

**Application Analysis of Diversity Marketing:
Localization of General Trend**

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Abstracts

Diese Arbeit beschreibt eine Anwendungsanalyse über ein wichtiges Thema des Diversity-Marketings – des auf Geschlechter spezialisierten Marketings. Mithilfe von zwei Umfragen und inhaltlichen Analysen in zwei verschiedenen Medienbereichen – dem Fernsehen und Druckmedien – konnte der generelle Trend in der Geschlechterdarstellung in der Werbung festgestellt werden. Während die meisten Befragten immer noch von Charakteristiken für Männer und Frauen Gebrauch machen, die durch die traditionellen Geschlechterrollen geformt wurden, glauben die meisten, dass die Rollen aus dem 1950er Jahren veraltet sind und dass die Medien sich an die Gesellschaftsveränderungen in Bezug auf Geschlechterrollen anpassen sollten. Jedoch haben die inhaltlichen Analysen der Medien gezeigt, dass die Vermarkter sich schon angepasst haben und den Zuschauern hauptsächlich zeitgemäße Abbilder der Männer und Frauen präsentieren anstatt der stereotypen Abbildung aus den 1950er Jahren. Ein Aspekt, der sich noch nicht verändert hat, ist die Farbkennzeichnung, die schon in der Kindheit mit dem Unterscheiden zwischen Männern und Frauen beginnt. Der Befund dieser Arbeit legt nahe, dass die Wahrnehmung und die Realität nicht immer miteinander übereinstimmen und dass, auch wenn die Anpassung fortschreitet, die Veränderungen der Geschlechterrollen noch nicht abgeschlossen sind.

Schlagwörter: Diversity-Marketing, Geschlechterrollen, Marketing, Wandel, Anpassung

This paper describes an application analysis of one important topic of diversity marketing – gender marketing. With the help of two surveys and content analyses in two different media sectors – television and print media – the general trend of gender representation in advertising could be located. While most survey respondents are still using characteristics for males and females which were shaped by traditional gender roles, most of them believe that the roles from the 1950s are outdated and that the media should adapt to the changes in societies in regard to gender roles. However, the content analyses have shown that the marketers have already adapted and are primarily presenting the viewers contemporary images of men and women instead of the stereotyped ones from the 1950s. The only issue that has not changed yet is the color coding which starts to differentiate between males and females since childhood. The findings of this paper suggest that the perception and the reality do not always correspond with each other and that, although the adoption of the change of gender roles is advancing, it is still not completed yet.

Keywords: diversity marketing, gender roles, marketing, change, adaptation

Introduction

In developed countries, nearly every single person has encountered media marketing at some point of his or her life. Who is not intrigued by an advertisement sometimes or does even know the lines of the spokesperson or sing the commercial's song? Since the beginning of media, people have realized the effect of advertising for sales. It is, therefore, unsurprising that marketing has spread to every media sector, inter alia television, print media, radio and online media (Nelke, 2011).

'How groups of people in society are portrayed in the media can have profound and far reaching effects on social perceptions about their physical and intellectual capabilities' (Sharma, 2013, p. 1).

Hitherto, consumer studies have focused on one of the following areas of diversity marketing: culture, international markets, race, age and gender (Green & Antoine, 2011). However, gender equality is an often mentioned topic in Germany and, for this reason, it is the focus of this paper. In particular, the paper focuses on the durability of the traditional representation of gender in media, especially because gender equality is still an issue, for example in the business world.

In academic usage, biological status and social roles have come to have different meanings. To clarify, the term *sex* will be used in conjunction with biological attributes of men and women, while *gender* will be used to distinguish psychological features associated with sex. And the term *gender identity* will be used to describe the self-concept (Douglas, 2006) of persons or 'one's sense of oneself' (American Psychological Association, 2011).

Literature Review

Potential customers with different cultures have ‘different values, experiences, expectations, and ways of interacting’ (Marketing Schools, 2012). However, even within a culture the differences are still present, for example through race, age, gender, profession and other factors (Marketing Schools, 2012; Austin, 2016). With the help of market segmentation, companies can reach potential customers more efficiently by satisfying their individual demand (Kotler & Armstrong, 2010). Diversity marketing as a part of market segmentation and especially gender marketing as the main topic of this paper are trying to address every possible group of people in order to ensure that they become the next consumers of the advertised goods.

Gender role and its representations in media continue to be important, even as gender roles evolve in society. In media representation, advertising is an important selling tool, but, at the same time, it is also a means of social communication. Therefore, it can be used to communicate and promote ideas in general in the market (Zhou & Chen, 1997). In addition to the social communication aspect, it can - to an extent – portray changes in the gender role representation and thus shape partly new gender stereotypes. Then again, it can affect viewers’ representations and influence judgements and behaviors of viewers (Johar, et al., 2003). In other words, advertising can shape gender roles. Specifically, through the influential effect of gender role portrayals, advertisements can either present behavioral norms or perpetuate older stereotypes (Paek, et al., 2011). To analyze this statement, past trends have to be considered.

Several recent studies that examine the historical development of mass media representation of gender roles (Zurstiege, 1998 cited in Nelke, 2011; Messner &

Oca, 2005) have found out that the classic image of such division comes from the period of 1950s, in the industrialized countries. The image is a well-known one of men working outside of the domestic sphere while women remained at home, occupied with children and household tasks. However, during the feminist movement in the 1970s and 1980s, the advertising changed and seemed to show women to work outside home instead of being a sole housewife.

There was a different level of the speed of adoption of the diverse images of women in advertising as well as in private. Throughout time and place, the adoption to the changing images of women has been divergent. Germany was one of the countries in which the traditional role representation has reached its peak in the 1950s (Nelke, 2011). However, this study also found out that the images of women in advertisements began to change during the 1970s while the images of men remained the same as before the feminist movement.

A content analysis on Canadian consumer magazines throughout the 1970s is illustrative of the way women were represented. In contrast, there seemed to have been four traditional stereotypes of women: stay-at-home mothers while the husbands were working outside of home; subordinated women who were inferior to men and therefore did not make important decisions; dependent women who needed protection from their men; and sexualized women (Zhou & Chen, 1997). In general, multiple studies, which compared commercials from the 1970s to ones from the pre-feminist movement era, suggest that the advertisements did not revise their norms and therefore the older stereotypes remained in force (cf. Zhou & Chen, 1997).

In the United Kingdom during the 1980s, the role portrayals of women in advertising have changed as well, although not on a larger scale, and were

regarded to be dualistic. This can be explained in the following way. On the one hand, the portrayal was still a traditional one with women pictured as housewives and being dependent on men. On the other hand, women were depicted to be career-oriented as well as independent (Zhou & Chen, 1997).

In spite of this improvement, in India, the portrayal of women has continued to stay negative throughout the 1990s. Although, down to the present day, media portrayals of women are continuously evolving, women's roles are often narrowly defined in the media (Sharma, 2013). In addition, women in advertisements have still less often appeared in business settings than men and were more likely to be associated with domestic products (Zhou & Chen, 1997). Throughout 1990s and 2000s, the gender role representation in advertisements around the world has altered only a little compared to former transformations (Wolin, 2003).

According to a study in Pakistan, most contemporary advertisements are portraying 'women as dependent and subservient to men' (Siddiqui & Ahmed, 2013, p. 6). Some women are presented in business setting, yet, the purpose of her character is still to allure consumers to purchase the product through the female model's attractive appearance. Not to mention, women's portrayals in advertisements are not depicted to be intelligent or hard-working. The authors observed that the use of this particular image is an exploitation but also state that this is a true representation of current cultural and societal norms (Siddiqui & Ahmed, 2013).

In addition to the studies that focus on the images itself, new research focus – while limited – is on the perception of the images by the women themselves. The study from Nigerian researchers, which focused on the portrayals of women in advertisements, has found out that women have been overrepresented in the

domestic sphere and underrepresented in business settings (Asemah, et al., 2013). Another key point of this study is that advertising often portrays women negatively and does not represent existing variety of women. The study concludes that women are not satisfied with the way they are depicted in advertisements (Asemah, et al., 2013).

During the decades since 1950s, gender representations have been both produced as a product and a topic of intense social and ideological discussion. Despite the feminist movement and decades passed, current media still depicts questions about this. The media is influencing the society to alter towards the presented gender ideals where women should be beautiful, elegant and passive, and be able to do anything in the household, while the ideal man should be tough, competitive and efficient. Other studies have reported that men are depicted to be strong, ambitious and powerful while the typical feminine traits are considered to be beauty and youth (Craig, 1992; Nelke, 2011).

Of course, advertising represents only a small segment of how the gender is represented. Disney films, for example, have been an object of much scrutiny about its representation. In fact, Disney's gender roles have been considered to be seminal in the way it normalized girls and boys as having strictly divided responsibilities and agency. In their study, the researchers England, Descartes and Collier-Meek have analyzed the gender role portrayals of princes and princesses of the popular Disney Princess line which consists of nine films. They found out that the five most common characteristics of the princes were: showing emotion, affectionate, physically strong, assertive and athletic, whereas the first two characteristics were considered to be feminine. The five most common attributes and behaviors of the princesses were: affectionate, assertive, fearful, troublesome and athletic, with two of them regarded to be masculine (England, et al., 2011).

The general consensus on Disney's traditional depiction of gender roles does not mean that there was no change. While the first Disney movies, which were produced in the 1930s and 50s, showed the princesses doing domestic work, the movies from the 1980s and 1990s no longer did that. In fact, the only princess who was shown to clean and cook afterwards was the one from *The Princess and the Frog* – the newest Disney Princess movie which came out in 2009. However, this princess 'made a successful career from traditionally feminine labor' (England, et al., 2011, p. 10) by becoming an entrepreneur via opening her own restaurant. The study came to the conclusion that, though the princesses in Disney movies are often depicted as 'idealized feminine figures' (England, et al., 2011, p. 11), the gender roles nevertheless have altered and evolved over time even though the male characters underwent less change than the female ones.

Just like women (Kumari & Joshi, 2015), male role portrayals in the media are fairly exaggerated and therefore do usually not correlate with the reality. As small of a change it might be, the role portrayals of men have changed – in some areas more than others. According to the study of the researchers of the Northern Kentucky University, the advertisements in the 1950s and 1960s pictured men drinking beer with their partner/wife, whereas during the 1970s and 1980s men were showed to be drinking beer as a reward for their work during the day. Since the 1990s, due to the 'destabilized hegemonic masculinity' (Messner & Oca, 2005, p. 4) commercials began to change and drinking was no longer associated with a reward but simply with leisure in itself. Although women have again began to make appearance in advertisements for alcoholic beverages, they are often pictured as signs of danger – to personal/emotional freedom – or as fantasy women (Messner & Oca, 2005). According to Messner's and Oca's study in

general, men are neither indoor nor outdoor heroes and therefore are depicted as “losers” (Messner & Oca, 2005) by beverage companies to sell more products.

In accordance with the content analysis of a researcher at the University of Maryland, men in advertisements are more likely to be presented as celebrities and professionals and women as demonstrators/interviewers, parents/partners and models (Craig, 1992). Although – in real life – roles can and do change. The Marlboro Man, for example, is seen as a symbol of freedom, independence and adventure and, thus, is not only demonstrating but also representing the traditional masculine features (Hakala, 2005), which inter alia include dominance, competitiveness, aggressiveness and self-confidence.

Despite the dominance of men as strength bearers, there are still several further attempts to portray the modern day men. In accordance with the study of the American researchers Tsai and Shumow, men are also part of advertisements which focus on family life. Tsai and Shumow found out that men with children do more often appear on channels targeting women and children, while the channels targeting men portrayed them without spouses and children (Tsai & Shumow, 2011). In addition, men with children but no spouse were shown six times less than vice versa and none at all were presented in advertisements for household products. Even if men did appear more often in advertisements for child-related products, they would depict an expert for the presented product instead of the father.

In addition to the studies which focus on the changed role portrayals of men and women in advertising, new research has been focusing on the perception of the advertisements. The researchers have not only found out that the portrayals of men and women in advertisements mostly do match the traditional gender

stereotypes, instead of representing the changed roles of both sexes, but also that ‘74% of men [from all over the world] said that the images of men in advertising are out of touch with reality’ (Tsai & Shumow, 2011, p. 8). The reason why it differs so much from reality is that companies want to sell their products at all costs (Craig, 1992). They use gender stereotypes to simplify the selling process as the preferences for commercials are influenced by the extent to which the mentioned stereotypes have been adopted by a person into his or her life (Poels, et al., 2005).

According to Johar, gender stereotypes are activated as well as confirmed by stereotypical advertisements, and this fact acts unconsciously like a priming effect. Coupled with the fact that people are constantly encountered with all kinds of advertisement in their daily lives, it becomes very unlikely that they become aware of the influence the stereotypical images have on them (Johar, et al., 2003). As Nelke mentioned in her study, advertisements are using information to create *effective attention*. Likewise, from psychological point of view, stereotyped information ‘is especially quickly detected and particularly well remembered’ (Nelke, 2011, p. 4) and is therefore very effective.

Besides the recognized effect of gendered advertising, other studies have discovered that stereotyped gender advertisements do not only ‘affect viewer’s perceptions’ (Siddiqui & Ahmed, 2013) but also strengthen the idea of traditional role behavior (Kumari & Joshi, 2015). Moreover, ‘even brief exposure to stereotypical advertisements plays a role in reinforcing stereotypes about gender roles’ (Lafky, et al., 1996, p. 1). According to Kumari and Joshi, young adults tend to copy the behavior demonstrated in the commercials and identify themselves with it (Kumari & Joshi, 2015). This poses a problem as ‘[m]edia need

(sic) to become a potent instrument of social change[,] need (sic) to show a balanced representation [and] diversity’ (Sharma, 2013, p. 1).

When comparing the portrayal of gender roles in the 1950s with now, it can be seen that the gender role representation has indeed changed. This can be seen as the general trend of gender marketing, because it is depicting both males and females in advertisements better than before. However, it does still not conform with the reality. Neither male nor female characters in advertisements are portrayed completely in line with the behavior, character traits or work environment of actually real men and women. As a matter of fact, in the most parts of the world media ‘is still a male bastion and men’s voices dominate’ (Sharma, 2013, p. 1) even after women began to play a major role in the everyday life by *inter alia* working full-time.

During the feminist movement, women were trying to ensure that they were put on an equal footing with men and were given the same rights as well as freedom of decision. The reason for it was the ‘discrimination of women in all layers of society’ (Poels, et al., 2005, p. 2). But while the traditional roles of men and women have blurred, the unequal representation of men and women in the media has continued which, as mentioned before, can have an impact on future generations (Kumari & Joshi, 2015) and their notion of the world.

Even if it is in the power of advertising to affect gender roles, it is, however, not said that every current advertisement is gender biased and has to be changed. First, it has to be identified why some commercials have a higher impact on consumers than others. Then, it is important to detect whether general preferences of people are changing with their roles (Poels, et al., 2005) and whether emotional or humorous advertising has noticeable effects on its audience.

When it comes to emotions, it is universally acknowledged that women are more willing to express them than men are. However, researchers found out that other factors need to be included as well. In their study, Fisher and Dubé discovered that males reacted negatively to emotional advertisements if they were watching it in company with another male. Women, on the contrary, have not shown different behaviors, neither alone nor in company with either men or women. Apart from this, there were no other significant differences between genders in general (Fisher & Dubé, 2005).

Humorous advertisements are reported to have, to a large extent, the same effects for men and women (Motwani & Agarwal, 2013). Additionally, humor has a positive impact on people, who then begin to like the advertisements – and thus the advertised product – better, and is therefore able to motivate people to purchase the product. Similarly, the effect of sexual humor in commercials has proved to be the same for both genders as well, but only if it concerns nonsexist humor (Mayer, et al., 2015). In conjunction with sexist humorous advertisements, men have shown a more positive response.

When it comes to watching humorous commercials, people tend to forget about the way humor is presented and do not think about its ethical meaning. This is one of the reasons why companies are still using unethical commercials to entertain the audience in order to attract new customers. A team of researchers examined if and how men and women reacted to unethical advertising. Due to their literature review, they have discovered that half of the studies with this topic had not found out any difference between genders while the other half observed that women were more ethical than men (Green & Antoine, 2011). The researchers linked this to ‘different socialization experiences’ (Green & Antoine, 2011, p. 12) because

men were socialized more as individuals while women were socialized rather communally.

