

PERCEPTIONS OF ADVERTISING WITH
INTERRACIAL COUPLES: THE INFLUENCE OF
RACE AND ATTITUDES TOWARD INTERRACIAL
DATING

By

TAYLOR NICOLE YOUNG

Bachelor of Science in Strategic Communications

Oklahoma State University

Stillwater, Oklahoma

2015

Submitted to the Faculty of the
Graduate College of the
Oklahoma State University
in partial fulfillment of
the requirements for
the Degree of
MASTER OF SCIENCE
May, 2017

PERCEPTIONS OF ADVERTISING WITH
INTERRACIAL COUPLES: THE INFLUENCE OF
RACE AND ATTITUDES TOWARD INTERRACIAL
DATING

Thesis Approved:

Dr. Bobbikay Lewis

Thesis Adviser

Dr. Jami Fullerton

Dr. Craig Freeman

ACKNOWLEDGEMENTS

To my adviser, Dr. Bobbikay Lewis, I appreciate your time and mentorship throughout this process. Your consistent guidance and feedback helped me to complete this study that I am proud of. I have learned from your advice and expertise and am grateful to you for your dedication and encouragement.

Additionally, I thank my committee members, Dr. Jami Fullerton and Dr. Craig Freeman for their time and feedback. This paper benefited from multiple sources of input and expertise, and I am grateful for the additional support.

And to Jordan Richards, who generously donated his time and graphic design talent. Thank you for creating realistic print advertisements that executed my vision for this study.

Name: TAYLOR NICOLE YOUNG

Date of Degree: MAY, 2017

Title of Study: PERCEPTIONS OF ADVERTISING WITH INTERRACIAL COUPLES:
THE INFLUENCE OF RACE AND ATTITUDES TOWARD
INTERRACIAL DATING

Major Field: Mass Communications

Abstract: The present study analyzed how models' race or ethnicity influences attitudes toward advertising that portrays interracial couples. A survey of college students ($n=309$) was conducted to examine whether the type of couple (interracial or same race) or the configuration of the interracial couple (Black female – White male or Black male – White female) influenced their response. Additionally, it explored how respondents' race or ethnicity and preexisting attitudes toward interracial dating impacted their response to the ad.

TABLE OF CONTENTS

I. INTRODUCTION.....	1
Background.....	1
Problem statement.....	2
Purpose of study.....	3
Research method.....	3
Significance.....	4
Outline.....	5
II. LITERATURE REVIEW.....	6
History of Black-White relationships.....	6
Attitudes toward interracial relationships.....	8
Interracial relationship configuration.....	10
Interracial relationships and media.....	11
Race and advertising.....	15
Advertising and theory.....	19
Summary.....	21
Proposed research questions and hypotheses.....	22
III. METHODOLOGY.....	23
Research objectives.....	23
Experiment design.....	23
Variables.....	24
Advertising treatments.....	24
Instruments.....	25
Sampling method.....	26
Procedure.....	27
Pilot study.....	27
Data collection, processing and analysis.....	28

IV. FINDINGS.....	29
Respondent profile.....	29
Interracial Dating Scale analysis.....	30
EQ and Reaction Profile Scale analysis.....	32
Testing the research questions and hypotheses.....	33
Additional analysis.....	37
V. CONCLUSION.....	41
Discussion.....	41
Implications.....	44
Limitations.....	44
Future research.....	46
Conclusion.....	47
REFERENCES.....	49
APPENDICES.....	54
Recruiting email script.....	55
Consent.....	56
Questionnaire.....	57
Ad treatments.....	65
IRB approval.....	67

CHAPTER I

INTRODUCTION

The present study analyzed how model race or ethnicity influenced college students' perception of advertising that portrays interracial couples. It examined whether the configuration of the interracial couple, meaning Black female – White male or Black male – White female, influenced their response. Additionally, it explored how preexisting attitudes toward interracial dating and respondents' race or ethnicity impacted their response to the ad.

Background

The racial tension between Black and Caucasian Americans date back to the days of slavery in the 1600s. To keep White blood “pure,” state legislators passed laws to prohibit miscegenation, a coined term from the 1860s that means mixture of races (Pascoe, 1991). Black-White interracial relationships were unacceptable and illegal in some states until 1963 when Utah repealed its ban on interracial marriages (Pascoe, 1991). In 1967, the U.S. Supreme Court declared miscegenation laws unconstitutional (Pascoe, 1991). According to U.S. census data from 2010, interracial relationships and marriages are on the rise. Ten percent opposite-sex couples are interracial, a 28 % increase from 2000 (United States Census Bureau, 2010). That same report indicated that there were about 5.4 million interracial or interethnic married-couple households in the U.S., representing 9.5 % of married-couple households (United States Census Bureau, 2010). However, Black-White marriages still remain uncommon, making up less than 5 % of the total of interracial marriages (United States Census Bureau, 2010). Black-White interracial dating and

marriage is more taboo than it is for other minority groups in the U.S. because Blacks and Caucasians still remain separate and unequal in many respects of life (Hacker, 1992). Perry and Sutton (2006) examined the historical and ongoing images that stigmatize interracial relationships, which are reinforced by the media and pop culture. By looking at representations of interracial relationships through various forms of media, they found that the basis for negative reactions to Black-White interracial relationships is rooted in cultural images in media that portray them as unnatural and wrong (Perry & Sutton, 2006).

Problem Statement

Interracial relationship research typically stems from social science fields, including Psychology, Black Studies and Women Studies and examines how or why the relationships form (Gaines, Gurung, Lin & Pouli, 2006; Foeman & Nance, 1999; Pascoe, 1991). Marriage is the most studied type of interracial union (Herman & Campbell, 2012), as opposed to interracial dating or long-term relationships, which is becoming more prevalent amongst young adults. Studies that are media-driven focus on patterns of interracial relationship portrayals in television and film (Perry & Sutton, 2006; Beeman, 2007; Rowe, 2007; Bramlett-Solomon, 2007). Although prior research has established a connection between extended contact with interracial relationships in the media and positive attitudes toward those relationships (Lienemann & Stopp, 2013), little research studies advertising. Advertising research that examines attitudes in relation to race studies the effects of model race, Black or Caucasian, on consumers' reactions to ads. A majority of that research dates back to the 1960s and 70s when marketers were toying with the idea of integrated advertising. A lot of the early research did not meet current standards of methodological accuracy (Whittler, 1991). Many of the studies used real advertisements, which compromises variability in exposure and uncontrolled sources of variation (Whittler, 1991). They also failed to use control groups (Whittler, 1991). Additionally, these studies examined nonromantic portrayals of Black and Caucasian models in ads. Finally, most research has

examined diversity in advertising with the goal of developing implications for helping advertisers target those groups. This research aims to examine implications for advertising in terms of societal change in addition to change for the industry.

Purpose of study

The primary purpose of this study was to determine how models race or ethnicity influences college students' perceptions of the advertisements they view in mass media that feature interracial couples. The researcher sampled college students, not only for convenience, but also due to reports that indicate interracial dating has become more common in young adults (Herman & Campbell, 2012). This study also sought to determine whether the respondents' race or ethnicity and preexisting attitudes toward interracial dating affects their attitude. Are Black college students more accepting of these relationships than Caucasian college students, or vice versa? Currently, there are conflicting findings regarding attitudes toward interracial relationships. Some results from previous studies indicate that Black college students are more accepting of interracial relationships (Mills, Longmore & Kilbridge, 1995), but more recent findings indicate that Black students are opposed to interracial dating (Field, Kimuna & Straus, 2013). Additionally, the study examined if college students have more positive attitudes toward interracial couples with a Black female and White male or Black male and White female. Research indicates that the configuration of the interracial couple can influence attitudes toward the relationship (Schoepflin, 2009; Childs, 2005).

Research method

The methodology used to collect data for this study was a post-test only experiment. The sample was a self-selected sample of male and female, undergraduate and graduate college students at Oklahoma State University. The configuration of the couple in the ad is the independent variable – Black female – White male, Black male – White female, all Black, all

White. The experiment also included measures for the respondents' attitudes toward interracial dating and their race or ethnicity as moderating variables. Attitude toward interracial dating was measured using Whatley's (2008) 20-item questionnaire. Respondents' emotional reaction to the ad is the dependent variable, which was measured using the Emotional Quotient (EQ) Scale and items from the Reaction Profile, both developed by Wells (1964). The researcher chose to use two ads that portray non-interracial couples for comparison. One ad portrayed a Caucasian couple, and the other featured a Black couple. The use of a Black couple was intended to give more insight to how the respondents' opinions vary in regard to race in advertising. Perhaps they are accepting of portrayals of Blacks but not as accepting if they are portrayed to be in a romantic relationship with a Caucasian person. The researcher used four print advertisements for the same brand, Crest, advertising the same product, 3D Crest White Whitestrips, in order to limit the amount of mediating variables. Print ads typically involve a small number of people and focus on one specific product, which makes them ideal for understanding attitudes about race and gender (Thomas & Treiber, 2000).

Significance

Lienemann & Stopp (2013) examined the association between media exposure to interracial relationships and attitudes toward them from an extended contact hypothesis framework and found that extended contact with mass media portrayals of Black-White relationships was associated with more positive attitudes toward both Blacks and interracial relationships. However, the researchers did not examine advertising. Additionally, the final analysis for this study only included responses from English-speaking White participants. The study provides a foundation for future research. After their study established a correlation between extended contact with interracial relationships via media and improved attitudes toward them, the researchers called for experimental studies to examine causality, different forms of media, and different types, or configurations, of interracial relationships.

In a time of constant cultural change, media can serve as a lens to societal trends; what is acceptable and what is taboo. The researcher specifically examined advertising because it can provide insight into what is marketable, thus acceptable (Oakenfull, McCarthy & Greenlee, 2008). Lienemann and Stoppe's (2013) study indicated that media can provide a foundation for social change. Advertising is an ideal instrument for cultivating positive attitudes because it has the potential to reach large audiences and is more accessible than interpersonal interactions; particularly in geographic areas with little diversity where engaging in some form of media is easier than physically interacting with an interracial couple (Lienemann & Stopp, 2013). Social cognitive theory tells us that people learn through media observation, and research indicates that beyond learning positive behaviors, individuals can learn positive attitudes toward intergroup contact; an effective way to reduce prejudice, negative stereotyping and discrimination (Ortiz & Harwood, 2007), which presents the framework for the present study.

Outline

Following this introduction, Chapter 2 offers a literature review that (a) discusses the history of the stigmatization of Black-White interracial relationships; (b) reports conflicting research findings on attitudes toward interracial relationships; (c) compares Black male – White female and Black female – White male interracial relationships; (d) examines the underrepresentation of race and interracial relationships in media; (e) discusses race in advertising; and (d) provides a theoretical framework for the present study. Chapter 3 provides an explanation of the methodology, including the experiment design, sample selection and data collection and test procedures. Chapter 4 details the findings for this study, and Chapter 5 provides a discussion of the findings.

CHAPTER II

LITERATURE REVIEW

This literature review examines the history of the stigmatization of Black-White interracial relationships. It reports conflicting research findings on attitudes toward interracial relationships and compares Black male – White female and Black female – White male interracial relationships. It includes an analysis of the underrepresentation of race and interracial relationships in media. Finally, it discusses race in advertising and provides a theoretical framework for the present study.

