

THE EFFECTS OF USING “REAL WOMEN” IN  
ADVERTISING

By

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ADVERTISING

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## CHAPTER I

### INTRODUCTION

In 2004, Unilever’s Dove brand launched an international advertising campaign called the “Dove Campaign for Real Beauty.” Dove conceived the campaign in response to a study that showed women perceive beauty portrayed by the media as unattainable and unrealistic (Etcoff, Orbach, Scott, & D’Agostino, 2004). Breaking from the historical use of models embodying idealized beauty, Dove took a risk with the type of models featured in the campaign. Initial ads featured photographs depicting “real” women—women whose sizes ranged from two to 14, photographed in plain cotton underwear and minimal makeup—promoting Dove’s anti-cellulite lotion. The campaign also included a video titled *Onslaught*, which featured messaging aimed at teaching young girls to appreciate a more realistic vision of beauty before society conditioned them through images promoting a more unrealistic beauty ideal (Millard, 2009).

Dove based the highly-publicized campaign on its own commissioned, preliminary research conducted by an outside firm (in conjunction with two scholars—one from Harvard, and one from the London School of Economics) that surveyed women across the globe to find out how they defined beauty. Though a for-profit company commissioned the study as a precursor to its highly publicized advertising campaign, the results provide a present-day background for beauty research that dates back several decades. Among many other findings of the survey, respondent answers supported the Dove executives’ assertion that the media set beauty standards

unattainable by the average woman, especially in the United States. The women surveyed overwhelmingly indicated that the media portray only a small fraction of what makes a woman truly beautiful, yet society has collectively agreed upon this unattainable myth called “beauty” (Etcoff, Orbach, Scott, & D’Agostino, 2004).

However, some researchers have questioned the efficacy of the Dove ads, and those of other companies that have responded with similar campaigns. As Greer and colleagues (2006) have noted, critics of the campaign are divided, with reactions either wholly positive or wholly negative. Some applauded the campaign as breaking free of previously established beauty standards, while others painted the ads as hypocritical. For instance, how can an ad promote “real” beauty but also promote the use of an anti-cellulite cream—a product used primarily to enhance one’s natural beauty?

The Dove campaign resulted in renewed media coverage around the use of “real models” in advertising, yet little empirical research has been done to measure how the use of such models could affect a consumer’s attitude toward a given ad. Though academic research is just beginning to emerge regarding the effects of using more realistic models in advertising, it remains unclear as to whether the Dove campaign has had an impact on women’s attitudes toward ads featuring more realistic images of beauty, and whether this type of advertising is more effective than ads featuring traditional, idealistic beauty. Millard’s (2009) research did examine the Dove studies through in-depth interviews conducted with sixteen women to determine how past perceptions of beauty played a role in perception of the Dove ads, and found that the women interviewed were aware of how the Dove ads were attempting to re-shape the perception of beauty by portraying more diverse and realistic models. However, use of those models didn’t necessarily lead to a more favorable interpretation of the ads presented.

In addition, existing research has focused primarily on how advertising affects a consumer's self- or body-esteem, but not how a consumer's self- or body-esteem could potentially affect his or her attitude toward the ad. Therefore, the purpose of this study is to determine whether a consumer's self- and body-esteem affects attitude toward the advertisement based on the type of model depicted in the ad.

### *Background*

The average American woman stands at just five feet, four inches tall and weighs about 140 pounds. Conversely, the average model stands at five feet, 11 inches tall and weighs merely 117 pounds (Cormish, 2003). On average, fashion models weigh 23 percent less than does the average female, which puts unrealistic expectations on females regarding what constitutes a normal, healthy weight (Eating Disorders: Body Image and Advertising, 2000).

While the media ideal of women has changed little over the past 50 years (Lindner, 2004), the actual average weight of women aged 20 to 74 years has risen from 140.2 pounds in 1960 to 164.3 pounds in 2002 (Ogden, Fryar, Carroll, & Flegal, 2004). As Cash and Henry (1995) found, not only has the weight of the average American woman risen, but so has her own body dissatisfaction. The researchers' study of women's body images in the United States in 1993 showed that when compared to the same body image survey results from 1983, women reported significant body dissatisfaction. "Nearly one-half reported globally negative evaluations of their looks and concerns with being or becoming overweight. Over one-third expressed body-image discontent..." (Cash & Henry, 1995, p. 25).

But how do women determine what represents the American beauty ideal? Researchers suggest the media have the ability to condition how society defines and views the traditional concept of ideal beauty (Mazur, 1986; Vacker, 1993; Cohan, 2001; Spurgin, 2003). Americans



are exposed to thousands of advertising messages each day, in addition to other media such as magazine covers, television programs and movies, which suggests how the media constantly reinforce this ideal (Richins, 1991).

Previous studies provide conflicting results of how the media's portrayal of the beauty ideal affects consumers. Some studies indicate that ads featuring idealized beauty images are more effective than those featuring ordinary people, as consumers are drawn to images that demonstrate a desired outcome of using the advertised product (Horai, Naccari, & Fatoullah, 1974; Stephens, Hill & Hanson, 1994). Other studies have indicated that viewing idealized beauty images actually decreases a consumer's self-esteem, as many females realize the beauty ideal portrayed by the media is a state that most women cannot attain (Richins, 1991). Providing a theoretical framework using social construction of reality and social comparison could help explain these two conflicting ideas.

### *Social Construction of Reality*

Berger and Luckmann's (1966) seminal work detailing the social construction of reality theory suggests that humans develop all knowledge, including that of everyday reality, from social interactions. Learning takes place through a person's interaction with the social world. Through these social interactions, a person forms his or her own reality. The mass media play an integral role in the social construction of reality, as the media bring forth an awareness of society, culture and other events that many people do not have the ability to experience directly.

Erving Goffman (1979) conducted an analysis of media advertisements in the 1970s to explore the media's portrayal of men and women in advertising in order to draw conclusions about society in general. Advertising was examined because of its prevalence in American society. In general, the public views models portrayed in advertisements as somewhat

representative of the population. As Goffman (1979) points out, “Gender displays, like other rituals, can iconically reflect fundamental features of the social structure” (p. 8). In most of the advertisements Goffman (1979) analyzed women were portrayed as subordinate to men, as evidenced by subtle facial and bodily cues, as well as general positioning of women in relation to men in various ads. Lindner’s (2004) comparison of advertisements from both *Vogue* and *Time* magazines over the last 50 years showed that there has only been a slight decrease in the stereotypical subordination role of women in advertisements over time despite the added freedoms enjoyed by women as a result of the women’s liberation movement.

Social construction of reality theory explains how media—particularly advertising—helps shape a woman’s perception of the beauty ideal. As Goffman (1979) theorized in his classic text *Gender Advertisements*, current advertisements reflect society’s collective agreement as to what constitutes beauty. Lindner’s (2004) study suggests that advertising’s portrayal of women has not changed significantly over the past 50 years, providing one possible reason as to why the Dove campaign created such heightened awareness of the portrayal of beauty in advertising.

As evidenced by Millard’s (2009) study, the women interviewed were, for the most part, aware of the Dove campaign and its objective to re-define the beauty standards that have been in place for over 50 years. Essentially, Dove sought to challenge society’s collective agreement of what comprises beauty by introducing a new way to advertise beauty products. This, in turn, causes society to question the use of unrealistic images in advertising and introduces a new way of envisioning what beauty could actually be.

### *Social Comparison Theory*

Leon Festinger’s (1954) theory of social comparison serves as a framework within which to study how some consumers react to advertising by comparing themselves to the ideal images

portrayed in different ads. Social comparison theory proposes that humans have a drive to evaluate their own attributes, and in the absence of an objective measure of comparison, will compare themselves with other people. According to Festinger (1954), humans will try to compare themselves with similar humans for purposes of evaluation. If similar others are not available as a means of comparison, self-enhancement occurs when humans compare themselves with others of a higher status. Because advertisements are prevalent, they provide an accessible measure of social comparison. Additionally, because advertisements often portray an unattainable beauty ideal, they also can act as a means of self-enhancement (Irving, 1990; Richins, 1991; Martin & Kennedy, 1994; Tiggeman & McGill, 2004; Smeesters & Mandel, 2006).

However, as research has shown, social comparison does not always result in positive self-enhancement. In Wilcox and Laird's study (2000), the experiment resulted in a decrease in self-esteem by respondents after viewing advertisements featuring unattainably beautiful models. Morse and Gergen (1970) measured the effects of social comparison by candidates competing for a job. When exposed to a person with socially desirable characteristics, the subjects' level of self-esteem decreased, while exposure to someone with socially undesirable characteristics led to an increase in self-esteem. Studies such as these suggest that females who view models that possess desirable beauty could also experience a decrease in self-esteem.

### *Statement of Problem*

While prior research has examined how specific ads affect self-esteem or body-esteem, little research exists examining how a consumer's existing self-esteem or body-esteem affects the way an ad that portrays either idealized beauty or "real" beauty is perceived.

### *Purpose of this Study*

The primary purpose of this study is to determine how a consumer's attitude toward an advertisement differs based on the presence of a "real" model, "ideal" model or no model, and whether a consumer's body-esteem or self-esteem moderate the attitude toward the advertisement based on the type of model depicted in the ad. The following hypotheses for this study are proposed:

**H1: Respondents' attitude toward the ad featuring the "real" model will be significantly more positive than that of ad featuring the "ideal" model or control image.**

**H2a: For respondents with high self-esteem there will be no difference in attitude toward the ad featuring the "real" model, "ideal" model or control image.**

**H2b: For respondents with low self-esteem there will be a significant difference in attitude toward the ad featuring the "real" model, "ideal" model and control image.**

**H3a: For respondents with high body-esteem there will be no difference in attitude toward the ad featuring the "real" model, "ideal" model or control image.**

**H3b: For respondents with low body-esteem there will be a significant difference in attitude toward the ad featuring the "real" model, "ideal" model and control image.**

### *Methodology*

The method used to collect data for this study is a post-test only experiment with a control group. The experiment will include measures for body-esteem (high or low) and self-

esteem (high or low), attitude toward the ad as the dependent variable, and the use of a “real,” “ideal,” or no model as moderating variables.

A graphic designer will professionally create two ads for a new beauty product. A beauty product will be chosen since prior research has shown that consumers tend to associate the use of models with advertisements featuring beauty products. The first ad will feature a traditionally beautiful model indicative of the ideal beauty type favored by most advertisements; i.e. tall, very thin, with perfect hair and makeup. The second ad will feature a more “real” model similar to those used in the recent Dove campaigns. Although this model will not be unattractive, she will embody physical characteristics more similar to the average American female.

The sample for this study will be a non-random, self-selected sample comprised of female students attending Oklahoma State University. These students will be recruited through emails sent to a list generated by the communications department. Results of this study cannot be generalized to the entire female population since a non-random, self-selected sample will be used.

The experiment proposed to measure each hypothesis will consist of two, 2x3 factorial designs; therefore, a sample of at least 180 respondents is desirable to aim for approximately 30 respondents in each cell.