In addition to the studies which focus on the behavior and attitudes of men and women in media, other studies are focusing on the way of how people are illustrated (i.e. physical appearance). Are advertisements showing ordinary people who can be met on the street or do they mostly show models? As women have experienced negative effects while being compared to the “flawless” models in commercials, some companies began to change their approach.

According to a research at the New York University, it is more effective if the illustration of gender in an advertisement and the gender identity of the consumer are congruent (Douglas, 2006). This way, potential consumers are able to easier identify with the advertised product. In addition, Douglas has proved the “similarity effect” for men, which states that a similar person is more compelling than a dissimilar one. Hence, the advertisements should more often portray ordinary men instead of models. This, however, is still not happening.

In reality, the male body – just as the female one – is a tool ‘to achieve a gendered identity’ (Rohlinger, 2002, p. 2). Consequently, masculinity is no longer a matter of mind but becomes a matter of the body (Kimmel, 1996 cited in Rohlinger, 2002). Since the gay liberation movement in the 1960s, the male body has become used to sell every possible product. The aftermath, however, is a negative one as men – after an increasing dislike for their body – are more frequently struggling with psychological effects such as low self-esteem and a distorted self-image (Coward, 1992, Kilbourne, 1999, Wolf, 1991 cited in Rohlinger, 2002).

The consequences of seeing a body as a product are similar for women as well. As the female body was used ‘in various art forms throughout time’ (Simpson, et al.,

1996), women are equally bearing the consequences of the pressure for corresponding with the idealized human body. Nevertheless, 'sex does in fact sell' (Jhally, 1995 cited in Rohlinger, 2002, p. 12), but, according to a study, it is even more effective if the nudity of the model is logically connected to the advertised product (Simpson, et al., 1996).

In general, 'products are created in the factory, but brands are created in the mind' (Landor, 2005, p. 28 cited in Green & Antoine, 2011, p. 2). The analyzed literature suggests how resistant images are to the new realities of female and male lives. As there are both advantages and disadvantages in regard to gender portrayals in the media, it is important to detect and analyze the true general trend of this particular issue of diversity marketing.

Method

The thesis seeks to analyze the perception of diversity marketing in regard to gender role representation. First two surveys were conducted among two subgroup of “young” consumer populations. Then, the contents of these results were analyzed to identify the overarching images of gender roles in media.

To establish the content, a survey of 27 people aged 18 to 30 was conducted in Aalen, Germany to detect people’s perception of media and their understanding of roles. Additionally, the same survey – with a small alteration in the order of the given potential answers – was given to 8 Master’s students of the University of Aalen. Its purpose was to deepen the results of the first survey and to examine, as well as to avoid, the potential priming effect of one of the questions. As the radio and online media have hardly been analyzed in regard to gender role representation (Nelke, 2011, p. 2), this paper is also focusing on television as well as print media. Therefore, a content analysis of advertisements in magazines and television was done in order to be able to locate a general trend in the media itself.

Both **surveys** consisted of ten questions; some had predetermined answers while others did not. The respondents were either students at the University of Aalen or lived and worked in Aalen. They were asked to fill out the questions independently and honestly without discussing them with their friends or colleagues and without analyzing the questions and answers too much, as this could manipulate the results.

The first two questions of the survey inquired about characteristics which the interviewee defines to be rather male or female. The respondents had to fill in these questions on their own and think about characteristics which are generally

declared to be “*male*” or “*female*” without having much time to think about it in detail.

The next two questions were less general and referred to advertisements, particularly to television media as this turned out to be the media sector people most often thought about. In questions number three and four, the respondents were asked to remember advertisements and then to connect them to the given characteristics and attributes. The attributes/characteristics consisted of the assumed typical traditional male and female traits, such as *strong* and *a winner* for males, and *sensitive* and *a good cleaner* for females.

The purpose of these questions was to find out whether the commercials are reflecting male and female stereotypes, whether they portray men and women corresponding to the changed gender roles or both. Because the effect of priming had to be eliminated, the order of the characteristics was changed in the course of the survey although the attributes remained the same. This was made to guarantee the consistency of quality.

The fifth question was exploring the opinion of the interviewee in regard to traditional gender roles (cf. Zurstiege, 1998 cited in Nelke, 2011; Messner & Oca, 2005), where men were supposed to work outside of home and be the sole *breadwinner* and women were supposed to be *housewives* and mothers. The possible answers were *positive*, *negative* and *neutral* for their general attitude, and *up-to-date* and *outdated* in order to identify the timeliness of traditional gender roles.

Additionally, the interviewee was asked if the gender roles have changed down to the present day and, if they have, how. This question wanted to examine the status quo in terms of the impact of the feminist movement and the so often discussed

topic of equality and equity. Here, the respondents could write down their thoughts and perceptions.

The following two questions dealt again with commercials. Question number seven asked whether the commercials usually appealed to the respondents or not. The possible answers were simple and as follows: *yes*, *no* and *not sure*. The latter was consciously used to give respondents the opportunity to answer this question without being forced to have a definitive answer. This way, it is ensured that the responses are as unbiased as they could be.

Question number eight asked again to remember at least one commercial but this time to think of one which has particularly appealed to the interviewee. Moreover, why the chosen commercial was appealing and which one it was. Thus could be found out why some commercials are effective or even more effective than others and if this has something to do with gender marketing. Furthermore, the difference between men and women in regard to the attractiveness of commercials could be determined. The interviewee had enough time and space to answer this question.

The penultimate question inquired after the perceptions of the respondents and asked them whether the media is representing gender roles *as they really are*, meaning if the commercials conform with the reality or if these are stereotyped. Additionally, the respondents had to give reasons for their impressions.

The last question was only at hand to specify the sex of the interviewee. The possible answers were *male*, *female*, *other* and *prefer not to answer*. The latter two wanted to ensure that no interviewee is being discriminated by the survey. Through this question, the answers of males and females could be separated and analyzed independently.

The questionnaire was created in regard to the relevant literature. The evaluation of the survey was strictly confidential and anonymous. The answers were statistically evaluated, both combined as well as separated by sex. The order of the questions was deliberately chosen in order to go deeper into the topic and to ensure that the respondents were not influenced by any gender stereotypes they have experienced in their own lives.

In contrast to the first one, the questions of the **second survey** have a slightly different order. The questions three and four were switched. While in the first survey the respondents were first asked to remember advertisements and then to connect them to the given characteristics and attributes of males, this time they were asked to remember the characteristics of females first and only then the ones related to men. In addition, the order of the predetermined answers was changed as well. In comparison to the first survey, the first characteristic of the second survey was sensitive and not strong. Other character traits were presented in a different order as well, which can be seen in the annex (p.70). The remaining questions are the same and have the same order as in the first survey.

The **content analysis** of advertisements in television was conducted in order to identify the current depiction of gender roles in the media, especially in the television, and to develop a general idea of the gender representation in television commercials. The data collection for the first content analysis took place on three different days of the week.

As most people are at home in the evening, the evening shows usually have a target group consisting of both males and females (Craig, 1992). Therefore, the first data collection was conducted during a show on a Saturday evening. The second one took place during a Monday afternoon, the third one during a

Wednesday evening and the last one during a Tuesday midday. According to the researcher Craig, women are the target group of broadcastings during the afternoons and evenings on weekdays, while the broadcastings and shows on weekends are primarily targeting the males (Craig, 1992). By selecting different periods of time and different television channels to collect the advertising data, the variety of target groups and, thus, portrayed gender roles is assured.

Before the analysis, the shows were selected and the advertisements before, during and after the shows were written down. Then, the advertisements were classified into several categories. Firstly, in groups of the sort of advertisements – travel commercials, dating agency commercials and so forth. And, secondly, in target groups, such as a male target group, a female target group, a teenager target group, a children target group and a general target group. Afterwards, the advertisements, which contained a stereotypical representation of genders, were selected and analyzed, in order to find out in which way negative stereotypical advertising is presented. The content was then compared to the literature to identify similarities or differences.

The **second content analysis** was conducted for the purpose of identifying the depiction of gender roles in magazines and, with the help of the first content analysis, to locate general trends in the media. Therefore, the second analysis was focusing on the advertisements in current magazines. It was decided to select the magazines published between the New Year's Day and the end of January, to avoid them containing specific advertisements based on several popular holidays – Christmas, New Year's Eve and Valentine's Day. Then, all the advertisements in the selected magazines were divided in categories similar to the ones in the first content analysis. Afterwards, the advertisements containing either a stereotypical content or both genders were analyzed and discussed.

The first magazines used were released on January 02, 2016, and are the following: *Men's Health*, *Women's Health* and '*Der Spiegel*'. The latter is one of the most read magazines in Germany (Schröder, 2014) and was selected because it has a large target group consisting of both male and female readers. The former ones were picked because these magazines were produced by the same publisher – Rodale Inc. (Rodale Inc., 2016). In addition, they had the same topic (lifestyle and sports) and targeted either men (*Men's Health*) or women (*Women's Health*). This should facilitate the comparison between the advertisements for males and females, and between the advertisements found in the magazine with a gender mixed target group.

To deepen the results of the survey, another two magazines were analyzed in regard to their – potentially gendered – advertisements. The first one was *Brigitte*, a typical German lifestyle magazine for women which was published on January 05, 2016. And the other one is *Auto Bild*, an automobile magazine which is targeting men and was released on January 15, 2016.

Results

First Survey

The last question asked the respondents to identify themselves as *male*, *female*, *other* or *prefer not to answer*. As stated, this thesis seeks to understand the perception of gender roles in the media and, because the respondents have only chosen the answers *male* and *female*, every single questionnaire will be considered. Forty-eight percent of the total number of 27 respondents were males and 51.85 % were females. When compared to the relative proportions of men and women in Germany in 2014 (Statista, 2015), males were slightly underrepresented in the conducted survey and females were slightly overrepresented.

As the first question had no predetermined answers, the respondents had provide their own descriptions. Male respondents have produced 19 different characteristics – while some were provided multiple times – which they tended to see as rather male ones, while women have named 23 different characteristics.

The most mentioned male characteristics by male respondents were:

Characteristics	Number of respondents	Percentage
<i>strong</i>	9	69.23%
<i>self-confident</i>	5	38.46%
<i>competitive</i>	3	23.08%
<i>adventurous</i>	3	23.08%

Table 1 Results of the first survey, question one – Most mentioned male characteristics, male respondents

And – by female respondents – the following:

Characteristics	Number of respondents	Percentage
<i>strong</i>	10	71.43%
<i>self-confident</i>	3	21.43%
<i>dominant</i>	3	21.43%
<i>successful</i>	3	21.43%

Table 2 Results of the first survey, question one – Most mentioned male characteristics, female respondents

In total, 32 different characteristics – out of 84 submitted ones – were named, ten of which were written down by both sexes. The ten characteristics which are viewed by both sexes to be rather male ones are the following (in descending order):

Characteristics	Number of respondents	Total percentage
<i>strong</i>	19	70.37%
<i>self-confident</i>	8	29.63%
<i>successful</i>	5	18.52%
<i>dominant</i>	4	14.81%
<i>aggressive</i>	4	14.81%
<i>mechanically/technically gifted</i>	3	11.11%
<i>hard/strict</i>	3	11.11%
<i>perseverant/assertive</i>	3	11.11%
<i>independent</i>	2	7.41%

Table 3 Results of the first survey, question one – Male characteristics produced by both sexes

The second question asked about characteristics which tended to be seen as rather female ones. Here, male respondents have named 22 characteristics while female ones have named 26. The most mentioned female characteristics by males were:

Characteristics	Number of respondents	Percentage
<i>sensible</i>	5	38.46%
<i>sensitive</i>	5	38.46%

Table 4 Results of the first survey, question two – Most mentioned female characteristics, male respondents

And by females the following:

Characteristics	Number of respondents	Percentage
<i>pretty</i>	4	28.57%
<i>sensible</i>	3	21.43%
<i>sensitive</i>	3	21.43%
<i>soft</i>	3	21.43%
<i>ambitious</i>	3	21.43%
<i>intelligent</i>	3	21.43%
<i>family manager/good housewife</i>	3	21.43%
<i>friendly/nice/kind/helpful</i>	3	21.43%

Table 5 Results of the first survey, question two – Most mentioned female characteristics, female respondents

In total, 40 different characteristics were named – out of 83 written down ones – and eight characteristics were mentioned by both genders. These are the following:

Characteristics	Number of respondents	Total percentage
<i>sensible</i>	8	29.63%
<i>sensitive</i>	8	29.63%
<i>pretty</i>	6	22.22%
<i>soft</i>	4	14.81%
<i>emotional</i>	4	14.81%
<i>friendly/nice/kind/helpful</i>	4	14.81%
<i>patient</i>	2	7.41%
<i>shy</i>	2	7.41%

Table 6 Results of the first survey, question two – Female characteristics produced by both sexes

None of the given characteristics of men and women were overlapping, which suggests that men and women are completely different in nature. The received answers to the first two questions signify that men and women do have a notion of how men and women are, or how they should be. Further questions of the survey will help to discover whether this view represents the traditional gender roles, and

which of the given characteristics were seen in, and could have been adopted from, the television advertisements.

The third question has asked the respondents to remember commercials and choose the characteristics/traits which were presented to be male ones. Men have marked a total of 66 characteristics, while women have marked 42. The male respondents have remembered male characters in commercials to have the following characteristics/attributes:

Characteristics	Number of respondents	Percentage
<i>strong</i>	12	92.31%
<i>successful</i>	11	84.62%
<i>a winner</i>	11	84.62%
<i>intelligent</i>	8	61.54%
<i>funny</i>	7	53.85%
<i>a good cook</i>	6	46.15%

Table 7 Results of the first survey, question three – Most mentioned male characteristics, male respondents

At the same time, the female respondents have thought about commercials where the man was portrayed to be:

Characteristics	Number of respondents	Percentage
<i>strong</i>	10	71.43%
<i>successful</i>	10	71.43%
<i>a winner</i>	7	50.00%
<i>funny</i>	4	28.57%

Table 8 Results of the first survey, question three – Most mentioned male characteristics, female respondents

The – by both sexes – most mentioned male character traits and attributes were (in descending order):

Characteristics	Number of respondents	Total percentage
<i>strong</i>	22	81.48%
<i>successful</i>	21	77.78%
<i>a winner</i>	18	66.67%
<i>funny</i>	11	40.74%
<i>intelligent</i>	11	40.74%
<i>a good cook</i>	9	33.33%

Table 9 Results of the first survey, question three – Most mentioned male characteristics, both sexes

The fourth question was the same as the third one, except that it asked about the female characteristics which were represented in commercials. The range of ticked characteristics was almost the same as in the third question and the – by male respondents – mostly remembered female characteristics in the advertisements were:

Characteristics	Number of respondents	Percentage
<i>sensitive</i>	10	76.92%
<i>a good cook</i>	9	69.23%
<i>a good cleaner</i>	9	69.23%
<i>sensible</i>	8	61.54%
<i>intelligent</i>	5	38.46%
<i>a working parent</i>	5	38.46%

Table 10 Results of the first survey, question four – Most mentioned female characteristics, male respondents

Female respondents have remembered the same characteristics but to a different extent (see annex, p. 74). The – by both sexes – most mentioned female character traits were (in descending order):

Characteristics	Number of respondents	Total percentage
<i>a good cook</i>	17	62.96%
<i>sensitive</i>	16	59.26%
<i>a good cleaner</i>	16	59.26%
<i>sensible</i>	14	51.85%
<i>a working parent</i>	10	37.04%
<i>intelligent</i>	9	33.33%

Table 11 Results of the first survey, question four – Most mentioned female characteristics, both sexes

Only two characteristics were mentioned to be applicable for both male and female characters in commercials, which were *intelligent* and *a good cook*.

The fifth question was asking about the attitude of the respondents towards the traditional gender roles, where the man is the breadwinner and the woman is a housewife. Although everyone has answered this question, some interviewees have chosen one of five possible answers, while others have chosen up to two. Around 15 % of total male respondents have written down that they see the traditional gender roles to be *positive*. 38.46 % of males have ticked the answer *neutral* and, therefore, do have neither a positive nor a negative opinion about traditional gender roles. None of the male respondents have indicated the traditional gender roles to be *negative* and the remaining 46 % have chosen not to answer this question. The other two possible answers have been *up-to-date* and *outdated*. The detailed answers can be seen in the following table (Table 12).

