-schema.

Sexual Self-Schema (SSS) Just as one’s overall personality has a general affect on a person’s actions and reactions, one’s sexual personality has a more significant affect on reactions to sexually related content. Andersen and Cyranowski (1994) looked more deeply into the idea of womens’ SSS in a two part study. They believed that a woman’s response to sexual content is shaped through past experiences, negotiated through interpersonal experiences and predicts future attitudes, judgments and behaviors. They acknowledge that it is difficult to collect information on a topic as private as one’s sexuality but the goals of Andersen and Cryanowski’s study were to define the construct of the SSS and then determine whether one’s SSS has an effect on how one poses intra- and interpersonal information about herself.

In the 1994 research, they utilized a five-pronged approach that built upon itself. It was dedicated to creating a construct for one’s sexual personality, which defined it and checked its validity. A variety of potential factors for a “sexual personality” were considered and tested.

Part I

Study	Methodology	Purpose
1	96 undergraduate women were instructed to utilize a 7-point Likert scale for a list of 300 adjectives to rate how descriptive each was of a “sexual woman”	Determine which adjectives of a group of 300 were descriptive of a “sexual woman.” Fifty adjectives were chosen as those which were most agreed upon by the women.
2	221 undergraduate women were rate how descriptive each of the 50 adjectives was of herself along with providing information about positive and negative affect, sexual behavior and attitudes, sexual arousal, love/romantic involvement and social desirability.	Determine what sexually related traits were universally present in women who defined themselves as “sexual women” using the adjectives. Used to determine correlations.
3	The responses of 387 undergraduate women were entered into a factor analysis in order to extract general factors	Distribute 26 related adjectives into specified categories: passionate-romantic, open-direct, embarrassed-conservative. Remaining 50 adjectives were fillers.
4	221 undergraduate women and 31 older women rated the adjectives and provided information for potential correlations	Determine what one would expect of someone with each type of SSS. Determined if age or a change over time needed to be considered.
5	95 women were asked to generate five 1-2 word titles for the scale	Ensure that adjectives did not reveal the sexual focus of the study.
6	Screened 121 undergraduate women and selected 17 positive schema women and 25	Determine whether there were differences in varied situations. Wanted to ensure cross-

negative schema women. Tested correlations and were used as a pretest for Part II hypotheses.	situational consistency.
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Part II of the Andersen and Cyranowski study utilized and put into practice the carefully determined and tested construct of SSS. Women with particularly positive and negative sexual schemas were compared to determine differences between the two groups. Four hundred unmarried undergraduates participated in this study. The study was comprised of four hypotheses surrounding a woman’s SSS, as outlined below:

Hypothesis Focus	Finding
1. “Sexual Schema Consists of Cognitive Generalization About Sexual Aspects of the Self”	Women with positive sexual schemas describes themselves as more able to become aroused, evaluate more sexual practices positively, are more willing to engage in uncommitted sexual relationships and view themselves as more sexual.
2. “Sexual Schema Is Derived From Past Experiences”	Women with positive schemas reported a broader range of sexual behaviors, more sexual partners and more brief sexual encounters. No difference in reporters concerning negative/traumatic sexual experiences in comparing women with positive and negative schemas.
3. “Sexual Schema Is Manifest in Current Experiences”	SSS is related to stable, behavioral differences in sexual activity.
4. “Sexual Schema Guides the Processing of Domain-Relevant Social Information”*	Positive schema women are more confident about making behavioral decisions about their sexual futures and were more sexually active in the months included in the studies.

Hypothesis 4 (*) essentially shows that “intrapersonal and interpersonal processes are regulated through sexual schema” (p. 1089). This suggests that a woman’s SSS would play a significant role in the processing of persuasive advertising, especially when considering sexually based advertisements. Like the fourth hypothesis, the current study hypothesized that one’s SSS and sex combine to determine one’s reactions to sexual and emotional advertising.

In 1999, Andersen, Cyranowski and Espindle followed up the 1994 SSS study with a three-part examination of men’s SSS. The same procedure was utilized in **Part I** to determine the list of adjectives which may describe a man’s “sexual personality.” When adjectives were sorted into factors, they were determined to be: passionate-loving, powerful-aggressive and open-minded-liberal. In **Part II**, as shown below, of the 1999 study, the researchers tested the accuracy of the SSS definition. Now that they had developed generalizations and assertions about the effects of a man’s SSS, they utilized part II of their study to determine if those assertions were correct.

Hypothesis Focus	Finding
1. “Sexual Self-Schemas Are Cognitive Generalization About Sexual Aspects of the Self”	One’s SSS does not change over time. Men who have positive sexual schemas are more easily aroused and more willing to participate in uncommitted sexual relationships in general.
2. “Sexual Self-Schemas Are Derived From Past Experiences”	Men with positive schemas report a wider range of sexual activities, more sexual partners and more frequent short-term sexual encounters.
3. “Sexual Self-Schemas Is Manifest in Current Experience”	69% of men with positive sexual schemas were currently in a relationship while only 30% of men with negative sexual schemas were romantically involved.
4. “Sexual Self-Schemas Guides Future Sexual Behavior,”	Men with positive sexual schemas reported have an average potential estimate of 1.44 partners throughout the semester

	while men with negative sexual schemas estimated a mean of .63 potential partners.
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Part III included a test of cognitive schematic processing. Hypothesis 1 stated that “Sexual self-schemas facilitate the retrieval of domain-relevant behavioral evidence.” The findings determined that men with positive sexual schemas tended to conceptually define sex with positive terms rather than negative. Further, these men were able to link specific experiences to each sexually descriptive term. Hypothesis 2 suggested that “Sexual self-schemas facilitate cognitive processing of sexually relevant information about the Self.” It was found that men with both positive and negative sexual schemas were hesitant to associate themselves with the negative sexual descriptors. Men with positive schemas, however, were far more likely than those with negative schemas to associate themselves with the positive sexual descriptors.

