

CELEBRITY FEMINISM: EXPLORING THE  
INFLUENCE OF A FAMOUS FEMINIST

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CELEBRITY FEMINISM: EXPLORING THE  
INFLUENCE OF A FAMOUS FEMINIST

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Abstract: Celebrities enjoy widespread recognition and occupy a space of influence in popular culture. This dynamic affords celebrities the opportunity to use their fame as a mechanism of influence. As popular culture took a unique interest in feminism in the early 21st century and high-profile celebrities became involved in feminist advocacy, it is important to consider whether a celebrity endorsement enhances the persuasiveness of feminist messages, and influences attitudes toward feminism as a result. The objective of this study is to understand the influence of celebrity feminists on college students' attitudes toward feminism. An online experimental methodology was chosen to test the effect. Findings from this research may help to effectively determine the merit of celebrity representations of feminism and their value beyond the ability to attract attention from mainstream news media.

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## CHAPTER I

### INTRODUCTION

Feminism is a well-established social movement that entered U.S. public discourse about a century ago. However, it has taken on a distinctive identity within popular culture in the last few years. Representations of feminism by celebrities increasingly permeate mainstream media. Many high-profile men and women are publicly identifying themselves as feminists and engaging in feminist advocacy.

While research on this phenomenon has been relatively limited, celebrity feminism deserves empirical consideration for several reasons. First, it has received amplified attention within the mainstream media in a relatively short period of time. Second, young people tend to participate heavily in celebrity culture and social causes. Thus, the nexus of celebrity and feminism may have implications at both the aggregate and individual levels, as celebrities publicize and potentially popularize feminism.

The purpose of this study is to examine the influence of celebrity endorsement of a feminist advocacy message on college students' attitudes toward feminism. This chapter will discuss how celebrities have fueled feminist discourse in mainstream media as well as the implications of celebrity participation in feminist advocacy. It will also provide a brief overview of the methodology chosen to test the assumptions made later in this study regarding the influential capacity of celebrity feminists on attitudes toward feminism

## **Viral Feminism**

Feminism is defined as the belief that men and women should have equal rights and opportunities. For the purpose of this study, celebrity feminism is defined as the manner in which celebrities deploy the capital afforded to them by this status to articulate various positions of feminism (Taylor, 2014). Celebrity feminism seems to contribute to the modern feminist movement in ways that are both advantageous and detrimental, according to its supporters and critics. One assumed benefit of celebrities publicly claiming feminist identities is increased visibility and accessibility of feminism to the public, especially young women. One of the most visible displays of celebrity feminism was during the 2014 MTV Video Music Awards, when artist and business mogul Beyoncé Knowles-Carter performed in front of a screen blazoned with the word “FEMINIST” in giant white letters. Beyoncé went on to include a sample of renowned feminist writer, Chimamanda Ngozi Adichie’s (2014) TED talk “We Should All Be Feminists” in her song “Flawless.” She also published a feminist essay titled “Gender Equality is a Myth!” featured in the *Shriver Report* the same year.

Taylor Swift, another mega pop music star with an enormous following, openly embraced feminism in her August 2014 interview with the *Guardian*. “As a teenager, I didn’t understand that saying you’re a feminist is just saying that you hope women and men will have equal rights and equal opportunities,” Swift said. “Now, I think a lot of girls have had a feminist awakening because they understand what the word means” (Hoby, 2014, ¶14). She also attributed her feminist identity to friend and fellow feminist celebrity Lena Dunham, admitting that Dunham made her recognize she was a feminist all along without realizing it.

It is nearly impossible to discuss celebrity feminism without considering British actress and United Nations Goodwill Ambassador Emma Watson’s contribution. In September 2014, UN Women and Emma Watson launched the HeForShe campaign. Watson delivered the opening

speech during launch event in New York City, during which she championed gender equality and called on men to claim feminist identities. The speech went viral. In December 2014, Watson was featured on the cover of *ELLE UK*'s first 'Feminism Issue.' Watson told *ELLE*, "We want to empower women to do exactly what they want, to be true to themselves, to have the opportunities to develop. Women should feel free. There is no typical feminist, there is nothing anywhere that says you have to meet a certain criteria" (Candy, 2015, ¶22).

By the end of 2014, the mainstream media were publishing articles highlighting feminism's pop culture triumphs throughout the year. The aforementioned displays of celebrity feminism were repeatedly praised and featured in pieces such as *Bustle*'s "5 Dazzling Feminist Moments in 2014," *Elle*'s "Seven Feminist Triumphs of 2014," *NYLON*'s "How Feminism Took Over Pop Culture in 2014," *Buzzfeed*'s "22 Powerful Moments That Made You Proud To Be a Feminist in 2014," and *Huffington Post*'s "The 29 Best Moments For Women in 2014."

Additionally, 2015 had its fair share of feminist moments. For instance, Patricia Arquette, who earned the Academy Award for her supporting role in *Boyhood*, used her acceptance speech to address the importance of closing the gender wage gap. "To every woman who gave birth to every taxpayer and citizen of this nation, we have fought for everybody else's equal rights," Arquette proclaimed. "It is our time to have wage equality once and for all and equal rights for women in the United States of America." She received a standing ovation from the audience (Meron & Zadan, 2015).

Oscar winner Jennifer Lawrence is another A-list actor who publicly addressed wage inequality. The hacking of Sony Pictures' servers by the group Guardians of Peace revealed that the young mega-star made less than her male co-stars in the movie *American Hustle*. According to email correspondence, Lawrence was paid seven percent of the film's profits compared to the nine percent Christian Bale, Bradley Copper, Jeremy Renner and the film's director David O.



Russell were paid. In response, Lawrence published an essay in Lena Dunham and Jenni Konner's bi-weekly, feminist email newsletter *Lenny* in October 2015. In the essay, titled "Hollywood's Wage Gap," Lawrence (2015) asserted, "I didn't want to seem 'difficult' or 'spoiled.' At the time, that seemed like a fine idea, until I saw the payroll on the Internet and realized every man I was working with definitely didn't worry about being 'difficult' or 'spoiled'" (¶7).

Lawrence's essay went viral and fellow actors rallied in support, offering words of encouragement via mainstream media. Carey Mulligan, who starred in 2015's feminist historical drama *Suffragette*, told *Deadline*, "She's [Lawrence] using that platform to correct something that isn't right. It's a long overdue conversation and it's admirable what she has done. This is an age-old issue that's in every part of society" (D'Allesandro, 2015, ¶5). Similarly, at the red carpet premier of her latest film *Crimson Peak*, Golden Globe winner Jessica Chastain offered words of encouragement via the press. "There's no excuse. There's no reason why [Jennifer Lawrence] should be doing a film with other actors and get paid less than her male costars," said Chastain. "I think it's brave to talk about it. I think everyone should talk about it."

Another issue that received attention from celebrity feminists in 2015 is sexism on the red carpet. During the 2014 awards season, the Representation Project, an organization responsible for creating the critically acclaimed documentary *Miss Representation* exposing how the mainstream media contribute to the underrepresentation of women in positions of influence, started the #AskHerMore campaign. Viewers took to the Internet to express their frustration with the sexist questions female celebrities are asked on the red carpet, such as the classic, "who are you wearing?" while men are asked about their careers. The #AskHerMore hash tag urged the press to ask women more insightful questions on the red carpet.

Actor and comedian Amy Poehler may be the most outspoken celebrity feminist thus far about this particular issue. Her organization, Amy Poehler's Smart Girls, is an online community that creates inspirational content catered to young women. For the 2015 Primetime Emmy Awards, Smart Girls partnered with the Representation Project to create #SmartGirlsAsk. Viewers were asked to tweet substantive questions they wanted journalists to ask women celebrities. Garnering more attention than the previous year's campaign, #SmartGirlsAsk went viral. It inspired tweets from powerful women such as Hillary Clinton, Shonda Rhimes and General Motors CEO Marry Bara.

In November 2015, *New York Times Magazine* published an article, "The Women of Hollywood Speak Out." Journalist Maureen Dowd tackled the issue of Hollywood sexism. She spoke with more than 100 women and men at all levels, as well as a handful of powerful women, regarding their frustrations with industry wide inequality. Dowd discussed the vast underrepresentation of women in front of and behind the camera, citing disconcerting statistics. Smith and colleagues (2013) reported that from 2007 through 2012, women only comprised 30.2% of speaking or named characters in the 100 top-grossing fictional films. Lauzen (2014) published even more disparaging numbers. In 2014, 95% of cinematographers, 89% of screenwriters, 82% of editors, 81% of executive producers and 77% of producers were men.