Answer possibilities	Number of respondents	Percentage
<i>positive</i>	2	15.38%
<i>negative</i>	0	0.00%
<i>neutral</i>	5	38.46%
<i>up-to-date</i>	1	7.69%
<i>outdated</i>	6	46.15%

Table 12 Results of the first survey, question five – Thoughts about traditional gender roles, male respondents

In contrast, none of the female respondents has answered the mentioned question with *positive*. 28.57 % of all female respondents stated that they believe traditional gender roles to be *negative* and 14.29 % have a *neutral* attitude towards them. Over 57 % have abstained from choosing one of these three answers. The remaining answer possibilities can be seen in the following table (Table 13).

Answer possibilities	Number of respondents	Percentage
<i>positive</i>	0	0.00%
<i>negative</i>	4	28.57%
<i>neutral</i>	2	14.29%
<i>up-to-date</i>	0	0.00%
<i>outdated</i>	11	78.57%

Table 13 Results of the first survey, question five – Thoughts about traditional gender roles, female respondents

In total, almost 26 % of all the respondents have a *neutral* attitude towards the traditional gender roles, 14.81 % believe them to be *negative* and 7.41 % see them as *positive*. Additionally, over half of the respondents – both males and females – have stated that they consider traditional gender roles to be *outdated* (62.96 %).

In the sixth question, the respondents were asked to tell whether they think that the gender roles have changed or if they have remained the same. Unfortunately, not everyone has chosen to give a reason for his or her opinion and therefore, the study has to rely on the reasons given. The received answers show that 92.31 % of male and 92.86 % of female respondents – an average of 92.59 % – believe that the roles have changed.

Several reasons for the selecting of the answer, that the roles have changed, were mentioned. First of all, the interviewees said that women have more rights than they used to have before (48.15 % out of all 27 respondents). Additionally, the career has become more important (29.63 %) for the society and therefore women

have adapted to this change. The same amount of respondents stated that men and women are now – after the changed roles – to be seen as equal. 18.52 % of respondents wrote that women have grown to be more independent and 7.41 % of both men and women believe that men have lost the benefits they used to have which were, unfortunately, not described further. Two women (7.41 % in total) additionally believe that both women and men have to work nowadays, as the standards of living have increased and are getting more expensive, which is causing the changed roles. Out of the 7.41 % of answers, which stated that the roles have not changed, one explanation was that – although the roles have changed to a small amount – men and women are still not seen as equal beings and, therefore, the change is not complete yet.

The next question was aimed at finding out if the respondents liked commercials and advertising in general. This question aimed at the probability of respondents to be influenced by the media and the images it portrayed. The answers of both female and male respondents were relatively equal and are as follows:

Answer possibilities	yes	no	not sure
Number of male respondents	2	6	5
Number of female respondents	3	5	6
Percentage of male respondents	15.38%	46.15%	38.46%
Percentage of female respondents	21.43%	35.71%	42.86%

Table 14 Results of the first survey, question seven – Appeal of commercials

In the eighth question, the interviewees were asked to remember and describe one particular commercial they liked. While 55.56 % could not remember any appealing commercial, the remaining 44.44 % have given at least one example. No commercial or company was mentioned both by male and female respondents. The most often mentioned commercials were diverse *Coca Cola* commercials,

which were mentioned 3 times by women (25.00 % of interviewees who could remember at least one commercial).

Several reasons were stated for this choice: *Coca Cola* commercials were declared to be funny and entertaining, were considered to not (always) represent traditional roles and showed that the company was helping to improve women's heart health. The second most mentioned group of commercials (16.67 %) belongs to the beverage industry as well and promotes beer. These commercials were mentioned by male respondents because they were considered to be funny and have great music; the named brands were *Heineken*, *Bud Light* and *Paulaner*. Other commercials were mentioned only once (8.33 %) and the ones mentioned by male respondents were as follows: *Seitenbacher Müsli* (a commercial for cereals), *Deezer* (a creative and entertaining commercial for a music-on-demand provider), *Microsoft Surface* (a *Windows* tablet commercial which was chosen because of the music) and *Old Spice* (a male perfume brand which was considered to make several funny commercials). The following commercials – named by women – were mentioned only once as well and are: *Dove* (a commercial for beauty products which is showing ordinary women instead of typical models), *Wick* (a funny commercial for cold medicine which did not represent traditional roles), *Australian Government* commercial (a drink and drive commercial which the interviewee found very catchy). Additionally, one woman has stated that she could not remember any commercial for baby food where a man was present, but could think of several with a woman. Another one noticed that – in food commercials – women were almost always cooking for their family, which this person believes to be an outdated gender role behavior.

The ninth question asked about the representation of gender roles in advertising and if they are considered – by the respondents – to properly reflect the actual

roles of men and women today. Thirteen male interviewees have taken part in the survey and these are the results to this particular question:

Answer possibilities	Number of respondents	Percentage
<i>yes</i>	2	15.38%
<i>no</i>	9	69.23%
<i>sometimes</i>	0	0.00%
<i>no answer</i>	2	15.38%

Table 15 Results of the first survey, question nine – Real gender role representation, male respondents

The response of female interviewees was slightly different: 28.57 % believe that the role representation is done correctly, 57.14 % say the opposite and the remaining 14.29 % choose the compromise and believe that the media is sometimes representing the roles as they really are and sometimes not (cf. Table 16).

Answer possibilities	Number of respondents	Percentage
<i>yes</i>	4	28.57%
<i>no</i>	8	57.14%
<i>sometimes</i>	2	14.29%
<i>no answer</i>	0	0.00%

Table 16 Results of the first survey, question nine – Real gender role representation, female respondents

The most given explanations for the answers, that the role representation is incorrect, are, first, that the roles of men and women in advertisements are considered to be exaggerated and extreme (37.04 % of all respondents) and, second, that the presented gender roles are seen to be outdated (also 37.04 %).

Second Survey

As the second survey was almost identical to the first one, its results were equally similar to the results of the first survey. The first two questions required about

characteristics which are seen as male or female ones. In total, eleven characteristics were named for males and eight for females. Only two character traits of males were mentioned by both sexes, which are *strong* (50.00 %) and *hard/strict* (25.00 %), with strong being the most mentioned male characteristic of all 8 respondents. Three female characteristics were provided by both sexes and are as follows:

Characteristics	Number of respondents	Total percentage
<i>sensitive</i>	5	62.50%
<i>emotional</i>	3	37.50%
<i>friendly/nice/kind/helpful</i>	2	25.00%

Table 17 Results of the second survey, question two – Most mentioned female characteristics, both sexes

Thus, the most mentioned female characteristic was sensitive.

In the question number three of the second survey, the respondents had to remember commercials and assign the characteristics of females to them. Six interviewees out of the total eight have remembered women to be *sensitive*, while half of them have recollected that women in commercials were portrayed to be *sensible*, a *good cook* and a *good cleaner*.

Characteristics	Number of respondents	Total percentage
<i>sensitive</i>	6	75.00%
<i>a good cook</i>	4	50.00%
<i>a good cleaner</i>	4	50.00%
<i>sensible</i>	4	50.00%

Table 18 Results of the second survey, question three – Most mentioned female characteristics

Question number four refers to male characteristics as seen in commercials and the most mentioned ones are the following:

Characteristics	Number of respondents	Total percentage
<i>successful</i>	6	75.00%
<i>strong</i>	5	62.50%
<i>a winner</i>	4	50.00%

Table 19 Results of the second survey, question four – Most mentioned male characteristics

When asked about the respondents' opinions about traditional gender roles, a half of male respondents has a *neutral* attitude towards them, while one person has a *negative* opinion and another one believes them to be *outdated* (cf. Table 20).

Answer possibilities	Number of male respondents	Percentage
<i>positive</i>	0	0.00%
<i>negative</i>	1	25.00%
<i>neutral</i>	2	50.00%
<i>up-to-date</i>	0	0.00%
<i>outdated</i>	1	25.00%

Table 20 Results of the second survey, question five – Thought, about traditional gender roles, male respondents

In contrast to it, the majority of female respondents believe that the traditional gender roles are *outdated* while one states that they are *negative*.

Answer possibilities	Number of female respondents	Percentage
<i>positive</i>	0	0.00%
<i>negative</i>	1	25.00%
<i>neutral</i>	0	0.00%
<i>up-to-date</i>	0	0.00%
<i>outdated</i>	3	75.00%

Table 21 Results of the second survey, question five – Thoughts about traditional gender roles, female respondents

In question number six, the respondents were asked if they consider that a change in gender roles has occurred or not. While every male respondent has affirmed the change, the female respondents were unsettled and one half of them affirmed the

change as well while the other negated it. The following table shows the results of all respondents of the second survey.

Answer possibilities	Number of respondents	Total Percentage
<i>yes</i>	6	75.00%
<i>no</i>	2	25.00%

Table 22 Results of the second survey, question six – Have the roles changed down to the present day?

The respondents have named some reasons for their answers. 50.00 % of male interviewees have stated that the *career* has become *more important* for women, while the remaining males either believe that women have *more rights* than before or that the *values* in general have *changed*. The latter reason was stated by a female respondent as well. In addition, the remaining 75.00 % of female respondents have stated that – whether or not the change in gender roles has been affirmed - men and women are *not quite equal* yet.

Within the scope of question seven, both male and female respondents have stated that they did either not like commercials or were not sure whether they liked them or not. The overall results can be seen below.

Answer possibilities	Number of respondents	Total Percentage
<i>yes</i>	0	0.00%
<i>no</i>	4	50.00%
<i>not sure</i>	4	50.00%

Table 23 Results of the second survey, question seven – Appeal of commercials, both sexes

In question number eight, the respondents were asked to remember at least one commercial which has appealed to them and to write it down. Only one male respondent (25.00 %) has been able to remember at least one commercial, while two women (50.00 %) were able to do the same. In total, the results are as follows:

Answer possibilities	Number of respondents	Total Percentage
<i>yes</i>	3	37.50%
<i>no</i>	5	62.50%

Table 24 Results of the second survey, question eight – Recollection of commercials, both sexes

The mentioned commercials were from the beverage company *Coca Cola*, the automotive company *Volkswagen* and the food producer *Mars* (Mars, 2015) which was represented by the candy bar *Snickers*. The *Coca Cola* commercials were mentioned two times, each by a male and a female interviewee. The reason for the female respondent was that the commercial with the *Christmas truck* represents Christmas at its fullest with its' *music, snow, happiness, joy, fun, presents*. The male respondent has neither given a reason for the *Coca Cola* commercials nor for the *Volkswagen* one. The last mentioned commercial was about a man who was a diva prior to eating a *Snickers*. This one was liked by a female respondent because it is supposed to be *realistic*.

The ninth question wanted to know from the interviewees whether media is representing gender roles as they really are. Both male and female respondents have answered either with a *no* or with *sometimes* to the same extent. The overall results are as follows:

Answer possibilities	Number of respondents	Total Percentage
<i>yes</i>	0	0.00%
<i>no</i>	4	50.00%
<i>sometimes</i>	4	50.00%
<i>no answer</i>	0	0.00%

Table 25 Results of the second survey, question nine – Real gender role representation, both sexes

The most mentioned reasons for this estimation are that commercials seem to be *exaggerated* and *extreme* in the eyes of the respondents of the second survey and

that they seem to present a *perfect world* which does not correspond with the real world.

Content Analysis – Television

The content analysis of the television advertisements was conducted in January and February, 2016. For the first collection of data, the television show '*Mein bester Feind*' (translated '*My best enemy*') was chosen, as it was shown on the popular German television channel *ProSieben* (ProSieben, 2016). The show had an audience of 1.70 million people, which corresponds a market share of 13 % of 14- until 49-year-old viewers (Krei, 2016). The show '*Mein bester Feind*' was broadcasted on January 09, 2016. It began at 8.15 p.m. and ended at 11.53 p.m. and had no specific target group.

All 149 advertisements were broadcasted before the show, during the show and right after it. They were written down and ordered in the following advertisement groups:

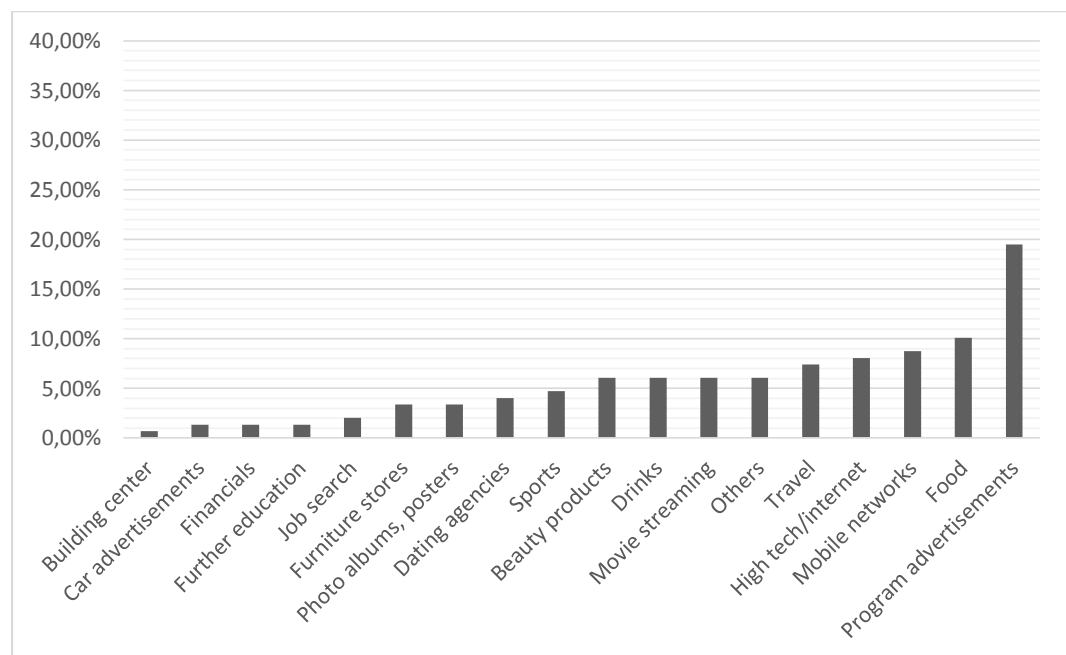


Figure 1 Content analysis, television – Distribution of advertisement categories on ProSieben (1)

As it is not always clear, how the categories were created, here a brief explanation for specific ones. The category *others* was used for the few remaining commercials, which could not be classified into one of the other categories, while the category *financials* was created for every commercial about banks, credits, insurances and ways to save money. The category *high tech/internet* was used for digital equipment – such as television, computer and smartphone – as well as for websites, which provide a service on the internet. *Furniture stores* consists of both online and retail shops, and *further education* meant commercials about skill enhancement or universities.

In addition to the classification in categories, the commercials were sorted by the target group categories: male, female, teenagers, children and general. The advertisements were usually targeting 14- until 49-year-old viewers in general (73.83 %). Only 14.09 % of commercials were aimed at men, 12.08 % at women and none at teenagers or children. Only four commercials were rated to present an older stereotyped image of men or women, which corresponds a percentage of 2.68 %, and only two commercials (1.34 %) drew positive attention through their gender portrayal. Others did not portray any strikingly stereotyped, either negative or positive gender, roles.

The second data collection was conducted on January 11, 2016, which was a Monday afternoon. The selected shows were “*Shopping Queen*” and “*4 Hochzeiten und eine Traumreise*” (translated “4 weddings and one dream journey”) on the German television channel VOX (VOX, 2016) and the lifestyle show “*Taff*” on the German channel ProSieben. The data collection began at 2.57 p.m., right before the first show “*Shopping Queen*”, and ended at 6 p.m., after last show “*Taff*”. The length of each show was 60 minutes and all of them were primarily targeting women.

It was noticeable that a lot more advertisements were broadcasted during the first show (53) – *Shopping Queen* – than during “4 Hochzeiten” (39) and “Taff” (42). The observation on the channel *VOX* took two hours and 92 advertisements were written down during both shows. During the show on the channel *ProSieben* 42 advertisements were noted, which makes it a total of 134 advertisements in three hours, which were broadcasted during female targeted shows.

The findings show that 65.22 % of the advertisements on the channel *VOX* were not targeting a specific group of people. 26.09 % of commercials had clearly targeted women, 3.26 % targeted men, 4.35 % children (under 13 years old) and 1.09 % of advertisements targeted teenagers (from 13 until 18 years old). And the most prevalently advertised categories on *VOX* were the following: *beauty products*, *food*, channel’s own *program advertisements*, *pharmaceuticals*, *cleansing agents* and *travel* (cf. Figure 2).