The experiment will be distributed via email, and administered on-line. Prior to viewing the randomly assigned advertisement, each respondent will fill out a questionnaire designed to measure both her body and self-esteem. The questionnaire will consist of questions comprised of existing, reliable scales to measure body-esteem and self-esteem—the Rosenberg Self-Esteem scale (Vispoel, Boo, & Bleiler, 2001) and the Body Esteem scale (Franzoi & Shields, 1984). These scales include items that measure factors such as weight concern, sexual attractiveness and social self-confidence.

After the respondent completes the questionnaires, she will view one of three advertising treatments—the advertisement featuring the “real” model, the advertisement featuring the “ideal” model, or the control treatment featuring no model. The advertisements will be identical to each other, with the exception of the model and her physical features, or the use of the product image in the control ad. The type of clothing, backdrop, product and copy will remain consistent between the ads to control for any other visual factors aside from the model’s looks and body type.

After viewing the treatment, each respondent will then complete a questionnaire to rate her attitude toward the ad using Wells’ (1964) EQ scale. Finally, respondents will complete demographic questions such as age and race.

### *Significance*

This study has important implications for companies that engage in consumer advertising. If the use of unattainably beautiful models in advertising has no effect on the consumer’s perception of the ad, companies could take a step toward featuring more realistic models in their advertisements. This study also has important implications for American women with an unrealistic image of true beauty. If advertisements featured more realistic models, American females’ perception of beauty could possibly shift away from an unattainable ideal to a more realistic vision of beauty.

### *Outline*

Following this introduction, Chapter 2 provides a thorough review of literature applicable to the study of beauty and advertising. The literature review includes a discussion of the theoretical framework on which this study is based, including seminal works on social

construction of reality by Berger and Luckmann (1966) and social comparison theory by Festinger (1954). The literature review also highlights studies concerning the effects of beauty in advertising on women.

Chapter 3 provides an explanation of the methodology and details the study design, including the experiment design, survey instrument, sample selection, and data collection and test procedures. Chapter 4 includes a complete analysis of the data collected during the study. Chapter 5 provides a discussion of the study results, including implications for advertising, as well as the study's limitations and suggestions for future research.

## CHAPTER II

### REVIEW OF LITERATURE

#### *Social Construction of Beauty*

Berger and Luckmann (1966) identified and developed the social construction of reality theory, which posits that humans derive all knowledge, including that of everyday reality, from social interactions. Learning takes place through a person's interaction with the social world, and through these interactions, a person forms his or her own reality. The mass media play an integral role in the social construction of reality, as the media bring forth an awareness of society, culture and other events that many people do not have the ability to experience directly.

Goffman (1979) conducted an analysis of media advertisements in the 1970s to explore the media's portrayal of men and women in advertising in order to draw conclusions about society in general. Advertising was examined because of its prevalence in American society. In general, the public views models portrayed in advertisements as somewhat representative of the population. As Goffman (1979) points out, "Gender displays, like other rituals, can iconically reflect fundamental features of the social structure" (p. 8). In most of the advertisements Goffman (1979) analyzed women were portrayed as subordinate to men, as evidenced by subtle facial and bodily cues, as well as general positioning of women in relation to men in various ads. Lindner's (2004) comparison of advertisements from both *Vogue* and *Time* magazines over the last 50



years showed that there has only been a slight decrease in the stereotypical subordination role of women in advertisements over time despite the added freedoms enjoyed by women as a result of the women's liberation movement.

Subsequent scholars have drawn on Goffman's (1979) work to extend his observations to other areas of gender displays in advertising. Of particular interest is the media's ability to condition how society defines and views the concept of ideal beauty. Mazur (1986) asserts that beauty varies both over time and across cultures. In American culture specifically, beauty as a construct even varies from men to women, with men primarily focusing on the female form and women focusing primarily on men's personality traits. Historically, the American female form has undergone many changes, morphing from the late-19<sup>th</sup> century dichotomy of the ample body (often associated with the lower class) versus the tiny, corseted waist of the upper class, to the boyish figures of 1920s flapper girls. However, as new media such as fashion magazines and movies were introduced into mainstream culture, America's concept of beauty shifted.

The movies of the 1950s set a new beauty standard, personified by stars like Marilyn Monroe and Grace Kelley with their voluptuous figures and classic good looks. By the 1960s, print advertising had begun showcasing thinner models, such as the famed Twiggy. The rise of the trend-setting fashion magazine *Vogue* in the 1970s ushered in a new kind of beauty—gaunt and waif-like, with much more emphasis on the face and body than on the fashion. This notion of beauty carried into the 1980s and 90s, when terms such as heroin-chic entered the American lexicon, signifying a definitive movement toward focusing on a model's looks and body type in American advertisements (Mazur, 1986; Wolf, 1991; Greer, Trumbo, Reil, & Frisby, 2006).

As Naomi Wolf (1991) chronicles in her book *The Beauty Myth*, although women eventually broke free of the domestically-constrained ideals of the Industrial Revolution period, another type of female backlash ensued. The beauty myth took over, and brought with it a

different type of female constraint. The beauty myth, with all of its trappings, has in effect given women an unrealistic set of beauty expectations by which to ascribe. However, the unrealistic nature of the beauty myth has resulted in an increase in eating disorders among young women in an effort to obtain unnatural thinness, objectification of women by men because women are seen as mere sex objects, and an overall feeling that the beauty ideal in America is unattainable, leading most women feel some sense of inadequacy with their own looks (Wolf, 1991).

Martin and Peters (2005) studied how young females perceived the types of beauty valued in American culture to determine how age factored into cultural encoding of beauty types. Rather than perceiving beauty on an “attractive versus unattractive” continuum, young females tend to view beauty in a more complex and multifaceted manner. Using categorization of beauty types, Martin and Peters (2005) found that girls tend to prefer certain types of beauty over others—characteristics such as “being ‘normal’ or ‘regular,’ being ‘yourself,’ and being ‘pretty’” (p. 398). The middle group of girls tended to prefer beauty attributes such as “‘cool,’ ‘smart,’ and ‘regular,’” while the oldest group of girls preferred beauty attributes like “‘pretty,’ ‘casual,’ and ‘social’” (Martin and Peters, 2005, p. 398). Additionally, the older girls were more likely to associate certain models with products or brands, which could indicate that a model’s beauty might pair well with certain types of products. For advertisers, this notion could imply that using certain types of models could correlate with a female’s desired self-image, which might further enhance acceptance of the ad and the advertised product.

### *Weight as a Beauty Construct*

Weight continues to factor significantly into the present-day beauty ideal. Owen and Seller (2000) examined *Playboy* centerfolds from the mid-1980s through the 1990s to identify trends concerning the ideal weight and shape of women in an effort to determine the present ideal

weight and shape of women. The researchers, drawing from previous studies of centerfolds from the 1960s to the 1980s that found the female body ideal was shifting toward a thinner look, added further evidence to these studies through the finding that the ideal body weight of centerfolds was indeed becoming thinner. Owen and Seller (2000) used the models' BMI (body mass index) scores to determine that some of the models were either severely underweight and the one-third met the criteria for anorexia nervosa. Pre-tests of the centerfold models showed that females described the models as beautiful, leading the authors to hypothesize that if "these women are exemplars of ideal beauty, then for women desiring to be beautiful, starvation-level thinness is required" (Owen and Seller, 2000, p. 987).

Franzoi and Herzog (1987) conducted a study of college-age men and women to determine what body parts and functions they use to determine attractiveness. Both the men and the women in the study determined weight to be the single most important factor when judging a female's attractiveness. Additionally, the women in the study generally expressed a more negative attitude toward their bodies, specifically with their weight. Implications of this study are that women tend to place great emphasis on weight as a determinant of beauty, yet weight is the quality on which they tend to rate themselves lower. Relative to today's weight expectations, there exists a widening gap between the average woman's weight and the weight of the average model. In fact, the weight of the average American woman has risen, while the average weight of models has decreased (Stephens, Hill, & Hanson, 1994).

Adding further distortion to the notion of ideal beauty is the more recent trend of using photo-enhancing computer technology to sculpt a model's body and correct her flaws. Some scholars (Mazur, 1986; Vacker, 1993; Cohan, 2001; Spurgin, 2003) identify these unnaturally thin, intentionally airbrushed-to-perfection models as illusions perpetuated by the media that no woman can realistically attain. Spurgin (2003) even suggests that advertising this unrealistic ideal

is an unethical practice, as many women cannot tell the difference between computer-enhanced images and natural images, and therefore ascribe to a sense of beauty that is not even real.

### *Social Construction of Beauty across Cultures*

Researchers have also examined social construction of the beauty ideal across different cultures. Akiba (1998) measured the difference in perception of body image between American culture and Iranian culture. Using the Body Esteem Scale, or BES, to measure the body satisfaction of respondents, the research demonstrated that Iranian men and women, as well as American men, all had higher BES scores than did American women. These findings supported the hypothesis that because participants from Iran did not have the same level of exposure to the American beauty ideal, they did not have a tendency to be concerned about their own appearance (Akiba, 1998). Similarly, Frith, Ping, and Shaw (2005) studied advertisements in popular women's fashion and beauty magazines in the United States, Singapore and Taiwan to determine how each society portrayed the idea of beauty. Among other findings, the research indicated that the U.S. focused much more on the female body (especially thinness) as a portrayal of beauty, whereas Singaporean and Taiwanese ads focused more on the female face and demeanor. Therefore, the present research will focus on the beauty ideal in America—particularly body shape and weight—as it has been shown to resonate more with Americans.

### *The Beauty Ideal and its Effect on Women*

Existing literature concerning the beauty ideal indicates that researchers almost always focus their studies on women; very few studies exist on the topic of men and the beauty ideal, primarily because research has shown it does not have the same effect on men. In general, men tend to be more content with their physical appearance than do women (Franzoi & Herzog, 1987).

Malkin, Wornian and Chrisler (1999) examined the differences between the treatment of weight and other beauty issues in a comparison of popular men's and women's magazines. Using a content analysis of the magazine covers, the researchers found that 78 percent of the women's magazines contained references to body/beauty messages, while none of the men's magazines referenced these topics. The findings also indicate that by the positioning of body/beauty messages on a magazine's cover relative to other topics, the magazines suggest that having a better body or possessing greater beauty leads to having a better life; i.e., having stronger relationships, more money and an overall happier life. The men's magazines studied did not contain such messages, which may offer some explanation as to why such messages are found in women's magazines—women may respond to beauty messages more so than men do (Malkin et al., 1999).

Ogden and Munday (1996) also found that after exposure to pictures of both thin and overweight media images, overall, the men in the study reported a higher level of body satisfaction than did the women. "In particular, the male subjects rated themselves less fat, more sexy, more toned, and more fit than the female subjects" (Ogden & Munday, 1996, p. 179). In addition, the men also perceived less of a gap between their present body size and their ideal body size.