History of negative stigma toward Black-White relationships

One of the first interracial marriage prohibitions passed in Maryland in 1664 prohibited marriage between “freeborn English women” and “Negro slaves” (Pascoe, 1991). From the colonial period through the mid-twentieth centuries, state legislators passed laws to prohibit miscegenation, a coined term from the 1860s that means mixture of races (Pascoe, 1991). Reports indicate that 40 of the 50 states had anti-miscegenation laws at some point (Weinberger, 1966, as cited in Foeman & Nance, 1999). Black-White interracial relationships were unacceptable and illegal in some states until 1963 when Utah repealed its ban on interracial marriages (Pascoe, 1991). In 1967, the U.S. Supreme Court declared miscegenation laws unconstitutional (Pascoe, 1991). On September 29, 1967 a Black man, Guy Gibson Smith, and a Caucasian woman, Margaret Elizabeth Musk, married, and their wedding photos made the cover of *Time* magazine (*Time*, 1967). Despite ongoing efforts to prohibit interracial marriage, findings report that Black-

White marriages rose after the Emancipation, peaked around 1900, then declined until the 1940s (Foeman & Nance, 1999). According to recent (2010) U.S. census data, Black and White unions have increased since that time, but the negative stigma toward these relationships remains (Perry & Sutton, 2006).

Interracial couples are still prone to experiencing hostility; family, society and other external factors are the most common challenges (Gaines, Gurung, Lin & Pouli, 2005). Those around interracial couples predict negative outcomes or challenge their choices (Foeman & Nance, 1999). Researchers believe the negativity toward these relationships is greater for White Americans because of the notion of supremacy (Schoepflin, 2009; Spickard, 1989). Research indicates that White Americans experience less support from family and friends than Blacks (Lewis & Yancey, 1995; Spickard, 1989). Caucasians attracted to members of another race are considered morally degenerate, rebellious or to have low self-esteem (Gaines et al., 2005).

The hostility toward interracial relationships and interracial sexuality is grounded in the understanding of the foundation for racial difference (Perry & Sutton, 2006). Crossing racial boundaries by engaging in intimate relationships is unnatural and threatening to the hierarchies that have been established around these differences (Perry & Sutton, 2006). There is evidence of intermixing between Blacks and Whites even before Blacks came to America as slaves (Smith, 1966, as cited in Foeman & Nance, 1999). Still, the foundation of hostility toward these relationships stems from the days of slavery; primarily from White plantation owners forcing themselves on Black slaves (Smith, 1966, as cited in Foeman & Nance, 1999). In fact, some psychologists speculate that White men suspect that through sexual relations with White women, Black men attempt revenge for slavery wrongdoings (Foeman & Nance, 1999).

In their study of historical and ongoing images that stigmatize interracial relationships, Perry and Sutton (2006) found that over time, White Western culture formulated images of

people of color's sexuality to excessive, animalistic and erotic, as opposed to the restrained, or civilized, sexuality of White men and women. In many cases, non-White groups are perceived as sexual predators in the media. They also found that White fears are deeply rooted in the historical relationship with Black men, who have been narrowly defined by their sexuality. Under slavery, "bucks" were valued for their breeding abilities based on their savage and beastly nature. The researchers argue that the sexualized image of Black men has been reproduced consistently in American culture, and the presumption of Black men as sexual predators continues to fuel racial differences. Black women are feared on a similar basis (Perry & Sutton, 2006). They are seen as exotic beings that do not fit the Western idea of womanhood. Given these images, it remains normal to see interracial relationships as a threat, and the media and pop culture reinforce these images and associations (Perry & Sutton, 2006).

Conflicting research findings on attitudes toward interracial relationships

The majority of interracial relationship research examines behaviors, rather than attitudes (Herman & Campbell, 2012). Existing findings are typically based on one or two survey questions about interracial relationships, specifically marriage (Field, Kimuna & Straus, 2013). For example, the Gallop polls have been used since 1958 as a measurement of U.S. racial attitudes (Field et al., 2013). Gallup and Newport (1991) published an article titled, "For first time, more Americans approve of interracial marriage than disapprove," but this report is based on the results of one Gallop poll question, which has remained consistent for decades, "Do you approve or disapprove of marriage between Blacks and Whites?" Over a series of years, 1968, 1972, 1978, 1983 and 1991, approval of Black-White intermarriage was consistently much higher for Blacks than for Caucasians (Field et. al, 2013). In 2007, 77 % of people in the U.S. said that they approve of marriage between Blacks and Caucasians (Field et al., 2013).

Paset and Taylor (1991) used a sample of 50 Black and 50 Caucasian women between the ages of 18 and 23 to study attitudes toward interracial unions. Results indicated that Caucasian women tended to favor interracial unions and Black women tended to object to interracial marriage (Paset & Taylor, 1991). The study suggested that Black women disapprove of marriage outside of their race, but it did not specifically identify the racial configuration of the hypothetical interracial relationships in the questions (Paset & Taylor, 1991).

Wilson and Jacobson (1995) utilized General Social Survey (GSS) data from 1972 to 1989 to examine potential predictor variables, such as age, sex, religion and education, on attitudes toward interracial marriage between Blacks and Caucasians. The results showed that those who approved of Black-White interracial marriage tended to be young, between the ages of 21 and 29, college educated, without strong religious convictions, upper class and in business or professional occupations. There were no significant gender differences (Wilson & Jacobson, 1995).

Another 1995 study, administered by Mills, Longmore and Kilbridge, utilized a survey distributed to 68 male and 74 female college students. The results indicated that both males and females held negative attitudes toward interracial relationships (Mills et al., 1995). In this study, Blacks held more positive attitudes toward interracial relationships than Caucasian students. The study also found that females were less accepting of these relationships than males (Mills et al., 1995).

A more recent study used a sample of college students at four U.S. and one Canadian university to investigate attitudes toward interracial relationships (Field et al., 2013). It compared attitudes toward interracial relationships at historically Black universities (HBCU) with those at predominantly White universities (Field et al., 2013). Results from this study indicated that attitudes toward Black-White relationships were less positive at HBCUs (Field et al., 2013).

Overall, Black students disapproved of interracial dating more than Caucasians (Field et al., 2013).

Black male-Caucasian female vs. Black female-Caucasian male relationships

The studies mentioned in the previous section did not account for different configurations of Black-White interracial relationships. In other words, they did not measure if there are stronger taboos associated with interracial couples that consist of a Black male and Caucasian female or a Black female and Caucasian male. Research indicates that the configuration of the interracial couple can influence attitudes toward the relationship (Schoepflin, 2009). During the time of slavery in the 1600s, White women and Black men were punished for having sexual relations, but White plantation owners forced themselves on Black women slaves routinely with no repercussions (Davis, 1981; Giddings, 1984; Takaki, 1993, as cited in Childs, 2005). White women giving birth to a child by a Black man would disrupt the purity of White blood. However, a Black woman giving birth to a child by a White man does not threaten White male power (Childs, 2005). The history of the two classifications of Black-White interracial relationships might provide insight for the attitudes toward each type of relationship, today.

Childs (2005) explored Black women's responses to interracial relationships in a previous qualitative study conducted between 1999 and 2001, in which selected students from Black organizations on three college campuses participated in focus groups. Findings revealed that opposition to interracial relationships exist in the Black communities and in the participants' own families, which helped shape their views (Childs, 2005). In Childs's analysis, White racism toward Blacks was key in Black opposition to interracial relationships (2005). The participants discussed how the presence of racism and discrimination in society makes choosing to be intimate with Whites problematic. Focus group participants also believed Blacks who date outside of their race are "less Black" and removed from their culture (Childs, 2005). The responses from this

study are mainly focused on interracial couple configurations with Black men and Caucasian women. Participants were more accepting of Black women dating White men because its justifiable given the number of Black men who date interracially (Childs, 2005). They also believed Black women are more inclined to stay involved in African American culture (Childs, 2005).

Interracial relationships and media: The underrepresentation of race and Black-White relationships

Research shows a relationship between audience attitudes about race and the way it is portrayed in film and television (Bodenhausen, Schwarz, Bless & Wanke, 1995; Larson, 2002; Oriz & Harwood, 2007). Positive images of minorities in media can result in more positive attitudes toward those groups (Bodenhausen, et al., 1995).

Branchik (2007) identified a four-phase framework of the progression of portrayals of minority groups in the media. The first phase is “non-recognition,” in which the group is excluded. The second phase is “ridicule,” in which images of the group appear, but are typically negative or stereotypical, such as Aunt Jemima or Uncle Ben advertisements. The third phase is “regulation,” in which the groups are shown strategically as average members of society. The last phase is “respect,” in which individuals of the group are shown through a wide array of images that are thought to reflect real-life situations. Absence of interracial relationships spreads across all media forms (Perry & Sutton, 2006).

Film. The majority of academic research about interracial relationships is rooted in film, which some researchers argue is the least impactful on audiences (Perry & Sutton, 2006). Hollywood’s production code banned interracial relationships in film from the 1930s until the 1950s (Perry & Sutton, 2006). Since the demise of anti-miscegenation rules and regulations, films have slowly incorporated interracial portrayals. The most historical example is the 1967 film

Guess Who's Coming to Dinner, in which a Caucasian woman brought home a Black man she intended to marry to meet her parents (Perry & Sutton, 2006). The relationship between the two characters was tamed and essentially non-threatening (Perry & Sutton, 2006).

In a study that examined interracial love in film, Beeman (2007) conducted a content analysis of 40 U.S. films chosen from a stratified random sample. A total of 2,944 films were labelled according to the relationship involved. Of which, 1,074 contained a relationship involving a White man and woman, 54 contained a relationship involving a Black man and woman, 17 contained a relationship involving a Black man and a White woman and 19 contained a relationship between a Black woman and White man. Eight films were randomly selected from each of the five categories, for a total sample of 40 films. The researcher found differences in portrayals of inter and intra-racial relationships involving Blacks and Caucasians. Results from the study revealed that all the relationships depicted involving Whites were successful compared to only 38 % of the interracial relationships involving a Black man and White woman. However, 88 % of interracial relationships between a Black woman and White man were successful. Seventy-five percent of the Black relationships were successful. In terms of duration, the longest-lasting relationships were between White couples, followed by Black couples. Interracial relationships lasted the least amount of time. When the researcher examined intimacy, she found that White couples reached intimacy quicker than interracial couples, but later than African American couples. Overall, interracial couples engaged least often in interactions involving kisses, embraces or touches. Black couples would reach sexual intimacy rather than emotional intimacy, which parallels to the ideas put forth by Perry & Sutton that culture and the media formulate cultural images that portray Blacks as highly sexualized. Black men were depicted as less emotionally supportive than White men. Generally, Beeman found that if a White man is in the relationship, it is more likely to be successful and central, meaning the main relationship depicted (2007).

Television. Bramlett-Solomon (2007) examined the evolution of interracial love on prime-time television. In 1951, *I Love Lucy* debuted and featured the first interracial couple on television. The leading couple starred a Caucasian woman, Lucille Ball, and a Cuban-American man, Desi Arnaz. The two were married in real life. In the preproduction phase of the show, writers and producers suggested to Lucy to choose a Caucasian husband for the show, but she refused. She challenged public opinion about interracial couples and insisted that her husband on the show be her real husband, who is Cuban-American (Chunovic, 2000, as cited in Bramlett-Solomon, 2007). Lucy and Ricky displayed little sexual behavior. Intimacy between the two was low, and they only kissed occasionally. In the 1960s television began to show acceptance of racial integration and interracial friendships, but producers did not integrate storylines that depicted interracial romance to avoid offending viewers and sponsors (Kennedy, 2002; Williams, 1992, as cited in Bramlett-Solomon, 2007). In 1968, *Star Trek* made headlines as the first television show to feature a kiss between a Black female and Caucasian male. Captain Kirk and Lieutenant Uhura's kiss occurred after an alien took over the captain's mind, which may have led to the rationalization of airing it. In 1975, CBS featured the first married interracial couple in *The Jeffersons*. Tom Willis, a Caucasian man, and Helen Willis, a Black woman, were best friends of leading couple George and Louise Jefferson. Black and White audiences did not appear to have a problem with the mixed couple (Bramlett-Solomon, 2007). In 1968, daytime soap opera, *One Life to Live*, had the first depiction of an interracial couple. The storyline featured a romantic relationship and engagement between a Black housekeeper's daughter, who could pass as Caucasian, and a White doctor. Her ambiguous ethnicity provided a Segway to incorporate an interracial storyline without alienating viewers (Bramlett-Solomon, 2007).