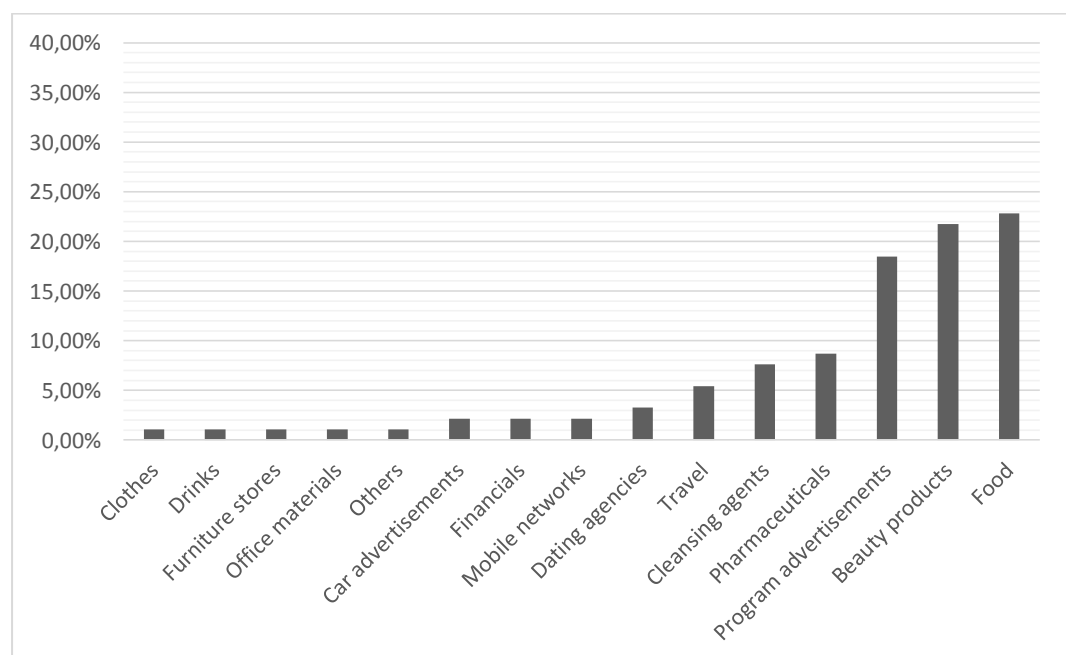


Figure 2 Content analysis, television – Distribution of advertisement categories on *VOX*

Out of the 42 commercials on *ProSieben*, 83.33 % focused on the audience in general, 11.90 % on women and none on men. Additionally, teenagers and

children were targeted by advertisements each with a percentage of 2.38 %. The most commonly used commercials were from the following categories: *ProSieben's program advertisements, food, financials, beauty products and travel* (cf. Figure 3).

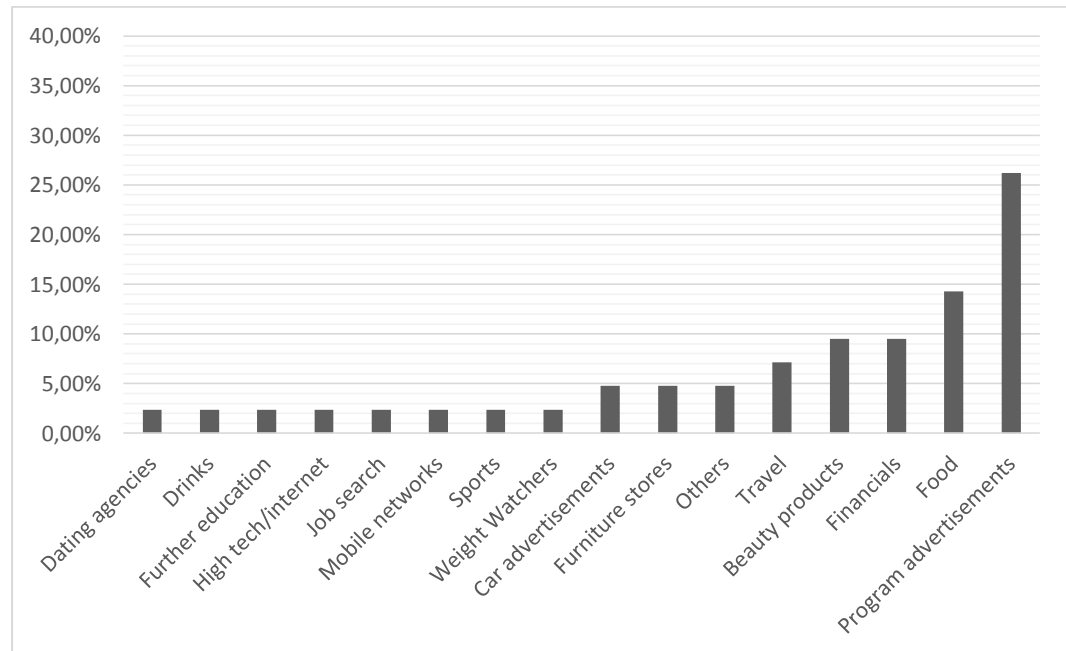


Figure 3 Content analysis, television – Distribution of advertisement categories on ProSieben (2)

The third data collection was conducted on January 13, 2016, on the channel *DMAX*. This channel is also referred to as the number one lifestyle channel for men in Germany (Discovery Networks, 2016) and is operated by Discovery Networks. The selected shows were “*Ausgesetzt in der Wildnis*” (DMAX, 2016) – also known as *Man Vs Wild* (Discovery, 2016), “*Fast N’ Loud*” (DMAX, 2016) and “*Die Gebrauchtwagen-Profis*” – also known as *Wheeler Dealers* (Discovery, 2016). The shows pursue topics about survival and cars and, thus, demonstrate that the television program is made for man, who in general are considered to like adventures (cf. results of the first survey) and automobiles.

Out of the collected 141 advertisements, 94.33 % had no clearly distinguishable target group and have therefore been classified to target the general target group.

The remaining 5.67 % focused clearly on male audience. The commercials were evenly distributed between the shows, with 48 commercials during *Man Vs Wild*, 46 commercials during *Fast N' Loud* and 47 during *Wheeler Dealers*.

The most prevalently advertised categories were the following: *DMAX'* own program advertisements and financials, car advertisements, travel and modeling.

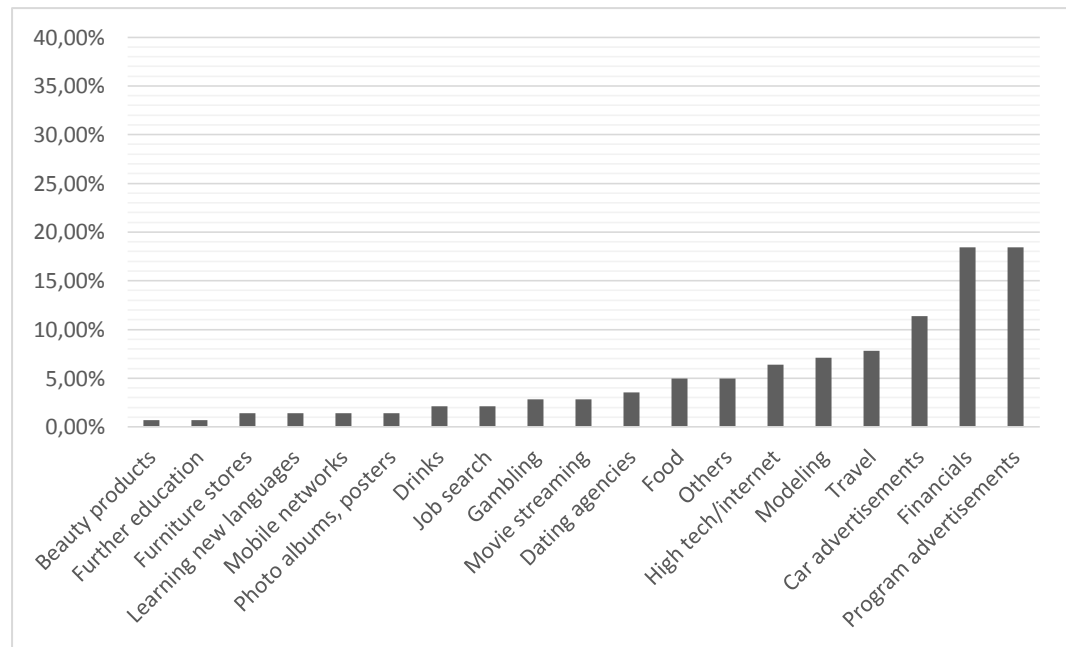


Figure 4 Content analysis, television – Distribution of advertisement categories on DMAX

The category *modeling* (cf. Figure 4) was created for every commercial about model airplanes, model railways and model ships.

The fourth data collection was conducted on February 09, 2016, from 12.50 p.m. to 4.00 p.m. The channel *Nickelodeon* was chosen because it is targeting children who are three to 13 years old. The selected shows were “*SpongeBob Schwammkopf*” – also known as *SpongeBob SquarePants* (Nickelodeon, 2016), “*Die Pinguine aus Madagaskar*” – also known as *The Penguins of Madagascar* (Nickelodeon Austria, 2014), “*Die Brot-Piloten*” – also known as *Breadwinners* (Nickelodeon, 2016), “*Teenage Mutant Ninja Turtles*”, “*Adventure Time*”,

“*Cosmo & Wanda*” – also known as *The Fairly OddParents* (Nickelodeon, 2016), “*Bella and the Bulldogs*” and “*Henry Danger*”.

Out of 72 collected advertisements, 61.11 % have targeted children, 20.83 % focused on the audience in general, 12.50 % targeted women and the remaining 5.56 % targeted teenagers. The most prevalently used commercial categories were *toys*, *Nickelodeon’s own program advertisements* and *magazines* (cf. Figure 5).

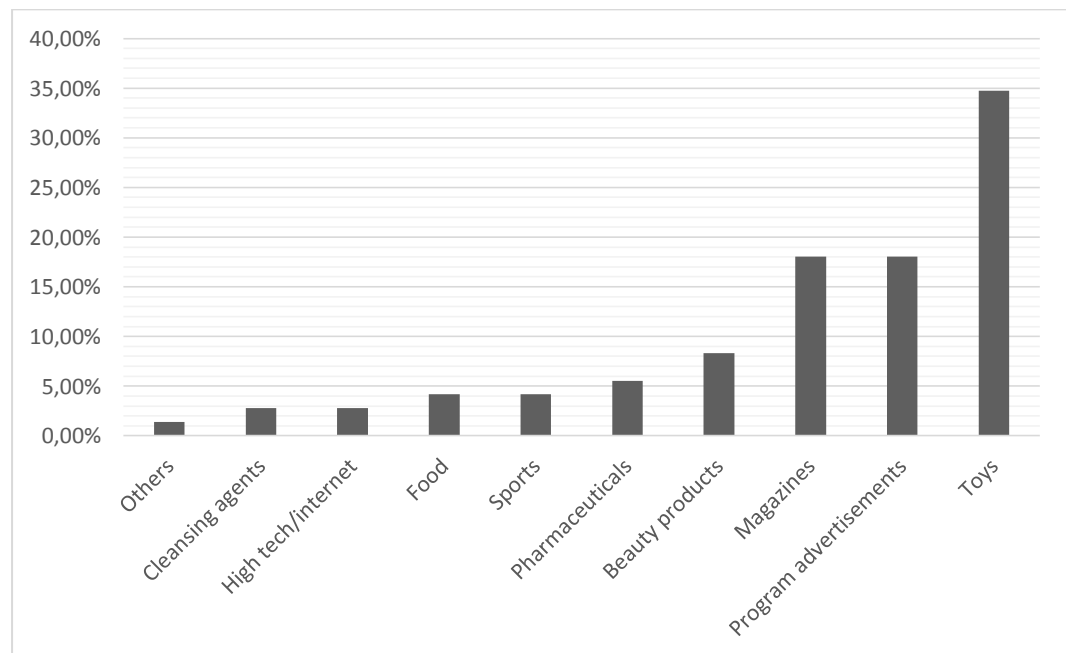


Figure 5 Content analysis, television – Distribution of advertisement categories on Nickelodeon

Content Analysis – Magazines

The content analysis of magazines was conducted at the same period of time as was the analysis of television commercials. The magazines *Men’s Health* and *Women’s Health* have each 148 pages and are both available in the format 28 cm x 21.5 cm. In addition, *Men’s Health* is available in the format 22.5 cm x 17.5 cm, while the *Women’s Health* magazine has a special booklet attached to the actual magazine. Furthermore, both magazines have a different appearance with regard to the overall coloring as well, which will be explained further in the discussion.

The content analysis of the magazines has identified that the magazine *Men's Health* has almost twice as many advertisements (38) as *Women's Health* (20). This means that 26.35 % of pages in *Men's Health* are advertisements, while only 13.51 % of *Women's Health* contain advertisements. Both magazines have six categories of advertisements in common, which are the following: *beauty products*, *clothes*, *sports clothes*, *sports nutrition*, *sports events* and the *advertisements of the magazine* itself. However, *Men's Health* has additional advertisements in the following categories: *watches*, *cars*, *magazines*, *stream/television* and *others*.

The most prevalently advertised categories in *Men's Health* are:

Advertisement categories	Amount of advertisements	Percentage
<i>Magazines</i>	7	18.42%
<i>Beauty products</i>	6	15.79%
<i>MH advertisements</i>	5	13.16%
<i>Watches</i>	4	10.53%

Table 26 Content analysis, magazines – Distribution of the more frequently used advertisement categories in *Men's Health*

The two most often advertised categories in *Women's Health* are the following:

Advertisement categories	Amount of advertisements	Percentage
<i>WH advertisements (all)</i>	9	45.00%
<i>Beauty products</i>	5	25.00%

Table 27 Content analysis, magazines – Distribution of the more frequently used advertisement categories in *Women's Health*

Most advertisements in both magazines did not include members of the other sex, but while in *Men's Health* there were four of these kind of advertisements, *Women's Health* featured only one.

The third magazine – *Der Spiegel* (from now on simply *Spiegel*) – has got 132 pages and is only available in the format 28 cm x 17.5 cm. The magazine is kept

in the colors white, black and red, while the highlights are in yellow and orange. In comparison to the previously mentioned magazines, the content analysis of *Spiegel* has identified only 19 advertisements. Most of them were *Spiegel's own advertisements* (36.84 %) concerning subscriptions and books of the *Spiegel's* book publisher. The most prevalently advertised ones are as follows:

Advertisement categories	Amount of advertisements	Percentage
<i>Spiegel advertisements</i>	7	36.84%
<i>Governmental advertisements</i>	3	15.79%
<i>Financials</i>	2	10.53%
<i>Magazines</i>	2	10.53%

Table 28 Content analysis, magazines – Distribution of the more frequently used advertisement categories in *Der Spiegel*

Another two magazines were selected to deepen the results of the content analysis – *Brigitte* and *Auto Bild*. While *Brigitte* has 158 pages, *Auto Bild* – the self-proclaimed number one in Europe – has only 84 pages. The amount of advertising can be compared to the magazine *Spiegel*, with *Brigitte* having 23 advertisements and *Auto Bild* just 19.

The most prevalently advertised categories in *Brigitte* were *magazines, furniture* and the magazine's *own advertisements* (cf. Table 29).

Advertisement categories	Amount of advertisements	Percentage
<i>Magazines</i>	5	21.74%
<i>Furniture</i>	4	17.39%
<i>Brigitte advertisements</i>	3	13.04%
<i>Beauty products</i>	2	8.70%
<i>Books</i>	2	8.70%
<i>Travel</i>	2	8.70%
<i>Diet supplements</i>	2	8.70%

Table 29 Content analysis, magazines – Distribution of the more frequently used advertisement categories in Brigitte

In *Auto Bild*, however, the most used advertisement categories were the following: *magazines, cars* and *Auto Bild's own advertisements* (cf. Table 30).

Advertisement categories	Amount of advertisements	Percentage
<i>Auto Bild advertisements</i>	4	21.05%
<i>Cars</i>	4	21.05%
<i>Magazines</i>	4	21.05%
<i>Mobile networks</i>	2	10.53%

Table 30 Content analysis, magazines – Distribution of the more frequently used advertisement categories in Auto Bild

The colors of the magazines can be compared to *Men's* and *Women's Health* and will be analyzed in the discussion.