The media perpetuate the beauty ideal by reinforcing rewards and benefits gained by possessing this narrow definition of beauty. For example, in a study examining episodes of prime-time shows on the major television networks during the 1999-2000 season, Lauzen and Dozier (2004) found that most shows tend to focus considerably on the appearance of female characters. Specifically, the more attractive female characters tend to receive more compliments and recognition—especially by male characters—as well as rewards in the form of money and respect (Lauzen & Dozier, 2002). As a result of this body-focused beauty expectation, women generally feel more pressure to conform to the beauty ideal after recognizing the social rewards that come

with possessing beauty. Franzoi and Herzog's (1987) study supports this idea, as their research suggests that a failure to meet standards of physical attractiveness could more negatively impact women than men.

Similarly, Engeln-Maddox (2006) studied how college women felt their lives would change if their appearance met the standard beauty ideal portrayed by the media. Not only do women internalize the thinness exemplified by models, but also other ideal characteristics, such as perfect skin, stylish hair, and overall attractive facial features. Through open-ended questions concerning the modern-day beauty ideal and its implications, the women indicated that "their lives would change in important, positive ways" if they met their own version of the media's beauty ideal (Engeln-Maddox, 2006, p. 263). These changes included increased social intelligence, increased success, and fitting into society in a more significant way. In essence, looking beautiful—according to the media's definition—would bring a sense of happiness to women.

Evans (2003) studied women's reactions to a picture featuring a thin model in conjunction with a brief story regarding her lifestyle characteristics and whether or not she had a successful or unsuccessful life. Evans (2003) found that body image alone did not account for explaining why women in the study felt dissatisfied after exposure to the picture featuring a thin model. Rather, the social context surrounding the comparison—the thin model's lifestyle attributes or personality factors—dictated whether the respondent felt satisfied or dissatisfied with her own body image. In other words, women equate thin and beautiful with attaining success. If a woman does not live up to society's beauty ideal, she may feel that she cannot become as successful as someone who does possess ideal beauty.

### *Social Comparison Theory*

Some researchers have suggested that advertisements affect consumers because they serve as a means by which consumers compare themselves to the ideal images portrayed in the ads. Festinger's (1954) theory of social comparison serves as a framework within which to study this phenomenon. Social comparison theory proposes that humans have a drive to evaluate their own attributes, and in the absence of an objective measure of comparison, will socially compare themselves to other people. According to Festinger, humans will try to compare themselves to similar humans for purposes of evaluation. If similar others are not available as a means of comparison, self-enhancement occurs when humans compare themselves with others of a higher status. Because advertisements are prevalent, they provide an accessible measure of social comparison. Additionally, because advertisements often portray an unattainable beauty ideal, they also can act as a means of self-enhancement (Irving, 1990; Richins, 1991; Martin & Kennedy, 1994; Tiggeman & McGill, 2004; Smeesters & Mandel, 2006).

Wilcox and Laird (2000) studied young females' responses to advertisements featuring either exceptionally thin models or average-sized models, and measured the respondents' body-esteem and self-esteem after looking at a set of the pictures featuring each type. After viewing pictures of the thin models, some respondents felt unhappy and concerned about their own weight—some even reported a lower self-esteem. These women tended to engage more in a social comparison process, whereby the women who did not report such negative reactions tended to engage in social identification, a process that allows women to briefly imagine that the beauty depicted in advertisements may actually be attainable.

Morse and Gergen (1970) measured the effects of social comparison by exposing subjects to competitors for a job opening that had either socially desirable or socially undesirable characteristics. When exposed to a person with socially desirable characteristics, the subjects' level of self-esteem decreased, while exposure to someone with socially undesirable characteristics led to an increase in self-esteem. Much like Morse and Gergen's study (1970),

females who view models in an advertisement that possess desirable beauty could also experience a decrease in self-esteem. Martin and Gentry (1997) found that motives played a role in determining how beauty and advertising influence adolescent females' perceptions of beauty. When the girls in the study used advertisements as a form of self-evaluation, perceptions of their own physical attractiveness were lower. However, when making downward comparisons as a form of self-enhancement or self-improvement, the subjects' perceptions of their own attractiveness were higher.

Following the launch of the Dove campaign, Bissell and Rask (2010) studied the effects of using certain models in an advertisement using social comparison as a theoretical framework. Though the research did not find that the respondents' level of self-discrepancy differed based on the use of an ultra-thin, plus-size or Dove model, participants were more likely to experience a discrepancy between their actual and ideal selves when engaging in comparison with the models depicted. In addition, the women who believed that being thin resulted in being more attractive and having greater success were more likely to experience greater dissatisfaction with their own bodies. Finally, respondents rated the plus-sized model as less attractive than the Dove or ultra-thin model, lending further credibility to the socially established link between attractiveness and thinness.

### *Beauty in Advertising's Effect on Women's Self-Perceptions*

Much of the literature concerning the effects of beauty in advertising centers on the role social comparison plays in the process (Irving, 1990; Richins, 1991; Martin & Kennedy, 1993; Martin & Kennedy, 1994; Tiggeman & McGill, 2004; Smeesters & Mandel, 2006). Irving's (1990) study represents one of the first studies to measure the effect of beauty standards in advertising on both the body- and self-esteem of women. In an experiment that included



respondents comprised of female college students, Irving exposed the respondents to one of three photo treatments: photos containing thin/highly attractive models; photos containing average weight/attractive models; and photos containing overweight/attractive models. The respondents then answered a questionnaire that included items from a body-esteem scale, a self-esteem scale, and a bulimic tendency scale. Although Irving hypothesized that those women exhibiting bulimic symptoms would report lower self evaluations than women who did not exhibit bulimic symptoms, the results actually indicate that idealized images generated the most pressure to be thin, regardless of the absence or presence of bulimic symptoms. In contrast, those respondents exposed to the average and overweight models scored higher on the body- and self-esteem scales.

Martin and Kennedy (1993, 1994) studied the effect of age when exposed to images of idealized beauty, and found that while younger females treat advertisements featuring highly attractive models as a means for self-improvement, older females tend to engage in more of a comparison process when viewing advertisements, especially those females who regard themselves as less attractive or have lower self-esteem. In a study of 4<sup>th</sup>, 8<sup>th</sup>, and 12<sup>th</sup> grade females, Martin and Kennedy (1993) found that the 12<sup>th</sup> grade respondents had a decreased self-perception after comparing themselves with the highly attractive models presented in the experiment than did the 4<sup>th</sup> grade females, raising the possibility that adolescence represents a critical time for the development of a female's self-perception. A later study using the same age groups revealed that the younger (4<sup>th</sup> grade) respondents used advertisements as a means to learn self-improvement techniques, such as applying makeup, styling their hair or dressing in fashionable clothes. The older females viewed the ads as representing ideals to which they could only aspire, and not attain (Martin & Kennedy, 1994).

Further exploring the effect of model attractiveness on self-perception, Richins (1991) conducted an experiment with female college students and found that after viewing pictures of highly attractive models, the students were more likely to rate a photograph of an average model

as less attractive. Exposure to the photos of highly attractive models also negatively affected the respondents' feelings about their own attractiveness. In essence, viewing ads containing highly attractive models raises the standard of comparison, which leads to lower attractiveness ratings for both the respondents and the photographs containing average models. Similarly, Pinhas et. al. (1998) found that exposure to images of highly attractive female fashion models leads to increased feelings of anger and depression.

Henderson-King and Henderson-King (1997) found that media images do not affect all women's body esteem. Instead, when a respondent was further away from the ideal model (in terms of weight and beauty), the more likely she was to report a negative self-perception. However, the closer the gap between the model and the respondent, the less the respondent reported negative self-perception. Further, women closer to the ideal actually engaged in upward social comparison, resulting in a more positive self-perception. In other words, the closer a woman feels she is to embodying the characteristics of an ideal model, the more likely it is that she will think she can attain such an ideal state.

Similarly, Posavac, Posavac, and Posavac (1998) studied women's exposure to ideal media images and measured the effect of those images relative to the respondents' initial body satisfaction scores. Again, those women with an initially high body dissatisfaction score reported higher feelings of concern regarding their own self-image. The women were shown either a slide containing a picture of an attractive (but not unrealistically attractive) college student or a slide containing a picture of a highly attractive (unrealistically attractive) model. Both studies show that the gap between a woman's self-perception and a model's relative beauty are strong indicators of how the ad could affect a woman's self- and/or body esteem.

However, a recent study found that using less *extremely* thin models (i.e. using moderately thin or moderately overweight models) may have the opposite effect. Since the

respondents are not engaging in an upward comparison, or unattainable state, they tend to perceive moderately thin or moderately overweight models as more like themselves (Smeesters & Mandel, 2006). These findings suggest that a cultural shift from using highly attractive and extremely thin models to the use real women as models may be possible, even without compromising effectiveness of an advertisement.

### *Advertisement Effectiveness in Relation to Beauty*

Research on the beauty ideal as portrayed in advertisements is contradictory in that there is such a concern about the personal effects of unrealistic beauty portrayed in advertising, yet the use of this type of beauty is so predominant in advertising. Dion, Berscheid and Walster (1972) pioneered the study of beauty effectiveness and found that attractive people are preferred over unattractive people, and that attractive people tend to possess more positive characteristics and traits. Essentially, the study found that beauty equaled “good” by way of a halo effect. Demonstrating this effect, Horai, Naccari and Fatoullah (1974) conducted an experiment in which they had respondents rate their opinion agreement of a newspaper editorial in conjunction with the communicator’s appearance. The results supported the hypothesis that respondents would be more likely to agree in opinion with attractive communicators than they would for unattractive or non-pictured communicators. Although Griffin and Langlois (2006) found that beauty does not necessarily elicit a “good” feeling from respondents, unattractiveness does elicit a “bad” feeling. In addition to this bias toward attractive people, there also exists a stereotype against overweight people, as overweight individuals are perceived as less intelligent and popular than thin individuals (Stephens, Hill, & Hanson, 1994; Crandall, 1994). Evidence of an attractiveness bias reinforces the relationship between beauty and thinness, and the positive effects of both.

Common practice in the advertising industry includes the use of attractive models to promote certain products (see Englis, Solomon, & Ashmore, 1994; Bower, 2001; Bower & Landreth, 2001; Griffin & Langlois, 2006). The premise of this practice is that since people respond positively to attractiveness, they are more likely to ascribe positive feelings toward a product advertised by an attractive person. However, empirical research has failed to either support or refute this hypothesis conclusively. For instance, when Caballero, Lumpkin and Madden (1989) tested effect of advertiser attractiveness in a grocery store setting using both attractive and unattractive spokespeople to promote certain food items, they actually found no difference in the purchase intent of those respondents exposed to either the attractive or unattractive spokesperson. Caballero et al. (1989) surmised that employing highly attractive models in advertising may be an overused (and unnecessary) practice that should be re-examined.