Richert, LaTour and Kim (2007) conducted a study which suggested that gender and SSS may combine to influence a consumer’s response to advertising. They studied 984 female and 654 male undergraduate communication majors at a large university, who were presented with 11 commercials which contained sexually suggestive stimuli involving either men, women and/or both sexes. Their SSS was also determined for cross-comparison with responses to commercials. Of the eight hypotheses posed by Richert et al., two are relevant to the Flynn 2012 study because her study does not focus on the sex of the actor(s). It was hypothesized that “Viewers of opposite-sex stimuli in sexually oriented commercials: will show more positive affective responses to the ad than viewers of the same-sex stimuli and will evaluate the ad more favorably (A_{ad}) than viewers of same-sex stimuli.” The study also included hypotheses surrounding sexual schema. All eight hypotheses consider whether one’s SSS will have an effect on affective responses to the advertisement when different viewer-actor sex combinations are present. The study also questioned: “Do females and males differ in their affective and attitudinal responses to mixed-sex stimuli in sexually oriented commercials?” (p. 64).

The 1, 638 participants were tested in groups at various times. Each group was shown two videos: a control video (one of five professionally produced, 30-second spots containing no sexual content) and then a sexual video (one of 11 professionally produced, sexually oriented commercials). The control videos were used to familiarize participants with dependent measures and hide the intent of the study. The commercials included very mainstream products which would theoretically be purchased by both genders. The commercials were grouped into three categories which identify the actor’s: gender, clothing (or lack thereof) and/or behaviors.

Individual responses to the advertisements were measured with the Self Assessment Manikin (SAM) scale (Bradley & Lang, 1994). Participants rated their feelings of pleasure and arousal when presented with advertisements, using “a nine-point scale ranging from a smile (nine) to a frown (one), and from excited (nine) to calm (one)” (Richert, LaTour & Kim, 2007, p. 67). Each participant’s responses to the SAM were compared with his/her SSS score to determine if there were correlations between one’s sexual personality and response to these advertisements.

According to the Richert et al. (2007) study, “as predicted, gender play[ed] a significant role in affective and attitudinal responses to sexual ads” (p. 72). Also as expected, when considering female viewers, those most open to sexual information were most receptive to advertisements that included sexual content. Richert et al. utilized the complete SSS score for both sexes, which is determined by adding and subtracting the scores of the individual factors. The current study considers each factor as its own separate entity making final numbers for each respondent more telling of their specific type of sexual personality. However, the participant’s SSS did not seem to play a role in their reception of advertisements with models of the same sex as themselves. This may be because “... individuals with positive sexual schemas tend to have more liberal sexual attitudes and tend to be free of social inhibitions such as self consciousness and embarrassment with regard to sexual topics compared to individuals with negative schemas” (p. 72). SSSs seem to have less of an impact on male viewers than it does on female

viewers. For males, positive evaluations of advertisements increased as sexual content and nudity increased. Females, in this case, exhibited a more curvilinear pattern as sexual content and nudity increased. Society may play a significant role in the developing of these attitudes because women are discouraged from engaging in casual sex, while men are rewarded or admired for the same behavior. The ways in which participants had been previously exposed to sexual content may have had an effect on their responses, which is something to consider in the current study.

Previous research surrounding the opinions and reactions of men and women created some confusion by using the terms "sex" and "gender" interchangeably. There is a significant difference between the terms and when utilizing "gender" one must consider more than whether a participant is physically male or female. As explained by Wood (2011), "... we are born male or female (sex), but we learn to act in masculine and/or feminine ways (gender)" (p. 23). Gender is socially constructed and is often unstable so the current study compares the sexes by analyzing participants who are biologically male as opposed to biologically female.

Before discussing methodology, it is important to define the terms used in this study. The Flynn 2012 study focuses on the differences in techniques used when advertising is directed towards men and women. The biological theory examines the development of gender as a product of chromosomes, hormones and brain structure. As explained by Wood (2011), "... men tend to have better development in the lobe that controls linear thinking, sequential information, spatial skills, and abstract, analytic reasoning... [while]... women tend to have greater development of the lobe that controls imaginative and artistic activity, for holistic intuitive thinking and for some visual and special tasks" (p. 46), as also studied by Anderson (2006), Mealy (2000) and Joseph (2000). As a result, men and women tend to have very different reactions to the same stimuli.

The participant's reactions to advertisements were measured based on which advertisements simply grabbed one's attention as opposed to making him or her want to help. Two commonly used advertising techniques are the use of sexual themes, generally directed at males, and the eliciting of emotions, generally directed at females. Of interest is the response of each gender and category of sexual personality to these types of advertisements. For further depth, the term "response" was determined to have two possible meanings: (1) Response could be described as simply paying more attention to a specific advertisement which may catch the eye of the viewer, known as peripheral processing. However, it could also be described as the physical or emotional intentions that are drawn out of the viewer by the advertisement. (2) Response in this case is defined as the intention or wants to help with the campaign or purchase the item. One must centrally process this kind of advertisement in order for the advertisement to leave an impression on the audience and have the desired effect.

HYPOTHESES

One's SSS determines how comfortable s/he is with sexual content. Those with high SSSs are believed to be comfortable with sexuality and are not ashamed to admit to it. Therefore, they would be more willing to express that they are primarily peripherally attracted to the sexual content. If one is uncomfortable with the sexually-themed advertisements, it would be fair to say that they would not feel comfortable admitting that the sexual advertisements are the ones that catch their attention. Therefore:

- H1 a. Males with a high powerful, aggressive factor score will be drawn to the sexual advertisement(s) as the one(s) which most easily grabs their attention.
- b. Females with a high open, direct factor score will be drawn to sexual advertisement(s) as the one(s) which most easily grabs their attention.
- H2 a. Males with a high passionate/loving factor score will avoid the sexual advertisements and choose either the control or emotional advertisement(s) as the one(s) which most easily grabs their attention.