Several celebrities lent their voices to Dowd's article to discuss their personal experiences with industry sexism. Actress Angelica Huston compared Hollywood to church, saying, "They don't want us to be priests. They want us to be obedient nuns" (¶14). Shonda Rhimes, creator of award-winning television series *Grey's Anatomy*, expressed her concern about Hollywood overlooking the female demographic. She told Dowd, "There's a very hungry audience of young women dying to see some movies. They came out for *Titanic* and *Twilight*, 14-year-old girls going back to see those movies every day. I find it fascinating that this audience is not being respected" (¶33). Lena Dunham, an established celebrity feminist, also weighed in, "I

feel like we do too much telling women: 'you aren't aggressive enough. You haven't made yourself known enough.' And it's like, women shouldn't be having to hustle twice as fast to get what men achieve just by showing up" (¶36).

Women of Hollywood directly addressed sexism in the industry and the need for feminist intervention. Many took on roles as feminist advocates and directly influenced feminist causes, such as Patricia Arquette, Lena Dunham and Emma Watson. However, it is unclear how these celebrities influence the audiences gender equality ideologies, and many critics believe their impact is less than valuable or authentic.

### **Criticisms of Celebrity Feminism**

Celebrity feminists received considerable positive attention from mainstream media, but not everyone admired their sentiment. Various critiques of celebrity feminism denounced its tendency to deliver messages of gender equality in a shiny package, while avoiding the actual work of feminism and ignoring intersectionality. Roxane Gay (2014), professor of English at Purdue University, in an op-ed for the *Guardian*, discussed how the feminist movement found a new brand in Emma Watson, Beyoncé and Taylor Swift, “when a pretty young woman has something to say about feminism, all of a sudden, that broad ignorance disappears or is set aside because, at last, we have a more tolerable voice proclaiming the very messages feminism has been trying to impart for so damn long (¶10).”

Vanessa Hudgens exemplified this idea that feminist messages delivered by a celebrity may be easier to embrace. During a *New York Times* interview about her role in the Broadway version of *Gigi*, Hudgens admits, “I used to be on the fence about it... But now I feel like there's this new wave of feminists coming up that are truly about equal rights for women. I mean, Beyoncé is, like, killing the game, and I love her” (Jacobs, 2015, ¶17-18).

In an interview with NPR (2014), artist Annie Lennox decried Beyoncé's VMA performance, as well as that of other sexualized female celebrities as *feminism light*. According to Lennox, twerking is not feminism, indicating a seductive marketing campaign abates empowerment. Princeton graduate, writer, television producer and pop culture critic Jennifer Weiner voiced both support and concern for celebrity displays of feminism to the *Washington Post*, "When Beyoncé did that performance in front of that giant light-up feminism sign, I was like, 'Yes! Yay! Finally!' On the one hand, I think that there are real feminist thinkers out there who are not married to Jay-Z and we should all be reading them, too" (Yahr, 2015, ¶17). A similar concern is that celebrity feminists lend their name to the movement, but little is done beyond that. Successful actor and comedian Aziz Ansari, caused quite the Internet stir in 2014 when he appeared on the *Late Show* and discussed feminism with host David Letterman. Ansari mocked the stigma that often accompanies the word, "You're a feminist if you go to a Jay-Z and Beyoncé concert and you're not like, 'I feel like Beyoncé should get 23 percent less money than Jay-Z'" (Marcotte, 2014, ¶3).

The feminist blogosphere was quick to reprimand Ansari for delivering feminism in a simplified way and tackling a safe issue such as equal pay (Heaney, 2014). He later made a statement directed toward his critics. In an interview with *Cosmo*, he challenged them to examine his intentions more closely before writing something unkind (Kutner, 2015).

Keller and Ringrose (2015) interviewed teenage girls who participated in online feminist communities, inquiring about their thoughts on celebrity feminists. The girls cast a critical eye on mediated representations of celebrity feminism. The girls discussed how celebrities incorporate feminism into their brands, as well as the possibility of inauthenticity. "I think it's like a fashion at the moment so many people saying that they are, and I don't know if they are actually or they're saying it to open a wider audience to them because it's becoming so widely known, it's becoming a fashion," said one participant (p. 133). The girls also weighed in on Beyoncé and

Emma Watson's public displays of feminist identities. Regarding Watson's HeForShe campaign, one participant responded, "I'm not sure it makes any sense to dedicate an entire campaign about gender equality to men ... This ultimately results in the conversation being about men, not women" (p. 133). The interviews revealed that the girls found consistent contradictions within celebrity representations of feminism.

Shortly after the 2015 MTV Video Music Award nominations were announced, Taylor Swift was criticized by mainstream for comments she made on Twitter directed at fellow artist Nicki Minaj. After Minaj took to Twitter to condemn industry sexism and racism, which she asserted was responsible for her lack of nominations, Swift responded defensively. Although Swift later apologized, the mainstream media responded with displeasure. Nicki Minaj was speaking about her experiences as a woman of color; still Taylor Swift made the conversation about women competing with one another. Ignoring intersectionality and the unique experiences of minorities is a frequent criticism of celebrity feminism. Jill Filipovic (2015) of the *Washington Post* asserted, "Maybe the lesson is that, with a handful of exceptions, musicians and other celebrities shouldn't be feminist role models (¶15)."

It seems that the nexus of celebrity and feminism deserves further evaluation. It is important to challenge familiar critiques that presume that celebrity manifestations of feminism are inherently negative. Further study of celebrity feminism should examine the ways in which these two bodies intersect in productive and unproductive ways (Hamad & Taylor, 2015). It is this idea that pushes for additional investigation of the phenomenon.

As this chapter revealed, celebrity feminism, at the very least, has gained substantial visibility in mainstream media, reaching a wider audience as a result. It has also revealed legitimate criticisms of representations of contemporary feminism by celebrities. But how does celebrity feminism actually influence young media consumers? Are young adults influenced

when a celebrity they respect and admire proudly declares themselves a feminist? Until now, the effectiveness of celebrity participation in feminist dialogue was merely conjecture.

### **Purpose of the Study**

In attempts to extend the discussion on celebrity feminism into a quantitative domain, this study examined the effect of celebrity-driven appeals in feminist advocacy messages on attitudes toward feminism among college students. It employs an experimental design to explore the effectiveness of celebrity feminist advocates. Understanding the persuasive appeals of celebrity feminists may provide validation for the usefulness of celebrity feminism, beyond its ability to draw mainstream media attention.

### **Method**

The study utilized an online experimental design. Prior to viewing a videotaped feminist advocacy message delivered by celebrity Emma Watson or a non-celebrity, participants responded to items that measured receptivity to celebrity involvement in politics, attitudes toward feminism and media usage. After viewing the video, participants responded again to the items that measure attitudes toward feminism. The questionnaire also included measures of clip recall, items that measure source credibility and demographic questions. The study uses a convenience sample of current undergraduate students in Oklahoma.

### **Overview**

Chapter two provides a review of previous literature that examines media coverage of feminism, Millennials' inclination toward social conscientiousness, the tradition of celebrity advocacy in the United States and how fame is used as a mechanism of influence. The chapter concludes with a cross-disciplinary examination of source credibility and celebrity endorsement as attributes that enhance the persuasiveness of communication messages and their ability to induce behavioral compliance. Chapter three details the research questions, variables, experimental design, sampling method, research instruments, procedure and data collection process and analysis.

## CHAPTER II

### LITERATURE REVIEW

Celebrities enjoy widespread recognition and occupy a space of influence in popular culture. This dynamic affords celebrities the opportunity to use their fame as a mechanism of influence. Although celebrities leverage their fame to attract media attention (Thrall et al., 2008), its effectiveness at influencing audience engagement is unclear. As popular culture recently took an interest in feminism and celebrities became involved in feminist advocacy, it is important to consider whether a celebrity endorsement enhances the persuasiveness of feminist advocacy messages, and influences attitudes toward feminism as a result.

First, this chapter will provide a brief overview and definition of feminism as well as a discussion of media coverage of feminism in the latter half of the 20<sup>th</sup> century in order to illustrate the shifting dynamic of this particular discourse. Next, it will focus on the Millennial demographic by examining their tendency toward social conscientiousness, a potentially important element of effective advocacy appeals. Then, it will examine the relationship between celebrities and social causes, including the tradition of celebrity advocacy in the United States and how celebrities have used their fame as a mechanism of influence. Support for the assumptions presented later in this study draw from several disciplines. Thus, this chapter will conclude with a discussion of source credibility and celebrity endorsement as attributes that enhance the persuasiveness of communication messages and their ability to induce



compliance, borrowing from the marketing, advertising, political science and mass communication disciplines.

