Gender Bias in the Mass Media: Evaluating Rebellion Feminisms, Political Correctness and “The Other”

Caitlin Anderson and Samantha Michaelson

Department of Communication and Journalism ∙ University of Wisconsin - Eau Claire ∙ Nicole J. Schultz, Ph. D. (Faculty Advisor)

What Was the Goal?

• To better understand the nature of gender bias in advertising
• Research Question: How are rebellion feminisms, political correctness and the idea of marginalization used by male and female UWEC students to identify their own gender bias and bias in advertising

The Study

• University of Wisconsin-Eau Claire students’ perceptions of advertising were examined through a gender rebellion feminism lens, which focuses on how men and women view the media and society within American society.
• Fifty UWEC students (25 men and 25 women) responded to questionnaires regarding emotional reactions to controversial advertisements.
• Questions were based off of the three Gender Rebellion Feminisms and the idea of being “Othered” or Marginalized.
• All 50 questionnaires were analyzed and responses were separated, using a quantitative method of analysis, into categories such as:
  - Whether the ad had a positive, neutral or negative impact on the respondent
  - Whether the ad had a positive, neutral or negative emotional impact on the respondent
  - The effectiveness of the advertisements

Gender Rebellion Feminisms

- Feminisms which involve challenging gender norms -
  - Multicultural/Multiracial Feminism - Individuals are defined by the demographics that make them up
  - Social Construction Feminism - A person’s gender defines roles that have been dictated by deep rooted social structures
  - Postmodern Feminism - Gender is culturally constructed, specifically by individual actions and appearances

Exhibit Gender Rebellion Feminism Lens

Desired Gender Rebellion Feminism Lens (Political Correctness)

What Does This Demonstrate?

• Political correctness is a term applied to ideas, language, policies or behavior seen as seeking to reduce offense to gender, cultural, racial, disabled or other identity groups.
• UWEC students found Multicultural/Multiracial and Social Construction Feminisms to be less politically correct, and used the appropriate means to classify people when filling out the questionnaire.
• However, students used the feminisms characteristics equally to classify people when the type of classification was more disguised and specific.
• The results demonstrate that UWEC male students are slightly less concerned with political correctness than female UWEC students.

References

- Aubade Ad: http://tulanepadova.pbwiki.com
- Dolce and Gabbana Ad: http://www.zimbio.com
- Remy Martin Cognac Ad: http://brandmediaweek.typepad.com
- Valentino Ad: http://tulanepadova.pbwiki.com
- Dolce and Gabbana Ad: http://www.zimbio.com
- Aubade Ad: http://tulanepadova.pbwiki.com
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