- b. Females with a high embarrassed, conservative score will avoid the sexual advertisements and choose either the control or emotional advertisement(s) as the one(s) which most easily grabs their attention.

Past research, specifically that of Moore (2007), determined that women are stereotypically more emotional creatures than males. Moore showed participants emotional and non-emotional advertisements and monitored their reactions. Women had stronger reactions to all three of the emotional advertisements. In addition, a study by Meyers-Levy (1988) showed that, because of the stereotypical community orientation of women, they are more receptive to appeals having to do with affiliation and cooperation, while men are more responsive to self-appeals. Similarly, Richert, LaTour and Kim (2007) concluded that men seemed to express that they are more drawn to sexual advertisements than those of an emotional nature. The fact that society is more accepting of men participating in casual sex may contribute to this phenomenon. Immediate online responses were intended to temper these influences. Societal expectations seem to have a significant effect on how the genders peripherally process these advertisements. Therefore:

H3: Men will choose the sexual advertisements as the ones that most easily grab their attention.

H4: Women will choose the emotional advertisements as the ones that most easily grab their attention.

Men, however, may still be more influenced by an emotional plea for help than a sexual or control advertisement with a call to take action. In Flynn's 2011, almost without exception, both men and women chose the emotional advertisement(s) as the one(s) that made them want to help, which requires more central processing of the advertisement. Therefore:

H5: Both men and women will choose the emotional advertisement as the one that makes them feel most inclined to help.

METHODOLOGY

Participants: Respondents included 88 males and 114 females. Participants ranged from 18 to 23 years of age and 99% of participants were students at east coast colleges/ universities. Surveys were taken online by 123 participants while 79 took it in person. The distribution of races included 16 African Americans, 21 Hispanic/Latinos, 34 Asian/Indians, 130 Caucasians and one who selected other but did not specify. Demographics were included to identify potential correlations with race and age.

Procedure: Respondents were surveyed both online and in person. In person respondents were asked if they were willing to participate in a survey about advertising techniques for an independent study. No specific details were disclosed because participants' attitudes may be concealed or changed if they were aware gender and sexual personality played a role in the research. They were told that the survey was completely voluntary and confidential, and each participant was reminded to initial the consent section if he or she accepted the survey. Some participants took the survey in group settings. Each participant filled out the SSS inventory and then indicated their reactions to the advertisements. Confidentiality was ensured.

Online participants were sent an e-mail which explained the same abridged intent of the study. It explained that surveys were voluntary, confidential and reminded the subject to initial the consent form if they decided to participate. Included in the e-mail was a series of links to the Qualtrics surveys.

Survey Design: The two-part survey was identical regardless of whether the participant responded online or to a paper survey. The first part consisted of an SSS inventory, specific to the sex of the participant. The list of adjectives used to describe one's sexual disposition was a replication of Andersen and

Cyranowski's (1994) and Andersen, Cyranowski and Espindle's (1999) studies on women's and men's SSSs. Participants were presented with a list of adjectives and asked to rate how representative each adjective was of him or herself generally or typically. This information would later be linked to each individual's reactions to the advertisements in order to determine if there is a correlation between one's sexual personality and one's reaction to the different types of advertising.

The previous research on SSS considered the definition based on the final score after combining the scores of the factors. The Flynn 2012 study placed a stronger emphasis on the scores of the individual factors. Flynn suggested that these categories are more telling of a respondent's sexual personality and the combination of scores takes away from that significance.

Each participant was then presented with one of four versions of the second part of the survey, which was not restricted by sex. Twelve sets of advertisements were created but were split up to be sure the final responses were based on the sexual, emotional or controlled nature of the advertisements as opposed to the individual advertisements themselves. All advertisements were pulled from the People for the Ethical Treatment of Animals (PETA) campaigns. These campaigns allowed for consistency across the issue while including both sexual and emotional advertisements. Each version of the survey included three sets of advertisements. The first of each set was an overtly sexual ad, the second a control ad and the third an intensely emotional ad, which included neither of these characteristics. This section of the survey required participants to consider each set of three advertisements and determine which of the three most easily grabbed their attention and then which actually made them feel most inclined to help the cause. See Appendix B for full versions of each survey.

A demographic box followed the survey including questions about age, race and whether the participant was a student or not. This information was used later to determine if these variables had any hidden or unexpected effects on their responses.

By including the actual print ads in the survey, more honest answers could be expected according to a study by Moore (2007). His findings showed that as participants continued to consider advertisements they had seen, social desirability and expectations began to be more influential on their choices. In the current study, response questions immediately follow the presentation of advertisements.

RESULTS

Data was entered into the Statistical Package for Social Sciences (SPSS) to organize responses. Participants' factor scores were divided into "high" and "low" around the median score in each category. If there was an uneven number of participants, the median score was included in the top half of the data.

Hypothesis 1: Factors and Sexual Advertisements

Hypothesis 1, which consisted of four sub-hypotheses, sought to compare an individual's score within each factor, and his/her responses to the sexual advertisements. The hypothesis suggested that "males with a high powerful, aggressive factor score will be drawn to the sexual advertisement(s) as the one(s) which most easily grabs their attention." This hypothesis was proven to be true, as 74% of participants with a high powerful-aggressive score responded that the sexual advertisements most easily grabbed their attention, but 77% of males with a low score chose the same response. The Flynn 2012 study also asserted that "females with a high open, direct factor score will be drawn to sexual advertisement(s) as the one(s) which most easily grabs their attention." This was also proven to be true because 74% of females with a high open-direct score reported that the advertisements which most easily grabbed their attention were the ones that were sexual in nature. Interestingly, 77% of females in that category identified these advertisements as the most striking, negating the significance of the previous set of data.