Discussion

The results of the surveys show that - although some characteristics from the 1950s have remained the same - the respondents do agree that gender roles are subject to change. The majority of respondents believe that traditional gender roles are outdated and that the media is presenting an exaggerated illustration of gender roles. However, their answers show that the issue of gender role representation is a contemporary one because most commonly mentioned characteristics of men and women in the course of the survey were representing traditional gender roles.

An interesting, and unexpected, fact is that the results of the survey - especially the perception of media by the interviewees - do not correspond with the results of the conducted content analyses. Certainly, some commercials are indeed still representing older stereotypes and, thus, the gender roles from the 1950s. Yet, the results of the analysis of television commercials suggest that most marketers have already adapted to the change in gender roles. This can be seen in the representations of roles of men and women in the majority of television commercials, which are by no means stereotyped or exaggerated, but rather up-to-date.

The content analysis of advertisements in several magazines has come to the same conclusion. Almost no stereotyped images or slogans were found in magazines which indicate a strong influence of traditional gender roles. While some advertisements were indeed showing exaggerated images of both genders, most of them were nevertheless still representing modern gender roles. In fact, magazines have mostly featured advertisements for their own magazine as well as for others, giving consumers the feeling that the magazine is targeting no gender in

particular, even if it was not always true. The segmentation was mostly only visible by presenting particular advertisements about beauty products and by pursuing specific interests of the actual target groups.

First Survey

The results have shown that male and female students (henceforth known as men and women) have a clear notion of characteristics and traits which males and females should have and how people of both genders should behave. It is also striking that the most chosen character traits were both mentioned by men and women, meaning that there is but a small difference between the notions of both genders.

When asked about the typical male characters, both men and women have mostly chosen *strong*, *self-confident*, *dominant* or *successful*. These characters are the ones which – in advertising – are often referred to belong to men, as can be seen in the literature review. This can also be noticed in the results of the third question which has asked about male characters portrayed in commercials. The respondents have picked similar character traits as they have already written down in the first question. These are the following: *strong*, *successful* and *a winner*. Additionally, men were described to be *adventurous* and *brave*. All the mentioned male character traits were already observed by various researchers before and are nowadays as up-to-date as they were then (cf. Craig, 1992; Hakala, 2005; Nelke, 2011). The only noticeable change is that men are thought to be *good cooks* – a task which was previously only done by women.

An interesting fact is that male respondents have partly used different characteristics for the typical male character. The adjective *adventurous*, for example, has only been mentioned by male respondents. The same counts for

competitive, rational, rough, having *driving skills* and many other traits, which can be found in the annex (p. 72). These characteristics have also – for the most part – already been observed by researchers (Craig, 1992; Hakala, 2005; Nelke, 2011).

In contrast, female respondents have described the typical man to be *intelligent, muscular / sporty* and *non-emotional*. As – clearly – not every man is *muscular* or *sporty*, it can be assumed that this image has been adopted from television commercials or from advertising in general. In addition, exactly this portrayal of men is leading to their dislike of their body and their decline of self-confidence (cf. Coward, 1992, Kilbourne, 1999, Wolf, 1991 cited in Rohlinger, 2002; Douglas, 2006).

The same question has been asked again, but this time about the characteristics of women. Both males and females believe that women are above all *sensible, sensitive, pretty, soft, friendly* and *emotional*. These characters are matching the image of the 1950s housewives who take care of their husbands and their children while looking after the household. The perception of women cannot be changed if they are still seen as *family managers* and *good housewives*. However, new character traits – inter alia *ambitious* and *intelligent* – were attributed to females, which were previously seen to be rather male ones. This fact hints that gender roles have indeed changed.

However, several character traits – inter alia *ambitious, intelligent, family manager* and *good housewife* – were all mentioned by female respondents. According to these results, it can be presumed that women do believe that they are responsible for the household and, at the same time, have to have – or simply want to have – a career. Whether female respondents think that they have to be

responsible for the household cannot be satisfactorily shown on the basis of the conducted survey. However, despite the fact that some traditional female character traits have survived the feminist movement, new character traits were shown to be accepted by the conducted survey. Although the change is not a dramatic one, it nevertheless is a step into the direction of (gender) equality.

When comparing the mentioned typical female characteristics with the female character traits presented in the media, not much progress can be seen. Male and female respondents have both remembered commercials where women were portrayed to be *a good cook, a good cleaner, sensitive, sensible, and a working parent* (in descending order). Apart from *a working parent*, every other characteristic is emphasizing the traditional gender roles. And even in connection with *a working parent*, women in advertisements are shown to be – to a large extent – still representing the traditional gender roles.

As the attributed, mostly traditional, character traits seem to be fixed in the minds of people, it is important to know what they think about traditional gender roles. Therefore, a survey question was posed in order to find out why the respondents believe men to possess a trait which women have not and vice versa. Many reasons can exist for the selected character traits. The respondents could believe in the chosen character traits because the traditional gender roles appeal to them, or because they enjoy advertisements which could have an influence on their notion and behavior, or the reason could just be biology.

Whether or not it is the latter, it is beyond the scope of this project. The fact that the respondents have given up to two different answers for the fifth question makes the analysis of it rather challenging. According to the conducted survey, a quarter of the interviewees has a *neutral* attitude towards the traditional gender

roles and only around 15 % think *negatively* about them. While more than half of the respondents stated that the traditional gender roles are *outdated*, only 7.41 % have claimed that they think that the traditional gender roles are a good thing. When only considering the *positive*, *negative* and *neutral* answers, it could be suggested that the respondents either do not care about gender roles or that they do not like the traditional ones. However, the fact that so many have picked *outdated*, but not *negative*, could mean that the respondents either did not want to decide upon their opinion or that they simply did not know, whether they could choose two possible answers or just one, as this was not clarified in the fifth question.

Interestingly, only male respondents have stated that they believe traditional gender roles to be *positive* and only female respondents have picked the possible answer *negative*. Only one male interviewee declared that the traditional gender roles are *up-to-date*, while nearly twice as many female respondents have stated that the traditional roles are *outdated*. These results demonstrate that females do think more negatively about traditional gender roles than men do. Additionally, it can be presumed that women do generally think more about gender roles as they are the ones who have disadvantages if the society does not accept the changing roles of men and women.

But are the gender roles really changing? According to the conducted survey, 92.59 % of all respondents believe that the roles of men and women have indeed changed since the 1950s. This means that the majority of the respondents know about the alteration and have accepted it. Even if 7.41 % believe that men have lost their benefits and the same amount of interviewees does not think that men and women are absolutely equal nowadays. The latter – in connection with the

acknowledgement that the roles have changed – means that the society is adopting to the changes of gender roles, although the transformation is not yet completed.

The former reason, that men have lost their benefits, can be seen both as a negative and a positive development. Provided that it is negative, men would have lost privileges in various areas of life. Be it that men are no longer favored in the business world, and therefore do have fewer or inferior jobs, or that men do have to undertake the task of looking after the household and, for example, cook, clean or raise the children. A positive development would be if men have lost their benefits and now have to work hard to climb the social ladder, just like women do. The latter development would guarantee the equality and equity, which some of the survey respondents were missing.

Since the gender roles are changing, the advertising usually has to follow the lead and adapt as well. In the ninth question, the survey interviewees were asked if they think that the media is representing gender roles correctly and contemporary, and a total of 62.96 % answered in the negative. When asked to give reasons for their response, over half of the respondents (58.82 %) stated that the role representation in the media is both exaggerated as well as outdated. It is noticeable that this time both men and women have chosen the same response as well as the same reasons for it.

Whether or not the role representation is the reason for the dislike of commercials, the results of the seventh question show that 40.74 % of respondents usually do not like commercials, and other 40.74 % stated that only a few advertisements are appealing to them while others are not. As commercials are targeted to particular groups of people, it is not probable that people in general do enjoy watching every single commercial. However, if the commercials were not targeting the

respondents and the gender roles are portrayed in an extreme way, it is not surprising that advertisements are losing their appeal.

The fact that the respondents either do not like or cannot decide, whether they like commercials or not, could be in equal measure the reason that 55.56 % of the respondents could not remember any appealing commercial. As the remaining 44.44 % could remember at least one commercial, it would be interesting to find out why some commercials are appealing to men and women. The reasons of male respondents were that their selected commercials were either funny, creative, entertaining or simply had great background music. Women, on the other hand, had manifold reasons for their liking of commercials. While some females did prefer the mentioned commercials because they were funny, they also paid attention to role representation as well as ethics. The *Coca Cola* commercials, just like the *Wick* one, did not only portray traditional gender roles but, additionally, showed that the company is campaigning for the improvement of women's heart health. Another mentioned commercial is from *Dove*, where the typical models were replaced by ordinary women to celebrate the looks and complexion of real women. With this, *Dove* wanted to express that every woman is beautiful, no matter how her appearance is. Another favored commercial of female respondents was the commercial from the *Australian Government*. In this one, the government wanted to prevent its' residents to drink and drive.

With these exemplified commercials, it can be assumed that women do indeed think more ethically (cf. Green & Antoine, 2011). Besides, women apparently do also give more thought to the gender role representation issue. Two female respondents have both realized, in the course of filling out the survey, that women are the only ones starring in baby food commercials and also the ones who are cooking to their family. These examples demonstrate that, although the gender

roles were changing since the 1950s, the media has yet to adapt to these changes and stop being resistant to them. As researchers have already stated, gender roles representation in media can influence judgements and behaviors of viewers and, therefore, has the power to either perpetuate older stereotypes or present the public the ongoing behavioral norms (Paek, et al., 2011; Johar, et al., 2003).

Second Survey

The results of the second survey were similar to the first one which is even more strengthening the impression that the respondents, although different people, have a clear notion of characteristics of males and females. Furthermore, the respondents of the second survey have picked the same most mentioned characteristics in the first four questions as did the respondents of the first survey. Through the different order of questions three and four and the different order of the answer possibilities, the priming effect was not only avoided but – with the help of the similar results of both surveys – it was also proved that it has not existed before.

The only striking difference in the results was that there were no new character traits for men or women which were showing that that change in gender roles has additionally happened in the minds of the respondents as well. All the chosen characteristics and attributes are representing the traditional gender roles (cf. Craig, 1992; Hakala, 2005; Nelke, 2011). Despite this exception, the remaining results are in accordance with the results of the first survey and therefore do not need to be discussed in detail any further.

Content Analysis – Television

During the **first data collection**, only four out of 149 evening commercials were considered to clearly represent traditional gender roles, which were described in the literature review.

The first commercial was advertising the *Aptamil* follow-on milk and was targeting women ('as a mother you know that [...] you are shaping the future of your baby' (Aptawelt, 2015), translated by the author). To emphasize it, the future of the baby was illustrated through images of a couple of men and a woman in their particular professions. While the woman was presented to be a ballerina, the men were either a scientist or a mountain climber. Additionally, the room of the female infant was decorated white and pink, while the room of the male infant was held in white, blue and green. Through the differentiation of colors for boys and girls, they are influenced from a very young age to adapt to traditional gender roles (Steinberger, 2013) and to acquire a profession, which is representing their gender instead of their skills and partiality.

The second advertisement promoted *Jimdo* – a website which assists people to create their own website. While the version with the man – *Pauli Bird* – producing jewelry out of old skateboards is not obviously showing stereotypes, the version with the women is. There, *Jimdo* presents Elli's website which is called "*Elli kocht*" (translated 'Elli cooks'). When comparing both commercials, it becomes clear that, while the man is excelling in crafting, the woman is portrayed as a cook. And, what is more, she is considered to be so proficient in cooking that she has decided to create her own cooking website.

Another commercial illustrates more distinctly that it is targeting the male population. This time, the commercial has been produced directly by the

television channel *ProSieben* (Mantel, 2015). It is trying to show its audience that High Definition broadcast is only making sense if the right equipment for it is available – a HD receivable television. However, it is using seminude women – presented as “Playmates” – to promote HD movies on *ProSieben* together with the slogan ‘*schärfer als die Realität*’ (translated ‘sharper [meaning: hotter] than the reality’) (ProSieben, 2015).

The last mentionable stereotyped commercial is advertising the website *mambaby.com*. Not only is the commercial showing a sole woman caring after her baby (MAM Baby, 2014), but the name of the website is also indicating that the woman should care after her child – and not the man, even if he is the father.

However, it cannot be said that advertisements are only representing traditional gender roles. In fact, some advertisements are setting an example of how stereotype free commercials can look like. An advertisement of *Philips* has attracted positive attention by showing that both parents were taking care of their infant, feeding and playing with it. This commercial is representing the changed roles of men and women in a positive light, where both parents are experiencing their new roles as beneficial.

Another noticeable commercial was one, which was already mentioned by a respondent in the survey – a commercial about the cold medicine *Wick MediNait*. There, the man asks his wife to call his mother because, apparently, he is very ill. But, instead of calling his mother, she throws him the phone and gives him *Wick MediNait*. This medicine is shown ease symptoms of cold throughout the night and, through this, is letting the man feel better in the morning. This commercial shows that the man seems to feel the illness much more intense than the woman does and is, thus, making fun of men in general. However, at least, men are

permitted to show emotions and break free from the expectations, which the society is putting on them (e.g. the traditional role of men).

The **second data collection** wanted to find out if the commercials will differ when watching television shows which are clearly targeting women. As can be seen in the results, the commercials during the selected shows were focusing more on women (VOX: 26.09 %, *ProSieben*: 11.90 %) than they did on men (VOX: 3.26 %, *ProSieben*: 0.00 %). It was also noticeable that a large quantity of commercials, especially on VOX, belonged either to the category *beauty products* or *food, pharmaceuticals* or *cleansing agents*.

As mentioned before, more advertisements were broadcasted during the first show – *Shopping Queen* – than during the following ones. This can be led back to the topic of the show. The participants in *Shopping Queen* receive 500 euros and have only a limited amount of time (four hours) to buy an outfit and create the perfect look for a specific occasion (VOX, 2016). The fact that the audience is watching the participants of the show purchase clothes, shoes, bags and go to a hairdresser may create a need to do so themselves. And this can be traced back to the AIDA model (Hanlon, 2015; Green, 2015), where the company first has to attract attention (awareness), then generate interest in regard to the product, create a desire (need) which needs to be fulfilled and, finally, make the consumer take action and purchase the product.

Again, most of the commercials were not obviously representing the traditional gender roles. However, more commercials than before were considered to be stereotyped, while others were found to be setting an example for the appropriate role representation in media.

The first commercial, which attracted attention, belongs to the category *cleansing agents* and is promoting *Swiffer 'Staubmagnet'* (translated 'dust magnet'). In this commercial, the man is explaining a woman how to properly use *Swiffer* to clean her home and then, he demonstrates it. It is remarkable that the man is presented as an expert (cf. Tsai & Shumow, 2011; Craig, 1992), which is a clear sign that this commercial is representing the traditional gender roles.

In comparison, another advertisement is showing a man cleaning the bathroom with *Antikal*, as this is a cleansing agent against calcification. However, this time the man is simply testing the effectiveness of the product, which he, apparently, will be using himself in the future. This advertisement is neither stereotyping women nor men and is representing the changes in the portrayal of gender roles.

The next commercial is from the category *pharmaceuticals* and is promoting *Dobendan Direkt*. This medicine is helping the consumer if he has a sore throat. As the pharmaceutical is, in principle, not important for the analysis, it is noticeable in what way the main female character is illustrated. In the seen commercial, the female is – presumably – a businesswoman, as she is wearing a suit and is appearing to go to work, which is representing the present-day gender roles.

In contrast to this pharmaceutical commercial, three others were observed to portray a more stereotypical behavior. In these advertisements, women were shown with their children either inside or playing outside. Due to the lighting conditions, it can be assumed that the story line of all three commercials took place during the afternoon. This, again, can lead to surmise that the shown women are either representing housewives or part-time working women, which would

conform the – rather outdated – traditional gender roles (cf. results of the first survey).

Another noteworthy commercial is about *Pfanni* 'Mini-Knödel' (translated 'mini dumplings'). This commercial suggests to cook the dumplings like Tim does (Pfanni, 2015), who is a man who can cook and is cooking for himself. Other observed commercials of *Pfanni* are also non-stereotypical and do not portray traditional gender roles.