### **Feminism in Mainstream Media**

Feminism is defined as the belief that men and women should have equal rights and opportunities. The first wave of feminism took place in the late nineteenth and early twentieth centuries, formally beginning at the Seneca Falls Convention in 1848. Its goal was women's suffrage. Second wave feminism is understood to have begun in the 1960s, and persisted through the 1990s. Much of this movement's energy focused on passing the Equal Right Amendment. Sexuality and reproductive rights were also dominant issues. Feminism's third wave began in the 90s and was characterized by postcolonial and postmodernist thinking. Traditional notions of gender, sexuality and heteronormativity were dismantled. Presently, the fourth wave of feminism may very well be upon. However, its defining characteristics have yet to reveal themselves (Dicker, 2008).

Media help construct a wide range of feminist identities and are critical in the framing of issues. How news media approach feminism is critical to public perception. In 2015, feminism enjoyed considerable progressive publicity. Historically, however, media coverage of feminism reflects a contradictory narrative. Based on information gathered from a content analysis of 35,000 hours of ABC, CNN, PBS and NPR news coverage from 1993 to 1996, Lind and Salo (2002) found that feminists, though often demonized, were treated more positively in news media than *regular* women. Feminists were trivialized and framed as victims less often and were given more agency than regular women. However, women were mentioned 40 times as often as feminists.

Schreiber (2010) performed a similar content analysis of 864 randomly selected articles from *New York Times*, *USA Today*, *Wall Street Journal* and the *Washington Post* to comparatively analyze their representations of feminist and conservative women's activism over a 14-year span (1991-2004). Eight women's organizations were analyzed, four feminist and four conservative. Schreiber noted, "Although feminist organizations attract[ed] significantly more newspaper coverage on the whole, media bias may not be a suitable explanation. The amount of coverage may have more to do with organizational strategies than with journalists' views about the importance of these groups" (p. 439). Well established, media savvy feminist organizations receive more news coverage than their conservative counterparts.

On several occasions during each of the past four decades, the mainstream media took measures to discredit the feminist movement, highjacking feminist dialogue by introducing postfeminist rhetoric. Zeisler (2008) identified several articles that seemed to reflect some media professionals' intent to declare feminism dead, including "Requiem for the Women's Movement" (Harper's, 1976), "When Feminism Failed" (the *New York Times*, 1988), "Feminists Have Killed Feminism" (*Los Angeles Times*, 1992), and "It's All About Me" (*TIME*, 1998). More recently, *TIME* (2014) published an article that nominated 'feminist' in its annual 'word banishment poll.' After receiving much backlash from the feminist blogosphere, *TIME* editor Nancy Gibb defended her inclusion of the word 'feminist' by clarifying that her intention was to critique the celebrity appropriation of the term, which presumably gave rise to feminism's relevance in popular culture in 2014. Moreover, feminism and the mainstream media have maintained an interesting relationship for quite some time now.

## **Socially Conscious Millennials**

The general assumption is that young people are politically complacent and disengaged. However, evidence suggests this is not the case for the Millennial generation, a cohort of more than 78 million in the United States alone. Loosely defined as those born between 1979 and 2001, Millennials developed sophisticated social awareness amplified by technology, an affinity unparalleled by previous generations. For Millennials, there is no life before computers and the Internet, and they possess a strong desire to affect change (Cone, 2006).

Cone Inc. in collaboration with AMP Agency (2006) published an in-depth study using a probability sample of 1,800 Millennials that explored the key characteristics of this generation. The generally accepted persona of Millennials is friendly, open-minded, intelligent, responsible, socially minded and informed (p. 3). Findings show that 80% of Millennials volunteer and 61% feel personally responsible for making a difference in the world. According to the Cone, Millennials are the definition of pro-social, which refers to those willing to take action to help others.

At an aggregate level, Millennials are dedicated to civic engagement and social responsibility and have an affinity for technology. This value system gives Millennials a unique lived relation to the world. An amplified interest in advocacy may have important implications for celebrity advocacy efforts. This study seeks to further the body of knowledge that explores how this particular audience responds to celebrity advocacy, focusing primarily on the persuasive capabilities celebrity-endorsed advocacy messages.

## **Celebrities and Societal Engagement**

Celebrities' societal engagement was broadly defined by Panis and Van den Bulck (2012) as "the engagement of all individuals who enjoy public recognition, known primarily from areas other than that of their societal engagement, who use their fame to advocate or lobby, create awareness of, and/or help raise funds for a social issue or non-profit organization" (p. 77). Celebrity participation in advocacy is not a new phenomenon. Dating as far back as the early 20<sup>th</sup> century, stars used their celebrity to draw attention to causes. In opposition of Theodore Roosevelt's Big Stick diplomacy and U.S. involvement in China and the Philippines, famed writer Mark Twain authored the satirical essay, "To the Person Sitting in the Darkness" in 1901. The essay expressed Twain's anti-imperialist views (Wheeler, 2013).

Engagement of celebrities with causes was especially prevalent in the time leading up to World War II. Renowned aviator Charles Lindbergh, whose celebrity derived from becoming the first pilot to fly solo across the Atlantic, was a spokesperson for America's noninterventionist movement. In 1941 he addressed several thousand people at noninterventionist America First Committee rallies, the most powerful isolationist group prior to America entering World War II. Lindbergh was highly criticized by folk singer Woody Guthrie, who wrote the song "Mister Charlie Lindbergh" in 1943, condemning the pilot's involvement with Hitler. In 1936, the Hollywood Anti-Nazi League for Defense of American Democracy was established to act against fascism. This group included famous writers, directors and films stars such as Philip Dunne, John Cromwell, Gloria Stuart and Frederic March (Wheeler, 2013).

The 1960s and 1970s ushered in another era of widespread celebrity activism. Issues of interest to celebrities included anti-Vietnam protests, environmental activism, civil rights and the 1968 student riots. Actors, bands, music stars, including Jane Fonda, the Beatles, the Rolling Stones, the Who, Bob Dylan and Jonny Cash, identified themselves with social rebellion. In the early 1960s, Martin Luther King Jr. and the African-American Civil Rights Movement elicited support from a handful of famous artists. Joan Baez, Bob Dylan, Marlon Brando and Harry

Belafonte proved instrumental in the campaign to end racial segregation in the American South, engaging with civil rights via protest performance and writing songs criticizing racial segregation (Wheeler, 2013).

For decades, celebrities have also played an active role in fundraising campaigns for a variety of causes. Jerry Lewis was the national chairman of the U.S. Muscular Dystrophy Association from 1952 to 2011. In 1985, Willie Nelson, Neil Young and John Mellencamp founded Farm Aid, an organization whose annual concerts raised millions of dollars for U.S. farmers. Barbara Streisand established the Streisand Foundation in 1986, which continues to lend its support to campaigns concerning a variety of issues, from environmental preservation to AIDS research (Wheeler, 2013).

More recently, celebrity activism has become quite commonplace. From animal rights to sex trafficking, more than 2,800 celebrities now support slightly more than 1,800 causes (Jost, 2012). This trend of celebrity diplomacy has been both celebrated and criticized. While celebrities can leverage their fame to attract media attention, critics are skeptical of their true value at mobilizing public support.

### **Credibility of Celebrity Endorsement**

As a result of procuring widespread recognition and cultural value, celebrities have the opportunity to utilize their fame as a mechanism of influence. This influence may manifest in a number of ways. While little research explores the impact of celebrities on attitudes toward feminism, marketing, advertising, social psychology, political science and mass communication scholars have examined the influence of celebrities and authority figures on public opinion and

behavior. These findings may prove relevant to the study of celebrity endorsement of feminism and provide theoretical support for the assumptions presented later in this paper.

According to advertising and marketing research, nonprofit organizations have managed to effectively harness the power of fame. Celebrity involvement in a cause can have actual monetary value. Celebrity-affiliated charities receive 1.4% more in contributions than those not affiliated with celebrities, which translates to approximately \$100,000. Each additional celebrity affiliation is associated with a .025% increase in contributions. Celebrity affiliation also results in lower fundraising expenses (Harris & Ruth, 2015).