Hypothesis 2: Factors and Control/Emotional Advertisements

Conversely, the Flynn 2012 study suggested that males with a high passionate-loving factor score will choose either the control or emotional advertisement(s) as the one(s) which most easily grabs their

attention. In this category, 73% of respondents chose the sexual advertisements as the most striking, rendering the hypothesis null. However, more participants selected the control or emotional advertisements as the most striking than did so in other factor categories. The study also hypothesized whether females with a high embarrassed, conservative score will avoid the sexual ad as the one that most easily grabs their attention." Of these females, 75% chose the sexual ad as the most striking, making this part of the hypothesis null.

Hypothesis 3: Men and Sexual Ads

Men were far more likely to choose the sexual advertisement as the one that most easily grabbed their attention when compared to the emotional or control advertisements. Therefore, this hypothesis was supported. On average, amongst the sets, 71.9% of males responded that the sexual advertisement grabbed their attention first. However, these results were the same for females. When considering the 3 sets sexual advertisements, 76.3%, 78.1% and 70.2% of females also chose the sexual advertisements in Sets 1, 2 and 3 (respectively) as the ones which most easily grabbed their attention.

Hypothesis 4: Women and Emotional Advertisements

This hypothesis was null as women were also attracted most easily to the sexual advertisements. Richert, LaTour and Kim's 2007 research suggested that men preferred sexual content in advertising more than women. However, as previously stated, a considerable number of women indicated that they were most attracted to the sexual advertisements. When considering the emotional ads in each set, just 14%, 7.9% and 16.7% of women responded that the emotional advertisement most easily grabbed their attention.

Hypothesis 5: Gender and Emotional Advertising

The emotional advertisement was almost always chosen as the one which elicited the feeling of wanting to help, regardless of gender. On average, 79.6% of males and 86.5% of females chose the emotional advertisements as the ones that made them feel most inclined to help. The female responses are consistent with the findings of Myers-Levy (1988) and Fischer and Dubé (2005) asserting that the community orientation of women makes them more susceptible to pleas for help in advertising. The results of Flynn's 2011 study, finding little difference in responses among genders on this issue, had been suspected to be due to a limited pool of participants. However, these results, with a sample of 202 respondents, suggest that males are just as susceptible to emotional pleas for assistance.

DISCUSSION

The Flynn 2012 study suggested that sexual personality and gender may each play a strong role in an individual's response to a given advertisement. The results have shown, however, that sexual disposition does not play a significant role in an individual's reaction to sexual and emotional advertising, as the majority of participants responded to the nature of the advertisement in the same way, regardless of SSS. In addition, it seems as though gender is not a significant factor in the responses of subjects. Under most circumstances, regardless of gender or SSS scores, the sexual advertisements most easily grabbed participants' attention and the emotional advertisements most easily elicited a want to help the cause.

Limitations: The results of the study were severely hindered by geographic and demographic factors. Flynn's 2012 survey was conducted in the northeastern region of the United States, mostly on college campuses. The study does not successfully represent the opinions and attitudes of people in the entirety of the United States. It is likely that gender roles change based on the geographic region of the country. Because the survey was conducted on college campuses, there is a possibility that the data is skewed based on intelligence. Those who are more educated may have different attitudes towards gender roles and the taboo nature of sex.

It is possible that the chosen cause may have had an effect on the responses of participants. Animal cruelty is a controversial issue but is surely a more significant issue for some participants than

others. It would have been more beneficial to find a cause that is equally relevant and significant to all participants, although that would be nearly impossible.

Finally, it is possible that sexual content is no longer considered a taboo issue. Sexual images are displayed more often on television, in magazines, on billboards, etc. Perhaps people are less drawn to these explicit images than the study had proposed because they are exposed to these portrayals of sex every day. If the sexual content is not considered an extreme, it is not an adequate parallel for comparison with the extreme emotional advertisements that are presented alongside the explicit advertisements in the survey.

Future Research: Based on the results of this study, it would be interesting to determine whether the content of the advertisements has an effect on the responses of participants. As mentioned above, one could argue that humans are more sympathetic towards helpless animals. The results of the study may be different if the cause were to benefit humans. Further, the race, gender or status of the humans in the advertisements may also change the responses of the participants. It would be intriguing to study which groups of people the general population is most empathetic towards.

The Flynn 2012 study only focused on whether the person is drawn to the advertisement or whether it made him or her feel inclined to help the cause. Future research may delve deeper into the specific emotions that are elicited by each type of advertisement. For example, the study may ask why an ad draws the individual to it or why it makes him/her feel inclined to help

In addition, participants' reactions were judged based on which advertisements made them feel inclined to help the cause. However, this question does not require any type of action to follow the supposed inclination. It would be interesting to determine whether a person's reaction would be different if they were required to act on those reported feelings of inclination. It would seem as though individuals would be less likely to offer their sympathy if they were required to go out of their way to actually make a difference.

Appendix A
Survey Results Data

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Female Factor 1- PASSIONATE ROMANTIC HIGH SCORERS (57 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	42 Sexual	79%	43 Sexual	75%	41 Sexual	72%	74% Sexual
	6 Cont	11%	10 Cont	18%	9 Cont	16%	15% Control
	9 Emo	16%	4 Emo	7%	7 Emo	12%	12% Emotional
Help	3 Sexual	5%	2 Sexual	4%	3 Sexual	5%	5% Sexual
	3 Cont	5%	14 Cont	25%	2 Cont	4%	11% Control
	51 Emo	89%	41 Emo	80%	52 Emo	91%	86% Emotional

Female Factor 1- PASSIONATE ROMANTIC LOW SCORERS (56 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	44 Sexual	79%	46 Sexual	82%	38 Sexual	68%	76% Sexual
	5 Cont	9%	5 Cont	9%	6 Cont	11%	10% Control
	7 Emo	13%	5 Emo	9%	12 Emo	21%	14% Emotional
Help	1 Sexual	2%	4 Sexual	7%	2 Sexual	4%	4% Sexual
	3 Cont	5%	7 Cont	13%	2 Cont	4%	7% Control
	52 Emo	93%	45 Emo	80%	52 Emo	93%	89% Emotional