Contrary to the Caballero et al. (1989) study, Solomon, Ashmore and Longo (1992) found that the use of beauty in advertising is best suited to certain products. The authors hypothesized that since beauty is not a universal idea, it should be categorized and tested against certain products to determine how the use of a certain beauty type in an advertisement could increase the advertisement's effectiveness. Results of the categorization and match-up experiment support the hypothesis that multiple beauty types do exist, and that certain beauty types are positively associated with a corresponding beauty product. These results indicate that the use of beauty to advertise products makes sense and could prove effective. This may also explain why the Caballero et al. study disproved the beauty effectiveness hypothesis—the use of beauty to advertise food items may not be as effective as the use of beauty to advertise beauty products.

Recent research has explored the beauty/product match-up hypothesis more narrowly by testing the use of normally attractive women versus highly attractive women in ads featuring beauty products. Bower and Landreth (2001) studied the difference between highly attractive models and normally attractive models and the effectiveness of each when paired with a certain

beauty product. Beauty enhancement products, such as jewelry, perfume and lipstick, are generally more effective when paired with highly attractive models. Beauty improvement products, such as dandruff shampoo, razors and acne treatments, are just as effective when paired with normally attractive models as they are when paired with highly attractive models. However, this study is somewhat limited by the fact that it did not measure any type of respondent self-perception as an effect of viewing either type of model.

Returning to the concept of social comparison and the gap between average women and highly attractive models, additional research indicates that advertisers could begin limiting the use of highly attractive models in advertisements based on negative feelings associated with viewing ads featuring highly attractive models (Bower, 2001; Halliwell & Dittmar, 2004). As stated previously, research has shown that some women experience negative feelings when viewing ads containing highly attractive models (Richins, 1991; Pinhas et al., 1998). Bower (2001) investigated the relationship between the use of a highly attractive model in an advertisement and the effectiveness of the ad, and found that those respondents who reported high levels of comparison between themselves and the highly attractive model also reported higher levels of negative feelings. Additionally, those females that had a higher tendency to compare themselves to the highly attractive model also reported a decreased assessment of that model's credibility and expertise in relation to the product being advertised. These findings support the idea that although using beauty as an advertising tool can be effective, the use of unrealistic beauty may actually decrease an advertisement's effectiveness depending on the consumer's own tendency to engage in social comparison. However, because this study did not measure respondents' body satisfaction or self-perception prior to viewing the ads, it is difficult to determine why some respondents are more likely to compare themselves to the models than others.

Halliwell and Dittmar (2004) did attempt to determine why some females have a higher tendency to experience negative feelings toward the use of highly attractive models in advertisements than others. While many previous studies have either focused on facial features or weight, Halliwell and Dittmar combined both concepts by only manipulating only the weight of the models in the experiment (using computer software), and keeping the same face across all three treatments. Also different from previous studies, the respondents completed the Sociocultural Attitudes toward Appearance Questionnaire prior to viewing the photo treatments, in an effort to measure their awareness of societal expectations of thinness and tendency to internalize these expectations. Researchers then measured the advertisement's effectiveness and the respondents' body anxiety after showing the different treatments to randomly assigned respondents.

Congruent with the researchers' hypothesis, none of the ads shown had an effect on the body anxiety of women with low internalization scores, while the ads featuring the thin model did increase the body anxiety of those respondents that reported high levels of internalization. None of the ads proved more or less effective based on respondents' levels of internalization. This research supports Franzoi and Herzog's (1987) idea that weight of a model has the greatest effect on women than does the attractiveness of a model (Halliwell & Dittmar, 2004).

### *Summary*

As evidenced by the widely varying body of literature encompassing the study of the female beauty ideal portrayed in American advertisements, researchers have not collectively agreed on what exactly comprises beauty, and why the use of unrealistic beauty remains so pervasive in advertising. Since weight anxiety has been shown to be the most affected by images of beauty, and since most previous studies have concerned the effect of the ad on respondents'

feelings about their weight, the present study will measure whether a respondent's body-esteem and self-esteem affect attitude toward the advertisement based on the type of model depicted in the ad. Specifically, the use of a "real" (although not unattractive) model, characterized by a more average weight and beauty, will be compared to the use of an unrealistically beautiful and thin model. Therefore, the following hypotheses are proposed:

**H1: Respondents' attitude toward the ad featuring the "real" model will be significantly more positive than that of ad featuring the "ideal" model or control image.**

**H2a: For respondents with high self-esteem there will be no difference in attitude toward the ad featuring the "real" model, "ideal" model or control image.**

**H2b: For respondents with low self-esteem there will be a significant difference in attitude toward the ad featuring the "real" model, "ideal" model and control image.**

**H3a: For respondents with high body-esteem there will be no difference in attitude toward the ad featuring the "real" model, "ideal" model or control image.**

**H3b: For respondents with low body-esteem there will be a significant difference in attitude toward the ad featuring the "real" model, "ideal" model and control image.**

## CHAPTER III

### METHOD

This chapter details the research objectives, variables and hypotheses, experiment design and procedure for collecting data to support or refute the proposed hypotheses. Additionally, this chapter outlines the development of the advertising treatments that will be used in the present study, the research instrument, and sampling procedures for soliciting survey respondents. Finally, the methods for statistical analysis and data processing will be discussed.

#### *Research Objective*

While prior research has examined how specific ads affect self-esteem or body-esteem, little research exists examining how a consumer's existing self-esteem or body-esteem moderates the way an ad that portrays either idealized beauty or "real" beauty is perceived.

The primary purpose of this study is to determine whether the presence of a "real" model or an "ideal" model affects a consumer's attitude toward the advertisement, and whether a consumer's body-esteem or self-esteem moderate attitude toward the advertisement based on the type of model depicted in the ad. This study has important implications for companies that engage in consumer advertising. If the use of unattainably beautiful models in advertising has no effect on the consumer's likeability of the ad, companies could take a step toward featuring more



realistic models in their advertisements. The study will lead to further understanding of whether existing levels of body-esteem or self-esteem moderate likeability of the ad, which could help marketers better target beauty advertisements toward certain groups of women.

### *Variables and Hypotheses*

The independent variable in this experiment was the type of model depicted in the advertisement for a consumer beauty product. Two types of models were used—an “ideal” model representing the beauty ideal of a tall, tan, traditional model wearing a revealing, two-piece swimsuit, and a “real” model representing a more attainable type of beauty characterized by a more average weight and height, and wearing a modest swimsuit. In addition, a control advertisement featuring no model, but instead, an image of the product, was used. The dependent variable in the study was attitude toward the ad (AttAd). Finally, the respondents’ body-esteem and self-esteem were measured as moderating variables.

Previous studies suggest that women who view advertisements featuring ideal models can experience negative feelings as a result of the upward social comparison (Wilcox & Laird, 2000), especially if the respondent is characterized by having lower body- or self-esteem (Martin & Kennedy, 1993; Martin & Kennedy, 1994). Therefore, it was predicted that respondents would have a significantly higher attitude toward the ad featuring the “real” model.

**H1: Respondents’ attitude toward the ad featuring the “real” model will be significantly more positive than that of ad featuring the “ideal” model or control image.**

Further, based on previous research measuring body- and self-esteem as moderating variables, it was hypothesized that,

**H2a: For respondents with high self-esteem there will be no difference in attitude toward the ad featuring the “real” model, “ideal” model or control image.**

**H2b: For respondents with low self-esteem there will be a significant difference in attitude toward the ad featuring the “real” model, “ideal” model and control image.**

**H3a: For respondents with high body-esteem there will be no difference in attitude toward the ad featuring the “real” model, “ideal” model or control image.**

**H3b: For respondents with low body-esteem there will be a significant difference in attitude toward the ad featuring the “real” model, “ideal” model and control image.**

### *Experiment Design*

The method used to collect data for this study was a post-test only experiment with control group design, which consisted of two, 2x3 factorial designs that included body-esteem (high or low) across three independent variables consisting of advertisements featuring a “real” model, “ideal” model or no model. A separate 2x3 factorial design included self-esteem (high or low) across three independent variables consisting of advertisements featuring a “real” model, “ideal” model or no model. Attitude toward the ad (AttAd) was the dependent variable in both experiment designs.

### *Procedure*

Respondents were characterized as female students enrolled in both undergraduate and graduate programs at Oklahoma State University. The Oklahoma State University communications department assisted the researcher by extracting a list of 3,600 female students

that was then randomized and divided into three equal groups which were randomly assigned one of three advertisement treatments.

The survey questionnaire was entered into Survey Monkey, a web-based statistical program that facilitates data collection and analysis. One questionnaire contained the ad featuring the “real” model, one contained the ad featuring the “ideal” model, and the final ad featured an image of the product in place of the model. Aside from the advertising treatments, the survey questionnaires were identical.

The survey’s initial page described the survey procedure and provided a consent statement outlining the participants’ right to voluntarily participate in the survey. Students were asked to consent to participate by responding “I agree,” which would start the survey, or “I don’t agree,” which would end the survey. The consent language also reminded students that they were free to exit the survey at any time.

Participants who consented began by answering questions from the body- and self-esteem scales and beauty consumption habits. They were next presented with one of the three randomly assigned advertisement treatments. After viewing the ad treatment, they were provided with questions measuring attitude toward the advertisement, and finally were presented with demographic questions. The questions contained in the survey ranged in type from Likert scales, semantic differentials, multiple choice and fill-in-the-blank. Responses were captured electronically and exported to Excel files for further statistical analysis.

The experiment was initially pre-tested on a small group of students enrolled at Oklahoma State University to ensure the questionnaire was easy to understand and took the approximate amount of time the research predicted it would, as well as to determine whether the Survey Monkey collection method worked as it should. The pre-test indicated no problems with how much time it took to complete the survey, clarity or survey mechanics.

### *Advertising Treatments*

A graphic designer professionally created three ads for a new beauty product, Caress shower cream. A beauty product was chosen since prior research has shown that consumers tend to associate the use of attractive models with advertisements featuring beauty products (Solomon, Ashmore & Longo, 1992). Shower gel available for purchase at mass retailers is more affordable than a gel or cream sold at specialty or department stores, and represents a fairly common purchase for female consumers.

The ads were designed fairly simply, with a full-body shot of the model against a white backdrop, a headline reading, “Tantalizing Softness,” a small image of the product, and body copy placed at the bottom of the ad. The control ad featured a large-scale image of the product in place of the model. The model depicted in the first ad was characterized as a traditionally beautiful model indicative of the ideal beauty type favored by most advertisements; i.e. tall, very thin, with perfectly styled hair and makeup.

The second ad featured a more “real” model with features more similar to those used in the Dove campaigns. Although this model was not unattractive, she embodied physical characteristics more similar to the average American female, such as average weight and body type and paler skin. However, the image did not exactly resemble those used in the Dove campaign in an effort to decrease the likelihood of participants linking the ad with the Dove campaign ads. The control ad did not feature an image of a model; instead, the image of the model was replaced with a large image of the featured product, with identical body copy placed at the bottom of the ad.

