

2012

A study to investigate the effects of priming a Lad's magazine brand on women's perception of the sexual harassment of other women

Robson, E.

Robson, E. (2012) A study to investigate the effects of priming a Lad's magazine brand on women's perception of the sexual harassment of other women, *The Plymouth Student Scientist*, 5(2), p. 224-243.

<http://hdl.handle.net/10026.1/13992>

The Plymouth Student Scientist
University of Plymouth

All content in PEARL is protected by copyright law. Author manuscripts are made available in accordance with publisher policies. Please cite only the published version using the details provided on the item record or document. In the absence of an open licence (e.g. Creative Commons), permissions for further reuse of content should be sought from the publisher or author.

Appendix 1

Sexual Harassment Attitudes Questionnaire (Stake & Malovich, 1990)

The purpose of this questionnaire is to examine relationships between instructors and students. You will read two scenarios involving instructors and students. Each will be followed by a set of questions consisting of statements about the scenario you have read. You will be asked to imagine that your female friend is in the situation presented. There are no right or wrong answers, only opinions. All responses will be kept confidential. If you are unsure about an answer, just indicate the response that best fits your own opinion.

Scenario 1

Suppose your female friend is attending classes on this campus. After class one day, her professor asks that she come to his office to discuss her grade with him. When she gets there he notes that she barely passed the last exam and is in danger of receiving a D for the course. He then tells her at length how much he enjoys having her in the class, leading up to a dinner invitation. He states that if they “get to know each other better” he might be able to work things out so she can get a better grade.

You will now be shown a number of statements about the situation that might help to explain why the above incident occurred. Rate your agreement with each of the following comment. Type the number that best describes your feelings in the answer box. Use the following key:

0= Strongly Disagree

1= Disagree

2= Somewhat disagree

3= Somewhat Agree

4= Agree

5= Strongly Disagree

1. The student probably anticipated that getting to know the professor personally would help her get a better grade on the course.
2. The professor probably meant no harm so it should not be taken too seriously.
3. The professor is using his status unfairly to pressure the student into dating him.
4. The professor is responding to normal sexual attraction and cannot really be blamed for his actions in the situation.
5. The professor's actions were unethical and could be harmful to his students.
6. The student is most likely a flirtatious type who enjoys getting special attention from her professors.

You will now be shown a number of statements describing possible ways your friend could deal with the situation. Rate your agreement with each of the following statements. Type the number that best describes your feeling in the answer box. Use the following key:

0= Strongly Disagree

1= Disagree

2= Somewhat disagree

3= Somewhat Agree

4= Agree

5= Strongly Disagree

7. Change the subject and try to forget about the conversation.
8. Go to dinner with the professor and talk over the problems she is having in class.
9. Continue to work hard and avoid any individual conversations with her professor.
10. Tell the professor that she is not interested in a personal relationship, and that this should have nothing to do with her grade on the course.
11. See the professor on a social basis if he is interested as it may help her grade.
12. Go to the department head and tell him/her about the professor's actions.

You will now be shown a set of word pairs that describe how she might feel about this experience. The two feelings in each pair are separated by a 7-point scale, with one word on each side of the scale. For each word pair, type the number that is closest to how you think she might feel in the answer box.

13. Insulted	0	1	2	3	4	5	6	Flattered
14. Pleased		0	1	2	3	4	5	6 Angry
15. Comfortable	0	1	2	3	4	5	6	Uncomfortable
16. Relaxed		0	1	2	3	4	5	6 Nervous
17. Intimidated	0	1	2	3	4	5	6	Powerful
18. Embarrassed	0	1	2	3	4	5	6	Proud

Scenario 2

Suppose that your female friend is attending this campus. Through the course of the term she notices that a professor in one of her classes frequently seems to be staring at her. When talking with him after class one day about an upcoming essay exam, he puts his arm around her and touches her hair. He then suggests that she comes to his office at the end of the day so that the exam can be discussed further. He adds that if she fails to do so, she will probably not do as well on the exam as she expected.

(Questions 19-36 are identical to questions 1- 18.)