More recent programming on television has incorporated interracial dating story lines, but the relationships become the storyline itself, which highlights that they are continuously abnormal and taboo (Perry & Sutton, 2006). Bramlett-Solomon's (2007) study also incorporated a

five-week content analysis of interracial couples portrayed on six different networks (ABC, CBS, FOX, NVC, UPN and WB). During the sample period, March 2 to April 9, 2004, examination of the six networks revealed that of the 76 shows aired, 16 to 21 % featured mixed-race couples. Each network had two or more shows featuring interracial couples. However, there was only one married couple featured during the five-week sample period: Toni Childs and Todd Garrett, a Black female and White male, on *Girlfriends*. The study broke down the findings by each network. NBC had five shows featuring mixed race couples, *Crossing Jordan*, *A.U.S.A.*, *Scrubs*, *West Wing* and *ER*; WB had four shows, *Angel*, *Everwood*, *Dawson's Creek* and *Greetings from Tucson*; UPN had three shows, *One on One*, *Girlfriends* and *Buffy the Vampire Slayer*; Fox had two, *Boston Public* and *That 70s Show*; ABC had two shows, *Boy Meets World* and *Once and Again*; and CBS had two shows, *Judging Amy* and *City of Angels*. In addition to frequency, the researcher conducted a qualitative assessment of the nature of interracial couple portrayals. She found that differences between interracial and White couple portrayals were apparent in terms of what is allowed in the storylines. Although, the frequency of interracial couple portrayals has increased, the storylines, roles and sexual behavior were more restricted than White couples. Portrayals of interracial love were more reserved and reflected less heated or erotic sexuality. NBC and WB showed the most physical intimacy in *Scrubs*, *ER*, *Angel*, *Crossing Jordan* and *Dawson's Creek*, which all depicted bedroom scenes. The researcher also found that interracial relationships did not last as long, which illustrates the notion that "true love in television and movies is typically between people of the same race, and when love crosses boundaries, it is doomed and/or has tragic consequences" (Hooks 1995, as cited in Perry & Sutton, 2006). Another trend observed in the study was that most interracial couples tended to have equal job and socioeconomic status. Finally, the analysis found that Black men with White women was portrayed more than any other race configuration (Bramlett-Solomon, 2007).

Race and advertising

Magazine Advertising. Print ads typically involve a small number of people and focus on one specific product, which makes them ideal for understanding attitudes about race and gender (Thomas & Treiber, 2000). Research pertaining to race in advertising typically examines the frequency of portrayals and the ways in which men and women are portrayed (Thomas and Treiber, 2000; Baker, 2005). Using 1988 to 1990 magazine issues for the months of February, July, September and December, Thomas and Treiber (2000) examined the relationship between race, gender and portrayals of status in more than 1,700 full-page advertisements in magazines whose primary audience differ by race and/or gender: *Life* (White), *Cosmopolitan* (White), *Ebony* (Black) and *Essence* (Black). For their analysis, the researchers compared dimensions of status: affluent, trendy and everyday, and product “promises:” celebrity identification, sex-romance, appearance, marriage-family and good times. In terms of race and gender, they found that Black women were portrayed differently than White women, but Black men were rarely portrayed differently than White men. Looking at status, Black women were primarily shown in “everyday” status, 38 %, followed by affluent and trendy, both at 31 %. White women were typically shown in “trendy” or “affluent” status, 34 % and 35 %, respectively. Magazines geared toward Caucasian audiences contained ads that conveyed good times, 30 %, and family success, 28 %, and Black magazines primarily conveyed sex and romance, 28 %, which is consistent with Perry & Sutton’s (2006) observations that images of Blacks are often over sexualized. The researchers noted that sex and romance subtext was seldom used in ads in *Life* magazine, which caters to a predominantly White audience, 13 %, but sex and romance was most frequently used in *Ebony* magazine, which caters to a predominantly Black audience. Another finding to note from the researchers is that Blacks are underrepresented in White magazines, but Whites are overrepresented in Black magazines (Thomas & Treiber, 2000).

Baker (2005) examined women's race and sexuality in advertisements in eight different Black – and White- oriented men's and women's magazines published in 2002: *Black Men* (Black men), *Cosmopolitan* (White women), *Essence* (Black women), *GQ* (White men), *Honey* (Black women), *King* (Black men), *Maxim* (White men) and *Vogue* (White women). More than 600 images of women were analyzed. In terms of frequency, the researchers found that White women were more likely to be shown in mainstream magazines. Eighty-eight percent of images of women in women's mainstream magazines were White, 94 % in men's magazines. There were very few Black women in mainstream magazine ads. Six percent of images of women in mainstream women's magazines were Black, 4 % in men's magazines. For magazine ads that target Black readers, more than 65 % of the women were Black. White women were also more likely to be portrayed in submissive and dependent roles. Black women were more likely to be shown as dominant and independent.

A study that examined portrayals of models by race in magazine advertisements in the U.S. looked at the frequency of portrayals, positive or negative depictions, relative hierarchy position and relative social authority status of African, Asian, Hispanic and White Americans (Peterson, 2007). The researcher conducted a content analysis of a sample of magazine ads appearing in 1994 and 2004 issues of *Reader's Digest*, *Better Homes & Gardens*, *American Way*, *Esquire*, *Travel & Leisure*, *People*, *TV Guide*, *Cosmopolitan*, *Family Circle* and *Business Week*. Overall, the results indicated that a majority of ads appearing in both 1994 and 2004 featured White models, 67.9 % and 59.1 %, respectively. Followed by African, Hispanic and Asian Americans, respectively. However, model depictions of African, Hispanic and Asian Americans increased in 2004. Depictions of Blacks in ads rose from 16.1 % in 1994 to 19.2 % in 2004. In terms of positive or negative depictions, African Americans percentage of favorable depictions was the highest for both years, 89.1 % in 1994 and 91.9 % in 2004. Asian Americans followed, 86.7 % and 91 %, respectively. The percentage of favorable depictions for White models

decreased from 1994 to 2004. When looking at hierarch status, Asian Americans were predominantly depicted as superior, in both 1994 and 2004. The researcher noted that, overall, his study does not support the idea that White Americans are portrayed more positively than other ethnic groups in magazine advertisements (Peterson, 2007).

Television advertising. In the 1960s, advertisers were conflicted about including black actors with White actors in commercials because they had an obligation to reach the Black consumer market with integrated advertising without alienating White consumers (Whittler, 1991). Consequently, integrated advertising became a focus of marketing strategy. However, research found that the potential positive effects of increasing Black representation in television advertising are marginalized by subtle racist elements suggesting Black inferiority (Bristor, Gravois Lee & Hunt, 1995). It highlights the dominant White ideology that prevails in the advertising industry, which consists of problematic images of Blacks, and researchers believe this dominant group ideology is reinforced through the mass media; including advertising (Bristor et al., 1995). As a result, racial biases emerge in society as part of the dominant worldview.

Portrayals. Bristor, Gravois Lee and Hunt's (1995) study focused on numerical representations and role stereotypes in its analysis of prime-time television ads. The researchers read the ads as cultural texts and identified themes relating to race ideology – numerical representation, role portrayals, families, screen presence, status and power balance and cultural values. Findings revealed that of the 208 commercials they examined, 45.2% contained one or more African American characters. However, they found many of the portrayals to be problematic; mainly stereotypical. Black characters were cast as athletes, fast food or other low-wage workers. Black families only appeared in two of the 208 commercials. In terms of screen presence, although 45% of the ads included Blacks, the researchers found that their screen presence was minimalized relative to White actors. Screen presence was measured by character's placement in front of the camera, activity level and exposure time. The integrated advertisements

showed differences between socioeconomic status or power, which preserved the dominant white ideology discussed. The final theme in the Bristor et al. (1995) analysis was cultural values, which showed that advertisements' portrayals of Blacks reflected White cultural values. Most noticeably in women's hair and facial features. Advertisers use very light skinned women with European features. In doing so, the advertising industry reinforces the hierarchy of skin color. Additionally, female African-American actors have "good" hair that is straighter, possibly curly, but not kinky. The study concludes that an ideology of White superiority is engrained in mass media advertising. The researchers ask readers who doubt their conclusion to imagine ads in which the race of typical characters are reversed (Bristor et al., 1995).

More recent research showed that Blacks and Whites are still portrayed in different roles in television commercials (Jacobs-Henderson & Baldasty, 2003). Although Blacks appear more frequently in TV ads, they are typically secondary actors of the scene, which suggests that marketers are not using minorities to market products to them but to convey a diverse group to reach a wider audience (Jacobs-Henderson & Baldaasty, 2003). However, Blacks are portrayed as primary actors for low-cost, low-nutrition products, such as fast food ads. Whites are more likely to star in ads for high-end products or household cleaning products (Jacobs-Henderson & Baldasty, 2003). In a study about the way interracial relationships (non-romantic) are portrayed during children's television programs, Larson (2002) found that interracial relationships are more likely to be portrayed in public settings outside of the home. Also, occurrences of interracial advertising differed by product. Commercials for food products and restaurants were highly integrated, which Larson suggests is because of the public nature of restaurants.

Because of the visual emphasis in television advertising, the race, or ethnicity, of characters and the relationships portrayed among characters of the same or different races are intentional choices made to convey a specific image (Drewniany & Jeweler, 2010). Brumbaugh (2009) found that audiences tend to identify with same-race or ethnicity characters and situations

portrayed in advertisements, but people of different backgrounds relate to characters of different backgrounds if they have a life situation in common, even if the character portrayed in the ad is a different race or ethnicity.

Effects. Findings from previous studies in the 1960s and 1970s that examined the effects of actors' race in advertising suggested that Caucasian consumers do not show exceedingly negative reactions to Black models in advertising (Whittler, 1991). Unfortunately, methodology problems, such as using real advertisements, which creates issues with exposure variability and uncontrolled sources of variation, and lack of a control group, challenged the findings from these studies (Whittler, 1991).

Recent research that examines the effects of model's race on attitudes toward the ad employed more rigorous methodology. Lee, Edwards and La Ferle (2014) compared participants' reactions with model's race by using time-unconstrained and time-constrained measures. Results indicated that in a time-unconstrained condition, Caucasian participants' ratings of ads with a Black model did not differ significantly from ratings of ads with a Caucasian model. Additionally, under time-constraints, Caucasian participants did not report significantly different attitudes toward ads with a Black model compared with ads with a Caucasian model. The findings of this study are consistent with that of the older studies in the 1960s and 1970s. Lee et al. (2014) concluded that racial difference may be less of a consideration in evaluating ads.

Advertising and theory

Social cognitive theory. Prior research suggests that advertising is beneficial for studying changing societal ideas, particularly those related to issues of race, gender and class (Baudrillard, 1975; Larson, 2002; Thomas & Trieber, 2002). In addition to the marketing function of increasing product sales to make money, advertising has a basic social function in which it informs us about ourselves, society and social values and behavior (Woodward & Denton, 1988).

Audiences learn from the roles and models presented in ads; a direct connection to the social cognitive theory, which asserts that individuals can learn through observation within the context of media. Proposed by Albert Bandura in the 1970s, the theory posits that through observations, humans internalize cognitive, affective, behavioral responses to situations they are not familiar with (Baran & Davis, 2015). Once learned, humans can mimic in similar situations (Baran & Davis, 2015). Over time, people have not changed much, genetically, but their beliefs and behaviors have changed dramatically through rapid cultural and technological evolution (Bandura, 2002). Social cognitive theory is ideal to explain human development, adaptation and change in diverse cultural environments (Bandura, 2002).