In further attempts to understand how celebrity influences audiences, Wymer and Drollinger (2015) identified perceived expertise and admirability as significant predictors of audience charity donation intentions. This relationship is moderated by the audience's general attitudes toward the celebrity-endorsed charity. Findings suggest that if a celebrity advocate is perceived to be an admirable person who has expertise on the cause, individuals are more likely to donate to the affiliated charity. When a celebrity advocate was contrasted with an issue expert on the global refugee crisis, Becker (2013) found that college students are receptive toward celebrity advocacy, particularly when the issue involved is perceived to be of lesser political importance, or a "soft" issue.

Political communication and other scholars share the belief that celebrity impacts the persuasiveness of a message. Wen and Cui (2014) identified an indirect association between celebrity political involvement and youth civic engagement, mediated by situational involvement and self-efficacy. Findings suggest that college students who follow celebrities become interested in the cause for which they advocate, which is escalated by situational involvement and results in actual participation in advocacy (Wen & Cui, 2014: 421). Thus, celebrities play a potentially positive role in encouraging youth civic engagement.

In the same vein, Jackson and Darrow (2005) found that college students tend to agree more with political statement when they are endorsed by celebrities, suggesting that celebrity endorsements can make unpopular opinions more agreeable, while increasing the level of agreement with already popular opinions. Celebrity-endorsed get-out-the-vote (GOTV) campaigns, which coincided with high voter turnout among young Americans in the 2004 presidential election, helped motivate youth civic engagement. Research also indicates that receptivity to celebrity GOTV promotions directly predicts higher levels of self-efficacy and lower levels of complacency. As fans attempt to emulate the behavior of celebrities they admire, they are encouraged to become more aware of their personal relevance to the issues, increasing self-efficacy and discouraging complacency (Austin et al., 2008). Situational involvement also discourages complacency and apathy toward an issue, which suggests that exposure to celebrity advocacy messages can impact issue engagement if the issue was of prior perceived importance to the audience and the audience finds the celebrity advocate to be favorable (Becker, 2012).

Not all celebrities are created equal. More important than a celebrity's status is their perceived credibility (Jackson, 2007). Source credibility has long since been identified as an attribute that enhances the persuasiveness of communication messages with the potential to mediate attitude change. Hovland and Weiss (1951) initially defined credibility as a combination of two perceptual factors: trustworthiness and expertise. Their landmark research demonstrated that a message attributed to a high-credibility source created significantly more attitude change among college students than the exact same message attributed to a low-credibility source.

Several researchers have explored the impact of celebrities' source credibility on attitudes toward social causes and nonprofit organizations, and its interaction with other audience perceptions. According to de los Salmones et al. (2013), perceived fit and motive attribution influence credibility. For instance, a celebrity's credibility will not be questioned if the audience perceives a logical fit between the celebrity and the social cause. This fit is conditioned by

whether or not the celebrity's motives are deemed altruistic. Yoo and Jin (2013) also found this to be true in regards to the effects of congruence between an organization and its goodwill ambassadors. Higher perceived credibility of goodwill ambassadors coincides with higher levels of celebrity-organization congruence. However, Wheeler (2009) identifies credibility as a mediating factor between celebrity-organization congruence and intention to support a celebrity-endorsed organization.

Ohanian (1990) specifically created a scale to aid in research of celebrity endorsers' credibility in which credibility is a tri-component construct, combining Hovland's (1953) model and McGuire's (1958) attractiveness model. Expertise, trustworthiness, and physical attractiveness are the hypothesized dimensions of celebrity endorsers' credibility. According to Ohanian, her decision to incorporate McGuire's attractiveness model was motivated by, "the increasing use of celebrities as endorsers for products, services and/or social causes" (p. 41). Empirical investigations using this scale have examined how a communicator's perceived credibility can induce behavioral compliance. As illustrated in the previous section, research regarding the link between credibility, celebrity advocates, and attitude change is varied. However, one thing remains clear: celebrities can influence their audience under the right conditions. In attempts to extend the foregoing discussion of celebrity endorsement, advocacy and credibility, this study examines the persuasive capacity of celebrities as feminist advocates.

## **Summary**

Based on the review of the literature, it seems that media coverage of feminism has lacked uniformity. However, celebrities were consistently recognized for their feminist discourse. As an aggregate with elevated levels of media consumption and social conscientiousness, Millennials may be an ideal target audience for celebrity feminist advocacy. Celebrities have a



long history of using their fame as a mechanism of influence, and studies find that celebrities can be effective persuasive communicators. When perceived by their audience as credible message sources, celebrities may enhance their persuasive capacity. The result can lead to increased support for causes and increased donations to charitable organizations. It is important to continue this discussion of the effectiveness of celebrity endorsement and advocacy to include the nexus of celebrity and feminism. Therefore, the following chapter will detail the methodology of a qualitative experiment created to test the persuasive capacity of celebrity endorsed feminist advocacy messages on attitudes toward feminism.

## CHAPTER III

### METHODOLOGY

This chapter details the research questions, experimental variables, and the experimental design for the present study. It also includes a discussion of the experimental treatment, research instrument and sampling method used for the experiment. This chapter will conclude with an account of the study's data collection, data processing and statistical analysis.

#### **Research Objective**

The objective of this study is to understand the influence of celebrity advocates on college students' attitudes toward feminism by comparing a celebrity to a non-celebrity. An online experimental methodology was chosen to test the effect.

The present study hopes to supplement existing research that examines the ability of celebrities to influence attitudes and behavior and how credibility moderates the effectiveness of celebrity communication strategies. Findings from this research can effectively determine the merit of celebrity representations of feminism and their value beyond the ability to attract attention from mainstream news media.

## **Variables and Hypotheses**

This experiment has one independent variable, the source of the feminist advocacy message. The speaker's perceived credibility is a moderating variable. The dependent variable is respondents' attitude toward feminism, or feminist engagement. Feminist engagement is determined by measures of situational involvement, complacency and apathy (Becker, 2012).

Research suggests credibility and celebrity endorsement are mechanisms of influence and have potential to affect attitudes and behavior in a number of capacities (Jackson, 2005; Jackson & Darrow, 2005; Jackson 2007; Austin et al., 2008; Becker, 2012; Becker, 2013; Salmones et al., 2013; Yoo & Jin, 2013; Wen & Cui, 2014; Wymer & Drollinger, 2015; Harris & Ruth, 2015).

According to celebrity influence literature, fans attempt to emulate the behavior of politically active celebrities (Austin et al., 2008) and celebrity endorsement of a non-profit organization can lead increased support and monetary contributions (Harris & Ruth, 2015; Wymer & Drollinger, 2015). Thus, it was hypothesized that participants' attitudes toward feminism would become more positive after viewing a message about feminism from a female celebrity.

**H1: Attitudes toward feminism will increase among college students after viewing a message about feminism from a celebrity.**

Studies also indicate that celebrities have persuasive capabilities as issue advocates. Political communication research suggests that young people tend to agree more with political statement endorsed by celebrities, as opposed to non-celebrities (Jackson & Darrow, 2005). As a result, it was hypothesized that a celebrity feminist will be more persuasive than a non-celebrity feminist.

**H2: Attitudes toward feminism will be more positive among college students who view a feminist message from a celebrity than those who view a feminist message from a non-celebrity.**

Credibility has long since been identified as a characteristic that enhances the persuasive capacity of a message source. Ohanian (1990) developed a scale specifically to measure a celebrity endorser's expertise, trustworthiness and attractiveness as the tri-component construct of credibility. Given the influence and social capital maintained by celebrities, it was hypothesized that participants would find a celebrity feminist more credible than a non-celebrity feminist.

**H3: Source credibility will be greater for the celebrity message source versus the non-celebrity message source.**

Celebrity influence literature also suggests that when perceived by their audience as credible message sources, celebrities may enhance their persuasive capacity. The result can lead to increased support for causes (Wheeler, 2009). Thus, it is hypothesized that participants who find a celebrity feminist highly credible will be more influenced than participants who find a celebrity feminist less credible.

**H4: Source credibility will moderate the effect of the message source on college students' attitudes toward feminism.**

### **Experiment Design**

To explore the hypotheses mentioned above, this experiment utilized a pretest-posttest two-group experimental design.