Appendix 2

IAT Word Lists

Girls Names

1. Amy
2. Emily
3. Jessica
4. Laura
5. Megan
6. Nicole
7. Rebecca
8. Sarah
9. Olivia

Boys Names

1. Adam
2. Edward
3. James
4. Liam
5. Matthew
6. Nicholas
7. Robert
8. Steven
9. Oliver

Sexual Words

1. Sperm
2. Vagina
3. Penis
4. Tits
5. Sex
6. Nipples
7. Scrotum
8. Clitoris
9. Orgasm

Neutral Words

1. Door
2. Bank
3. Saucepan
4. Poster
5. Cushion
6. Garden
7. Laptop
8. Shelf
9. Plate

Monthly

	Never 0	Rarely 1	Sometimes 2-3 times	Often 4-5 times	Always 6
Cosmopolitan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FHM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glamour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Geographic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vogue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (monthly) magazine, please list below:

_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

T.V

Do you watch T.V (including on your laptop) at least once a week? Yes No

Please **circle** any of channels below that you watch at least once a week:

- | | | |
|----------------|-----------|------------------------------|
| BBC 1 or BBC 2 | Channel 4 | Channel 5 |
| BBC 3 | E4 | Sky |
| ITV | More 4 | Music Channels
(TMF, MTV) |

Other (please specify):

Approximately how many hours of T.V do you watch a week: _____ Hours per week

Please list the main programmes that you watch, (please list no more than 6):

1. _____ 2. _____

3. _____ 4. _____

5. _____ 6. _____

Film

Please **circle** your favourite film genres (**max. 3** choices)

Action

Drama

Mystery

Adventure

Family

Romance

Animation

History

Sci-fi

Biography

Horror

Thriller

Comedy

Japanese/Korean

Western

Crime

Musical

Zombies

Computer Games

Do you play computer games? Yes No

If yes, please estimate how many hours a week you spend gaming? _____ Hours per week

Briefly list the titles of the computer games you play:

1. _____

2. _____

3. _____

4. _____

5. _____

Appendix 4
Study Brief and Debrief

Brief: In the following study you will be asked to complete a picture identification task, a word categorisation task and two questionnaires. The study should take no longer than 30 minutes and you have the right to withdraw from the study at any time during the study or two weeks afterwards.

If you have any questions at the beginning or throughout this study please do not hesitate to ask the experimenter. All information will be kept under strict confidence and your data will only be identifiable through your participant number. Your name will not be kept with your data.

Debrief: This study was looking at the affects of magazine content on stereotypes of, and behaviour towards women. The experiment consisted of three conditions, Men's Magazine (M), Women's Magazine (W) and Other (O) in which, depending on the condition, you were primed with a magazine logo.

The questionnaire that followed measured how the prime had affected your judged acceptability of sexual harassment using Malovich & Stake's (1990) Sexual Harassment attitudes and beliefs questionnaire. Past research has shown (Yao, Mahood & Linz 2009) that exposure to media that portrays women as sex objects leads to increased acceptability of sexual harassment towards women.

The Implicit Association Test (IAT), which followed, aimed to measure the associations of the magazine prime with representations of women as passive or independent. Research has shown that exposure to media which portrays women as sex objects strengthens individual's associations between specific types of media, i.e. sexually objectifying magazines, and perceptions of women which can lead to the development of negative attitudes towards women in everyday life (Gunter, 2002). Other research has shown that exposure to media objectifying women, like the exposure to magazines, television, internet etc. in everyday life, increases the likelihood of male participants to dominate females in everyday tasks (Mulac, Jansma & Linz, 2002) and behave in a sexist manner (Bargh, Raymond, Pryor & Strack, 1995), and this study wanted to investigate magazine exposure would produce similar affects in female participants.

Please refrain from discussing this study with other students who may wish to participate.

Thank you for taking part and your data will be kept confidentially, and you will only referred to by your participant number __, so write this down in case you wish to withdraw from the study up to two weeks from now.

If you have any questions regarding this experiment at a later date or wish to withdraw from the study, in which case your data will be destroyed and not used, please contact us using the below details.

Emily Robson Emily.robson@students.plymouth.ac.uk

Natalie Wyer Natalie.wyer@plymouth.ac.uk

Thank you again for taking part.