### *Research Instruments*

Prior to viewing the randomly assigned advertisement, each respondent completed a questionnaire designed to measure both her body-esteem and self-esteem. The questionnaire consisted of questions comprised of existing, reliable scales to measure body-esteem and self-esteem—the Rosenberg Self-Esteem scale (Vispoel, Boo, & Bleiler, 2001) and the Body Esteem scale (Franzoi & Shields, 1984). The body-esteem scale included items that measure factors such as weight concern, sexual attractiveness and social self-confidence. Answers to these questions were presented in a five-point Likert scale format, with responses ranging from “have strong negative feelings” to “have strong positive feelings.” Items on the self-esteem scale included statements such as, “On the whole, I am satisfied with myself” and “I take a positive attitude toward myself,” with responses ranging from “strongly agree” to “strongly disagree.” After respondents answered questions from the esteem scales, they were presented with items that measured beauty product buying habits.

Next, the respondent viewed one of the three advertisement treatments—the advertisement featuring the “real” model, the advertisement featuring the ideal model, or the control treatment. The advertisements were laid out identically, with the exception of the model and her physical features (see Appendix). The type of clothing, backdrop, copy and product remained consistent between the three ads to control for any other visual factors aside from the model’s looks and body type. The use of professional graphic design software facilitated this process.

After viewing the treatment, each respondent then rated her attitude toward the ad using Wells’ (1964) EQ scale. Attitude toward the ad was analyzed using ten items measured on a five-point Likert scale that included “This ad is very appealing to me” and “This ad makes me feel good,” with responses ranging from “strongly disagree” to “strongly agree.” The EQ scale also

included three items measured on a five-point semantic differential, indicating whether the ad was good/bad, pleasant/unpleasant, or favorable/unfavorable.

### *Sample*

The sample for this study was a non-random, self-selected sample comprised of female students attending Oklahoma State University. The researcher obtained a sample of 3,600 females enrolled in undergraduate and graduate programs at Oklahoma State University. The researcher then randomized the list of students and divided it into three equal groups, and an advertisement treatment was randomly assigned to each group. Participants were then sent an email containing one of three links depending on which survey that group was assigned. Since the experiments proposed to measure the hypotheses consisted of 2x3 factorial designs, the final sample of at least 293 respondents resulted in the presence of at least 30 respondents in each cell.

The researcher chose to focus solely on female students based on prior research, which suggests that females tend to internalize the beauty ideal much more significantly than do males, and that the portrayal of beauty in advertising is not as effective on males as it is on females (Franzoi & Herzog, 1987). Further, men are overall more content with their appearance than are women.

### *Data Collection, Processing and Analysis*

The data collected for the three questionnaires was combined into a single data set for easier analysis. Survey Monkey automatically captured and tabulated the data, and consolidated it into a file that was exported to Excel. The three Excel files were combined and loaded into SPSS

for statistical analysis purposes. All scales included in the questionnaire contained items that the researcher needed to reverse-code to provide a single score for each variable.

It was predicted that the respondents with low body-esteem and self-esteem would respond more favorably to the ad featuring the “real” model, while respondents with high body-esteem and self-esteem would show no difference in their attitude toward either ad. To analyze the data, ANOVAs were administered to determine if there were differences between the groups of women characterized as having either high or low body esteem and high or low self-esteem, and their attitude toward the ad. As stated previously, it was expected that those respondents with low self-esteem will rate the ad featuring the “real” model significantly higher. Running statistical tests such as ANOVAs will confirm or refute this hypothesis.

## CHAPTER IV

### FINDINGS

This chapter describes in detail the findings of this study, which utilized an experiment to measure respondents' attitude toward an ad featuring a "real" model, an "ideal" model or a control treatment, and how self-esteem and body-esteem moderated respondents' attitude toward the ad. The experiment measured the respondents' body-esteem and self-esteem, and attitude toward the ad. Respondents were also asked other questions related to beauty product consumption and buying habits and other demographic information.

#### *Respondent Profile*

A total of 293 student respondents enrolled in Oklahoma State University participated in the study. Of the respondents, 84.3 percent identified themselves as female, and 15.7 did not answer. However, the survey was only sent to female students. Eighty-one percent of the respondents were white, 2.8 percent were Hispanic, 6.4 percent were Native American, 1.1 percent were Pacific Islander, four percent were African American, 2.8 percent were international (non-residents), and 3.7 were Asian American. The most predominant age group was 18 to 25 (60.1 percent), followed by 16 percent between 26 and 35, 4.8 percent between 36 and 45, and 3.4 percent were 46 or over. Regarding beauty product usage, 68.6 percent reported using



cosmetics, 66.9 percent use shower gel/cream, 76.5 percent use razors/razor blades, 67.6 percent use body lotion, 45.1 percent use facial creams, and 43.3 percent use perfume. Roughly half of respondents (49.5 percent) report purchasing beauty products once a month, on average.

#### *Body-Esteem and Self-Esteem Scale Analysis*

Overall, the mean body-esteem score for respondents was 3.34, with a median of 3.32 and a mode of 3.5. For self-esteem, the mean score was 3.89, the median was 3.90, and the mode was 4.0.

For purposes of data analysis, responses to the body- and self-esteem scales were split into two groups—high body- and self-esteem, and low body- and self-esteem. Since the responses for each scale contained five items, high and low body- and self-esteem were calculated by performing a median split to separate the responses into four groups representing high body-esteem, low body-esteem, high self-esteem and low self-esteem.

For body-esteem, 50.9 percent of respondents were characterized as having low body-esteem, and 49.1 percent were characterized as having high body-esteem. For self-esteem, 49.8 percent of respondents indicated having low self-esteem and 50.2 percent indicated having high self-esteem. Therefore, respondents were fairly evenly split between having high and low body- and self-esteem.

#### *Attitude Toward the Ad*

Research hypothesis 1 predicted that overall, respondents' attitude toward the ad featuring the "real" model will be significantly greater than that of the ad featuring the "ideal"

model or control image. An ANOVA revealed that the ad featuring the “real” model (AAAd=2.94) generated significantly more positive attitude toward the ad scores ( $F=23.12$ ;  $p<.000$ ) than the ad featuring the “ideal” model (AAAd=2.54) and the control ad (AAAd=2.69). Hypothesis 1 was supported.

Hypothesis 2a predicted no difference in attitude toward the ad for the “real” model, “ideal” model or control ad for respondents with high self-esteem. An ANOVA revealed that the ad featuring the “real” model (AAAd=2.92) generated a significantly more positive attitude toward the ad ( $F=9.99$ ;  $p<.000$ ) than the ad featuring the “ideal” model (AAAd=2.57) and the control ad (AAAd=2.63) among those with high self-esteem. Hypothesis 2a was not supported.

Hypothesis 2b predicted that respondents with low self-esteem will have a significantly more positive attitude toward the ad featuring the “real” model than the ad featuring the “ideal” model or the control ad. An ANOVA revealed that the ad featuring the “real” model (AAAd=2.96) generated significantly more positive attitude toward the ad scores ( $F=12.87$ ;  $p<.000$ ) than the ad featuring the “ideal” model (AAAd=2.52) and the control ad (AAAd=2.74) among respondents with a low self-esteem. Hypothesis 2b was supported.

Hypothesis 3a predicted no difference in attitude toward the ad for the “real” model, “ideal” model or control ad for respondents with high body-esteem. An ANOVA revealed that the ad featuring the “real” model (AAAd=2.91) generated significantly more positive attitude toward the ad scores ( $F=6.52$ ;  $p<.002$ ) than the ad featuring the “ideal” model (AAAd=2.61) and the control ad (AAAd=2.71). Hypothesis 3a was not supported.

Hypothesis 3b predicted that respondents with low body-esteem will have a significantly more positive attitude toward the ad featuring the “real” model than the ad featuring the “ideal” model or the control ad. An ANOVA revealed that the ad featuring the “real” model (AAAd=2.95) generated significantly more positive attitude toward the ad scores ( $F=13.89$ ;  $p<.000$ ) than the ad

featuring the “ideal” model (AA<sub>d</sub>=2.44) and the control ad (AA<sub>d</sub>=2.64). Hypothesis 3b was supported.

## CHAPTER V

### CONCLUSION

The female beauty ideal has shifted numerous times over the centuries, the result of a socially constructed reality that evolves in time with society and culture. As the idea of beauty shifts, so too do women's self-perceptions. Research has suggested that images portrayed in the mass media have the ability to help shape and reinforce these self-perceptions, resulting in both positive and negative feelings (Mazur, 1986; Irving, 1990; Vacker, 1993; Cohan, 2001; Spurgin, 2003).

Dove's 2004 Campaign for Real Beauty re-ignited the decades-old debate around the effects of using idealized beauty images in the media, particularly in advertising. Research gathered prior to the campaign launch indicated that women feel that the media portray what symbolizes a small fraction of beauty—beauty that is deemed unattainable to the average woman (Etcoff, Orbach, Scott, & D'Agostino, 2004). A search of the campaign website (<http://www.dove.us/#/cfrb/>) reveals the campaign is still thriving after its initial launch in 2004, indicating interest in the topic hasn't waned over the last seven years. But did Dove's campaign and the use of "real" women in its advertisements have an overall impact on the use of beauty in advertising? Has it been successful in shifting women's perceptions of what comprises real beauty?

Bissell and Rask (2010) conducted an experiment using images of Dove and plus-size models along with an ultra-thin model within the context of social comparison theory to determine whether exposure to a Dove or plus-size model would result in less of a discrepancy between participants' actual and ideal selves. Though the researchers' findings did not support this hypothesis, they did support the idea that the more a respondent participated in social comparison with an ideal image, the more critical she was of her own discrepancies. While this and other previous studies focused on measuring a woman's self-perceptions after viewing a particular advertising treatment, the present study sought to determine what kind of an effect a woman's existing body-esteem and self-esteem would have on her attitude toward an ad featuring a "real" model, "ideal" model or control treatment.

As the social construction of reality posits, humans derive their sense of reality from social interactions (Berger & Luckmann, 1966). These interactions include advertisements women are exposed to each day, through a number of media including television, magazines, newspapers and social media. If the media, as Dove's study indicate, consistently portray an unrealistic beauty that most women feel they cannot attain, it is logical to conclude that a reality based on unattainable social comparisons will have an effect on a woman's attitude toward a particular advertisement.

### *Summary*

The primary objective of this research study was to determine whether there was a difference in attitude toward an advertisement featuring either an "ideal" model or a "real" model. Self- and body-esteem were also measured and treated as moderating variables to measure whether they affected the respondents' attitude toward the ad.

Hypothesis 1 stated that all respondents would favor the advertisement containing the “real” model, consistent with the Dove research findings that indicated most women feel “ideal” beauty portrayed by the media is an unattainable state (Etcoff, Orbach, Scott, & D’Agostino, 2004). The findings from this study support Hypothesis 1, with all women—regardless of body- or self-esteem—having a more positive attitude toward the ad featuring the “real” model.