The online questionnaire began with a standard consent form. Each participant started by completing a questionnaire that measured participants' attitudes toward feminism as well as media exposure. Next, subjects were randomly assigned to receive one of the two experimental treatments: a video clip of Emma Watson speaking at a special event for UN Women's HeForShe campaign in September 2014, or a video clip of a non-celebrity woman close in age to Emma Watson delivering the exact same message. The video of Emma Watson is approximately one minute and 30 seconds in length and was taken from YouTube. The video of the non-celebrity is approximately the same length. The young woman chosen for the role of the non-celebrity was a mass communications professional with public speaking experience. The video was recorded using professional video equipment at Oklahoma State University in Stillwater, Oklahoma. The non-celebrity was also a white female in her twenties. She wore similar attire as Emma Watson and delivered the speech in front of a black background using a microphone similar to Watson's. The non-celebrity video treatment was produced to look as similar to the original video as possible. Following the treatment, participants completed a questionnaire that measures clip recall, the speaker's perceived credibility based on Ohanian's (1990) scale to measure celebrity endorsers' perceived expertise, trustworthiness and attractiveness as a tri-component construct of credibility. Participants also answered questions measuring their attitudes toward feminism, which were identical to those in the posttest. Jackson and Darrow (2005) used a similar design to measure the influence of celebrity endorsements of political statements on young adults' political opinions in Canada.

### **Sampling Method**

A convenience sample of college students was drawn from a sample of undergraduates at Oklahoma State University in Stillwater, OK. Students received an email asking them to

participate in the study by following a link to the online questionnaire. Students participated in this online experiment during the Spring 2016 semester. This sample was chosen to represent the population of young, educated, Millennials. A similar sample was utilized in a quantitative study of celebrity issue advocacy and its influence on political engagement (Becker, 2012).

### **Research Instruments**

In order to measure respondents' attitudes toward feminism, this experiment utilized Becker's (2012) measures of situational involvement, complacency and apathy as the three components of engagement. These measures were adapted from their original form to focus on the issue of feminism. Agreement with items was measured on a seven-point Likert-type scale where 1 = strongly disagree, and 7 = strongly agree. The measure of situational involvement reflected the mean response to a series of five statements about personal involvement with feminism. The statements were: (1) I'm interested in information about feminism, (2) I pay attention to information about feminism, (3) I actively seek out information about feminism, (4) I know a lot about feminism, and (5) I am very familiar with the current state of feminism. The measure of complacency reflected the mean response to two statements about participants' lack of motivation for greater connection with feminism. The statements were: (1) There is no real need for me to be involved with feminism, and (2) Feminism will persist no matter who gets involved. The measure of apathy reflected the mean response to two statements concerning participants' lack of willingness to engage with the issue of feminism. The statements were: (1) Keeping up on issues like feminism takes too much time, (2) Staying informed about feminism is too much trouble.

Participants' credibility ratings for the speakers were measured using Ohanian's (1990) 15-item semantic differential scale to measure perceived expertise, trustworthiness, and attractiveness—the tri-component construct of celebrity endorser credibility.

The demographic questions revealed participants' age, gender and education level.

## **Procedure**

This experiment was created and conducted on the Internet using the Survey Monkey research platform. Once participants accessed the online questionnaire, they were given an overview of the study and instructions on how to use the Likert-style and semantic scales. Next, participants were asked to indicate to what extent they agree with nine statements regarding situational involvement with feminism, political complacency and issue apathy, and how frequently they followed news about public affairs in the last week. After completing the pretest portion of the questionnaire, participants viewed one of two experimental treatments. Both posttest questionnaires included demographic questions, measures of clip recall as well as questions identical to those in the pretest regarding situational involvement with feminism, political complacency, and issue apathy. Participants also answered a series of 15 related questions designed to measure perceptions of the speaker's attractiveness, trustworthiness and expertise (on feminism).

## **Data Collection, Processing and Analysis**

Data was collected via a password-protected account on the online survey platform Survey Monkey. The online questionnaires contained a total of 35 questions that once completed, were automatically downloaded into a Microsoft Excel spreadsheet. This collection reduced the

concern of human data entry errors. After data collection was complete, the data was imported into SPSS for statistical analysis.

In attempts to answer the research questions presented in this study, the data was analyzed using independent and paired sampled t-tests. Key findings of the study are presented in chapter four. Chapter five discusses the results with reference to previous research, practical implications and suggestions for future research. It also addresses the limitations of this study and the validity and reliability of the research instruments.



## CHAPTER IV

### RESULTS

An experimental method was chosen to better understand the effect of a celebrity message source on attitudes toward feminism. Two video treatments, one featuring a feminist message delivered by a celebrity and another featuring a non-celebrity delivering the same message, were randomly assigned to participants with the purpose of determining if the independent variable – message source – impacted respondents' attitudes toward feminism, the dependent variable.

#### **Data Collection and Recruitment**

The researcher constructed two online questionnaires to test the hypotheses. Links to each questionnaire were randomly assigned to collect responses from participants. Data for this study were collected from 95 students at Oklahoma State University in Stillwater, Oklahoma during April of 2016. The majority of participants were female ( $n = 79$ ), as opposed to male ( $n = 14$ ). All participants were volunteers recruited either via email or by their professor in class. Some were given extra credit in exchange for their participation. Demographic questions revealed participants were generally 18 to 29 years old (95.7%), while a few were above 30 years old (4.4%). Highest level of education completed included high school graduate (3.2%), one year of college (25.8%), two years of college (32.3%), three years of college (28.0%), college graduate (8.6%) and completed graduate school (2.2%).

## Key Findings

To measure respondents' attitudes toward feminism, this experiment utilized Becker's (2012) nine-item measure of situational involvement ( $M = 4.26$ ), complacency ( $M = 4.21$ ) and apathy ( $M = 4.94$ ) as the three components of engagement with an advocated issue. The instrument was adapted from its original form to focus on the issue of feminism, rather than the global refugee crisis, the purpose for which it was originally intended. To construct the attitudes toward feminism variable, the nine items were collapsed into one variable. Agreement with items was measured on a seven-point Likert-type scale where 1 = strongly disagree, and 7 = strongly agree.

Hypothesis 1 predicted participants' attitudes toward feminism would become more positive after viewing a message about feminism from a female celebrity. A paired samples  $t$ -test was chosen to compare the means of two correlated groups on attitudes toward feminism before and after receiving the feminist message treatment. Results showed no significant change in participants' attitudes toward feminism before listening to a feminist message from a female celebrity ( $M = 4.45$ ) compared to after ( $M = 4.54$ ). Thus, Hypothesis 1 was not supported.

Hypothesis 2 predicted participants who listened to a feminist message from a celebrity would have more positive attitudes toward feminism than participants who listened to a feminist message from a non-celebrity. An independent samples  $t$ -test was chosen to compare the means of two unrelated groups, attitudes toward feminism after receiving the celebrity treatment versus attitudes toward feminism after receiving the non-celebrity treatment. There was no significant difference in attitudes toward feminism among participants who listened to a feminist message from a celebrity ( $M = 4.54$ ) compared to participants who listened to a feminist message from a non-celebrity ( $M = 4.46$ ). Thus, Hypothesis 2 was not supported.

Hypothesis 3 predicted participants would find the celebrity message source more credible than the non-celebrity message source. An independent samples *t*-test was conducted to compare the means of two unrelated groups, credibility of the celebrity and credibility of the non-celebrity. Participants found the celebrity message source ( $M = 6.21$ ) statistically more credible ( $t(93) = 6.26, p = .001$ ) than the non-celebrity message source ( $M = 4.99$ ). Thus, Hypothesis 3 was supported.

Hypothesis 4 predicted source credibility would moderate the effect of the message source on participants' attitudes toward feminism. Following the Elaboration Model (Babbie, 2001), source credibility was divided into two groups using a median split (median = 5.8), according to high and low credibility. Next, the paired samples *t*-test was repeated for each of the two groups separately to compare mean attitudes toward feminism for the low credibility group before and after listening to the feminist message, as well as mean attitudes toward feminism for the high credibility group before and after listening to the feminist message. There was no significant difference in attitudes toward feminism among participants in the low credibility group before listening to a feminist message ( $M = 3.93$ ) compared to after ( $M = 4.07$ ). Similarly, among participants who found the message source highly credible, there was no significant difference in attitudes toward feminism before listening to the feminist message ( $M = 4.93$ ) compared to after ( $M = 4.97$ ). Because the results of the pre/post measures after splitting source credibility into high/low groups was the same as the sample-as-a-whole, source credibility did not moderate the effect of the message source on attitudes toward feminism. Therefore, Hypothesis 4 was not supported.