Ortiz and Harwood (2007) utilized social cognitive theory to examine intergroup contact. They hypothesized that exposure to positive intergroup interaction on TV would result in more positive intergroup attitudes. Results from the study supported the researchers' hypothesis (Ortiz & Harwood, 2007). Social cognitive theory directly connects to implications for portrayals of intergroup interaction in media in that viewers can learn positive intergroup behaviors from observing positive intergroup portrayals in media (Ortiz & Harwood, 2007), thus the theory's relevance to the present study. Research indicates that beyond learning positive behaviors, individuals can learn positive attitudes toward intergroup contact; an effective way to reduce prejudice negative stereotyping and discrimination (Ortiz & Harwood, 2007).

Cultivation theory. Media creates and reinforces cultural images and ideology that result in a dominant worldview (Bristor, et al., 1995; Perry & Sutton, 2006), which parallels to the cultivation theory. Cultivation refers to a cultural process in which television creates cultural frameworks or knowledge (Baran & Davis, 2015). Developed by George Gerbner during the 1970s and 1980s, it examines television's impact on viewers. Gerbner (1998) asserted that viewers ultimately believe the social reality portrayed in media to be true. Prior research suggests that media can cultivate young people's beliefs about topics such as body image and size,

relational perceptions and romantic ideals (Harrison & Hefner, 2006; Segrin & Nabi, 2002; Hefner & Wilson, 2013, as cited in Hefner, Galaviz, Morse, Firchau, Basile, Todd, Naude & Nitzkowski-Bautista, 2015). For the purposes of this study, cultivation is examined as the process for constructing ideology that influences attitudes toward race and interracial dating.

In a study about the link between exposure to gay-related content and resulting attitudes and behavior, Hefner et al. (2015) utilized a social cognitive and cultivation theory combination approach. The researchers conducted an experiment in which respondents were exposed to anti-gay or pro-gay social media photographs. It measured tolerant gay attitudes and likelihood to interact with the content as dependent variables. Findings revealed that participants exposed to pro-gay photos were more likely to interact with the content and be attitudinally influenced rather than participants exposed to anti-gay photos.

Summary

The negative stigma associated with Black-White relationships is rooted in the long history of racial tension between Black and Caucasian Americans. Over time, cultural images have formulated to create negative perceptions of these unions, which are consistently reinforced through pop culture and media portrayals (Perry & Sutton, 2006). The majority of interracial relationship research examines behaviors, rather than attitudes (Herman & Campbell, 2012). Researchers have not come to a general consensus about the level of acceptance of interracial relationships amongst Blacks and Caucasians.

In general, interracial relationships are rarely depicted in the media. Following in the path of media portrayals of Blacks, interracial relationships are underrepresented across television, film and advertising. Media-driven research about interracial relationships typically examines the frequency of portrayals in prime-time television or film. No study has attempted to measure the

effects of these portrayals, particularly in advertising, which research has shown is beneficial for studying changing societal ideas.

Social learning theory tells us that people learn through observation (Baran & Davis, 2015). It presents the framework for the assumption to be made that advertising can be used as a tool to cultivate positive cultural images and ideology about interracial relationships.

Proposed research questions and hypotheses

RQ1: Is there a relationship between the race or ethnicity of the couple depicted in the advertisement and respondents' emotional response to the ad?

H1: Respondents' attitude toward the ads featuring an interracial couple will differ from that of the ads featuring same-race couples.

H2: Respondents' attitude toward the ad featuring a Black female – Caucasian male couple will differ from attitude toward the ad with a Black male – Caucasian female couple.

RQ2: Does attitude toward interracial dating moderate respondents' emotional response to the ads with an interracial couple?

RQ3: Does respondents' race moderate their emotional response to the ads with an interracial couple?

CHAPTER III

METHODOLOGY

This chapter outlines research objectives. It discusses the experimental design and variables. The chapter describes the advertising treatments and instruments used, the sampling method and experiment procedures. It also discusses a pilot study conducted prior to launching the experiment. The chapter concludes with details of data analysis.

Research objectives

The primary research objective for this study is to examine how model race or ethnicity influences consumers' emotional response to advertising that portrays interracial couples. The study also seeks to determine whether the configuration of the interracial couple depicted in the ad influences their response. Additionally, this study explores how preexisting attitudes toward interracial dating and respondents' race or ethnicity influence emotional response to advertisements that depict interracial couples.

Experiment design

The method used to collect data was a post-test only experiment. The main effect, or primary research question, for the study was a 1x4 factorial design that examined emotional response to the ad across four treatments consisting of advertisements featuring a Black female – Caucasian male couple, a Black male – Caucasian female couple, Black couple and Caucasian couple. The experiment also included one 2x4 factorial design that measured attitude toward

interracial dating (highly positive or less positive) across the four advertising treatments. A separate 2x4 factorial design included respondents' race or ethnicity (White or Nonwhite) across the four advertising treatments. Emotional response to the ad was the dependent variable in all experiment designs.

Variables

The independent variable in this experiment was the racial composition of the couple depicted in the advertisement. Four types of couples were used: an interracial couple with a Black female and a Caucasian male, an interracial couple with a Black male and a Caucasian female. In addition, two groups received an advertisement treatment featuring a non interracial, Black or Caucasian couple. The dependent variable in the study was the emotional response to the ad (Wells, 1964). Finally, the respondents' race or ethnicity and existing attitudes toward interracial dating were measured as moderating variables.

Advertising treatments

The print advertising treatments used in this study all feature Crest 3D White Whitestrips as the product. Print ads typically involve a small number of people and focus on one specific product, which makes them ideal for understanding attitudes about race and gender (Thomas & Treiber, 2000). Crest is a well-known brand, and the use of a non-threatening product was unlikely to negatively affect the results of the study.

For the purpose of the experiment, a graphic designer created four variations of the print ad with the four different types of couples. To encourage accurate results, the models' race is definitively Black or Caucasian. To keep the ads consistent as possible, each ad featured a similar setting in which the couple is intimate (as to make sure the nature of their relationship is not ambiguous). The camera angles are also similar. In terms of the two interracial couples, both ads feature the models in a bedroom setting (see Appendix D).

The treatments were created using Adobe Creative Workshop software. They were fabricated utilizing stock images of the models. With the utility of Adobe software, the treatments were similar with an overlay of the Crest 3D White Whitestrips logo.

Instruments

Four survey questionnaires were entered into SurveyMonkey, a web-based survey development program, each containing one of the four advertising treatments. Aside from the ad treatments, the survey questionnaires were identical.

The survey's initial page described the procedure and provided a consent statement outlining the participants' right to voluntarily participate in the survey. Students were asked to consent to participate by clicking the "Next" button, which would enter the survey. The consent language also reminded students that they were free to exit the survey at any time.

Prior to viewing the randomly assigned advertisement, each respondent completed the Whatley (2008) Attitudes Toward Interracial Dating (IRD) Scale, a 20-item questionnaire designed to measure attitudes toward interracial dating. The researcher obtained permission from Dr. Mark Whatley, Ph.D. Department of Psychology, Valdosta State University, Valdosta, Georgia, to utilize the scale. The questionnaire uses a seven-point Likert-type scale ranging from 1, "strongly disagree," to 7, "strongly agree." The researcher altered the instrument to use a five-point Likert-type scale to be consistent with the other scales used in the study. The first 17 questions are negatively worded, and the last three are positively worded, so they were reverse scored and coded in the analysis. The IRD Scale features statements such as, "When I see an interracial couple I find myself evaluating them negatively," and "I can imagine myself in a long-term relationship with someone of another race." After respondents answered questions from the IRD Scale, they were presented with items that measured media usage. Responses to these questions were not used in the analysis. These items were used to distract respondents before

viewing the advertising treatment in an effort to prevent response bias. After viewing the treatment, each respondent rated their attitude toward the ad using Wells' (1964) Emotional Quotient (EQ) Scale. Attitude toward the ad was analyzed using 12 items measured on a five-point Likert-type scale that included statements such as, "This ad is very appealing" and "This ad makes me feel good," with responses ranging from "strongly disagree" to "strongly agree." The questionnaire also included four additional items measured on a five-point semantic differential Reaction Profile Scale, indicating whether the ad was "unattractive/attractive, unappealing/appealing, in poor taste/in good taste, or unpleasant/pleasant." The study instrument also collected the following demographic data: age, gender, race or ethnicity, region of the country respondents' come from, education level and relationship status. A final item asked respondents if they are or have ever been in an interracial relationship. This item was used in the analysis to determine if those respondents' emotional response to the ad differed.

Sampling method

The sample for this study was a self-selected sample comprised of female and male undergraduate and graduate students attending Oklahoma State University. The researcher obtained a randomly selected email list of 3,000 enrolled students from the Oklahoma State University Communications Department. The researcher then randomized the list of students and divided it into four equal groups, and an advertisement treatment was randomly assigned to each group. Participants were sent an email containing one of four links, depending on which survey that group was assigned. The researcher chose female and male undergraduate and graduate students to ensure a varied sample. The final sample of 309 respondents resulted in at least 70 respondents in each cell (72, 74, 76 and 87).

Procedure

Participants who consented began by answering 20 questions from the Whatley (2008) IRD Scale that measured attitudes toward interracial dating. Section two contained nine items that seemingly measure media usage habits. Again, these responses were not used in the analysis, as this section was used as a distraction to prevent response bias. Next, respondents viewed one of the four randomly assigned advertisement treatments. After viewing the ad treatment, the third section was the 12-item EQ Scale that measured respondents' attitude toward the advertisement. This section also included four semantic differential Reaction Profile items. In the final section, respondents were asked seven demographic questions about race, age, education level, etc. The survey contained questions that ranged in type from Likert scales, semantic differentials and multiple choice. Responses were collected electronically and exported directly to IBM SPSS Statistics for further statistical analysis.

Pilot study

Prior to distribution, the experiment was tested in a pilot study with a small group of students enrolled at Oklahoma State University to identify any problems with the initial design of the experiment and ensure the questionnaire was easy to understand and took the approximate amount of time. A convenience sample of about 60 undergraduate students were asked to complete the questionnaire via SurveyMonkey, which allowed the researcher to determine if the collection method worked appropriately. After completing the questionnaire, the researcher interviewed the respondents to identify any problems with the procedure, instructions, ad treatments, or questionnaire. Comments were recorded and modifications were made to the experiment.

Data collection, processing and analysis

Data collected from the four questionnaires was exported from SurveyMonkey into IBM SPSS Statistics and combined into a single data set for easier analysis. The scales included in the questionnaire, including the IRD Scale and the EQ Scale, contained items that the researcher needed to reverse-code to provide a single score for each variable. The EQ scale and items from the semantic differential Reaction Profile were combined and coded to provide a single score for the dependent variable “attitude toward the ad (AttAd).”

Prior to the analysis, the variables were screened for accuracy.

In conducting the procedure for the analysis, the researcher employed a combination of *t*-tests and ANOVAs to determine if statistical significant differences exist regarding (a) the type of couple depicted in the advertising treatment and (b) respondents’ emotional response to the ad.

CHAPTER IV

FINDINGS

This chapter details the findings of this study, which utilized experimental methodology to randomly assign advertising treatments for Crest 3D White Whitestrips to respondents with the purpose of determining if significant relationships exist between the independent variable of type of models depicted in the advertisement (interracial couple or same-race couple) and the respondents' emotional response to the ad. The four variations of the advertising treatment included a version with a Black female – Caucasian male couple and a Black male – Caucasian female couple. Two other group variations of the advertisement included a version with a Black couple and a version with a Caucasian couple. Respondents' race and attitude toward interracial dating were measured as moderating variables. Respondents were also asked demographic questions.