Because social comparison theory suggests that women compare themselves to others, hypotheses 2a and 3a predicted that women with high body- and self-esteem would not have a statistically significant difference in attitude toward any of the ads. However, the study found that these women had a significantly more positive attitude toward the ad featuring the “real” model than the ad featuring the “ideal” model or the control ad.

Finally, social comparison and social construction of reality theoretical foundations would indicate that women with low body- and self-esteem would prefer the ad featuring the “real” model since she represents an image closer to this group’s own, the premise of hypotheses 2b and 3b. Research from this study supports both hypothesis 2b and 3b, in that women with low body- and self-esteem did have a significantly higher attitude toward the ad featuring the “real” model than the ad featuring the “ideal” model or the control ad.

### *Discussion*

This study differed from many previous research studies aimed at better understanding beauty and advertising. Previous studies have focused primarily on how advertisements affect a woman’s self- or body-esteem, but have not focused on how a woman’s self- or body-esteem affects her attitude toward a given ad (Bissell & Rask, 2010; Wilcox & Laird, 2000; Morse & Gergen, 1970; Irving, 1990). Though Millard’s (2009) in-depth interviews did explore women’s reactions to ads featured in the Dove campaign from a semiotic relationship perspective, it was

not a quantitative study measuring how body- or self-esteem affected a woman's attitude toward an ad featuring a "real" or "ideal" model.

Results of the present study were consistent with Bower and Landreth's (2001) experiment, which analyzed the difference between highly attractive models and normally attractive models and the effectiveness of each when paired with a certain beauty product. As found in the 2001 study, beauty improvement products, such as dandruff shampoo, razors and acne treatments, and in this instance—shower gel—are just as effective when paired with normally attractive models as they are when paired with highly attractive models.

Results were also similar to those of Smeesters and Mandel (2006), in which participants responded more favorably to the use of less *extremely* thin models (i.e. using moderately thin or moderately overweight models) since they were not engaging in an upward comparison, or unattainable state. These findings, similar to those in the present study, suggest that a cultural shift from using highly attractive and extremely thin models to the use real women as models may be possible, even without compromising effectiveness of an advertisement.

However, this study differed from previous studies which indicate that ads featuring idealized beauty images are more effective than those featuring ordinary people, as consumers are drawn to images that demonstrate a desired outcome of using the advertised product (Horai, Naccari, & Fatoullah, 1974; Stephens, Hill & Hanson, 1994).

In addition, the hypotheses set forth in this study predicted that the moderating variables of body- and self-esteem would play a role in a respondent's attitude toward the advertising treatments. It was predicted that respondents with a low body- or self-esteem would prefer the more realistic model, while there would be no difference in attitude toward the ad by respondents with a high body- or self-esteem. However, the results indicate that even if a respondent had a high body- or self-esteem, she still preferred the more realistic model. This means that no matter

how a woman feels about her own self, she still prefers to see a more realistic model as opposed to a more traditional model.

Is this a result of the Dove campaign and its message that “real” beauty is better? Perhaps the Dove campaign has made a significant impression, and as a result, women are now starting to prefer the use of more realistic models in advertising. Future research is needed to explore this phenomenon more closely.

### *Implications*

This study has important implications for beauty advertising in the U.S. If all women, regardless of high or low body- and self-esteem, have a more positive attitude toward the ad featuring the “real” model, this indicates that advertisers could shift toward featuring models more representative of the average American female, with no impact on a typical consumer’s attitude toward the ad. The results also raise the question that if females prefer the ad featuring the more realistic model, why don’t more advertisers use this type of model? It is interesting to note that Dove’s Campaign for Real Beauty is still going strong after seven years, while few other beauty companies have followed suit in a significant manner. This is particularly concerning in light of studies that have shown how images of unrealistic models can negatively impact a woman’s self- or body-esteem.

Additionally, the present study also suggests that it may not be necessary to target ads featuring “real” women at certain groups, such as those that tend to have a lower body- or self-esteem. As the results indicated, the respondents’ level of body- or self-esteem did not moderate attitude toward the ad. In general, all respondents had a more favorable attitude toward the ad featuring the “real” model than the one featuring the “ideal” model.



However, this observation does highlight a significant criticism of the Dove campaign, and raises questions regarding the efficacy of using so-called real women in advertising. Though Dove's intention is to portray models that embody more realistic characteristics than traditional models, the ladies featured in the advertisements are still considered models. Real women (non-models) have stretch marks, uneven skin, cellulite and other imperfections that are noticeably absent from the Dove ads. One can counter-argue, though, that Dove has created a more inclusive idea of beauty that embraces women of all sizes, shapes and skin types, creating a subtle shift in society's collective idea of what comprises true beauty.

Finally, this study contributes to the growing body of literature that addresses the societal impact of advertising, particularly advertising aimed at women. Results found in the present study may add to a greater understanding of how a female's socially constructed self-image might impact her attitude toward advertising. This study also has important implications for American women with an unrealistic image of true beauty. If advertisements focused on portraying more realistic models, American females' perception of beauty could possibly shift away from an unattainable ideal to a more realistic vision of beauty. As Caballero et al. (1989) concluded, the use of highly attractive models in advertising may be an overused (and unnecessary) practice that should be re-examined.

### *Limitations*

There are several limitations to consider when analyzing results of the present study, including the sample population, advertisement type, experimental conditions and research instruments.

*Sample Population:* Since this study uses a sample comprised of only Oklahoma State University students as participants, the results cannot be generalized to the entire female

population. Further, the study was aimed at one primary age range (college-aged females) which does not account for the possibility that a woman's attitudes and preferences could change markedly during the course of her lifetime. In addition, the race of participants was comprised of significantly more Caucasian females than any other race. Surveying more participants from other races would be necessary in order to run additional tests to determine whether race plays a significant factor in attitude toward the ad in this study.

*Advertising Treatment:* Selecting Caress shower cream as the featured beauty product could limit the results of the present study. A beauty product was chosen based on prior research that shows consumers positively associate the use of models with beauty product advertising. However, respondents may have a preconceived opinion of Caress products, or shower cream in general, that could have impacted the results of the study. Therefore, results of this study cannot be generalized to all beauty products.

*Experimental Conditions:* Respondents were asked to complete the survey questions and view the advertising treatments online via Survey Monkey. This type of experiment does not allow respondents to view the advertisement treatments in a normal setting, such as when reading through a magazine. The experimental conditions, therefore, could impact the way the respondent views and subsequently rates her attitude toward the ad.

*Research Instrument:* This study did not measure purchase intent of the product featured in the ad. Though the study measured attitude toward the ad, measuring purchase intent would be critical for a consumer brand interested in determining whether the consumer would actually

purchase the featured product. Having a positive attitude toward the ad does not necessarily mean the consumer would be likely to purchase the product featured, which is one of the main goals a company seeks to attain when using print advertising, although there is evidence in previous literature to suggest a strong link between attitude toward an ad and purchase intent.

*Previous Knowledge of the Dove Campaign:* Though the ads were designed to not directly mimic the existing Dove ads that feature models in simple, white cotton undergarments and minimal makeup, there is a chance that the respondents in this study had been exposed to the Dove ads in the past. Because the respondents, regardless of body- or self-esteem, all generally preferred the “real” model over the “ideal” model, there is a question about whether the idea of using a more realistic model is more accepted—and even preferred—as a result of the Dove campaign. Previous exposure to the Dove campaign ads, therefore, could have played a role in the results of this study.

#### *Future Research*

The present study focused on female attitude toward an ad featuring a “real” or “ideal” model, with self- and body-esteem as moderating variables. Since the sample population was limited to female students enrolled at Oklahoma State University, future studies could focus on the differences between age brackets and to determine whether age represents a significant variable in the study of beauty and advertising. The sample population in the present study also did not include a significant number of minority respondents, which could also affect how different consumers perceive certain model types in beauty advertising.

In addition, further research is needed in order to study the effects of the Dove campaign in particular. This study raises an interesting question about whether the Dove campaign played a role in affecting the respondents' attitude toward the ad featuring the more realistic model. Research to study the Dove phenomena is needed to determine the effects of that campaign on females' perception of what comprises real beauty.

Future studies could also examine the use of other types of advertising communications such as commercials or social media campaigns. Today's advertising mix contains more integrated components, which Dove has continued to incorporate into its campaign. Dove continues to incorporate additional elements into its Campaign for Real Beauty, including advertising, social media, videos, special funding and scholarships, and educational programs targeted at young women. It would be interesting to study whether having a "story" behind an advertising campaign creates more of an impact on the consumer than a stand-alone print ad.

### *Conclusion*

As beauty and advertising continue to impose a lasting impact on women worldwide—especially younger women—it is important to continue studying the use of certain models in beauty advertisements and how it impacts a consumer's attitude toward the ad. In addition, previous studies have shown how these advertisements have the potential to either positively or negatively affect a woman's self- and body-esteem, creating a lasting impact on everyday social interactions. As evidenced by the existing body of literature, beauty is a socially constructed reality that continues to evolve in line with certain cultural conditions.

The results of this study indicate that it is possible to move away from the use of unrealistically beautiful models in favor of portraying a more realistic beauty type, without compromising a consumer's attitude toward the ad. Consumer brands should further explore

studies such as these, as they indicate the current trend may be shifting from unrealistic beauty types to more realistic beauty types, and create ads that follow suit.

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## APPENDIX

## Model 1 Instrument

### 1. Introduction

Graduate Research Study  
Mass Communication / Media Management Program  
Primary Researcher: Amber Remke

#### Study Purpose

The purpose of this research is to gain information about effective advertising of new products to females. Because you are a female college student, your participation is very important to this study.

#### Procedure

Proceeding with the web-based survey will imply your consent to participate in this study. If you decide to participate, you will be directed to the survey page upon confirming your consent.

The questionnaire will ask for your self-opinions on certain body parts and functions, your attitude toward an advertisement, beauty concerns, and general demographic questions.

The online questionnaire will take about ten minutes to complete.

#### Risks of Participation

There are no known risks associated with the project which are greater than those ordinarily encountered in daily life.

#### Benefits

Participants will not receive any direct benefits from this study.

#### Confidentiality

No personal data will be collected or stored in association with this study. All data collected during this study will be completely confidential and will be stored by the researcher on a personal computer. Data will be initially collected via the online survey provider, Survey Monkey. There are no customized links for this survey, so responses are completely anonymous and the researcher is unable to track them electronically. The data will then be transferred to an Excel spreadsheet for analysis, which will reside on the researcher's personal computer indefinitely. Hard copies of the research data will be stored in the OSU-Tulsa North Hall Building, Room 385-A, 700 N. Greenwood Ave., Tulsa, OK 74106.

Access to the data will be given to officials of Oklahoma State University, including the OSU Graduate College and the OSU Institutional Review Board. Data will be maintained indefinitely and will be reported using statistical analysis of the information.

The OSU IRB has the authority to inspect consent records and data files to assure compliance with approved procedures.