## Secondary Findings

Attitudes toward feminism among participants in both the celebrity and non-celebrity treatment groups were compared before participants received the feminist message treatment ( $M = 4.40$ ) to after ( $M = 4.50$ ). The mean difference between these groups did approach significance at the .05 level ( $t(93) = -1.92, p = .06$ ). However, when paired samples t-tests were run for the two treatments separately, no significant differences were found pre/post.

## CHAPTER V

### DISCUSSION

The study found that participants' attitudes toward feminism did not increase after listening to a feminist message from a female celebrity. Similarly, participants' attitudes toward feminism were not significantly different among those who heard a feminist message from a celebrity compared to those who heard the same message from a non-celebrity. Although participants found the celebrity message source significantly more credible than the non-celebrity, credibility could not be identified as a moderator that influenced the effect of the message source on participants' attitudes toward feminism. When the celebrity treatment group and the non-celebrity treatment group were combined ( $N = 94$ ) and attitudes toward feminism before receiving the treatments were compared to attitudes toward feminism after receiving the treatments for both groups, the difference in mean attitudes toward feminism did approach significance. However, when examined separately, neither treatment showed significant change from pre-viewing to post-viewing. Therefore, it appears that the influence of viewing a persuasive feminist message may produce attitude change among young adults; however, under the conditions of this study, with a limited participant pool, no statistically significant differences were identified.

Attitudes toward feminism were measured using a questionnaire adapted from Becker's (2012) instrument measuring situational involvement, complacency and apathy as the tri-component construct of issue-specific engagement. The original instrument measured attitudes toward the global refugee crisis. The questionnaire utilized here was adapted to measure attitudes toward feminism. Results from that study suggest exposure to celebrity issue advocacy messages can impact public opinion. This impact generally depends on the importance of the issue before message exposure as well as attitudes toward the celebrity advocate. The current study utilizes an advocacy message delivered by Emma Watson at a special event for UN Women's HeForShe campaign. Participants held neutral attitudes toward feminism prior to message exposure ( $M = 4.40$ ), felt little apathy toward feminism as a political issue ( $M = 4.94$ ) and favored Emma Watson as a credible individual ( $M = 5.65$ ), yet exposure to a celebrity issue advocacy message did not significantly impact participants, nor did it impact participants' attitudes toward the advocated issue more than a non-celebrity issue advocacy message.

### **Results with Reference to Previous Research**

Previous research would suggest that source credibility and celebrity endorsement enhance the persuasiveness of communication messages and their ability to induce behavioral compliance, important factors when considering the influence of celebrity feminism. Similarly, studies have shown that celebrities have persuasive capabilities as issue advocates. Results of this study are not in line with the body of celebrity endorsement and celebrity advocacy literature. This section will consider the results with reference to previous research, as well as consider other veins of celebrity influence literature that may be utilized to improve the success of this research in the future.

Marketing research in the non-profit sector suggests that celebrity involvement in a cause can have actual monetary value (Harris & Ruth, 2015; Wymer & Drollinger, 2015). Political communication research suggests that young people tend to agree more with political statements endorsed by celebrities (Jackson & Darrow, 2005) and fans attempt to emulate the behavior of politically active celebrities (Austin et al., 2008). This suggests celebrities can leverage their status to be persuasive.

Source credibility has long since been identified as an attribute that enhances the persuasiveness of communication messages with the potential to mediate attitude change. According to previous research, when perceived by their audience as credible message sources, celebrities may enhance their persuasive capacity. The result can lead to increased support for causes (Wheeler, 2009).

In this study, high source credibility and celebrity endorsement did not affect the persuasiveness of Emma Watson's message about feminism. These factors did not positively influence participants' attitudes toward feminism. Guided by other models of celebrity influence, several factors are identified as possibly having a negative impact on Emma Watson's persuasive capacity, including participants' lack of identification with Watson and lack of celebrity-cause congruence between Emma Watson and feminism.

## **Future Research**

Furthermore, other approaches to examining celebrity influence may provide insight into why the results did not support the hypotheses presented here. Celebrity influence literature suggests identification is a mediator of celebrity effect. According to Bandura's Social Cognitive Theory (1986), identification takes place when individuals perceive themselves as similar to the model. When individuals identify with the model, they are more likely to imitate its behavior. For

example, two separate studies analyzing how Magic Johnson's public disclosure of his HIV diagnosis affected audiences' AIDS-related attitudes, beliefs and behaviors suggest personal identification with a celebrity spokesperson mediates the effects of the advocated position. Overall, identification with Magic Johnson was significantly related to personal concern and intention to change high-risk sexual behavior, mediating some of the effects of his message (Brown & Basil, 1995; Basil, 1996). While credibility did not mediate the effects of Emma Watson's feminist position, it is unclear whether participants strongly identified with her. Arguably, this may help strengthen her persuasive capacity as a feminist advocate, just as lack of identification may have weakened it during this study. Moving forward, this research should measure how strongly the audience identified with Emma Watson in attempts to establish whether identification is an influential variable.

Additionally, individuals' attribution of a celebrity advocate's motives has been shown to enhance the overall effectiveness of celebrity endorsement of a nonprofit organization and its cause. When the audience perceives a celebrity to be genuinely concerned about the advocated cause, this strengthens the connection between the celebrity and the cause. However, findings suggest that a perceived lack of sincerity in the celebrity's motives can have a detrimental effect of the celebrity's perceived credibility and their effectiveness as an advocate, even when they are perceived as well matched with the cause (Park & Cho, 2015). Thus, if audiences did not perceive Emma Watson's motives as a feminist advocate to be altruistic or genuine, this may have diminished her effectiveness as a persuasive communicator. In the future, it would be advantageous to explore participants' attribution of Emma Watson's motives as a potential variable.



## **Practical Implications**

Celebrity representations of feminism are met with widespread interest, but not widespread support. Critics of celebrity feminism hold that, while celebrity feminist identities are highly publicized, they lack merit beyond their ability to receive publicity. Various critiques express concerns of inauthenticity, citing apprehensions that stem from celebrities merely incorporating feminism into their brands while ignoring the actual work of feminism. This research was guided by the assumption that the nexus of celebrity and feminism deserves further evaluation. It is important to challenge familiar critiques that presume celebrity representations of feminism are inherently negative. Until now, the effectiveness of celebrity participation in feminist dialogue was merely conjecture. Examining their effectiveness as persuasive communicators was a logical place to start, as celebrity influence literature is extensive and spans many disciplines.

Loosely defined as those born between 1979 and 2001, Millennials are an aggregate that, according to prior research, developed a sophisticated social awareness amplified by technology and possess a strong desire to affect change (Cone, 2006). Although results from this study suggest participants in this age group were moderately receptive to celebrity involvement in political issues ( $M = 4.01$ ), Emma Watson did not prove effective as a feminist advocate in influencing the feminist attitudes of her audience, despite her widespread recognition, cultural value as a celebrity and perceived credibility among the participants. Thus, in order to be persuasive as a feminist advocate, Emma Watson, as well as other celebrity feminists, may consider relying on facets beyond their fame and perceived credibility to influence their audiences. As mentioned above, identification and motive attribution may be important predictors of a celebrity advocate's effectiveness as a persuasive communicator. A feminist campaign utilizing a celebrity advocate would be wise to focus on constructing a message and persona the target audience can identify with and whose motives will be deemed altruistic.

Although three of the four hypotheses were not supported, these results seem to reflect something interesting about the effectiveness of celebrity feminists. In line with many arguments denouncing the value and authenticity of celebrity feminism, this study would suggest that celebrity feminists lack the ability to influence their audience above a non-celebrity. This poses questions regarding what celebrity feminists are actually doing for the feminist movement. Ideally, future research would utilize a larger sample to more accurately determine whether celebrity feminists are, in fact, ineffective advocates, especially considering dozens of celebrities have brought considerable recognition and monetary donations to a number of social causes. This dynamic also raises some interesting questions about how feminism differs from other causes. Perhaps feminism is more so an *identity* than a cause, which may affect celebrity feminists' abilities to affect change and public opinion as celebrity advocates have done with other causes. Future research should address these questions.

### **Limitations**

Results of this study suggest that credibility and celebrity endorsement do not affect the persuasiveness of a feminist message, which is inconsistent with previous research. However, several limitations of this study should be acknowledged. First, the sample size was relatively small. Once data from both questionnaires were combined, the difference between attitudes toward feminism before and after the message treatment approached significance. A larger sample may have yielded statistically significant differences between the two data sets. Second, it employed a college student convenience sample, which is not generalizable to the broader population. Third, it is possible that Emma Watson's British accent had a confounding influence on the audience. The non-celebrity who delivered an identical feminist message in the opposing video treatment had an American accent.