The last notable commercial was about a clinical group called *Medical One*, which is offering plastic surgery. In this commercial, a beautiful woman is standing in front of the mirror and observing herself. Her background voice is saying 'I have decided to do it. And I feel comfortable in my body.' At the same time, words appear which suggest that the woman has had several plastic surgeries, some to correct her body and her breasts ('Wohlfühl-Figur, verführerisches Dekolleté' – translated 'feel-good physique, alluring décolleté') and others to improve the looks of her face and teeth ('bezauberndes Gesicht, strahlendes Lächeln' – translated 'charming face, radiant smile') (cf. commercial of Medical One AG, 2014).

While, in general, there is nothing wrong in doing esthetic surgeries, it is essential that this commercial is solely targeting women. In addition, it was broadcasted during the television show '*Taff*' on *ProSieben*, which is primarily targeting women as its main topics are lifestyle, fashion trends and celebrities. After some research, a similar advertisement of *Medical One* was discovered which did additionally target the male audience (Medical One AG, 2014). However, as this commercial was not broadcasted, it can be assumed that the woman's body was used in order to create insecurities in the mind of the female audience. And this is

creating the pressure to adapt to the idealized human body, which was mentioned in the literature review (Simpson, et al., 1996; Rohlinger, 2002).

Apart from the stereotyped commercials, other things were regarded to be noteworthy as well. For example, in comparison to the first data collection, more commercials belonged to the categories *food*, *pharmaceuticals* and *cleansing agents*. As the second data collection was conducted during television shows which targeted women, the assortment of advertisements seemed to support the traditional gender roles because women in the 1950s were responsible for cooking and caring after the household (cf. Zurstiege, 1998 cited in Nelke, 2011; Messner & Oca, 2005). Additionally, more advertisements promoted supplements or organizations for weight loss which merely increase the pressure to have an ideal body (cf. Simpson, et al., 1996).

The **third data collection** wanted to observe any difference in advertising if the channel and its broadcasts are clearly targeting the male audience. For this reason, the television channel *DMAX* was selected. As can be seen in the results, apart from the general target group (94.33 %), only males (5.67 %) were targeted through the advertising. In addition, most broadcasted commercials – out of 141 observed ones – belonged to of the following categories: *car advertisements* (11.35 %), *modeling* (7.09 %) and *digital / internet* (6.38 %), and all of these are perfectly representing the common interests of men.

Also, one of the most commonly used advertisements categories was *financials*. All types of commercials – from banks and insurances to loan comparisons – were present on this category, yet it is not clear why these commercials are so frequently broadcasted on *DMAX*. There can be two reasons for it. Either men do have more money and want to invest it or they do not have anything to invest and

have to borrow some money. As the gender pay gap in Germany amounted to 22 % in 2014 (Statista, 2015), the first theory can be assumed to be true. This, and the gender pay gap in general can be traced back to the society in the 1950s.

Yet, similar to previous content analyses, no commercials with stereotyped gender portrayals were found. One observed commercial of *eBay* (*eBay Kleinanzeigen*, 2015) is showing a man looking at his old washing machine, when a background voice is suggesting him to make some money with it. Subsequently, the man is imagining how he can win race if his washing is competing against another while a lot of other men are cheering and betting on the machines. But the background voice is bursting his daydream and suggests to sell it on *eBay* '*Kleinanzeigen*' (translated 'classifieds') (*eBay*, 2016), and he sells it. Even if this commercial is targeting the male audience, it is still not stereotyped, as the man was using a washing machine. *EBay* has made another commercial which targets women (*eBay Kleinanzeigen*, 2015) and which is not showing stereotyped gender images as well.

The purpose of the **fourth data collection** was to observe any differences in commercials and their illustration. First of all, it was striking that not a single commercial was targeting grown-up men, but 12.50 % were targeting women. This can be a remnant from the 1950s and, additionally, underlines the research of Craig that the commercials during the (early) afternoons and evenings on weekdays are targeting women instead of men.

The content analysis on *Nickelodeon* has confirmed the expectation that the major advertisement category would be *toys*. However, *toys* for boys and girls have been separated by color as well as by their intended purpose. One example for an advertisement for boys is the commercial for *Nerf Modulus* (NERF Official, 2015)

which is a modifiable toy weapon. Dark colors – especially black and blue – are predominating the commercial where a boy is playing with his *Nerf Modulus* gun. The commercial for *LEGO Friends* (cf. Lego Friends, 2012), however, is kept in lighter colors such as white, pink and purple. In this commercial, girls are shown to play with female *LEGO* characters in dollhouses *LEGO* cities, which are again kept in the “female” colors white, pink and purple (cf. Steinberger, 2013; TED, 2013).

Apart from the color coding, another advertisement attracted attention by representing the traditional gender roles. This commercial was for the *cleansing agent* ‘*Der General Aktiv 6*’ (Henkel Lifetimes, 2015) and is showing a woman cleaning while every other person in the commercial – both male and female – is the cause for the dirt. Apart from it, no other commercial has shown an obviously gendered content and, thus, was apparently not representing the traditional gender roles.

As can be seen in the advertisements of several television channels, media is no longer representing solely the traditional gender roles. It is gradually adapting to the changes and, sometimes, this is clearly shown through commercials. However, to successfully adapt to the changes, the marketers have to realize that there is a clear difference between commercials targeting only one gender and between stereotyped commercials. While the stereotyped commercials can have an effect on the purchase behavior of the audience, the commercials – and, thus, the product itself – can also be declined by people. Therefore, it would be more suitable to abolish the few existing gender stereotyped advertisements in the television and replace them with more adequate and contemporary commercials.

Content Analysis – Magazines

The advertisements in the magazine *Women's Health* do neither include men nor are they in any way portraying women in a stereotypical way. The only exception for the former is the advertisement for the participation in the *ASICS Training Squad*, where two men are presented to be part of the squad.

Most of the *Men's Health* advertisements also do not portray men or women stereotypically and, often, women are not present at all. However, some advertisements include women. Two of them are promoting perfumes, one is advertising a health insurance and the last one is an advertisement for sports nutrition. The latter is presenting a muscular woman on black and white and was promoting *Energy Cake*, a form of energy cereal bar. Another advertising is for the health insurance company '*Techniker Krankenkasse*'. There, the advertising illustrates a harmonious younger couple with the headline 'Ich dreh durch!' (translated 'I am cracking up!'). Despite the headline, it becomes clear that the advertisement is meant in a more positive way, as the brief text explains, and that a preventive medical checkup, for example for skin cancer, can be done at no charge. Yet, the advertising is also showing that women distress oneself more about health issues than men do.

The last two notable advertisements promote the following perfumes: *Hugo Boss – The Scent*, and *Paco Rabanne – Invictus*. While the former is simply showing a woman smelling on the perfume on the man's neck (and apparently liking it), the latter is illustrating a seminude man holding a trophy. At the bottom of the advertisement, two seminude women seem to be dancing around the perfume and are each holding on to a cloth which is barely covering their bodies. In comparison to the other – non-stereotyped – advertisements, the last one was

clearly using the 'sex sells' principle to get the audience's attention (cf. Rohlinger, 2002), especially as there is no logical reason for the presented nudity in the advertisement (cf. Simpson, et al., 1996).

Apart from the printed advertisements, another aspect of the magazine was eye-catching as well. The overall appearance of the magazines was quite different. It was noticeable that both magazines were kept in different colors. The magazine cover of *Women's Health* has a white background, writing in black and white and the heading in pink. Some elements are highlighted in a fluorescent orange. The interior of the magazine is generally kept in the following colors: white for the background, black for the writing, and pink and turquoise for headings and charts. In contrast, the cover of *Men's Health* has a blue background with writing in black and yellow and the heading in white. The highlights are kept in red. Inside, the magazine has, again, a white background and black writing, but parts of the articles are usually highlighted in red.

However, the overall impression is that the magazine targeting males is kept darker than the one targeting females. The advertisements on *Women's Health* are usually kept in lighter colors, for example grey or the already mentioned white, pink and turquoise. In comparison, the advertisements in *Men's Health* do usually have a black background or are overall kept in darker colors, such as dark blue, darker grey or simply black and white.

Just like *Men's Health*, *Spiegel* is kept in darker colors on the outside, but – like *Women's Health* – in brighter colors on the inside. Yet, this makes perfectly sense, as *Spiegel* is targeting both genders. And the advertisements are as well free of stereotyped images of men and women. Even the topics and, accordingly,

the categories show a general approach to the advertising, as all the categories can be appealing to both genders.

In regard to the appearance of the magazines, no difference to the previous magazines can be found in both *Auto Bild* and *Brigitte*. The latter is using light colors as does *Women's Health* and the heading is kept in pink as well. Because the main color on the cover is light blue, the text is written in white, to brighten up the appearance even more. In comparison, the background of the magazine cover of *Auto Bild* is in darker blue and the writings are in the colors white, yellow and black. The heading is kept in red and white.

When it comes to the content analysis of advertisements, *Brigitte* is also very similar to *Women's Health*. The advertisements do usually not portray men or, even if they are present, they are only playing a minor role for the message of the advertisement. There is, however, one where a furniture designer is presenting his work and is the key figure in the advertisement. In general, the advertisements in *Brigitte* are free from stereotyped depiction of genders. Even the advertisement categories do not represent specific preferences in regard to gender.

The magazine *Auto Bild* is also for the most part not featuring women in its advertising. The only advertisement found was for the automobile manufacturer *Dacia*. There the woman appears to be astonished about the car the man is driving. As the woman is dressed very elegantly and is carrying a dog, she seems to be superior to the man, who is wearing a simple shirt with jeans. The slogan of the advertising is saying 'Das ist zu viel für die da oben' (translated 'this is too much for the top brass') and indicates that the man's car is better than expected. However, the commercial is not stereotyping women in general, which applies to the whole *Auto Bild* magazine. As *Auto Bild* is an automobile magazine, one of

the most prevalently used advertisement categories is cars. However, apart from that, the categories of advertisements do only represent general interest of the selected target group.

In general, the analysis shows that the magazines are kept in lighter colors if they are targeting women, and in darker colors if they are targeting men. Yet, the coloring of the front page is considered to be stereotyped as the color pink has been used for magazines for women and the color blue for men. These colors have already been used to introduce the traditional gender roles to small children (cf. Steinberger, 2013), for example, pink colored ovens for girls and blue colored cars for boys (TED, 2013). The content of the advertisements, however, was almost always free of stereotypes and did not represent the traditional gender roles from the 1950s (cf. Zurstiege, 1998 cited in Nelke, 2011; Messner & Oca, 2005).

Conclusion

Advertising is not only a selling tool but can also communicate with the market and promote new ideas. It has proved to have an impact not only on sales but also on viewers' representations and behavior. And as gender equality is still an issue in every sector of people's lives, this paper focuses on the durability of traditional representation of gender in media.

In the 1950s, in industrialized countries, media promoted the image of men working and of women caring for the household and raising the children. Due to the different speed of adoption of the different images of men and women in advertising, the portrayal of both genders has either changed dramatically or – to some extent – continued to be rather stereotypical. Although it is recognized that the illustrations of both genders in media are considered to be exaggerated and do not correlate with the reality, typical gender characteristics still tend to be used by the marketers to describe men and women of today. Several studies have proved that stereotyped gender advertising does affect viewers' perceptions and strengthens the idea of traditional role behavior (cf. Siddiqui & Ahmed, 2013; Kumari & Joshi, 2015; Lafky, et al., 1996). Yet, even if some change in regard to gender role representation has occurred, the result does still not conform to the reality and the unequal representation of gender can have an impact on future generations. The purpose of this paper is to find out whether and to which extent the change in gender role representations has occurred and how resistant the portrayals are to the new realities of men and women.

To locate the general trend of this branch of diversity marketing, two surveys and two content analyses were conducted. The surveys intended to detect people's perception of media and their understanding of roles while the content analyses

aimed to locate the general trend in the media itself, regardless of the opinion of the respondents of the survey. Afterwards, the results of both methods were analyzed independently from each other.

The results of surveys show that, even if some characteristics and attributes of men and women have remained the same as in the 1950s, the majority of the respondents agree on the fact that a change in gender roles has indeed occurred. However, most of the respondents consider traditional gender roles to be outdated and believe that media does not represent gender roles as they really are. As the most often mentioned reason for this opinion was that men and women in commercials are portrayed in an exaggerated way, it seemed appropriate to compare the perception of the respondents to gender portrayals in two selected media sectors, television and print media.

It was unexpected that the media perception of the interviewees does not correspond with the results of the conducted content analyses. While some commercials are still representing older stereotypes, most of them have already adopted to the change in gender roles and are showing a more contemporary illustration of men and women.

The content analysis of advertisements in several magazines has come to the same conclusion. Just like before, only few images and slogans were found which represented the traditional gender roles, while the majority of advertisements were by no means stereotyped or exaggerated, but rather up-to-date.

Even if the magazines have given consumers the feeling that the magazine is targeting no gender in particular, this was still visible by the use of colors. Color coding was observed throughout the whole process of content analyses with darker colors for males being black, blue and gray and the lighter colors for

females being pink turquoise and white. As long as some colors are used to differentiate between genders, the advertised products and the advertisements themselves cannot be considered to be completely free of gender stereotype. At least children should be able to choose a product they like without having to play with a pink product (e.g. oven) for girls and a blue product (e.g. car) for boys as gender stereotypes can have an impact on future generations by influencing their behavior and the perception of gender.

Contributions

This paper contributes to the literature on contemporary gender role representations. First, it was shown that the perception of gendered – and stereotyped – advertising does not always reflect the actual gender role representation in the media. This can be seen in the comparison between the conducted survey and the content analyses of television commercials and magazine advertisements.

Second, although the respondents of the survey have a certain perception of gendered advertising, it is still a perception. By means of content analyses could be found out that advertisements in both television and magazines only hold a small amount of stereotyped content which can be traced back to the traditional gender roles. Therefore, the perceptions of survey respondents do not correspond with reality.

And third, the process of adaptation of media to the modern gender roles is not completed yet. Although the majority of analyzed advertisements is indeed not representing traditional – and, as the respondents stated, outdated – gender roles, a few are still illustrating men and women in a stereotypical way. However, as the researcher Douglas has already mentioned in her paper, advertisements are more

effective if the consumer can identify with the character presented in the advertisement (Douglas, 2006). Therefore, it is better – for both marketers as well as for consumers – to replace the stereotyped advertisements with more adequate and contemporary ones and, especially, to begin with it with the advertisements for children as they are the ones who will shape the future perceptions and behavior of people.

Limitations and Future Research

Several limitations of this paper should be mentioned and can be helpful for further research. First of all, an amount of a total of 35 respondents for a localization of a trend is, in fact, expandable. Therefore, the conducted survey is not extensively representative and its results may not be universally applicable.

In addition, some guidelines could have been set in particular questions in the survey. For example, the respondents could have been asked to name five character traits in the questions number one and two. The same goes for the fifth question, where the interviewees could have been asked to choose one of the potential answers – or all of them. Either way, this approach would have produced more comprehensible results, and may have generated universally more applicable conclusions.

Moreover, the answers of the question number two raise a few questions. When female respondents have given females the traits *ambitious*, *intelligent*, *family manager* and *good housewife*, what did they mean by it? Do females think that they have to be responsible for the household and, therefore, they are good at it? Or do they just take (better) care of it because no one else (e.g. men) does it? Unfortunately, with the help of the survey, no satisfactory answer could be

identified. And thus, it relies on future research to find answers for these questions.

In questions number three and four, the respondents were asked to remember at least one commercial where a person was considered to have one of the given traits. The purpose was to identify the actual representation of gender roles in the media. Yet, this was not thoroughly possible. After the data analysis of the mentioned questions of the survey and the content analyses of the television commercials and magazine advertisements, it became clear that the results did not correspond with each other. The results may not have been portraying the actual gender role representation in the media, but merely demonstrating the exertion of selective memory (Collins Dictionary, 2016) of the respondents. To explain the mode of operation of the human brain, however, goes beyond the scope of this paper.

Yet, the survey is not the only limitation factor to focus on. The observed advertisements and commercials have originated from only a few selected magazines and television channels, which underwent a content analysis. This means that the results of the analysis could have been falsified due to the limited amount of data. Although, this is not very probable, as the author of this paper has deliberately chosen different magazines and channels which target both male and female audience and analyzed them as unbiased as possible.