Respondent profile

The sample for this study was a self-selected sample comprised of female and male undergraduate and graduate students attending Oklahoma State University. A total of 309 respondents participated. Of the respondents, 206 (66.7%) identified themselves as female, and 84 (27.2 %) identified as male. Nineteen students did not indicate their gender. Two hundred and twenty-one (71.5 %) of the respondents were White or Caucasian, 14 (4.5 %) were Hispanic or Latino, 14 (4.5 %) were Black or African American, 14 (4.5 %) were Native American or Indian, 15 (4.9 %) were Asian or Pacific Islander, and 11% of respondents identified as “mixed race.”

Twenty students did not indicate their race. The most predominant age group was 21 to 23 (40.5 %), followed by 38.5 % between 18 and 20 years old, and 15.2 % were between 24 and 26 years old.

Table 1: Sample demographics

Demographics	Frequency	%	Demographics	Frequency	%
Gender			Highest level of education		
Male	84	27.2	High school graduate, diploma or the equivalent	20	6.5
Female	206	66.7	Some college credit, no degree	140	45.3
Age Group			Associates degree	8	2.6
18-20	119	38.5	Bachelor's degree	91	29.4
21-23	125	40.5	Master's degree	16	5.2
24-26	47	15.2	From which region of the country		
Race or ethnicity			Midwest	19	6.1
White or Caucasian	221	71.5	Northeast	5	1.6
Hispanic or Latino	14	4.5	Southeast	17	5.5
Black or African American	14	4.5	Southwest	233	75.4
Native American or American Indian	14	4.5	West	15	4.9
Asian/Pacific Islander	15	4.9			
Mixed Race	11	3.6			
Relationship status					
Single	135	43.7			
Married	21	6.8			
In a relationship	135	43.7			
In or have been in an IRR					
Yes, currently	29	9.4			
Yes, formerly	79	25.6			
No, never	183	59.2			

Interracial Dating Scale Analysis

Attitude toward interracial dating was measured by the Whatley (2008) IRD Scale, which consisted of 20 items on a five-point Likert-type scale from 1, “strongly disagree,” to 5, “strongly

agree.” The first 17 questions were negatively worded, and the last three were positively worded, so they were reverse scored and coded in the analysis. An analysis to assess internal reliability was conducted to confirm that the items on the IRD Scale are closely related and measure what the scale intends to. Chronbach’s alpha produced a reliability score of .957 for this sample, which is consistent with the .96 score in the development of the scale in the Whatley (2008) study.

Overall, the mean attitude toward interracial dating score (IRR) for respondents was 1.45, with a median of 1.2 and a mode of 1. The IRD Scale provided a score ranging from one to five – one representing the most positive attitudes toward interracial dating and five representing the most negative attitudes toward interracial dating. Standard deviation for IRR was .54, so the variation in attitudes toward interracial dating for this sample was relatively small.

Table 2: Interracial Dating Scale scoring

<i>Interracial Dating Scale Items</i>	<i>Mean Scores</i>
I believe that interracial couples date outside their race to get attention	1.51
I feel that interracial couples have little in common	1.46
When I see an interracial couple I find myself evaluating them negatively	1.54
People date outside their own race because they feel inferior	1.4
Dating interracially shows a lack of respect for one’s own race	1.29
I would be upset with a family member who dated outside his/her race	1.39
I would be upset with a close friend who dated outside his/her race	1.33
I feel uneasy around an interracial couple	1.36
People of different races should associate together only in non-dating settings	1.29
I am offended when I see an interracial couple	1.21
Interracial couples are more likely to have low self-esteem	1.4
Interracial dating interferes with my fundamental beliefs	1.32
People should date only within their race	1.32

I dislike seeing interracial couples together	1.29
I would not pursue a relationship with someone of a different race regardless of my feelings for them	1.61
Interracial dating interferes with my concept of cultural identity	1.41
I support dating between people with the same skin color, but not with a different skin color	1.35
I can imagine myself in a long-term relationship with someone of another race	4.19*
As long as the people involved love each other, I do not have a problem with interracial dating	4.74*
I think interracial dating is a good thing.	4.21*

*Items were reverse coded later for analysis

Emotional Quotient and Reaction Profile Scale analysis

Attitude toward the ad was measured by the Wells' (1964) Emotional Quotient (EQ) scale, which consisted of 12 items on a five-point Likert-type scale with responses ranging from 1, "strongly disagree" to 5, "strongly agree." Four additional items measured on a five-point semantic differential Reaction Profile Scale, indicated whether the ad was "unattractive/attractive, unappealing/appealing, in poor taste/in good taste, or unpleasant/pleasant." Mean scores were derived from responses to the items on the EQ and Reaction Profile Scales. Negatively phrased questions on the EQ were reverse coded, and a mean score was given indicating global emotional response. An analysis to assess internal reliability was conducted to confirm that the items on the scale are closely related and measure what the scale intends to. Chronbach's alpha produced a reliability score of .812 for this sample.

Overall, the mean emotional response to the ad score (AttAd) for respondents was 3.58, with a median of 3.58 and a mode of 3.81. Standard deviation for AttAd was 0.42, so the variation in attitude toward the ad for this sample was relatively small.

Table 3: Emotional Quotient and Reaction Profile Scale scoring

<i>Emotional Quotient Scale Items</i>	<i>Mean Scores</i>
This ad is very appealing	3.33
This is a heart-warming ad	3.35
This ad makes me feel good	3.14
This is a wonderful ad.	3.06
This is a fascinating ad	2.45
This ad makes me want to buy the brand it features	2.94
I dislike this ad	2.00*
I would probably skip this ad if I saw it in a magazine	2.14*
This ad has little interest for me	2.20*
This is the kind of ad you forget easily	2.04*
I'm tired of this kind of advertising	2.28*
This ad doesn't do anything for me	2.11*
<i>Reaction Profile Items</i>	<i>Mean Scores</i>
In poor taste - - - In good taste	4.02
Unattractive - - - Attractive	3.82
Unpleasant - - - Pleasant	4.04
Unfavorable - - - Favorable	3.87

*Items were reverse coded later for analysis

Testing the research questions and hypotheses

The primary research objective for this study is to examine if there is a relationship between respondents' emotional response to the ad and the race or ethnicity of the couple depicted in the advertisement. A one-way ANOVA revealed that there were significant differences in emotional response among the four ad treatments ($F = 17.5, p = .001$).

A Tukey HSD post hoc analysis revealed the ad featuring the Black female – Caucasian male couple ($M = 3.63$) generated significantly more positive attitude toward the ad scores than the ad featuring the Caucasian couple ($M = 3.32$). The analysis also indicated that the ad featuring the Black male – Caucasian female couple ($M = 3.76$) generated significantly more positive attitude toward the ad scores than the ad featuring the Caucasian couple ($M = 3.32$). Additionally,

the ad featuring the Black couple ($M = 3.62$) generated significantly more positive attitude toward the ad scores than the ad featuring the Caucasian couple ($M = 3.32$).

Table 4: Attitude Toward the Ad mean scores for entire sample

Ad version	<i>n</i>	<i>M</i>	<i>SD</i>
Black female – White male	74	3.63	.359
Black male – White female	72	3.76	.426
All Black	87	3.62	.399
All White	76	3.32	.353
Total	309	3.58	.415

Table 5: One-way ANOVA: Attitude Toward the Ad for entire sample

	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Squares</i>	<i>F</i>	η	η^2
Between	7.8	3	2.6	17.5**	.383	.147
Within	45.34	305	.149			
Total	53.14	308				

* $p < .05$ ** $p < .01$

Research Hypothesis 1 predicted that respondents' attitude toward the ads featuring an interracial couple would differ from that of the ads featuring same-race couples. A *t*-test revealed that the ads featuring interracial couples ($M = 3.69$) generated significantly more positive attitude toward the ad scores ($t = 4.67$, $p = .001$) than the ads featuring same-race couples ($M = 3.48$). Hypothesis 1 was supported. A measures of associations test indicated a weak relationship between the variables. Eta was .383, and eta squared was .147. The type of couple depicted in the advertisement (interracial or same race) explained 14.7% of the variation in attitude toward the ad in this sample.

Table 6: *T*-test: Ad Race Type by Attitude Toward the Ad

Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	146	3.69	.397	4.67**	.383	.147
Same race	163	3.48	.406			

p* < .05 *p* < .01

Research Hypothesis 2 predicted that respondents' attitude toward the ad featuring a Black female – Caucasian male couple would differ from attitude toward the ad with a Black male – Caucasian female couple. A *t*-test revealed that the ad featuring the Black male – Caucasian female couple (*M* = 3.76) generated slightly more positive attitude toward the ad scores (*t* = 1.94, *p* = 0.54) than the ad featuring the Black female – Caucasian male couple (*M* = 3.63), but did not reach significance. Hypothesis 2 was not supported.

Table 7: *T*-test: Interracial Ad Configuration by Attitude Toward the Ad

Ad version	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Black male – White female	72	3.76	.426	1.94	.383	.147
Black female – White male	74	3.63	.359			

p* < .05 *p* < .01

Research question 2 asked if respondents' attitude toward interracial dating, as measured by the Whatley (2008) scale, moderates their emotional response to ads with interracial couples. To examine the effects of IRR on advertisement preference, the sample was divided into two separate groups using a median split. In this sample, most respondents had more positive attitudes toward interracial dating (*M* = 1.45). A median score of 1.19 was used as a cut off score to group the respondents. Forty-three percent of respondents (*n* = 133) were placed in the highly positive group, and 56.6 % of respondents (*n* = 175) were placed in the less positive group. A *t*-test revealed that respondents more favorable to interracial dating, (*M* = 3.87) generated significantly more positive attitudes toward the ad scores for the ads that feature interracial couples (*t* = 5.69, *p*

= .001) than ads that feature same race couples ($M = 3.47$). Hypothesis 3 was supported. A measures of associations test indicated a moderate relationship between the variables. Eta for Group 1 was .445, and eta squared was .198. For respondents more favorable to interracial dating, the type of couple depicted in the advertisement (interracial or same race) explained 19.8% of the variation in attitude toward the ad.

Table 8: *T*-test: Ad Race Type by Attitude Toward the Ad

<i>Highly positive</i>						
Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	65	3.87	.409	5.685**	.445	.198
Same race	68	3.47	.397			
<i>Less positive</i>						
Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	80	3.55	.325	1.158	.088	.008
Same race	95	3.48	.413			

* $p < .05$ ** $p < .01$

Research question 3 asked if respondents' race moderates their emotional response to ads with an interracial couple. Because the sample was predominantly White or Caucasian (71.5 %), the sample was split into two groups, White ($n = 221$) and Nonwhite ($n = 68$), to examine the effects of race on advertisement preference. A *t*-test indicated no statistical difference, $t(132) = .508$, $p = .612$, ns. Hypothesis 4 was not supported.

Table 9: *T*-test: Respondent Race by Attitude Toward the Ad featuring interracial couple

Respondent Race	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
White	101	3.72	.423	.508	.280	.078
Nonwhite	33	3.67	.336			

* $p < .05$ ** $p < .01$

Additional analysis

Additional analysis examined purchase intent in relation to emotional response across the four ad treatments. To do so, the researcher isolated the item, “This ad makes me want to purchase the brand it features” from the EQ Scale. A correlation analysis was conducted on attitude toward the ad ($M = 3.48$) and purchase intent ($M = 2.94$), as the literature suggests a strong relationship between the two. The analysis revealed a significance of .001, which indicated a significant relationship between attitude toward the ad and purchase intent for this sample.

A one-way ANOVA revealed that there were significant differences in purchase intent across the four ad treatments ($F = 19.4, p = .001$). A Tukey HSD post hoc analysis revealed that the ad featuring the Black female – Caucasian male couple ($M = 3.04$) generated significantly more likely to purchase the brand scores than the ad featuring the Caucasian couple ($M = 2.37$). The analysis also indicated that the ad featuring the Black male – Caucasian female couple ($M = 3.31$) generated significantly more likely to purchase the brand scores than the ad featuring the Caucasian couple ($M = 2.37$). Additionally, the ad featuring the Black couple ($M = 3.04$) generated significantly more likely to purchase the brand scores than the ad featuring the Caucasian couple ($M = 2.37$).