Female Factor 2- OPEN DIRECT HIGH SCORERS (57 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	41 Sexual	80%	45 Sexual	79%	38 Sexual	67%	74% Sexual
	7 Cont	12%	8 Cont	14%	7 Cont	12%	13% Control
	9 Emo	16%	4 Emo	7%	12 Emo	21%	14% Emotional
Help	1 Sexual	2%	3 Sexual	5%	2 Sexual	4%	4% Sexual
	3 Cont	5%	13 Cont	23%	2 Cont	4%	11% Control
	53 Emo	95%	51 Emo	72%	53 Emo	93%	87% Emotional

Female Factor 2- OPEN DIRECT LOW SCORERS (56 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	45 Sexual	80%	43 Sexual	77%	41 Sexual	73%	77% Sexual
	4 Cont	7%	8 Cont	14%	8 Cont	14%	12% Control
	7 Emo	13%	5 Emo	9%	7 Emo	13%	12% Emotional
Help	3 Sexual	5%	3 Sexual	5%	3 Sexual	5%	5% Sexual
	3 Cont	5%	8 Cont	14%	2 Cont	4%	8% Control
	50 Emo	91%	45 Emo	80%	51 Emo	91%	87% Emotional

Female Factor 3- EMBARRASSED CONSERVATIVE HIGH SCORERS (57 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	45 Sexual	79%	44 Sexual	77%	40 Sexual	70%	75% Sexual
	4 Cont	7%	10 Cont	18%	7 Cont	12%	12% Control
	8 Emo	14%	3 Emo	5%	10 Emo	18%	12% Emotional
Help	3 Sexual	5%	4 Sexual	7%	4 Sexual	7%	6% Sexual
	2 Cont	4%	12 Cont	21%	1 Cont	2%	9% Control
	52 Emo	91%	41 Emo	72%	52 Emo	91%	84% Emotional

Female Factor 3- EMBARRASSED CONSERVATIVE LOW SCORERS (56 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	41 Sexual	73%	42 Sexual	75%	39 Sexual	70%	73% Sexual
	7 Cont	13%	8 Cont	14%	8 Cont	14%	14% Control
	8 Emo	14%	6 Emo	11%	9 Emo	16%	14% Emotional
Help	1 Sexual	2%	2 Sexual	4%	1 Sexual	2%	3% Sexual
	3 Cont	5%	9 Cont	16%	3 Cont	5%	9% Control
	52 Emo	93%	45 Emo	80%	52 Emo	93%	89% Emotional

Male Factor 1- PASSIONATE LOVING HIGH SCORERS (42 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	34 Sexual	81%	28 Sexual	67%	30 Sexual	71%	73% Sexual
	2 Cont	5%	9 Cont	21%	4 Cont	10%	12% Control
	6 Emo	14%	5 Emo	12%	8 Emo	19%	15% Emotion
Help	3 Sexual	7%	2 Sexual	5%	4 Sexual	10%	7% Sexual
	3 Cont	7%	14 Cont	33%	2 Cont	5%	15% Control
	36 Emo	86%	26 Emo	70%	36 Emo	86%	81% Emotional

Male Factor 1- PASSIONATE LOVING LOW SCORERS (42 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	36 Sexual	86%	26 Sexual	62%	29 Sexual	69%	72% Sexual
	3 Cont	7%	11 Cont	26%	4 Cont	10%	14% Control
	3 Emo	7%	5 Emo	12%	8 Emo	19%	13% Emotion
Help	3 Sexual	7%	5 Sexual	12%	5 Sexual	12%	10% Sexual
	5 Cont	12%	4 Cont	10%	2 Cont	5%	9% Control
	34 Emo	81%	33 Emo	79%	35 Emo	83%	81% Emotional

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Male Factor 2- POWERFUL AGGRESSIVE HIGH SCORERS (42 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	34 Sexual	81%	29 Sexual	69%	30 Sexual	71%	74% Sexual
	2 Cont	5%	9 Cont	21%	4 Cont	10%	12% Control
	6 Emo	14%	4 Emo	10%	8 Emo	19%	14% Emotional
Help	4 Sexual	10%	3 Sexual	7%	4 Sexual	10%	9% Sexual
	6 Cont	14%	10 Cont	24%	2 Cont	5%	14% Control
	32 Emo	76%	29 Emo	69%	36 Emo	86%	77% Emotional

Male Factor 2- POWERFUL AGGRESSIVE LOW SCORERS (41 Resp)							
	Set 1		Set 2		Set 3		Total Cnt
Attention	35 Sexual	85%	25 Sexual	61%	28 Sexual	68%	71% Sexual
	3 Cont	7%	10 Cont	24%	4 Cont	10%	14% Control
	3 Emo	7%	6 Emo	15%	9 Emo	22%	15% Emotional
Help	2 Sexual	5%	4 Sexual	10%	5 Sexual	12%	9% Sexual
	2 Cont	5%	8 Cont	20%	2 Cont	5%	10% Control
	37 Emo	90%	29 Emo	71%	34 Emo	83%	81% Emotional

Male Factor 3- OPEN MINDED LIBERAL HIGH SCORERS (42 Resp)							
	Set 1		Set 2		Set 3		Avg. Percent
Attention	34 Sexual	81%	25 Sexual	60%	25 Sexual	60%	67% Sexual
	3 Cont	7%	10 Cont	24%	6 Cont	14%	15% Control
	5 Emo	12%	7 Emo	17%	11 Emo	26%	18% Emotional
Help	3 Sexual	7%	5 Sexual	12%	7 Sexual	17%	12% Sexual
	2 Cont	5%	7 Cont	17%	3 Cont	7%	10% Control
	37 Emo	88%	30 Emo	71%	32 Emo	76%	78% Emotional