#### Contacts

Amber Remke  
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918.812.6317

Dr. Jami Fullerton  
Professor, OSU  
918.594.8579

If you have any questions about your rights as a research volunteer, you may contact Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405.744.1676 or at [irb@okstate.edu](mailto:irb@okstate.edu).

#### Participant Rights

## Model 1 Instrument

Participation in this study is voluntary. You may discontinue your involvement at any time without reprisal or penalty. Your completion of the online survey indicates that you have read and fully understand the preceding information, that you are participating in this study voluntarily, and that you are at least 18 years of age.

Consent: I have read and fully understand the consent form. I understand that my participation is voluntary. By clicking below, I am indicating that I freely and voluntarily and agree to participate in this study and I also acknowledge that I am at least 18 years of age.

It is recommended that you print a copy of this consent page for your records before you begin the study by clicking below.

**\* 1. Please indicate whether you agree or do not agree to participate in this survey.**

Agree to Participate

Do Not Agree to Participate

## Model 1 Instrument

2.

**2. On this page is a list of body parts and functions. Please read each item and indicate how you feel about this part or function of your own body using the scale provided.**

	Have strong negative feelings	Have moderate negative feelings	Have no feelings one way or the other	Have moderate positive feelings	Have strong positive feelings
Body scent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appetite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reflexes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muscular strength	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thighs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ears	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biceps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body build	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buttocks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Width of shoulders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chest or breasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of eyes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheeks/cheekbones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Figure or physique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex organs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of stomach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Model 1 Instrument

Physical condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Model 1 Instrument

3.

**3. Please record the appropriate answer for each item, depending on whether you strongly agree, agree, disagree, or strongly disagree with it.**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
On the whole, I am satisfied with myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At times I think I am no good at all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have a number of good qualities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to do things as well as most other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I do not have much to be proud of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I certainly feel useless at times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I'm a person of worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I could have more respect for myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All in all, I am inclined to think that I am a failure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a positive attitude toward myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Model 1 Instrument

4.

### 4. On average, how often do you purchase beauty products?

- Once a week
- Once every other week
- Once a month
- Once a year

Other (please specify)

### 5. What type(s) of beauty products do you typically purchase for yourself? Please select all that apply.

- Cosmetics
- Shower gel/cream
- Razors/razor blades
- Body lotion
- Facial creams
- Perfume

Other (please specify)

## Model 1 Instrument

5.

Review the advertisement on the following page for a new women's shower gel.

When you have finished reviewing the advertisement, please select the NEXT button and answer the questions relating to your opinions of the ad.

**Model 1 Instrument**

6.



*T*antalizing softness

New Caress® Whipped Soufflé™ Body Wash makes your skin soufflé-soft with its unique Silky Fragrance Infusion™, a blend of hydrating moisturizers whipped with Blackberry or White Peach Cream. It will tantalize the senses like no other.



## Model 1 Instrument

7.

**6. For each statement, select the response that best applies to how you feel about the ad.**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This ad is very appealing to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would probably skip this ad if I saw it in a magazine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a heart-warming ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me want to buy the brand it features.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad has little interest for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I dislike this ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me feel good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a wonderful ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is the kind of ad you forget easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a fascinating ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm tired of this kind of advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad leaves me cold.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Model 1 Instrument

8.

### 7. I think the ad is...

Rate your opinion on the scale:

(1) Good	2	3	4	(5) Bad
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 8. I think the ad is...

Rate your opinion on the scale:

(1) Pleasant	2	3	4	(5) Unpleasant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 9. I think the ad is...

Rate your opinion on the scale:

(1) Favorable	2	3	4	(5) Unfavorable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Model 1 Instrument

9.

### 10. What is your gender?

- Male  
 Female

### 11. What is your age?

- Under 18  
 18 to 25  
 26 to 35  
 36 to 45  
 46 or over

### 12. What is your race/ethnicity?

- White, Non-Hispanic  
 Hispanic  
 Native American  
 Asian American  
 Pacific Islander  
 African American  
 International--Non-Resident

Other (please specify)

### 13. What college do you currently attend?

- Oklahoma State University-Stillwater  
 Oklahoma State University-Tulsa  
 University of Oklahoma  
 University of Tulsa

Other (please specify)

## Model 1 Instrument

### 10. Thank you

Thank you for your participation in this study.

## Model 2 Instrument

### 1. Introduction

Graduate Research Study  
Mass Communication / Media Management Program  
Primary Researcher: Amber Remke

#### Study Purpose

The purpose of this research is to gain information about effective advertising of new products to females. Because you are a female college student, your participation is very important to this study.

#### Procedure

Proceeding with the web-based survey will imply your consent to participate in this study. If you decide to participate, you will be directed to the survey page upon confirming your consent.

The questionnaire will ask for your self-opinions on certain body parts and functions, your attitude toward an advertisement, beauty concerns, and general demographic questions.

The online questionnaire will take about ten minutes to complete.

#### Risks of Participation

There are no known risks associated with the project which are greater than those ordinarily encountered in daily life.

#### Benefits

Participants will not receive any direct benefits from this study.

#### Confidentiality

No personal data will be collected or stored in association with this study. All data collected during this study will be completely confidential and will be stored by the researcher on a personal computer. Data will be initially collected via the online survey provider, Survey Monkey. There are no customized links for this survey, so responses are completely anonymous and the researcher is unable to track them electronically. The data will then be transferred to an Excel spreadsheet for analysis, which will reside on the researcher's personal computer indefinitely. Hard copies of the research data will be stored in the OSU-Tulsa North Hall Building, Room 385-A, 700 N. Greenwood Ave., Tulsa, OK 74106.

Access to the data will be given to officials of Oklahoma State University, including the OSU Graduate College and the OSU Institutional Review Board. Data will be maintained indefinitely and will be reported using statistical analysis of the information.

The OSU IRB has the authority to inspect consent records and data files to assure compliance with approved procedures.

#### Contacts

Amber Remke  
Primary Investigator, OSU Graduate Student  
918.812.6317

Dr. Jami Fullerton  
Professor, OSU  
918.594.8579

If you have any questions about your rights as a research volunteer, you may contact Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405.744.1676 or at [irb@okstate.edu](mailto:irb@okstate.edu).

#### Participant Rights



## Model 2 Instrument

Participation in this study is voluntary. You may discontinue your involvement at any time without reprisal or penalty. Your completion of the online survey indicates that you have read and fully understand the preceding information, that you are participating in this study voluntarily, and that you are at least 18 years of age.

Consent: I have read and fully understand the consent form. I understand that my participation is voluntary. By clicking below, I am indicating that I freely and voluntarily and agree to participate in this study and I also acknowledge that I am at least 18 years of age.

It is recommended that you print a copy of this consent page for your records before you begin the study by clicking below.

**\* 1. Please indicate whether you agree or do not agree to participate in this survey.**

Agree to Participate

Do Not Agree to Participate

## Model 2 Instrument

2.

**2. On this page is a list of body parts and functions. Please read each item and indicate how you feel about this part or function of your own body using the scale provided.**

	Have strong negative feelings	Have moderate negative feelings	Have no feelings one way or the other	Have moderate positive feelings	Have strong positive feelings
Body scent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appetite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reflexes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muscular strength	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thighs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ears	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biceps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body build	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buttocks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Width of shoulders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chest or breasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of eyes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheeks/cheekbones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Figure or physique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex organs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of stomach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Model 2 Instrument

Physical condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Model 2 Instrument

3.

**3. Please record the appropriate answer for each item, depending on whether you strongly agree, agree, disagree, or strongly disagree with it.**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
On the whole, I am satisfied with myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At times I think I am no good at all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have a number of good qualities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to do things as well as most other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I do not have much to be proud of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I certainly feel useless at times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I'm a person of worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I could have more respect for myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All in all, I am inclined to think that I am a failure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a positive attitude toward myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Model 2 Instrument

4.

### 4. On average, how often do you purchase beauty products?

- Once a week
- Once every other week
- Once a month
- Once a year

Other (please specify)

### 5. What type(s) of beauty products do you typically purchase for yourself? Please select all that apply.

- Cosmetics
- Shower gel/cream
- Razors/razor blades
- Body lotion
- Facial creams
- Perfume

Other (please specify)

## Model 2 Instrument

5.

Review the advertisement on the following page for a new women's shower gel.

When you have finished reviewing the advertisement, please select the NEXT button and answer the questions relating to your opinions of the ad.

**Model 2 Instrument**

6.



*T*antalizing softness

New Caress® Whipped Soufflé™ Body Wash makes your skin soufflé-soft with its unique Silky Fragrance Infusion™, a blend of hydrating moisturizers whipped with Blackberry or White Peach Cream. It will tantalize the senses like no other.



## Model 2 Instrument

7.

**6. For each statement, select the response that best applies to how you feel about the ad.**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This ad is very appealing to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would probably skip this ad if I saw it in a magazine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a heart-warming ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me want to buy the brand it features.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad has little interest for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I dislike this ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me feel good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a wonderful ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is the kind of ad you forget easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a fascinating ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm tired of this kind of advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad leaves me cold.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Model 2 Instrument

8.

### 7. I think the ad is...

Rate your opinion on the scale:

(1) Good	2	3	4	(5) Bad
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 8. I think the ad is...

Rate your opinion on the scale:

(1) Pleasant	2	3	4	(5) Unpleasant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 9. I think the ad is...

Rate your opinion on the scale:

(1) Favorable	2	3	4	(5) Unfavorable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Model 2 Instrument

9.

### 10. What is your gender?

- Male  
 Female

### 11. What is your age?

- Under 18  
 18 to 25  
 26 to 35  
 36 to 45  
 46 or over

### 12. What is your race/ethnicity?

- White, Non-Hispanic  
 Hispanic  
 Native American  
 Asian American  
 Pacific Islander  
 African American  
 International--Non-Resident

Other (please specify)

### 13. What college do you currently attend?

- Oklahoma State University-Stillwater  
 Oklahoma State University-Tulsa  
 University of Oklahoma  
 University of Tulsa

Other (please specify)

## Model 2 Instrument

### 10. Thank you

Thank you for your participation in this study.

## Control Instrument

### 1. Introduction

Graduate Research Study  
Mass Communication / Media Management Program  
Primary Researcher: Amber Remke

#### Study Purpose

The purpose of this research is to gain information about effective advertising of new products to females. Because you are a female college student, your participation is very important to this study.

#### Procedure

Proceeding with the web-based survey will imply your consent to participate in this study. If you decide to participate, you will be directed to the survey page upon confirming your consent.

The questionnaire will ask for your self-opinions on certain body parts and functions, your attitude toward an advertisement, beauty concerns, and general demographic questions.

The online questionnaire will take about ten minutes to complete.

#### Risks of Participation

There are no known risks associated with the project which are greater than those ordinarily encountered in daily life.

#### Benefits

Participants will not receive any direct benefits from this study.