Further analysis also examined the effect of other demographic factors, including gender, on attitudes toward the different ad treatments. The sample was split into two groups, Males ($n = 84$) and Females ($n = 206$). A t -test revealed that female respondents ($M = 3.78$) generated significantly more positive attitudes toward the ad scores for the ads that feature interracial couples ($t = 5.0, p = .001$) than ads that feature same race couples ($M = 3.48$). A measures of associations test indicated a weak relationship between the variables. Eta was .330, and eta squared was .109. For females, the type of couple depicted in the advertisement (interracial or same race) explained 10.9 % of the variation in attitude toward the ad.

Table 10: *T*-test: Ad Race Type by Attitude Toward the Ad

<i>Female respondents</i>						
Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	91	3.78	.423	5.0**	.330	.109
Same race	115	3.48	.428			
<i>Male respondents</i>						
Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	45	3.55	.318	1.382	.151	.023
Same race	39	3.44	.387			

* $p < .05$ ** $p < .01$

To examine the effect of respondents' age, the sample was split into three groups, 18 to 20 year olds ($n = 119$), 21 to 23 year olds ($n = 125$) and 24 to 26 year olds ($n = 47$). An ANOVA revealed no statistical difference between the three groups' mean attitude toward the ad scores across the four different ad treatments. To assess differences within each age group, the researcher performed three *t*-tests that compared attitude toward the ad scores for ads with interracial couples and attitude toward the ad scores for ads with same-race couples. A *t*-test indicated that 18 to 20-year-old respondents ($M = 3.73$) generated significantly more positive attitudes toward the ad scores for the ads that feature interracial couples ($t = 4.823$, $p = .001$) than ads that feature same race couples ($M = 3.41$). A measures of association test indicated a moderate relationship between the variables type of couple depicted in the advertisement (interracial or same race) and attitude toward the ad for 18 to 20 year olds. An eta score of .407 and an eta-squared score of .166 suggested that the type of couple depicted in the advertisement (interracial or same race) explained 16.6 % of the variation in attitude toward the ad. Additionally, respondents that were 24 to 26 years old ($M = 3.76$) generated significantly more positive attitudes toward the ad scores for the ads that feature interracial couples ($t = 2.456$, $p = .018$) than ads that feature same race couples ($M = 3.41$). An eta score of .344 and an eta-squared

score of .118 indicated a weak relationship between the variables type of couple depicted in the ad (interracial or same race) and attitude toward the ad, in which the type of couple featured in the ad explained 11.8 % of the variation in attitude toward the ad. Respondents that were 21 to 23 years old showed no statistical difference in their emotional responses to the interracial and same-race ad treatments.

Table 11: *T*-test: Ad Race Type by Attitude Toward the Ad

<i>18 to 20 years old</i>						
Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	60	3.73	.365	4.823**	.407	.166
Same race	59	3.41	.379			
<i>21 to 23 years old</i>						
Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	50	3.64	.412	1.316	.118	.014
Same race	75	3.54	.414			
<i>24 to 26 years old</i>						
Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	26	3.76	.479	2.456*	.344	.118
Same race	21	3.41	.497			

* $p < .05$ ** $p < .01$

The final item on the questionnaire asked respondents if they are or have been in an interracial relationship. The sample was split into two groups, respondents who are or have been in an interracial relationship ($n = 108$), and respondents who have never been in an interracial relationship ($n = 183$). A *t*-test indicated no statistical difference between the two groups' attitudes toward the ads with interracial couples, $t(143) = .920$, $p = .359$, ns. An examination within each group revealed that respondents who are or have been in an interracial relationship ($M = 3.75$) generated significantly more positive attitudes toward the ads with an interracial couple ($t = 2.85$, $p = .005$) than ads with a same-race couple ($M = 3.52$). However, respondents who have never been in an interracial relationship ($M = 3.68$) also generated significantly more

positive attitudes toward the ads with interracial couples ($t = 3.818$, $p = .001$) than ads a same-race couple ($M = 3.44$). A measures of association test indicated a weak relationship between type of couple depicted in the advertisement (interracial or same race) and attitude toward the ad for both groups. Eta of .276 and eta-squared of .071 suggested that type of couple featured in the ad explained 7.1 % of the variation in attitude toward the ad for respondents who are or have been in an interracial relationship. For respondents who have never been in an interracial relationship, type of couple in the ad (interracial or same race) explained 7.5 % of the variation.

Table 12: *T*-test: Ad Race Type by Attitude Toward the Ad

<i>Are or have been in an interracial relationship</i>						
Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	53	3.75	.395	2.850**	.276	.071
Same race	55	3.52	.412			
<i>Never been in an interracial relationship</i>						
Ad Race Type	<i>n</i>	<i>M</i>	<i>SD</i>	<i>t</i>	η	η^2
Interracial	83	3.68	.413	3.818**	.273	.075
Same race	100	3.44	.418			

* $p < .05$ ** $p < .01$

CHAPTER V

CONCLUSION

The present study employed experimental methodology to examine how model race or ethnicity influences consumers' emotional response to advertising that portrays interracial couples. It examined the influence of respondents' race or ethnicity and preexisting attitude toward interracial dating on emotional response to the ad.

Discussion

In general, the findings from this study revealed that there were differences in emotional response among the four ad treatments. Statistical analysis showed that the sample as a whole preferred the ads featuring interracial couples, regardless of the configuration, to the ad featuring the Caucasian couple. The sample also preferred the ad featuring the Black couple to the ad featuring the Caucasian couple. Hypothesis 1 stated that respondents' attitude toward the ads featuring an interracial couple would differ from that of the ads featuring same-race couples. Surprisingly, findings showed that ads featuring interracial couples generated significantly more positive attitude toward the ad scores than the ads featuring same-race couples, for the sample as a whole. After further analysis that considered other factors that may impact emotional response to the ads, such as cell size for each ad treatment, respondents' race, preexisting attitudes toward interracial dating, etc., the findings suggest that the sample as a whole generally disliked the ad featuring the Caucasian couple. The models' race did not contribute to the negative response. Hypothesis 2 stated that respondents' attitude toward the ad featuring a Black female – Caucasian

male couple would differ from attitude toward the ad with a Black male – Caucasian female couple. The ad featuring the Black male – Caucasian female couple generated more positive attitude toward the ad scores. However, the difference was not significant. Although the hypothesis was non-directional, the literature suggests that the history of the two classifications of Black-White interracial relationships might produce more positive attitudes toward the ad featuring the Black female – Caucasian male couple. During the time of slavery and other historic periods of racial tension between Blacks and Caucasians, White women and Black men were punished for having sexual relations because White women giving birth to a child by a Black man would disrupt the purity of White blood. However, a Black woman giving birth to a child by a White man does not threaten White dominance (Childs, 2005). It is interesting that of the two interracial ads in the study, respondents preferred the ad featuring the Black male – Caucasian female couple. It is possible that respondents' simply preferred the ad. However, it might suggest that the prevalence of Black male – Caucasian female couples in media, and society, promotes a level of acceptance or familiarity with that classification of Black-White interracial relationship. Analysis from Bramlett-Solomon's (2007) five-week content analysis of interracial couples portrayed on different television networks found that Black men with White women was portrayed more than any other race configuration.

Research question 2 asked if respondents' attitude toward interracial dating would moderate their emotional response to the ads with an interracial couple. Analysis showed that respondents' who are more favorable to interracial dating generated significantly more positive attitudes toward the ads with interracial couples than same-race couples. In the development of the IRD Scale, a correlational analysis was conducted on attitudes toward interracial dating and likelihood of dating interracially as an initial check on the scale's validity, and the analysis was significant (Whatley, 2008). Participants who had more positive attitudes toward interracial dating were more likely to date interracially themselves, which provides some insight for the

results of the present study. Audiences identify with characters and situations portrayed in advertisements, so if the respondents in this sample are favorable of interracial dating, then their emotional response to an ad that features an interracial couple would be favorable, as supported by the data.

Research question 3 asked if respondents' race would moderate their emotional response to the ads with an interracial couple. Findings revealed no statistical difference between "White" and "Nonwhite" respondents' advertisement preference, which is consistent with the literature. Research dating back to the 1960s and 1970s when marketers began to focus on integrated advertising found that Caucasian consumers did not show particularly negative responses to Black actors. More recent findings coincide that racial difference may be less of a consideration in evaluating ads (Lee et al., 2014).

Analysis of respondents' purchase intent from this study showed that there were significant differences in purchase intent across the four ad treatments. Findings revealed that the ad treatment influenced respondents' willingness to purchase the brand featured in addition to their emotional response to the ad. The ads featuring interracial couples and the ad featuring the Black couple generated significantly more likely to purchase the brand scores than the ad featuring the Caucasian couple, which is consistent with respondents' emotional response to the four ad treatments. The literature suggests that emotional response and purchase intent have a strong relationship, and a correlation analysis confirmed that for this study.

Demographic data from this study show that female respondents, 18 to 20-year-old respondents and 24 to 26-year-old respondents in this sample preferred the ads with interracial couples to the ads with same-race couples, which is consistent with Wilson and Jacobson's (1995) study that examined potential predictor variables, including age and gender, on attitudes toward interracial marriage between Blacks and Caucasians. A final item on the questionnaire

asked respondents if they are or have been in an interracial relationship, and findings indicated that respondents who are or have been in an interracial relationship generated significantly more positive attitudes toward the ads with an interracial couple than the ads with a same-race couple, which is consistent with Brumbaugh's (2009) study that found audiences tend to identify with same race or ethnicity characters and situations portrayed in advertisements.

Implications

This study has important implications for advertising in the U.S. The use of interracial couples did not induce negative attitudes toward the advertisements, which implies that advertisers can begin to feature more couples that reflect the reality of the increasing rate of interracial relationships without alienating consumers. Advertisers can utilize interracial couples in advertising to appeal to that demographic without alienating consumers with different backgrounds. Portrayals of interracial couples can begin to move to Branchik's (2007) third phase of "regulation," in which they are shown as average members of society.

In addition to change in the advertising industry, this study examined implications for advertising in terms of societal change. Social cognitive theory tells us that people learn through media observation, and research indicates that beyond learning positive behaviors, individuals can learn positive attitudes. To improve the level of acceptance and general race relations, advertisers can utilize diversifications, such as interracial couples, to help cultivate positive attitudes toward diversity.

Limitations

Sample. Although the sample for this study was representative of the student population at Oklahoma State University with respect to percentage of minorities, utilizing a quota or stratified sample would be more beneficial to examine the influence of race. The results of this study cannot be generalized to the public as a whole. The sample was limited to college students,

which does not account for the possibility that models' race or ethnicity can impact perceptions of advertising for consumers in different age groups. It does not consider that respondents of older generations or age groups' race or ethnicity could influence their emotional response to these advertisements or even their general attitude toward interracial dating. Additionally, participants in this study were predominantly White or Caucasian (71.5 %). To further examine the role of race on attitudes toward interracial dating and advertisements that portray interracial couples, a more racially diverse sample would need to be surveyed. The relatively small sample size used is another limitation in this study.

Advertising treatment. Efforts to keep the ad treatments as consistent as possible included utilizing the same brand, product, camera angle and intimate setting. However, the ad treatments for this study were not identical, and the different layouts, or models, may have influenced respondents' attitude toward the ads. Additionally, selecting Crest whitening strips as the featured product could limit the results of this study. A non-threatening product was chosen because it was unlikely to negatively affect the results. However, respondents may hold negative connotations toward Crest products, which could have impacted the results of the study. Findings cannot be generalized to all product types or categories.