Male Factor 3- OPEN MINDED LIBERAL LOW SCORERS (42 Resp)							
	Set 1		Set 2		Set 3		Total Cnt
Attention	36 Sexual	86%	29 Sexual	69%	34 Sexual	81%	79% Sexual
	2 Cont	5%	10 Cont	24%	1 Cont	2%	10% Control
	4 Emo	10%	3 Emo	7%	7 Emo	17%	11% Emotional
Help	3 Sexual	7%	2 Sexual	5%	2 Sexual	5%	6% Sexual
	6 Cont	14%	11 Cont	26%	2 Cont	5%	15% Control
	33 Emo	79%	29 Emo	69%	38 Emo	90%	79% Emotional

Appendix B

Full Versions of Surveys

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	REPRESENTATIVE							REPRESENTATIVE							
	NOT					VERY		NOT				VERY			
01. generous	0	1	2	3	4	5	6	26. disagreeable	0	1	2	3	4	5	6
02. uninhibited	0	1	2	3	4	5	6	27. serious	0	1	2	3	4	5	6
03. cautious	0	1	2	3	4	5	6	28. prudent	0	1	2	3	4	5	6
04. helpful	0	1	2	3	4	5	6	29. humorous	0	1	2	3	4	5	6
05. loving	0	1	2	3	4	5	6	30. sensible	0	1	2	3	4	5	6
06. open-minded	0	1	2	3	4	5	6	31. embarrassed	0	1	2	3	4	5	6
07. shallow	0	1	2	3	4	5	6	32. outspoken	0	1	2	3	4	5	6
08. timid	0	1	2	3	4	5	6	33. level-headed	0	1	2	3	4	5	6
09. frank	0	1	2	3	4	5	6	34. responsible	0	1	2	3	4	5	6
10. clean-cut	0	1	2	3	4	5	6	35. romantic	0	1	2	3	4	5	6
11. stimulating	0	1	2	3	4	5	6	36. polite	0	1	2	3	4	5	6
12. unpleasant	0	1	2	3	4	5	6	37. sympathetic	0	1	2	3	4	5	6
13. experienced	0	1	2	3	4	5	6	38. conservative	0	1	2	3	4	5	6
14. short-tempered	0	1	2	3	4	5	6	39. passionate	0	1	2	3	4	5	6
15. irresponsible	0	1	2	3	4	5	6	40. wise	0	1	2	3	4	5	6
16. direct	0	1	2	3	4	5	6	41. inexperienced	0	1	2	3	4	5	6
17. logical	0	1	2	3	4	5	6	42. stingy	0	1	2	3	4	5	6
18. broad-minded	0	1	2	3	4	5	6	43. superficial	0	1	2	3	4	5	6
19. kind	0	1	2	3	4	5	6	44. warm	0	1	2	3	4	5	6
20. arousable	0	1	2	3	4	5	6	45. unromantic	0	1	2	3	4	5	6
21. practical	0	1	2	3	4	5	6	46. good-natured	0	1	2	3	4	5	6
22. self-conscious	0	1	2	3	4	5	6	47. rude	0	1	2	3	4	5	6
23. dull	0	1	2	3	4	5	6	48. revealing	0	1	2	3	4	5	6
24. straightforward	0	1	2	3	4	5	6	49. bossy	0	1	2	3	4	5	6
25. casual	0	1	2	3	4	5	6	50. feeling	0	1	2	3	4	5	6

Part 1 (Female SSS Scoring Sheet)

Survey # _____

Directions to Respondents: Below you will see a list of 50 adjectives. On a scale of zero (0) to six (6), select the number that generally or typically describes your behavior, choosing zero if that adjective is not at all descriptive of your general personality through six if that adjective is very much descriptive of your general personality. Circle the number representing your choice on the scale following each adjective.

RESPONDENT DEMOGRAPHICS - Please check (fill out) <u>YOUR</u>:								
SEX:	___	Male	___	Female				
AGE RANGE:	___	18 (and younger)	___	19	___	20	___	21 +

	REPRESENTATIVE							REPRESENTATIVE							
	NOT					VERY		NOT					VERY		
01. humorous	0	1	2	3	4	5	6	24. aggressive	0	1	2	3	4	5	6
02. conservative	0	1	2	3	4	5	6	25. polite	0	1	2	3	4	5	6
03. smart	0	1	2	3	4	5	6	26. revealing	0	1	2	3	4	5	6
04. soft-hearted	0	1	2	3	4	5	6	27. warm-hearted	0	1	2	3	4	5	6
05. unpleasant	0	1	2	3	4	5	6	28. stingy	0	1	2	3	4	5	6
06. powerful	0	1	2	3	4	5	6	29. exciting	0	1	2	3	4	5	6
07. spontaneous	0	1	2	3	4	5	6	30. direct	0	1	2	3	4	5	6
08. shallow	0	1	2	3	4	5	6	31. sensitive	0	1	2	3	4	5	6
09. independent	0	1	2	3	4	5	6	32. responsible	0	1	2	3	4	5	6
10. inexperienced	0	1	2	3	4	5	6	33. reserved	0	1	2	3	4	5	6
11. domineering	0	1	2	3	4	5	6	34. experienced	0	1	2	3	4	5	6
12. healthy	0	1	2	3	4	5	6	35. good-natured	0	1	2	3	4	5	6
13. loving	0	1	2	3	4	5	6	36. romantic	0	1	2	3	4	5	6
14. helpful	0	1	2	3	4	5	6	37. shy	0	1	2	3	4	5	6
15. passive	0	1	2	3	4	5	6	38. compassionate	0	1	2	3	4	5	6
16. open-minded	0	1	2	3	4	5	6	39. liberal	0	1	2	3	4	5	6
17. sloppy	0	1	2	3	4	5	6	40. kind	0	1	2	3	4	5	6
18. feeling	0	1	2	3	4	5	6	41. individualistic	0	1	2	3	4	5	6
19. arousable	0	1	2	3	4	5	6	42. sensual	0	1	2	3	4	5	6
20. rude	0	1	2	3	4	5	6	43. outspoken	0	1	2	3	4	5	6
21. broad-minded	0	1	2	3	4	5	6	44. lazy	0	1	2	3	4	5	6
22. passionate	0	1	2	3	4	5	6	45. excitable	0	1	2	3	4	5	6
23. wise	0	1	2	3	4	5	6								