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Bachelor Thesis Survey – First Survey

Within the scope of International Business studies at the University Aalen I want to conduct the first survey for my Bachelor thesis. The main topic of the survey is gender marketing. The survey is going to take at most 10 minutes of your time und consists of 10 questions. For your participation I would be very grateful. The evaluation is strictly confidential and the anonymity of your data is of course guaranteed.

Supervisor: Prof. Dr. Aileen Chung

A survey by Alina Miller

Please answer the questions truthfully but without giving them too much thought. The spontaneous your responses the better!

1. Which characteristics tend to be seen as rather male ones?

2. Which characteristics tend to be seen as rather female ones?

3. Can you remember at least one commercial where a man was considered to be one of the following?

<input type="checkbox"/> strong	<input type="checkbox"/> successful	<input type="checkbox"/> a winner	<input type="checkbox"/> sensitive
<input type="checkbox"/> a good cook	<input type="checkbox"/> sensible	<input type="checkbox"/> intelligent	<input type="checkbox"/> thoughtful
<input type="checkbox"/> funny	<input type="checkbox"/> a working parent	<input type="checkbox"/> a good cleaner	<input type="checkbox"/> silly
<input type="checkbox"/> other: _____			

4. Can you remember at least one commercial where a woman was considered to be one of the following?

<input type="checkbox"/> strong	<input type="checkbox"/> successful	<input type="checkbox"/> a winner	<input type="checkbox"/> sensitive
<input type="checkbox"/> a good cook	<input type="checkbox"/> sensible	<input type="checkbox"/> intelligent	<input type="checkbox"/> thoughtful
<input type="checkbox"/> funny	<input type="checkbox"/> a working parent	<input type="checkbox"/> a good cleaner	<input type="checkbox"/> silly
<input type="checkbox"/> other: _____			

5. What do you think of traditional gender roles (woman = housewife, man = breadwinner)?

<input type="checkbox"/> positive	<input type="checkbox"/> negative	<input type="checkbox"/> neutral
<input type="checkbox"/> up-to-date	<input type="checkbox"/> outdated	

6. Do you think the roles have changed down to the present day? If yes, how?

7. Do the commercials usually appeal to you?

☐ yes

☐ no

☐ not sure

8. Can you remember one commercial which particularly appealed to you? Why? Please describe it and/or name the advertised product.

9. Do you think the media represents gender roles as they really are? Please give reasons.

10. Please specify your sex.

☐ male

☐ female

☐ other

☐ prefer not to answer

Thank you for your participation!

Bachelor Thesis Survey – Second Survey

Within the scope of International Business studies at the University Aalen I want to conduct the first survey for my Bachelor thesis. The main topic of the survey is gender marketing. The survey is going to take at most 10 minutes of your time und consists of 10 questions. For your participation I would be very grateful. The evaluation is strictly confidential and the anonymity of your data is of course guaranteed.

Supervisor: Prof. Dr. Aileen Chung

A survey by Alina Miller

Please answer the questions truthfully but without giving them too much thought. The spontaneous your responses the better!

1. Which characteristics tend to be seen as rather male ones?

2. Which characteristics tend to be seen as rather female ones?

3. Can you remember at least one commercial where a woman was considered to be one of the following?

<input type="checkbox"/> sensitive	<input type="checkbox"/> strong	<input type="checkbox"/> successful	<input type="checkbox"/> a winner
<input type="checkbox"/> thoughtful	<input type="checkbox"/> a good cook	<input type="checkbox"/> sensible	<input type="checkbox"/> intelligent
<input type="checkbox"/> silly	<input type="checkbox"/> a good cleaner	<input type="checkbox"/> a working parent	<input type="checkbox"/> funny
<input type="checkbox"/> other: _____			

4. Can you remember at least one commercial where a man was considered to be one of the following?

<input type="checkbox"/> sensitive	<input type="checkbox"/> strong	<input type="checkbox"/> successful	<input type="checkbox"/> a winner
<input type="checkbox"/> thoughtful	<input type="checkbox"/> a good cook	<input type="checkbox"/> sensible	<input type="checkbox"/> intelligent
<input type="checkbox"/> silly	<input type="checkbox"/> a good cleaner	<input type="checkbox"/> a working parent	<input type="checkbox"/> funny
<input type="checkbox"/> other: _____			

5. What do you think of traditional gender roles (woman = housewife, man = breadwinner)?

<input type="checkbox"/> positive	<input type="checkbox"/> negative	<input type="checkbox"/> neutral
<input type="checkbox"/> up-to-date	<input type="checkbox"/> outdated	

6. Do you think the roles have changed down to the present day? If yes, how?

7. Do the commercials usually appeal to you?

☐ yes

☐ no

☐ not sure

8. Can you remember one commercial which particularly appealed to you? Why? Please describe it and/or name the advertised product.

9. Do you think the media represents gender roles as they really are? Please give reasons.

10. Please specify your sex.

☐ male

☐ female

☐ other

☐ prefer not to answer

Thank you for your participation!

Results of the First Survey

Male Respondents	Number of respondents: 13	
1. Male characteristics	Number of respondents	Percentage of respondents
<i>strong</i>	9	69,23%
<i>self-confident</i>	5	38,46%
<i>dominant</i>	1	7,69%
<i>successful</i>	2	15,38%
<i>aggressive</i>	2	15,38%
<i>mechanically/technically gifted/master builder</i>	1	7,69%
<i>hard/strict/fear of showing weakness</i>	1	7,69%
<i>competitive</i>	3	23,08%
<i>brave</i>	2	15,38%
<i>perseverant/assertive</i>	2	15,38%
<i>adventurous/hunter/orientation</i>	3	23,08%
<i>rational</i>	2	15,38%
<i>independent</i>	1	7,69%
<i>rough/harsh</i>	2	15,38%
<i>intelligent/smart</i>	0	0,00%
<i>mentally strong</i>	0	0,00%
<i>muscular</i>	0	0,00%
<i>thruthful</i>	0	0,00%
<i>non-emotional</i>	0	0,00%
<i>cool</i>	0	0,00%
<i>manly'</i>	1	7,69%
<i>driving skills</i>	1	7,69%
<i>handsome</i>	0	0,00%
<i>straight-forward</i>	0	0,00%
<i>chaotic</i>	0	0,00%
<i>impatient</i>	0	0,00%
<i>the good husband</i>	0	0,00%
<i>funny</i>	0	0,00%
<i>unreliable</i>	1	7,69%
<i>ignorant</i>	1	7,69%
<i>more facile/plain/ simple than female</i>	1	7,69%
<i>responsible</i>	0	0,00%
total men	41	

2. Female characteristics	Number of respondents	Percentage of respondents
<i>sensible</i>	5	38,46%
<i>sensitive</i>	5	38,46%
<i>pretty</i>	2	15,38%
<i>soft</i>	1	7,69%
<i>emotional</i>	2	15,38%
<i>ambitious</i>	0	0,00%
<i>intelligent</i>	0	0,00%
<i>family manager/good housewife</i>	0	0,00%
<i>friendly/nice/kind/helpful</i>	1	7,69%
<i>honest/thruthful</i>	0	0,00%
<i>thoughtful</i>	0	0,00%
<i>elegant/fine</i>	0	0,00%
<i>family-friendly</i>	0	0,00%
<i>patient</i>	1	7,69%
<i>attentive/perceptive</i>	2	15,38%
<i>caring</i>	2	15,38%
<i>creative</i>	1	7,69%
<i>complex</i>	1	7,69%
<i>shy</i>	1	7,69%
<i>talkative</i>	1	7,69%
<i>sneaky</i>	1	7,69%
<i>thin</i>	0	0,00%
<i>sympathetic</i>	0	0,00%
<i>neat</i>	0	0,00%
<i>self-critical</i>	0	0,00%
<i>sweet</i>	0	0,00%
<i>dependent</i>	0	0,00%
<i>sexy</i>	0	0,00%
<i>business woman</i>	0	0,00%
<i>good-humored</i>	0	0,00%
<i>sporty</i>	0	0,00%
<i>weak</i>	1	7,69%
<i>fragile</i>	1	7,69%
<i>conservative</i>	1	7,69%
<i>diligent</i>	1	7,69%
<i>shopping queen</i>	1	7,69%
<i>interested in good relationships</i>	1	7,69%
<i>appearance seems important</i>	1	7,69%
<i>more 'deep-talk' w/ female friends</i>	1	7,69%
total men	34	

3. Men in commercials	Number of respondents	Percentage of respondents
<i>strong</i>	12	92,31%
<i>a good cook</i>	6	46,15%
<i>funny</i>	7	53,85%
<i>successful</i>	11	84,62%
<i>sensible</i>	0	0,00%
<i>a working parent</i>	3	23,08%
<i>a winner</i>	11	84,62%
<i>intelligent</i>	8	61,54%
<i>a good cleaner</i>	1	7,69%
<i>sensitive</i>	1	7,69%
<i>thoughtful</i>	2	15,38%
<i>silly</i>	4	30,77%
total men	66	
4. Women in commercials	Number of respondents	Percentage of respondents
<i>strong</i>	2	15,38%
<i>a good cook</i>	9	69,23%
<i>funny</i>	3	23,08%
<i>successful</i>	2	15,38%
<i>sensible</i>	8	61,54%
<i>a working parent</i>	5	38,46%
<i>a winner</i>	3	23,08%
<i>intelligent</i>	5	38,46%
<i>a good cleaner</i>	9	69,23%
<i>sensitive</i>	10	76,92%
<i>thoughtful</i>	4	30,77%
<i>silly</i>	1	7,69%
total men	61	
5. Thoughts about traditional gender roles	Number of respondents	Percentage of respondents
<i>positive</i>	2	15,38%
<i>negative</i>	0	0,00%
<i>neutral</i>	5	38,46%
<i>up-to-date</i>	1	7,69%
<i>outdated</i>	6	46,15%

6. Have the roles changed?	Number of respondents	Percentage of respondents
<i>yes</i>	12	92,31%
<i>no</i>	1	7,69%
how?		
more rights for women / accepted	4	
women are more independent	3	
career importance	3	
men lost benefits	1	
equality	1	
not quite equal	0	
need to work (expensive standards of living)	0	
7. Appeal of commercials?	Number of respondents	Percentage of respondents
<i>yes</i>	2	15,38%
<i>no</i>	6	46,15%
<i>not sure</i>	5	38,46%
8. Recollection of commercials	Number of respondents	Percentage of respondents
<i>yes</i>	5	38,46%
<i>no</i>	8	61,54%
Which commercial?		Why?
Coca Cola (light, zero, all)	0	
Beer (Bud Light, Heineken, Paulaner)	2	funny, music
Seitenbacher Müsli	1	
Deezer	1	creative, entertaining
Microsoft Surface	1	music
Dove	0	
Wick	0	
Australian GOV	0	
Old spice	1	funny
Baby food	0	
Food commercials	0	
9. Real gender role representation?	Number of respondents	Percentage of respondents
<i>yes</i>	2	15,38%
<i>no</i>	9	69,23%
<i>sometimes</i>	0	0,00%
<i>no answer</i>	2	15,38%
Reasons:		
realistic	1	
male vs. female products	1	
exaggerated/extreme	4	
outdated	3	
to sell more products	1	

Female Respondents	Number of respondents: 14	
1. Male characteristics	Number of respondents	Percentage of respondents
<i>strong</i>	10	71,43%
<i>self-confident</i>	3	21,43%
<i>dominant</i>	3	21,43%
<i>successful</i>	3	21,43%
<i>aggressive</i>	2	14,29%
<i>mechanically/technically gifted / master builder</i>	2	14,29%
<i>hard/strict/fear of showing weakness</i>	2	14,29%
<i>competitive</i>	0	0,00%
<i>brave</i>	1	7,14%
<i>perseverant/assertive</i>	1	7,14%
<i>adventurous/hunter/orientation</i>	0	0,00%
<i>rational</i>	0	0,00%
<i>independent</i>	1	7,14%
<i>rough/harsh</i>	0	0,00%
<i>intelligent/smart</i>	2	14,29%
<i>mentally strong</i>	1	7,14%
<i>sporty/muscular</i>	2	14,29%
<i>thruthful</i>	1	7,14%
<i>non-emotional</i>	1	7,14%
<i>cool</i>	1	7,14%
<i>manly'</i>	0	0,00%
<i>driving skills</i>	0	0,00%
<i>handsome</i>	1	7,14%
<i>straight-forward</i>	1	7,14%
<i>chaotic</i>	1	7,14%
<i>impatient</i>	1	7,14%
<i>the good husband</i>	1	7,14%
<i>funny</i>	1	7,14%
<i>unreliable</i>	0	0,00%
<i>ignorant</i>	0	0,00%
<i>more facile/plain/simple than female</i>	0	0,00%
<i>responsible</i>	1	7,14%
total women	43	

2. Female characteristics	Number of respondents	Percentage of respondents
<i>sensible</i>	3	21,43%
<i>sensitive</i>	3	21,43%
<i>pretty</i>	4	28,57%
<i>soft</i>	3	21,43%
<i>emotional</i>	2	14,29%
<i>ambitious</i>	3	21,43%
<i>intelligent</i>	3	21,43%
<i>family manager/good housewife</i>	3	21,43%
<i>friendly/nice/kind/helpful</i>	3	21,43%
<i>honest/thruthful</i>	2	14,29%
<i>thoughtful</i>	2	14,29%
<i>elegant/fine</i>	2	14,29%
<i>family-friendly</i>	2	14,29%
<i>patient</i>	1	7,14%
<i>attentive/perceptive</i>	0	0,00%
<i>caring</i>	0	0,00%
<i>creative</i>	0	0,00%
<i>complex</i>	0	0,00%
<i>shy</i>	1	7,14%
<i>talkative</i>	0	0,00%
<i>sneaky</i>	0	0,00%
<i>thin</i>	1	7,14%
<i>sympathetic</i>	1	7,14%
<i>neat</i>	1	7,14%
<i>self-critical</i>	1	7,14%
<i>sweet</i>	2	14,29%
<i>dependent</i>	1	7,14%
<i>sexy</i>	1	7,14%
<i>business woman</i>	1	7,14%
<i>good-humored</i>	1	7,14%
<i>sporty</i>	1	7,14%
<i>weak</i>	0	0,00%
<i>fragile</i>	0	0,00%
<i>conservative</i>	0	0,00%
<i>diligent</i>	0	0,00%
<i>shopping queen</i>	0	0,00%
<i>interested in good relationships</i>	0	0,00%
<i>appearance seems important</i>	0	0,00%
<i>more 'deep-talk' w/ female friends</i>	0	0,00%
<i>cute</i>	1	7,14%
total women	48	

3. Men in commercials	Number of respondents	Percentage of respondents
<i>strong</i>	10	71,43%
<i>a good cook</i>	3	21,43%
<i>funny</i>	4	28,57%
<i>successful</i>	10	71,43%
<i>sensible</i>	0	0,00%
<i>a working parent</i>	2	14,29%
<i>a winner</i>	7	50,00%
<i>intelligent</i>	3	21,43%
<i>a good cleaner</i>	1	7,14%
<i>sensitive</i>	0	0,00%
<i>thoughtful</i>	0	0,00%
<i>silly</i>	1	7,14%
<i>other: kind</i>	1	7,14%
total women	42	
4. Women in commercials	Number of respondents	Percentage of respondents
<i>strong</i>	0	0,00%
<i>a good cook</i>	8	57,14%
<i>funny</i>	3	21,43%
<i>successful</i>	1	7,14%
<i>sensible</i>	6	42,86%
<i>a working parent</i>	5	35,71%
<i>a winner</i>	0	0,00%
<i>intelligent</i>	4	28,57%
<i>a good cleaner</i>	7	50,00%
<i>sensitive</i>	6	42,86%
<i>thoughtful</i>	3	21,43%
<i>silly</i>	1	7,14%
<i>other: kind</i>	1	7,14%
total women	45	
5. Thoughts about traditional gender roles	Number of respondents	Percentage of respondents
<i>positive</i>	0	0,00%
<i>negative</i>	4	28,57%
<i>neutral</i>	2	14,29%
<i>up-to-date</i>	0	0,00%
<i>outdated</i>	11	78,57%