Experimental conditions. Another limitation to this study is the environment in which respondents' received the ad treatment. Respondents were asked to complete the survey online via Survey Monkey, which does not allow them to view the advertisement treatments in a natural setting. Consequently, the experimental conditions could potentially impact the way respondents view and rate their attitude toward the ad, resulting in response bias. Implicit bias, or unconscious attitudes, is another limitation of the study. These associations can cause individuals to form feelings based on characteristics such as race, age, etc. Even if race was not a moderating factor, appearance is another characteristic that could have impacted respondents' attitudes toward the ad

treatments, and this study did not control for these variables. Suggestions for how to combat implicit bias are discussed in the future research section.

Future research

Sample. Because the sample population was limited to college students at Oklahoma State University, future research in this area of study should extend to different age brackets to explore whether age is a significant factor in the study of interracial relationships and advertising. Additionally, the sample was predominantly Caucasian which limited the examination of race as a variable. Future research should extend to a more diverse sample by utilizing a quota or stratified sampling method. It would also be beneficial to distribute the study nationally. The sample for the present study was predominantly from the Southwest region of the country, mainly the state of Oklahoma.

Methodology. To gain better insight about attitudes toward interracial dating, future studies should explore a qualitative route through interviews or focus groups. It would be beneficial to understand why respondents hold the attitudes they do. Additionally, measures for physiological reactions, such as voice pitch analysis, pupillary response, eye movement or heart rate would give further insight to participants' responses to the ad treatments. Although the present study did not find differences amongst participants' emotional responses to the ad treatments, societal attitudes indicate negative connotations with interracial relationships. Examining physiological reaction could help researchers investigate while controlling for factors such as response and implicit biases.

Advertising treatment. The present study used print advertisements, but future research could utilize different forms of advertising, such as prime-time television commercials. Another angle that can be explored is utilizing a social media campaign to measure its effects. A social media campaign is a constructed marketing effort that uses multiple social media platforms to

convey a strategic message. Future studies could design and employ a social media campaign that advocates for interracial love, or general acceptance of diversity, and then measure attitudes toward interracial dating after exposure to the social media messages.

Theory. The present study examined cultivation as the process for constructing cultural images that influence attitudes toward race and interracial dating, but cultivation theory is expansive. Future studies could examine the role of cultivation theory more thoroughly. Specifically, utilizing measures for media usage to examine if it impacts attitudes toward advertising with interracial couples. Priming is another theory that researchers could explore. Future studies could examine the priming effect of remembering portrayals of interracial couples in the media, which can still relate back to social cognitive theory. Research showed that the nature of the portrayal, priming, can be a factor that enhances social learning (Bonds-Raacke, Cady, Schlegel, Harris & Firebaugh, 2007). In a study about remembering gay or lesbian media characters, researchers conducted an experiment to assess the effects of thinking about a positive or negative homosexual character on heterosexuals' attitudes toward gay men and lesbians (Bonds-Raacke et al., 2007). Results from that study indicated that participants who recalled a positive portrayal showed a more positive attitude toward gay men than those who recalled a negative portrayal.

Conclusion

As the U.S. continues to shift to a more progressive, more socially liberal culture, racial tension that plagues society should continue to improve. Media create and reinforce cultural images that influence audience's associations with race, interracial relationships and other components of diversity. Given its accessibility and ability to impact social change, advertising is an ideal medium to cultivate positive attitudes.

This study found that the use of interracial couples did not induce negative attitudes toward the advertisements, which implies that advertisers can begin to feature more couples that reflect the reality of the increasing rate of interracial relationships without alienating consumers. In addition to its function to increase product sales for profit, advertising holds a social function, or obligation, to inform society about ourselves, our values and behavior (Woodward & Denton, 1988). Society learns about itself from the portrayals presented in ads, and it is important that advertising is a true reflection.

REFERENCES

- Bandura, A. (2002). Social cognitive theory in cultural context. *Applied Psychology, 51*(2), 269-290.
- Baker, C. N. (2005). Images of women's sexuality in advertisements: A content analysis of Black-and White-oriented women's and men's magazines. *Sex Roles, 52*(1/2), 13-27.
- Baran, S. J., Davis, D. K. (2015). *Mass communication theory: Foundations, ferment, and future*. Stamford, CT: Cengage Learning.
- Baudrillard, J. (1975). *For A Critique of the Political Economy of the Sign*. St. Louis: Telos Press.
- Beeman, A. K. (2007) Emotional segregation: A content analysis of institutional racism in US films, 1980-2001. *Ethics and Racial Studies, 30*(5), 687-721.
- Bodenhausen, G., Schwarz, N., Bless, H., Wanke, M. (1995). Effects of atypical exemplars on racial beliefs: Enlightening racism or generalizes appraisals. *Journal of Experimental Social Psychology, 31*(1), 48-63.
- Bonds-Raacke, J. M., Cady, E. T., Schlegel, R., Harris, R. J., Firebaugh, L. (2007). Remembering gay/lesbian media characters: Can Ellen and Will improve attitudes toward homosexuals. *Journal of Homosexuality, 53*(3), 19-34.
- Branchik, B. (2007). Pansies to parents: Gay male images in American print advertising." *Journal of Macromarketing, 27*(1), 38-50.

- Bramlett-Solomon, S. (2007). Interracial love on television: What's taboo still. *Critical thinking about sex, love, and romance in the mass media: Media literacy applications*, 85.
- Bristor, J., Gravois Lee., R., Hunt, M. (1995). Race and ideology: African-American images in television advertising. *Journal of Public Policy & Marketing*, 14(1), 48.
- Brumbaugh, A. (2009). "Why do I identify with thee? Let me count three ways. How ad context influences race-based character identification." *Psychology of Marketing*, 26(11): 970-986.
- Childs, E. C. (2005). Looking behind the stereotypes of the "Angry Black Woman" An exploration of Black women's responses to interracial relationships. *Gender & Society*, 19(4), 544-561.
- Childs, E. C. (2005). *Navigating interracial borders: Black-White couples and their social worlds*. New Brunswick, NJ: Rutgers University Press.
- Drewniany, B. L., Jeweler, A. J. (2010). *Creative strategy in advertising*. Cincinnati: Cengage.
- Field, C. J., Kimuna, S. R., Straus, M. A. (2013). Attitudes toward interracial relationships among college students: Race, class, gender and perceptions of parental views. *Journal of Black Studies*, 44(7), 741-776.
- Foeman, A. K., Nance, T. (1999). From miscegenation to multiculturalism: Perceptions and stages of interracial relationship development. *Journal of Black Studies*, 29(4), 540-557.
- Gaines, S. O., Gurung, R. A., Lin, Y., Pouli, N. (2006). Interethnic relationships. *Close relationships: Functions, forms, and processes*, 171-187.
- Gallup, G., Jr., Newport, F. (1991). For the first time, more Americans approve of interracial marriage than disapprove. *The Gallup Poll Monthly*, 311, 60-64.

- Gerbner, G. (1998). Cultivation analysis: An overview. *Mass Communication and Society*, 1(3-4), 175-194.
- Hacker, A. (1992). *Two nations: Black and White, separate, hostile, unequal*. New York, NY: Charles Scribner's Sons.
- Hefner, V., Galaviz, T., Morse, V., Firchau, R-J. C., Basile, C., Todd, R., Naude, F., Nitzkowski-Bautista, Z. (2015). Refusing to tolerate intolerance: An experiment testing the link between exposure to gay-related content and resulting attitudes and behaviors. *Sexuality & Culture*, 19, 864-881.
- Herman, M. R., Campbell, M. E. (2012). I wouldn't, but you can: Attitudes toward interracial relationships. *Social Science Research*, 41, 343-358.
- Jacobs-Henderson, J., Baldasty, G. J. (2003). Race, advertising, and prime-time television. *Howard Journal of Communication*, 14(2), 97-112.
- Larson, M. S. (2002). Race and interracial relationships in children's television commercials. *Howard Journal of Communications*, 13(3), 223-235.
- Lee, E., Edwards, S. M., La Ferle, C. (2014). Dual Attitudes toward the Model's Race in Advertising. *Journal of Black Studies*, 45(6), 479-506.
- Lewis, R., Yancey, G. (1995). Biracial marriages in the United States: An analysis of variation in family member support. *Sociological Spectrum*, 15, 443-462.
- Lienemann, B. A., Stopp, H. T. (2013). The association between media exposure of interracial relationships and attitudes toward interracial relationships. *Journal of Applied Social Psychology*, 43, 398-415.

- Mills, J. K., Daly, J., Longmore, A., Kilbride, G. (1995). A note on family acceptance involving interracial friendships and romantic relationships. *The Journal of Psychology, 129*(3), 349-351.
- Oakenfull, G. K., McCarthy, M. S., Greenlee, T. B. (2008). Targeting a minority without alienating the majority: Advertising to gays and lesbians in mainstream media. *Journal of Advertising Research, 48*(2), 191-198.
- Ortiz, M., Harwood, J. (2007). A social cognitive theory approach to the effects of mediated intergroup contact on intergroup attitudes. *Journal of Broadcasting & Electronic Media, 51*(4), 615-6331.
- Pascoe, P. (1991). Race, gender, and intercultural relations: The case of interracial marriage. *A Journal of Women's Studies, 12*(1), 5-18.
- Paset, P. S., Taylor, R. D. (1991). Black and White women's attitudes toward interracial marriage, *Psychological Reports, 69*, 753-754.
- Perry, B., Sutton, M. (2006). Seeing red over black and white: Popular and media representations of inter-racial relationships as precursors to racial violence. *Canadian Journal of Criminology and Criminal Justice; 46*(6), 887-892.
- Peterson, R. T. (2007). Consumer magazine advertisement portrayals of models by race in the US: An assessment, *Journal of Marketing Communications, 13*(3), 199-211.
- Rowe, A. C. (2007). Feeling in the dark: Empathy, whiteness, and miscege-nation in Monster's Ball. *Hypatia, 22*(2), 122-142.
- Schoepflin, T. (2009). Perspectives of interracial dating at a predominantly White university. *Sociological Spectrum, 29*, 346-370.

- Spickard, P. R. (1989). *Mixed blood: Intermarriage and ethnic identity in twentieth-century America*. Madison, WI: University of Wisconsin Press
- Time, Races: A marriage of enlightenment. (1967). Time. Retrieved September 30, 2016 from <http://content.time.com/time/magazine/article/0,9171,899834-1,00.html>.
- Thomas, M. E., Trieber, L. (2000). Race, gender and status: A content analysis of print advertisements in four popular magazines. *Sociological Spectrum*, 20(3), 357-371.
- United States Census Bureau. (2014). 2010 Census shows interracial and interethnic married couples grew by 28 percent over decade. *United States Census Bureau*. Retrieved from https://www.census.gov/newsroom/releases/archives/2010_census/cb12-68.html.
- Whittler, T. (1991). The effects of actors' race in commercial advertising: Review and extension. *Journal of Advertising*, 20(1), 54-60.
- Wells, W. D. (1964). EQ, son of EQ, and the reaction profile. *Journal of Marketing*. 28(4), 45-52.
- Whatley, M. A. (2008). Attitudes toward interracial dating scale. In D. Knox and C. Schacht, *Choices in relationships: An introduction to marriage and the family* (9th ed.). Belmont, CA: Thomson-Wadsworth.
- Wilson, D. S., Jacobson, C. K. (1995). White attitudes towards Black and White interracial marriage, In C. K. Jacobson (Ed.), *American families: Issues in Race and Ethnicity*. New York, NY: Garland Publishing.
- Woodward, G. C., Denton, R. E. (1988). *Persuasion and influence in American life*. Prospect Heights, Ill: Waveland Press.

APPENDECES

Appendix A

Recruiting email script

Dear OSU student,

I am currently working on a research project that will partially fulfill the requirements for a master's degree in Mass Communication. My study focuses on advertising portrayals of different types of couples, and I'm inviting you to participate. You have been selected because you are either a male or female undergraduate or graduate student between the ages of 18 and 24. Participation in this research will involve completion of one questionnaire, which will take approximately 10 to 15 minutes to complete.