RACE:	<input type="checkbox"/> African-American	<input type="checkbox"/> Hispanic/Latino	<input type="checkbox"/> Asian/Indian
	<input type="checkbox"/> Caucasian	<input type="checkbox"/> Specify other (_____)	
STATUS GROUP:	<input type="checkbox"/> Full-time Student	<input type="checkbox"/> Part-Time Student	<input type="checkbox"/> Non Student

Consent: I give permission for the researcher to use my responses to this survey confidentially for an Independent Study project. X_____ (please initial)

Part 1 (Male SSS Scoring Sheet)

Survey # _____

Directions to Respondents: Below you will see a list of 45 adjectives. On a scale of zero (0) to six (6), select the number that generally or typically describes your behavior, choosing zero if that adjective is not at all descriptive of

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your general personality through six if that adjective is very much descriptive of your general personality. Circle the number representing your choice on the scale following each adjective.

RESPONDENT DEMOGRAPHICS - Please check (fill out) YOUR:			
SEX:	<input type="checkbox"/> Male	<input type="checkbox"/> Female	
AGE RANGE:	<input type="checkbox"/> 18 (and younger)	<input type="checkbox"/> 19	<input type="checkbox"/> 20 <input type="checkbox"/> 21 +
RACE:	<input type="checkbox"/> African-American	<input type="checkbox"/> Hispanic/Latino	<input type="checkbox"/> Asian/Indian
	<input type="checkbox"/> Caucasian	<input type="checkbox"/> Specify other (_____)	
STATUS GROUP:	<input type="checkbox"/> Full-time Student	<input type="checkbox"/> Part-Time Student	<input type="checkbox"/> Non Student

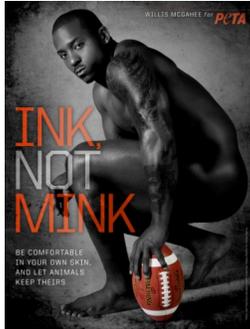
Consent: I give permission for the researcher to use my responses to this survey confidentially for an Independent Study project. X _____
(please initial)

Part 2
Survey A # _____

Directions to Respondents: For each question, select the advertisement(s) that you feel most accurately correspond with your feelings elicited from each advertisement. You will see three sets of advertisements from the People for the Ethical Treatment of Animals (PETA) campaigns followed by the same two questions for each set. Select advertisement A, B or C from each set as the advertisement that most easily grabbed your attention and then select advertisement A, B or C as the advertisement that makes you feel most inclined to help the cause. Write your answer on the line following each question.

Which of the following advertisements...

Set #1

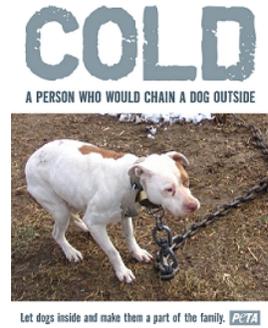


(A)



(B)

(C)



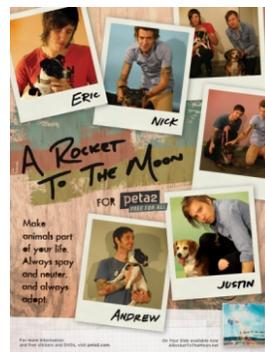
... most easily grabbed your attention? _____
to help? _____

... makes you feel most inclined

Set #2



(A)



(B)

(C)

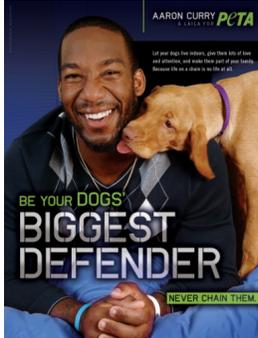
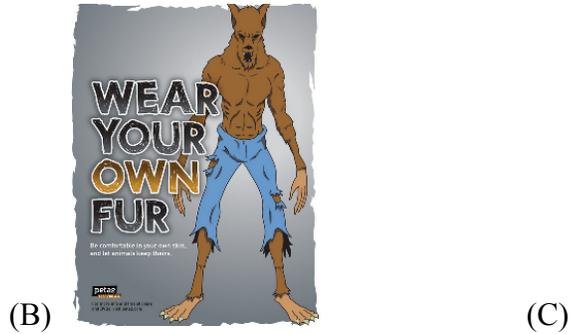
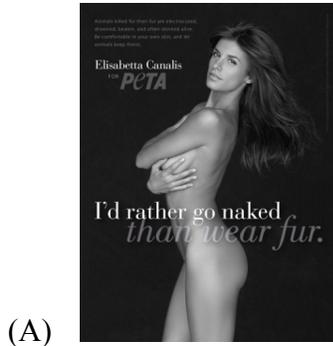


... most easily grabbed your attention? _____
to help? _____

... makes you feel most inclined

Set #3

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... most easily **grabbed your attention?** _____
to help? _____

... makes you feel **most inclined**

Part 2
Survey B # _____

Directions to Respondents: There are three sets of advertisements from the People for the Ethical Treatment for Animals (PETA) campaigns below. For each set you will be asked two questions. Using the letter A, B or C answer each question in terms of: “Which advertisement most easily grabs your attention?” and “Which advertisement makes you feel most inclined to help?” As you read each set of advertisements, write your answer on the line following each question.

Which of the following advertisements...