Issues of validity and reliability should also be addressed.

*Validity.* The instrument used in this study to measure attitudes toward feminism was initially designed to measure situational involvement, complacency and apathy as the three components of engagement with a celebrity-advocated issue (Becker, 2012). The issue in question was the global refugee crisis. The original instrument also measured issue importance, which this instrument did not include. Thus, the adapted instrument may lack content validity, as it was designed to measure a different construct.

*Reliability.* Similarly, the adapted instrument was not subjected to tests designed to estimate its reliability. To address issues of test-retest reliability, the instrument should have been subjected to a manipulation check. Ideally, a short questionnaire measuring attitudes toward feminism using the adapted instrument would have been distributed to participants recruited from the same population as the main experiment, then redistributed two weeks later to the same sample. Data would be compared to determine whether the index is reliable.

## **Conclusion**

Ohanian (1990, p. 40) defines source credibility as “the term commonly used to imply a communicator’s positive characteristics that affect the receiver’s acceptance of the message.” The current study draws connections between previous research on celebrity endorsement and credibility, indicating celebrities have the potential to influence their audience’s attitudes and behavior. Although participants perceived significant differences in credibility between Emma Watson and the non-celebrity, results of this study indicate there is no effect of celebrity and credibility on attitudes toward feminism. These results suggest that Emma Watson was unable to leverage her fame to garner more support for feminism, as participants’ attitudes toward feminism did not change after listening to her feminist message.

Although results do not replicate the literature, Emma Watson was no more influential than her non-celebrity counterpart, this research did not consider individual-level factors beyond

previously held attitudes toward the advocated issue and receptivity to celebrity involvement in politics as potential predictors of message effectiveness. Previous research establishes identification and motive attribution as key concepts in the effects of celebrities on attitudes and behavior (Brown & Basil, 1995; Basil, 1996; Park & Cho, 2015). Future research of celebrity feminism should consider these factors and attempt to identify why Watson was not as persuasive as celebrity advocates before her.

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## APPENDICES



Thank you for participating in this study sponsored by Oklahoma State University on the topic of celebrity endorsement. Your participation is completely voluntary and your responses are completely anonymous. All responses will be reported as aggregated data and no individual answers will be reported. The survey takes about 15 minutes to complete. It includes a short video that you will watch and give your opinions about. There are no known risks associated with this project that are greater than those ordinarily encountered in daily life. By clicking the Continue button below, you are consenting to your voluntary participation in this survey.

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Please indicate the degree to which you agree or disagree with the following statements.

Celebrities should not get involved with political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I admire the celebrities who have been promoting political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like that celebrities are drawing attention to political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There have been too many celebrities talking about political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I'm interested in information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I pay attention to information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I actively seek out information about feminism.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------



Strongly disagree    Disagree    Somewhat disagree    Neither agree or disagree    Somewhat agree    Agree    Strongly agree



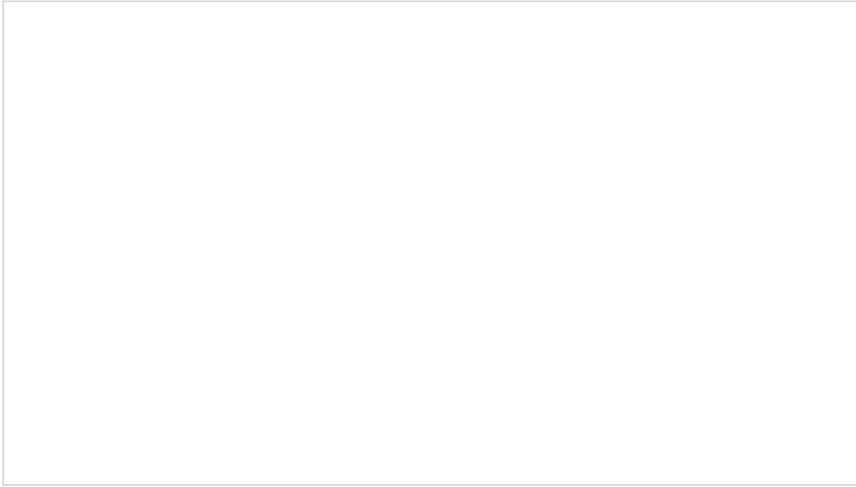
National network news program, such as ABC World News with Charles Gibson, NBC Nightly News with Lester Holt, or the CBS Evening News with Katie Couric

Never	One day a week	Two days a week	Three days a week	Four days a week	Five days a week	Six days a week	Seven days a week
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

National newspaper like the New York Times, the Washington Post, or USA Today

Never	One day a week	Two days a week	Three days a week	Four days a week	Five days a week	Six days a week	Seven days a week
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please watch this short video in its entirety.



\* Are you finished watching this video?

Yes

\* The speaker describes an experience from her childhood when she was called:

Smart

Lazy

Bossy

Bitchy

Please rate the speaker in the video on the following traits.

\* 1.

Attractive

Unattractive

\* 2.

Classy

Not Classy

\* 3.

Beautiful

Ugly

\* 4.

Elegant

Plain

\* 5.

Sexy

Not sexy

\* 6.

Dependable

Undependable

\* 7.

Honest

Dishonest

\* 8.

Reliable

Unreliable

\* 9. Sincere Insincere

\* 10. Trustworthy Untrustworthy

\* 11. Expert Not an expert

\* 12. Experienced Inexperienced

\* 13. Knowledgeable Unknowledgeable

\* 14. Qualified Unqualified

\* 15. Skilled Unskilled

Please indicate the degree to which you agree or disagree with the following statements.

I'm interested in information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I pay attention to information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I actively seek out information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I know a lot about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am very familiar with the current state of feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There is no real need for me to be involved with feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feminism will persist no matter who gets involved.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------



Strongly disagree    Disagree    Somewhat disagree    Neither agree or disagree    Somewhat agree    Agree    Strongly agree

Keeping up on issues like feminism takes too much time.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Staying informed about feminism is too much trouble.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your sex or current gender?

What is your age?

What is the highest level of education you have completed?

Thank you for participating in this study sponsored by Oklahoma State University on the topic of celebrity endorsement. Your participation is completely voluntary and your responses are completely anonymous. All responses will be reported as aggregated data and no individual answers will be reported. The survey takes about 15 minutes to complete. It includes a short video that you will watch and give your opinions about. There are no known risks associated with this project that are greater than those ordinarily encountered in daily life. By clicking the Continue button below, you are consenting to your voluntary participation in this survey.

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Please indicate the degree to which you agree or disagree with the following statements.

1. Celebrities should not get involved with political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. I admire the celebrities who have been promoting political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. I like that celebrities are drawing attention to political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. There have been too many celebrities talking about political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. I'm interested in information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. I pay attention to information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. I actively seek out information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. I know a lot about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. I am very familiar with the current state of feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. There is no real need for me to be involved with feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Feminism will persist no matter who gets involved.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Keeping up on issues like feminism takes too much time.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Staying informed about feminism is too much trouble.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please assess the frequency with which you followed news about politics and public affairs in the past week using these media outlets.

14. News from a cable station such as CNN, Fox News, or MSNBC

Never	One day a week	Two days a week	Three days a week	Four days a week	Five days a week	Six days a week	Seven days a week
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

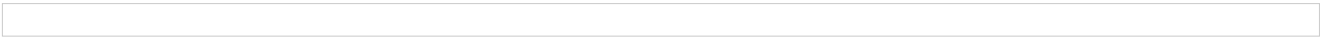
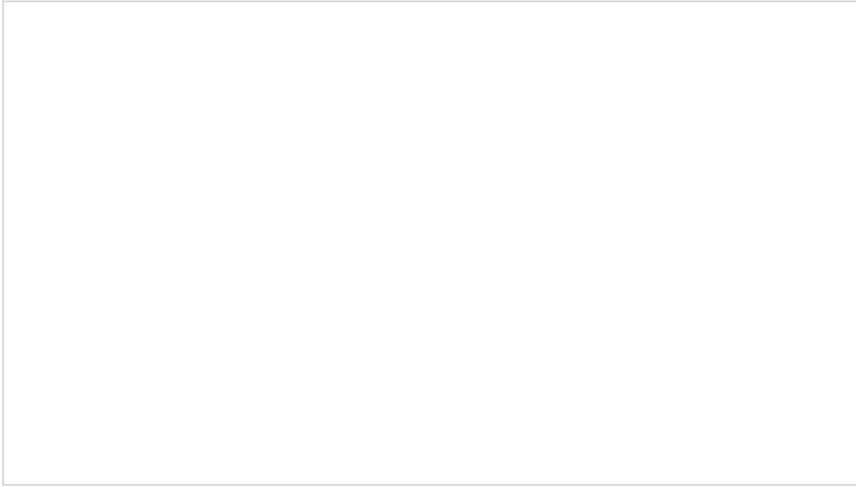
15. National network news program, such as ABC World News with Charles Gibson, NBC Nightly News with Lester Holt, or the CBS Evening News with Katie Couric

Never	One day a week	Two days a week	Three days a week	Four days a week	Five days a week	Six days a week	Seven days a week
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. National newspaper like the New York Times, the Washington Post, or USA Today

Never	One day a week	Two days a week	Three days a week	Four days a week	Five days a week	Six days a week	Seven days a week
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please watch this short video of actor Emma Watson in its entirety.