#### Confidentiality

No personal data will be collected or stored in association with this study. All data collected during this study will be completely confidential and will be stored by the researcher on a personal computer. Data will be initially collected via the online survey provider, Survey Monkey. There are no customized links for this survey, so responses are completely anonymous and the researcher is unable to track them electronically. The data will then be transferred to an Excel spreadsheet for analysis, which will reside on the researcher's personal computer indefinitely. Hard copies of the research data will be stored in the OSU-Tulsa North Hall Building, Room 385-A, 700 N. Greenwood Ave., Tulsa, OK 74106.

Access to the data will be given to officials of Oklahoma State University, including the OSU Graduate College and the OSU Institutional Review Board. Data will be maintained indefinitely and will be reported using statistical analysis of the information.

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#### Contacts

Amber Remke  
Primary Investigator, OSU Graduate Student  
918.812.6317

Dr. Jami Fullerton  
Professor, OSU  
918.594.8579

If you have any questions about your rights as a research volunteer, you may contact Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405.744.1676 or at [irb@okstate.edu](mailto:irb@okstate.edu).

#### Participant Rights

## Control Instrument

Participation in this study is voluntary. You may discontinue your involvement at any time without reprisal or penalty. Your completion of the online survey indicates that you have read and fully understand the preceding information, that you are participating in this study voluntarily, and that you are at least 18 years of age.

Consent: I have read and fully understand the consent form. I understand that my participation is voluntary. By clicking below, I am indicating that I freely and voluntarily and agree to participate in this study and I also acknowledge that I am at least 18 years of age.

It is recommended that you print a copy of this consent page for your records before you begin the study by clicking below.

**\* 1. Please indicate whether you agree or do not agree to participate in this survey.**

Agree to Participate

Do Not Agree to Participate

## Control Instrument

2.

**2. On this page is a list of body parts and functions. Please read each item and indicate how you feel about this part or function of your own body using the scale provided.**

	Have strong negative feelings	Have moderate negative feelings	Have no feelings one way or the other	Have moderate positive feelings	Have strong positive feelings
Body scent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appetite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reflexes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muscular strength	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thighs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ears	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biceps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body build	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buttocks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Width of shoulders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chest or breasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of eyes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheeks/cheekbones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Figure or physique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex organs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of stomach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Control Instrument**

Physical condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Control Instrument

3.

**3. Please record the appropriate answer for each item, depending on whether you strongly agree, agree, disagree, or strongly disagree with it.**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
On the whole, I am satisfied with myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At times I think I am no good at all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have a number of good qualities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to do things as well as most other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I do not have much to be proud of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I certainly feel useless at times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I'm a person of worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I could have more respect for myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All in all, I am inclined to think that I am a failure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a positive attitude toward myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Control Instrument

4.

### 4. On average, how often do you purchase beauty products?

- Once a week
- Once every other week
- Once a month
- Once a year

Other (please specify)

### 5. What type(s) of beauty products do you typically purchase for yourself? Please select all that apply.

- Cosmetics
- Shower gel/cream
- Razors/razor blades
- Body lotion
- Facial creams
- Perfume

Other (please specify)

## Control Instrument

5.

Review the advertisement on the following page for a new women's shower gel.

When you have finished reviewing the advertisement, please select the NEXT button and answer the questions relating to your opinions of the ad.

6.



*T*antalizing softness

New Caress® Whipped Soufflé™ Body Wash makes your skin soufflé-soft with its unique Silky Fragrance Infusion™, a blend of hydrating moisturizers whipped with Blackberry or White Peach Cream. It will tantalize the senses like no other.



## Control Instrument

8.

### 7. I think the ad is...

Rate your opinion on the scale: (1) Good      2      3      4      (5) Bad

                      

### 8. I think the ad is...

Rate your opinion on the scale: (1) Pleasant      2      3      4      (5) Unpleasant

                      

### 9. I think the ad is...

Rate your opinion on the scale: (1) Favorable      2      3      4      (5) Unfavorable

## Control Instrument

9.

### 10. What is your gender?

- Male  
 Female

### 11. What is your age?

- Under 18  
 18 to 25  
 26 to 35  
 36 to 45  
 46 or over

### 12. What is your race/ethnicity?

- White, Non-Hispanic  
 Hispanic  
 Native American  
 Asian American  
 Pacific Islander  
 African American  
 International--Non-Resident

Other (please specify)

### 13. What college do you currently attend?

- Oklahoma State University-Stillwater  
 Oklahoma State University-Tulsa  
 University of Oklahoma  
 University of Tulsa

Other (please specify)

## Control Instrument

### 10. Thank you

Thank you for your participation in this study.

Oklahoma State University Institutional Review Board

Date: Tuesday, November 30, 2010  
IRB Application No AS10114  
Proposal Title: Body Esteem and the Effects of Using "Real Women" in Advertising

Reviewed and Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 11/29/2011

Principal Investigator(s):

Danasue Amber Remke  
5342 S. Norfolk Ave  
Tulsa, OK 74105  
Jami Armstrong Fullerton  
OSU-Tulsa 700 N. Greenwor  
Tulsa, OK 74106

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 219 Cordell North (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,



Shelia Kennison, Chair  
Institutional Review Board

To: Female University Students  
From: Amber Remke  
RE: Advertising Experiment for Graduate Research

Dear University Student,

I am currently working on a research project that will partially fulfill the requirements for a Master of Science degree in Mass Communication from OSU-Tulsa. I would like to request your assistance with my research.

The information that you provide in an online survey will be completely confidential and will be used in a summary form with other respondents' information. If you agree to participate in the research project you will need access to the Internet to complete a short 10 minute questionnaire.

Please review the first page of the survey for details regarding the research project. If you have any further questions, please contact me directly.

It is important to remember that participation in this study is completely voluntary and it is not a class requirement. You may quit your participation in the research at any time by deleting this email or exiting the questionnaire browser.

If you choose to continue, please click the link below to be directed to the questionnaire.

<Link to questionnaire>

I appreciate your assistance with this project and if you have any questions or concerns, please feel free to contact me.

Sincerely,

Amber Remke  
[amber.remke@okstate.edu](mailto:amber.remke@okstate.edu)  
918.812.6317





**Model 1 Instrument**

**Exit this survey**

**1. Introduction**

Graduate Research Study  
Mass Communication / Media Management Program  
Primary Researcher: Amber Remke

**Study Purpose**

The purpose of this research is to gain information about effective advertising of new products to females. Because you are a female college student, your participation is very important to this study.

**Procedure**

Proceeding with the web-based survey will imply your consent to participate in this study. If you decide to participate, you will be directed to the survey page upon confirming your consent.

The questionnaire will ask for your self-opinions on certain body parts and functions, your attitude toward an advertisement, beauty concerns, and general demographic questions.

The online questionnaire will take about ten minutes to complete.

**Risks of Participation**

There are no known risks associated with the project which are greater than those ordinarily encountered in daily life.

**Benefits**

Participants will not receive any direct benefits from this study.

**Confidentiality**

No personal data will be collected or stored in association with this study. All data collected during this study will be completely confidential and will be stored by the researcher on a personal computer. Data will be initially collected via the online survey provider, Survey Monkey. There are no customized links for this survey, so responses are completely anonymous and the researcher is unable to track them electronically. The data will then be transferred to an Excel spreadsheet for analysis, which will reside on the researcher's personal computer indefinitely. Hard copies of the research data will be stored in the OSU-Tulsa North Hall Building, Room 385-A, 700 N. Greenwood Ave., Tulsa, OK 74106.

Access to the data will be given to officials of Oklahoma State University, including the OSU Graduate College and the OSU Institutional Review Board. Data will be maintained indefinitely and will be reported using statistical analysis of the information.

The OSU IRB has the authority to inspect consent records and data files to assure compliance with approved procedures.

**Contacts**

Amber Remke  
Primary Investigator, OSU Graduate Student  
918.812.6317



Dr. Jami Fullerton  
Professor, OSU  
918.594.8579

If you have any questions about your rights as a research volunteer, you may contact Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405.744.1676 or at [irb@okstate.edu](mailto:irb@okstate.edu).

**Participant Rights**

Participation in this study is voluntary. You may discontinue your involvement at any time without reprisal or penalty. Your completion of the online survey indicates that you have read and fully understand the preceding information, that you are participating in this study voluntarily, and that you are at least 18 years of age.

**Consent:** I have read and fully understand the consent form. I understand that my participation is voluntary. By clicking below, I am indicating that I freely and voluntarily and agree to participate in this study and I also acknowledge that I am at least 18 years of age.

It is recommended that you print a copy of this consent page for your records before you begin the study by clicking below.

**1. Please indicate whether you agree or do not agree to participate in this survey.**

- Agree to Participate  Do Not Agree to Participate

Next



VITA

DanaSue Amber Remke

Candidate for the Degree of

Master of Science

Thesis: THE EFFECTS OF USING “REAL WOMEN” IN ADVERTISING

Major Field: Mass Communication/Media Management

Biographical:

Education:

The University of Tulsa

Bachelor of Arts – Communications

May 2001

Oklahoma State University

Master of Science – Mass Communication/Media Management

Expected Completion – May 2011

Experience:

Saint Francis Health System – Tulsa, OK

Account Executive/Marketing (2001-2004)

HireRight – Tulsa, OK

Marketing Manager (2004-Present)

Professional Memberships:

Public Relations Society of America

Name: Danasue Amber Remke

Date of Degree: May, 2011

Institution: Oklahoma State University

Location: Tulsa, Oklahoma

Title of Study: THE EFFECTS OF USING “REAL WOMEN” IN ADVERTISING

Pages in Study: 93

Candidate for the Degree of Master of Science

Major Field: Mass Communication/Media Management

Scope and Method of Study:

Dove launched its widely publicized “Campaign for Real Beauty” in 2004 based on the premise that women around the globe felt that beauty portrayed in mainstream media contained unrealistic images that most women could not attain. The advertisements created for the campaign featured women that embodied characteristics closer to those of the average female. But are advertisements that use more realistic models as effective as those that use “ideal” models? This study seeks to answer that question using an experimental design to determine whether there is a difference in females’ attitude toward an ad featuring an “ideal” model or a more realistic model, and whether body-esteem or self-esteem moderate this effect. The methodology for this study is a post-test only experimental design with a control group. Participants were randomly assigned one of three different print advertisements for a beauty product. One ad features a “real” model, one features an “ideal” model, and the third ad contains a close-up image of the product in place of the model.

Findings and Conclusions:

A total of 293 female respondents enrolled in both undergraduate and graduate programs at Oklahoma State University participated in the study. Results of the study show that regardless of high or low body- or self-esteem, the women surveyed preferred the ad featuring the more realistic model. This study has important implications for providing a greater understanding of how media affects self-image, as well as the implications of these unrealistic standards and how they impact a consumer’s attitudes toward advertising. This study also has important implications for American women with an unrealistic image of true beauty. If advertisements focused on portraying more realistic models, American females’ perception of beauty could possibly shift away from an unattainable ideal to a more realistic vision of beauty.

ADVISER’S APPROVAL: Jami A. Fullerton

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