Set #1



(A)



(B)

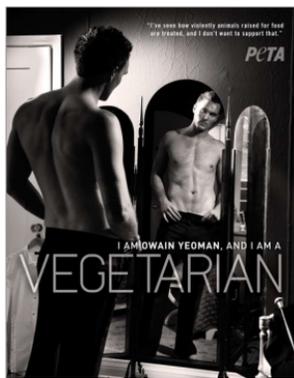
(C)



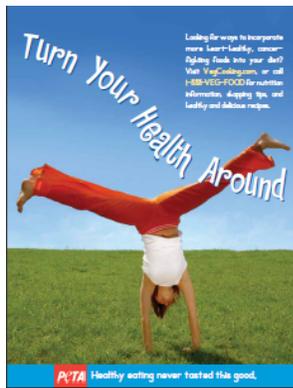
... most easily **grabbed your attention?** _____
to help? _____

... makes you feel **most inclined**

Set #2

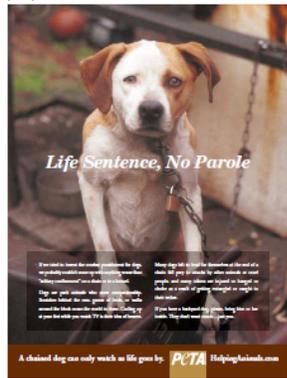


(A)



(B)

(C)



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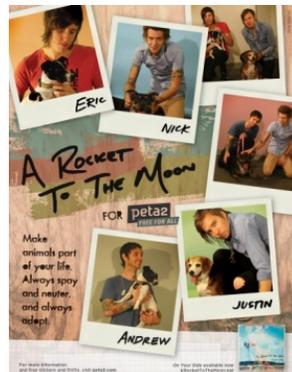
... most easily **grabbed your attention?** _____
help? _____

... makes you feel **most inclined to**

Set #3



(A)



(B)

(C)



... most easily **grabbed your attention?** _____
help? _____

... makes you feel **most inclined to**

Part 2
Survey C # _____

Directions to Respondents: There are three sets of advertisements from the People for the Ethical Treatment for Animals (PETA) campaigns below. For each set you will be asked two questions. Using the letter A, B or C answer each question in terms of: “Which advertisement most easily grabs your attention?” and “Which advertisement makes you feel most inclined to help?” As you read each set of advertisements, write your answer on the line following each question.

Which of the following advertisements...

Set #1

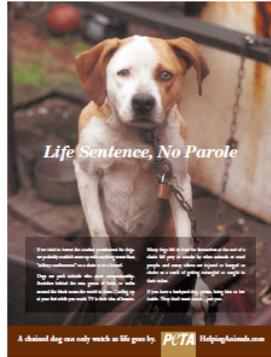


(A)



(B)

(C)



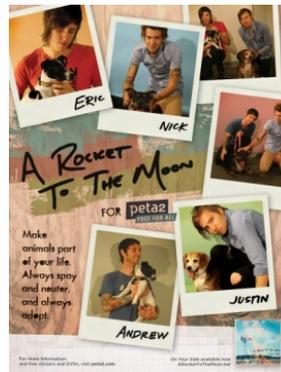
... most easily grabbed your attention? _____
to help? _____

... makes you feel most inclined

Set #2



(A)



(B)

(C)



... most easily **grabbed your attention?** _____
to help? _____

... makes you feel **most inclined**

Set #3

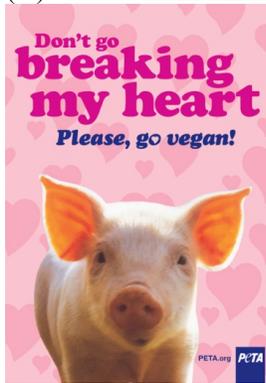


(A)



(B)

(C)



... most easily **grabbed your attention?** _____
to help? _____

... makes you feel **most inclined**

Part 2

Survey D # _____

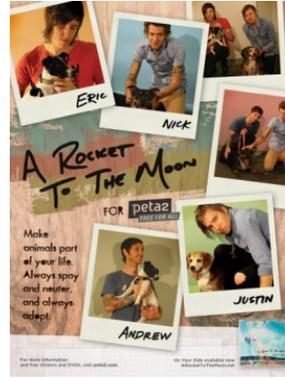
Directions to Respondents: There are three sets of advertisements from the People for the Ethical Treatment for Animals (PETA) campaigns below. For each set you will be asked two questions. Using the letter A, B or C answer each question in terms of: “Which advertisement most easily grabs your attention?” and “Which advertisement makes you feel most inclined to help?” As you read each set of advertisements, write your answer on the line following each question.

Which of the following advertisements...

Set #1



(A)



(B)

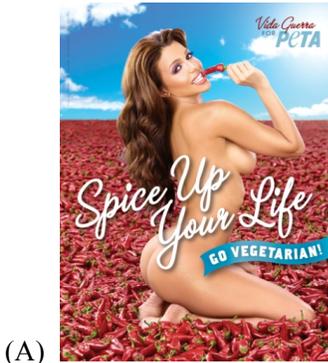
(C)



... most easily **grabbed your attention?** _____
to help? _____

... makes you feel **most inclined**

Set #2

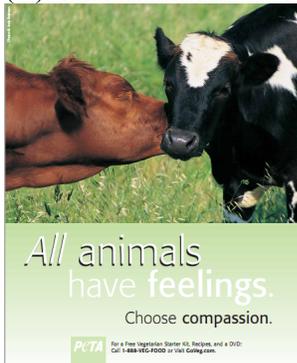


(A)



(B)

(C)



... most easily **grabbed your attention?** _____
help? _____

... makes you feel **most inclined to**

Set #3

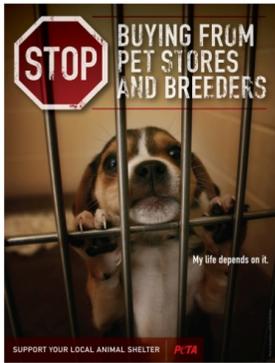


(A)



(B)

(C)



... most easily **grabbed your attention?** _____
to help? _____

... makes you feel **most inclined**