\* 17. Are you finished watching this video?

Yes



\* 18. The speaker describes an experience from her childhood when she was called:

Smart

Lazy

Bossy

Bitchy

Please rate the speaker in the video on the following traits.

\* 19. 1.

Attractive

Unattractive

\* 20. 2.

Classy

Not Classy

\* 21. 3.

Beautiful

Ugly

\* 22. 4.

Elegant

Plain

\* 23. 5.

Sexy

Not sexy

\* 24. 6.

Dependable

Undependable

\* 25. 7.

Honest

Dishonest

\* 26. 8.

Reliable

Unreliable

\* 27. 9.

Sincere

Insincere

\* 28. 10.

Trustworthy

Untrustworthy

\* 29. 11.

Expert

Not an expert

\* 30. 12.

Experienced

Inexperienced

\* 31. 13.

Knowledgeable

Unknowledgeable

\* 32. 14.

Qualified

Unqualified

\* 33. 15.

Skilled

Unskilled

Please indicate the degree to which you agree or disagree with the following statements.

34. I'm interested in information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. I pay attention to information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. I actively seek out information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. I know a lot about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. I am very familiar with the current state of feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. There is no real need for me to be involved with feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

40. Feminism will persist no matter who gets involved.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

41. Keeping up on issues like feminism takes too much time.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42. Staying informed about feminism is too much trouble.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

43. What is your sex or current gender?

44. What is your age?

45. What is the highest level of education you have completed?

Thank you for participating in this study sponsored by Oklahoma State University on the topic of celebrity endorsement. Your participation is completely voluntary and your responses are completely anonymous. All responses will be reported as aggregated data and no individual answers will be reported. The survey takes about 15 minutes to complete. It includes a short video that you will watch and give your opinions about. There are no known risks associated with this project that are greater than those ordinarily encountered in daily life. By clicking the Continue button below, you are consenting to your voluntary participation in this survey.

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Please indicate the degree to which you agree or disagree with the following statements.

Celebrities should not get involved with political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I admire the celebrities who have been promoting political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like that celebrities are drawing attention to political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There have been too many celebrities talking about political issues.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I'm interested in information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I pay attention to information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I actively seek out information about feminism.

<input type="radio"/>	<input type="radio"/>	Somewhat	Neither agree or	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Strongly disagree

Disagree

disagree

disagree

Somewhat agree

Agree

Strongly agree



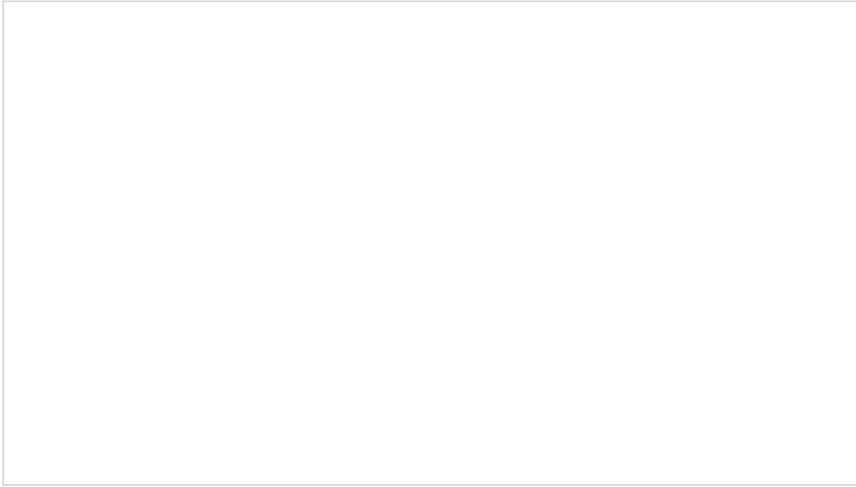
National network news program, such as ABC World News with Charles Gibson, NBC Nightly News with Lester Holt, or the CBS Evening News with Katie Couric

Never	One day a week	Two days a week	Three days a week	Four days a week	Five days a week	Six days a week	Seven days a week
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

National newspaper like the New York Times, the Washington Post, or USA Today

Never	One day a week	Two days a week	Three days a week	Four days a week	Five days a week	Six days a week	Seven days a week
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please watch this short video in its entirety.



\* Are you finished watching this video?

Yes

\* The speaker describes an experience from her childhood when she was called:

Smart

Lazy

Bossy

Bitchy

Please rate the speaker in the video on the following traits.

\* 1.

Attractive

Unattractive

A horizontal scale with seven radio buttons, evenly spaced, used for rating attractiveness.

\* 2.

Classy

Not Classy

A horizontal scale with seven radio buttons, evenly spaced, used for rating classiness.

\* 3.

Beautiful

Ugly

A horizontal scale with seven radio buttons, evenly spaced, used for rating beauty.

\* 4.

Elegant

Plain

A horizontal scale with seven radio buttons, evenly spaced, used for rating elegance.

\* 5.

Sexy

Not sexy

A horizontal scale with seven radio buttons, evenly spaced, used for rating sexiness.

\* 6.

Dependable

Undependable

A horizontal scale with seven radio buttons, evenly spaced, used for rating dependability.

\* 7.

Honest

Dishonest

A horizontal scale with seven radio buttons, evenly spaced, used for rating honesty.

\* 8.

Reliable

Unreliable

A horizontal scale with seven radio buttons, evenly spaced, used for rating reliability.

\* 9. Sincere Insincere

\* 10. Trustworthy Untrustworthy

\* 11. Expert Not an expert

\* 12. Experienced Inexperienced

\* 13. Knowledgeable Unknowledgeable

\* 14. Qualified Unqualified

\* 15. Skilled Unskilled

Please indicate the degree to which you agree or disagree with the following statements.

I'm interested in information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I pay attention to information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I actively seek out information about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I know a lot about feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am very familiar with the current state of feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There is no real need for me to be involved with feminism.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feminism will persist no matter who gets involved.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Strongly disagree    Disagree    Somewhat disagree    Neither agree or disagree    Somewhat agree    Agree    Strongly agree

Keeping up on issues like feminism takes too much time.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Staying informed about feminism is too much trouble.

Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your sex or current gender?

What is your age?

What is the highest level of education you have completed?

## VITA

Amanda Franklyn

Candidate for the Degree of

Master of Science

Thesis: CELEBRITY FEMINISM: EXPLORING THE INFLUENCE OF A FAMOUS FEMINIST

Major Field: Mass Communications

Biographical:

Education:

Completed the requirements for the Master of Science in mass communications at Oklahoma State University, Tulsa, OK in, 2016.

Completed the requirements for the Bachelor of Arts in communication at the University of Oklahoma, Norman, OK in 2016.

Experience:

Relevant coursework

Research Analysis & Interpretation, Strategic Communication Management, Process & Effects in Mass Communication, Responsibility in Mass Communication, Mass Media Law, Methods of Research in Mass Communication, Theories of Persuasion, Managing Mass Media News Outlets, Management & Organizational Theory, Marketing Management.

Master's Thesis

Examined the effect of celebrity-driven appeals in feminist advocacy messages on feminist engagement among college students. Employed a pre-post quasi-experimental design to explore the effectiveness of celebrity feminist advocates.

Graduate Research Project

Introduction, literature review and methodology of quantitative research experiment testing the effects of gender schema violations in political advertisements of male and female candidates.