There are no great risks associated with this project that are expected to be greater than those ordinarily encountered in daily life. Please remember that your participation in this research is voluntary. There is no penalty for refusal to participate, and you are free to withdraw your consent and participation in this project at any time.

The information that you provide will be completely confidential. Any written results will discuss group findings and will not include information that will identify you.

If you wish to participate, please click the link below.

<https://www.surveymonkey.com/r/IRR1>

<https://www.surveymonkey.com/r/IRR2>

<https://www.surveymonkey.com/r/IRR3>

<https://www.surveymonkey.com/r/IRR4>

I appreciate your assistance with this project, and if you have any questions or concerns, please feel free to contact me at taylor.n.young@okstate.edu.

Thank you in advance for your time.

Taylor Nicole Young

Master's degree candidate

Mass Communications

Oklahoma State University.

Appendix B

Consent

Thank you for participating in this Oklahoma State University sponsored research on advertising portrayals of different types of couples. There are no risks associated with the project that are greater than those encountered in daily life. In fact, subjects may benefit by gaining an appreciation and understanding of how research is conducted.

To begin the survey, click the "Next" button below - it takes approximately 10 to 15 minutes to complete. In doing so, you acknowledge that you are freely and voluntarily participating in the survey and that you are at least 18 years old.

Your responses are completely anonymous. All responses will be reported as aggregated data, and no individual answers will be reported.

If you have any questions about the study, please contact Taylor Young, Oklahoma State University, 847-702-2427 or taylor.n.young@okstate.edu. If you have questions about your rights as a research volunteer, you may contact the IRB Office at 223 Scott Hall, Stillwater, OK 74078, 405-744-3377 or irb@okstate.edu.

Appendix C
Questionnaire

Part I

Attitudes Toward Interracial Dating Scale (Whatley, 2008)

Survey Directions

Interracial dating is the dating of two people from different races or ethnicities

Please read each item carefully and consider how you feel about each statement. For the purposes of this survey, please consider each statement in reference to Black – White interracial dating. There are no right or wrong answers to any of these statements.

- | | | | | |
|----------|---|---|---|----------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly | | | | Strongly |
| Disagree | | | | Agree |
- ___ 1. I believe that interracial couples date outside their race to get attention.
- ___ 2. I feel that interracial couples have little in common.
- ___ 3. When I see an interracial couple I find myself evaluating them negatively.
- ___ 4. People date outside their own race because they feel inferior.
- ___ 5. Dating interracially shows a lack of respect for one's own race.
- ___ 6. I would be upset with a family member who dated outside his/her race.
- ___ 7. I would be upset with a close friend who dated outside his/her race.
- ___ 8. I feel uneasy around an interracial couple.
- ___ 9. People of different races should associate together only in non-dating settings.
- ___ 10. I am offended when I see an interracial couple.
- ___ 11. Interracial couples are more likely to have low self-esteem.

- ___ 12. Interracial dating interferes with my fundamental beliefs.
- ___ 13. People should date only within their race.
- ___ 14. I dislike seeing interracial couples together.
- ___ 15. I would not pursue a relationship with someone of a different race regardless of my feelings for them.
- ___ 16. Interracial dating interferes with my concept of cultural identity.
- ___ 17. I support dating between people with the same skin color, but not with a different skin color.
- ___ 18. I can imagine myself in a long-term relationship with someone of another race.
- ___ 19. As long as the people involved love each other, I do not have a problem with interracial dating.
- ___ 20. I think interracial dating is a good thing.

Part II (This section was not included in the analysis as part of the study, but was utilized to “distract” respondents. This addition was a product of feedback from the pilot study)

1. How often do you stream movies through an online service?

- Not at all often
- Slightly often
- Moderately often
- Very often
- Extremely often

2. How often do you stream television shows through an online service?

- Not at all often
- Slightly often
- Moderately often
- Very often
- Extremely often

3. On a typical day, about how many hours do you spend streaming movie or television content through an online service?

- 0-1
- 2-3
- 4-5
- 6-7
- More than 7

4. How often do you stream music online?

- Not at all often
- Slightly often
- Moderately often
- Very often
- Extremely often

5. On a typical day, about how many hours do you spend on social media networks (e.g. Facebook, Twitter, Instagram, Snapchat, etc.)?

- 0-1
- 2-3
- 4-5
- 6-7
- More than 7

6. On a typical day, about how many hours do you spend reading online news?

- 0-1
- 2-3
- 4-5
- 6-7

- More than 7

7. How often do you read magazines?

- Not at all often
- Slightly often
- Moderately often
- Very often
- Extremely often

8. How often do you watch cable network television shows?

- Not at all often
- Slightly often
- Moderately often
- Very often
- Extremely often

9. On a typical day, about how many hours do you spend watching cable network television shows?

- 0-1
- 2-3
- 4-5
- 6-7
- More than 7

Part III

Emotional Quotient Scale and Reaction Profile (Wells, 1964)

Please read each item carefully and consider how you feel about each statement. There are no right or wrong answers to any of these statements. For each statement, select the response that best applies to how you feel about the ad by using the following scale.

1	2	3	4	5
Strongly				Strongly
Disagree				Agree

1. This ad is very appealing.
2. I would probably skip this ad if I saw it in a magazine.
3. This is a heart-warming ad
4. This ad makes me want to buy the brand it features.
5. This ad has little interest for me.
6. I dislike this ad.
7. This ad makes me feel good.
8. This is a wonderful ad.
9. This is the kind of ad you forget easily.
10. This is a fascinating ad
11. I'm tired of this kind of advertising.
12. This ad doesn't do anything for me.

For the following items, select the circle that best shows how you feel about the ad. The left circle corresponds to the first word or phrase. The right circle corresponds to the second word or phrase. MARK ONLY ONE CIRCLE PER ITEM.

(This portion also used a 5-point scale for consistency)

I think the ad is...

- Unattractive - - - Attractive
- Unappealing - - - Appealing
- In poor taste - - - In good taste
- Unpleasant - - - Pleasant

Part IV: Demographic questions

1. What is your age?
 - 18-20 years old
 - 21-23 years old
 - 24-26 years old
 - 27-29 years old
 - 30 years or older
2. With what gender do you identify?
 - Male
 - Female
 - Neither
 - I do not wish to identify
3. With what race (or ethnicity) do you most identify? Check all that apply.
 - White or Caucasian
 - Hispanic or Latino
 - Black or African American
 - Native American or American Indian
 - Asian / Pacific Islander
 - Mixed Race
 - Other
 - I do not wish to identify
4. Which region of the country are you from?
 - Midwest - IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI
 - Northeast - CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT
 - Southeast - AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV
 - Southwest - AZ, NM, OK, TX
 - West - AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY
5. What is the highest level of education you have completed?
 - Some high school, no diploma
 - High school graduate, diploma or the equivalent (for example: GED)
 - Some college credit, no degree
 - Associates degree
 - Trade/technical/vocational training
 - Associates degree
 - Bachelor's degree
 - Master's degree
 - Doctorate degree
6. What is your current relationship status?
 - Single
 - Married
 - In a relationship

7. Are you or have you ever been in an interracial relationship

- Yes, currently in an interracial relationship
- Yes, formerly in an interracial relationship
- No, never been in an interracial relationship

Thank you for your participation. Your time is appreciated. If you would like to receive the results of this study or have any further questions, please email Taylor at taylor.n.young@okstate.edu.

Counseling Information

OSU University Counseling Services is available to all students

<http://ucs.okstate.edu/>

405-744-5458

Hours:

Monday through Friday, 8 a.m. to 12 p.m., and 1 p.m. to 5 p.m.

Location:

320 Student Union

Oklahoma State University

Stillwater, OK 74078

Appendix D

Ad treatments





Appendix E

IRB Approval



Appendix A: Application for Review of Human Subjects Research

Request for OSU System E-mail Addresses for Human Subject Research Recruitment Purposes

The purpose of this form is to obtain approval to access OSU-System faculty, staff or student e-mail addresses for purposes of recruitment to human subject research conducted by Oklahoma State University researchers.

Please include a copy of this completed and signed form with your IRB application.

Protocol Title:
The Influence of College Students' Attitudes Toward Interracial Relationships on Perceptions of Advertising with Interracial

SECTION 1 – Principal Investigator/Advisor Information

Main PI Name: Taylor Nicole Young		Advisor Name (If PI is a student): Bobbi Kay Lewis	
Department: Mass Communications	E-Mail: taylor.n.young@okstate.edu	Department: Arts & Sciences	E-mail: bobbi.kay.lewis@okstate.edu

SECTION 2 – Study Description

Purpose of Research:
The primary purpose of this study is to determine how college students' attitudes toward interracial relationships influences perceptions of the advertisements they view in mass media. The study will analyze the influence of college students' attitudes toward interracial relationships on the effectiveness of advertising that utilizes interracial couples, as

Description of Research: (A brief description of what participants will be expected to do and or types of information to be requested)
Subjects will be asked to complete the Whatley (2004) 20-item Interracial Dating Attitudes questionnaire. The questionnaire provides statements and asks respondents to respond using a 7-point Likert-type scale ranging from 1, "strongly disagree," to 7, "strongly agree." Afterward, the subjects will view one of four print advertisement treatments that will be randomly assigned. The ad treatment will feature either an interracial couple with a Black male and a Caucasian female, an interracial couple with a Black female and a Caucasian male, or a Caucasian male and a Caucasian female. In addition, the control group will receive an

SECTION 3 – Sample Population Description

<p>Indicate which campuses of the OSU System Population you wish to sample:</p> <p><input checked="" type="checkbox"/> OSU-Stillwater Campus</p> <p><input checked="" type="checkbox"/> OSU-Tulsa Campus</p> <p>Total Sample Size Requested: 3,000</p> <p>Total Number of Responses Needed: 300</p> <p>Please specify any sample inclusion and/or exclusion criteria (e.g. junior and seniors only) and how the sample should be distributed (e.g. proportionately, specified numbers, etc.)</p>	<p>Indicate which segments of the population you wish to sample:</p> <p><input type="checkbox"/> Faculty</p> <p><input checked="" type="checkbox"/> Undergraduate Students</p> <p><input checked="" type="checkbox"/> Graduate Students</p> <p><input type="checkbox"/> Staff</p> <p>Male and female students ages 18 to 24. Distributed proportionately.</p>
--	---

SECTION 4 – Approval Signatures

Submit the form to OSU Research Communications for review and signature.

OSU Research Communications: 	Date: 1/24/17
----------------------------------	------------------

Please note that due to the many requests for research and the large volume of e-mail to university users, Institute for Research & Information Management (IRIM) will only generate a single sample for each research study with a maximum sample size of 5000. Please allow for 2 weeks for your request to be processed. OSU Research Communications/IT will only send one follow-up e-mail after the initial recruitment e-mail.

Oklahoma State University Institutional Review Board
223 Scott Hall, Stillwater, OK 74078
405-744-3377

Version 08/2016

VITA

Taylor Nicole Young

Candidate for the Degree of

Master of Science

Thesis: PERCEPTIONS OF ADVERTISING WITH INTERRACIAL COUPLES: THE
INFLUENCE OF RACE AND ATTITUDES TOWARD INTERRACIAL
DATING

Major Field: Mass Communication

Education:

Oklahoma State University
Bachelor of Science – Strategic Communications
May 2015

Oklahoma State University
Master of Science – Mass Communication
Expected Completion – May 2017

Experience:

Oklahoma State Communications – Stillwater, OK
GRA: Web content writer/editor (2015 – Present)

Oklahoma Film & Music Office – Oklahoma City
Intern (2015)

Ackerman McQueen – Oklahoma City
PR Intern (2014)