6. Have the roles changed?	Number of respondents	Percentage of respondents
yes	13	92,86%
no	1	7,14%
how?		
more rights for women / accepted	9	
women are more independent	2	
career importance	5	
men lost benefits	1	
equality	7	
not quite equal	2	
need to work (expensive standards of living)	2	
7. Appeal of commercials?	Number of respondents	Percentage of respondents
yes	3	21,43%
no	5	35,71%
not sure	6	42,86%
8. Recollection of commercials	Number of respondents	Percentage of respondents
yes	7	50,00%
no	7	50,00%
Which commercial?		Why?
Coca Cola (light, zero, all)	3	funny, entertaining; no traditional roles; help women's heart health
Beer	0	
Seitenbacher Müsli	0	
Deezer	0	
Microsoft Surface	0	
Dove	1	w/o typical models, only ordinary women
Wick	1	no traditional roles, funny
Australian GOV	1	(No drinking while driving) -> very catchy
Old Spice	0	
Baby food	1	always w/ women
Food commercials	1	women are cooking to the family -> outdated/traditional

9. Real gender role representation?	Number of respondents	Percentage of respondents
<i>yes</i>	4	28,57%
<i>no</i>	8	57,14%
<i>sometimes</i>	2	14,29%
<i>no answer</i>	0	0,00%
Reasons:		
realistic	2	
male vs. female products	2	
exaggerated/extreme	6	
outdated	7	
to sell more products	2	

Respondents of Both Sexes	Number of respondents: 27	
1. Male characteristics	Number of respondents	Percentage of respondents
<i>strong</i>	19	70,37%
<i>self-confident</i>	8	29,63%
<i>dominant</i>	4	14,81%
<i>successful</i>	5	18,52%
<i>aggressive</i>	4	14,81%
<i>mechanically/technically gifted/master builder</i>	3	11,11%
<i>hard/strict/fear of showing weakness</i>	3	11,11%
<i>competitive</i>	3	11,11%
<i>brave</i>	3	11,11%
<i>perseverant/assertive</i>	3	11,11%
<i>adventurous/hunter/orientation</i>	3	11,11%
<i>rational</i>	2	7,41%
<i>independent</i>	2	7,41%
<i>rough/harsh</i>	2	7,41%
<i>intelligent/smart</i>	2	7,41%
<i>mentally strong</i>	1	3,70%
<i>muscular</i>	2	7,41%
<i>thruthful</i>	1	3,70%
<i>non-emotional</i>	1	3,70%
<i>cool</i>	1	3,70%
<i>manly'</i>	1	3,70%
<i>driving skills</i>	1	3,70%
<i>handsome</i>	1	3,70%
<i>straight-forward</i>	1	3,70%
<i>chaotic</i>	1	3,70%
<i>impatient</i>	1	3,70%
<i>the good husband</i>	1	3,70%
<i>funny</i>	1	3,70%
<i>unreliable</i>	1	3,70%
<i>ignorant</i>	1	3,70%
<i>more facile/plain/ simple than female</i>	1	3,70%
<i>responsible</i>	1	3,70%
total	84	

2. Female characteristics	Number of respondents	Percentage of respondents
<i>sensible</i>	8	29,63%
<i>sensitive</i>	8	29,63%
<i>pretty</i>	6	22,22%
<i>soft</i>	4	14,81%
<i>emotional</i>	4	14,81%
<i>ambitious</i>	3	11,11%
<i>intelligent</i>	3	11,11%
<i>family manager/good housewife</i>	3	11,11%
<i>friendly/nice/kind/helpful</i>	4	14,81%
<i>honest/thruthful</i>	2	7,41%
<i>thoughtful</i>	2	7,41%
<i>elegant/fine</i>	2	7,41%
<i>family-friendly</i>	2	7,41%
<i>patient</i>	2	7,41%
<i>attentive/perceptive</i>	2	7,41%
<i>caring</i>	2	7,41%
<i>creative</i>	1	3,70%
<i>complex</i>	1	3,70%
<i>shy</i>	2	7,41%
<i>talkative</i>	1	3,70%
<i>sneaky</i>	1	3,70%
<i>thin</i>	1	3,70%
<i>sympathetic</i>	1	3,70%
<i>neat</i>	1	3,70%
<i>self-critical</i>	1	3,70%
<i>sweet</i>	2	7,41%
<i>dependent</i>	1	3,70%
<i>sexy</i>	1	3,70%
<i>business woman</i>	1	3,70%
<i>good-humored</i>	1	3,70%
<i>sporty</i>	1	3,70%
<i>weak</i>	1	3,70%
<i>fragile</i>	1	3,70%
<i>conservative</i>	1	3,70%
<i>diligent</i>	1	3,70%
<i>shopping queen</i>	1	3,70%
<i>interested in good relationships</i>	1	3,70%
<i>appearance seems important</i>	1	3,70%
<i>more 'deep-talk' w/ female friends</i>	1	3,70%
<i>cute</i>	1	7,14%
total	83	

3. Men in commercials	Number of respondents	Percentage of respondents
<i>strong</i>	22	81,48%
<i>a good cook</i>	9	33,33%
<i>funny</i>	11	40,74%
<i>successful</i>	21	77,78%
<i>sensible</i>	0	0,00%
<i>a working parent</i>	5	18,52%
<i>a winner</i>	18	66,67%
<i>intelligent</i>	11	40,74%
<i>a good cleaner</i>	2	7,41%
<i>sensitive</i>	1	3,70%
<i>thoughtful</i>	2	7,41%
<i>silly</i>	1	3,70%
<i>kind</i>	1	3,70%
total	103	
4. Women in commercials	Number of respondents	Percentage of respondents
<i>strong</i>	2	7,41%
<i>a good cook</i>	17	62,96%
<i>funny</i>	6	22,22%
<i>successful</i>	3	11,11%
<i>sensible</i>	14	51,85%
<i>a working parent</i>	10	37,04%
<i>a winner</i>	3	11,11%
<i>intelligent</i>	9	33,33%
<i>a good cleaner</i>	16	59,26%
<i>sensitive</i>	16	59,26%
<i>thoughtful</i>	7	25,93%
<i>silly</i>	1	3,70%
<i>kind</i>	1	3,70%
total	104	
5. Thoughts about traditional gender roles	Number of respondents	Percentage of respondents
<i>positive</i>	2	7,41%
<i>negative</i>	4	14,81%
<i>neutral</i>	7	25,93%
<i>up-to-date</i>	1	3,70%
<i>outdated</i>	17	62,96%

6. Have the roles changed?	Number of respondents	Percentage of respondents
<i>yes</i>	25	92,59%
<i>no</i>	2	7,41%
how?		
more rights for women / accepted	13	48,15%
women are more independent	5	18,52%
career importance	8	29,63%
men lost benefits	2	7,41%
equality	8	29,63%
not quite equal	2	7,41%
need to work (expensive standards of living)	2	7,41%
7. Appeal of commercials?	Number of respondents	Percentage of respondents
<i>yes</i>	5	18,52%
<i>no</i>	11	40,74%
<i>not sure</i>	11	40,74%
8. Recollection of commercials	Number of respondents	Percentage of respondents
<i>yes</i>	12	44,44%
<i>no</i>	15	55,56%
Which commercial?		
Coca Cola (light, zero, all)	3	25,00%
Beer (Bud Light, Heineken, Paulaner)	2	16,67%
Seitenbacher Müsli	1	8,33%
Deezer	1	8,33%
Microsoft Surface	1	8,33%
Dove	1	8,33%
Wick	1	8,33%
Australian GOV	1	8,33%
Old spice	1	8,33%
Baby food	1	8,33%
Food commercials	1	8,33%
9. Real gender role representation?	Number of respondents	Percentage of respondents
<i>yes</i>	6	22,22%
<i>no</i>	17	62,96%
<i>sometimes</i>	2	7,41%
<i>no answer</i>	2	7,41%
Reasons:		
realistic	3	11,11%
male vs. female products	3	11,11%
exaggerated/extreme	10	37,04%
outdated	10	37,04%
to sell more products	3	11,11%

Results of the Second Survey

Male Respondents	Number of respondents: 4	
1. Male characteristics	Number of respondents	Percentage of respondents
<i>strong</i>	2	50,00%
<i>spontaneous</i>	1	25,00%
<i>dominant</i>	1	25,00%
<i>funny</i>	1	25,00%
<i>aggressive</i>	0	0,00%
<i>status concious</i>	1	25,00%
<i>hard/strict</i>	0	0,00%
<i>perseverant/assertive</i>	0	0,00%
<i>father</i>	0	0,00%
<i>sexual</i>	1	25,00%
<i>straight-forward</i>	1	25,00%
total men	8	
2. Female characteristics	Number of respondents	Percentage of respondents
<i>emotional</i>	2	50,00%
<i>sensitive</i>	3	75,00%
<i>fashion forward</i>	1	25,00%
<i>careful</i>	0	0,00%
<i>friendly/nice/kind/helpful</i>	1	25,00%
<i>happy</i>	0	0,00%
<i>soft</i>	0	0,00%
<i>mother</i>	0	0,00%
total men	7	
3. Women in commercials	Number of respondents	Percentage of respondents
<i>sensitive</i>	4	100,00%
<i>thoughtful</i>	2	50,00%
<i>silly</i>	2	50,00%
<i>strong</i>	1	25,00%
<i>a good cook</i>	2	50,00%
<i>a good cleaner</i>	1	25,00%
<i>successful</i>	1	25,00%
<i>sensible</i>	2	50,00%
<i>a working parent</i>	1	25,00%
<i>a winner</i>	1	25,00%
<i>intelligent</i>	1	25,00%
<i>funny</i>	0	0,00%
total men	18	

4. Men in commercials	Number of respondents	Percentage of respondents
<i>sensitive</i>	0	0,00%
<i>thoughtful</i>	1	25,00%
<i>silly</i>	1	25,00%
<i>strong</i>	3	75,00%
<i>a good cook</i>	1	25,00%
<i>a good cleaner</i>	0	0,00%
<i>successful</i>	3	75,00%
<i>sensible</i>	0	0,00%
<i>a working parent</i>	0	0,00%
<i>a winner</i>	3	75,00%
<i>intelligent</i>	1	25,00%
<i>funny</i>	1	25,00%
total men	14	
5. Thoughts about traditional gender roles	Number of respondents	Percentage of respondents
<i>positive</i>	0	0,00%
<i>negative</i>	1	25,00%
<i>neutral</i>	2	50,00%
<i>up-to-date</i>	0	0,00%
<i>outdated</i>	1	25,00%
6. Have the roles changed?	Number of respondents	Percentage of respondents
<i>yes</i>	4	100,00%
<i>no</i>	0	0,00%
how?		
more rights for women / accepted	1	
women are more independent	0	
career importance	2	
men lost benefits	0	
equality	1	
not quite equal	0	
need to work (expensive standards of living)	0	
changing values	1	
7. Appeal of commercials?	Number of respondents	Percentage of respondents
<i>yes</i>	0	0,00%
<i>no</i>	2	50,00%
<i>not sure</i>	2	50,00%

8. Recollection of commercials	Number of respondents	Percentage of respondents
<i>yes</i>	1	25,00%
<i>no</i>	3	75,00%
Which commercial?		Why?
Coca Cola	1	
Volkswagen (Darth Vader)	1	
9. Real gender role representation?	Number of respondents	Percentage of respondents
<i>yes</i>	0	0,00%
<i>no</i>	2	50,00%
<i>sometimes</i>	2	50,00%
<i>no answer</i>	0	0,00%
Reasons:		
realistic	0	
male vs. female products	0	
exaggerated/extreme	1	
outdated	0	
to sell more products	0	
perfect world	1	

Female Respondents	Number of respondents: 4	
1. Male characteristics	Number of respondents	Percentage of respondents
<i>strong</i>	2	50,00%
<i>spontaneous</i>	0	0,00%
<i>dominant</i>	0	0,00%
<i>funny</i>	0	0,00%
<i>aggressive</i>	1	25,00%
<i>status concious</i>	0	0,00%
<i>hard/strict</i>	2	50,00%
<i>perseverant/assertive</i>	1	25,00%
<i>father</i>	1	25,00%
<i>sexual</i>	0	0,00%
<i>straight-forward</i>	0	0,00%
total women	7	
2. Female characteristics	Number of respondents	Percentage of respondents
<i>emotional</i>	1	25,00%
<i>sensitive</i>	2	50,00%
<i>fashion forward</i>	0	0,00%
<i>careful</i>	1	25,00%
<i>friendly/nice/kind/helpful</i>	1	25,00%
<i>happy</i>	1	25,00%
<i>soft</i>	1	25,00%
<i>mother</i>	1	25,00%
total women	8	

3. Women in commercials	Number of respondents	Percentage of respondents
<i>sensitive</i>	2	50,00%
<i>thoughtful</i>	0	0,00%
<i>silly</i>	0	0,00%
<i>strong</i>	0	0,00%
<i>a good cook</i>	2	50,00%
<i>a good cleaner</i>	3	75,00%
<i>successful</i>	2	50,00%
<i>sensible</i>	2	50,00%
<i>a working parent</i>	0	0,00%
<i>a winner</i>	0	0,00%
<i>intelligent</i>	0	0,00%
<i>funny</i>	0	0,00%
total women	11	
4. Men in commercials	Number of respondents	Percentage of respondents
<i>sensitive</i>	0	0,00%
<i>thoughtful</i>	0	0,00%
<i>silly</i>	0	0,00%
<i>strong</i>	2	50,00%
<i>a good cook</i>	1	25,00%
<i>a good cleaner</i>	0	0,00%
<i>successful</i>	3	75,00%
<i>sensible</i>	0	0,00%
<i>a working parent</i>	0	0,00%
<i>a winner</i>	1	25,00%
<i>intelligent</i>	2	50,00%
<i>funny</i>	0	0,00%
total women	9	
5. Thoughts about traditional gender roles	Number of respondents	Percentage of respondents
<i>positive</i>	0	0,00%
<i>negative</i>	1	25,00%
<i>neutral</i>	0	0,00%
<i>up-to-date</i>	0	0,00%
<i>outdated</i>	3	75,00%

6. Have the roles changed?	Number of respondents	Percentage of respondents
<i>yes</i>	2	50,00%
<i>no</i>	2	50,00%
how?		
more rights for women / accepted	0	
women are more independent	0	
career importance	0	
men lost benefits	0	
equality	0	
not quite equal	3	
need to work (expensive standards of living)	0	
changing values	3	
7. Appeal of commercials?	Number of respondents	Percentage of respondents
<i>yes</i>	0	0,00%
<i>no</i>	2	50,00%
<i>not sure</i>	2	50,00%
8. Recollection of commercials	Number of respondents	Percentage of respondents
<i>yes</i>	2	50,00%
<i>no</i>	2	50,00%
Which commercial?		Why?
Coca Cola (Christmas Truck)	1	music, snow, happiness, joy, fun, presents
Snickers (man = diva)	1	realistic
9. Real gender role representation?	Number of respondents	Percentage of respondents
<i>yes</i>	0	0,00%
<i>no</i>	2	50,00%
<i>sometimes</i>	2	50,00%
<i>no answer</i>	0	0,00%
Reasons:		
realistic	0	
male vs. female products	0	
exaggerated/extreme	1	
outdated	1	
to sell more products	0	
perfect world	1	

Respondents of Both Sexes	Number of respondents: 8	
1. Male characteristics	Number of respondents	Percentage of respondents
<i>strong</i>	4	50,00%
<i>spontaneous</i>	1	12,50%
<i>dominant</i>	1	12,50%
<i>funny</i>	1	12,50%
<i>aggressive</i>	1	12,50%
<i>status concious</i>	1	12,50%
<i>hard/strict</i>	2	25,00%
<i>perseverant/assertive</i>	1	12,50%
<i>father</i>	1	12,50%
<i>sexual</i>	1	12,50%
<i>straight-forward</i>	1	12,50%
total	15	
2. Female characteristics	Number of respondents	Percentage of respondents
<i>emotional</i>	3	37,50%
<i>sensitive</i>	5	62,50%
<i>fashion forward</i>	1	12,50%
<i>careful</i>	1	12,50%
<i>friendly/nice/kind/helpful</i>	2	25,00%
<i>happy</i>	1	12,50%
<i>soft</i>	1	12,50%
<i>mother</i>	1	12,50%
total	15	
3. Women in commercials	Number of respondents	Percentage of respondents
<i>sensitive</i>	6	75,00%
<i>thoughtful</i>	2	25,00%
<i>silly</i>	2	25,00%
<i>strong</i>	1	12,50%
<i>a good cook</i>	4	50,00%
<i>a good cleaner</i>	4	50,00%
<i>successful</i>	3	37,50%
<i>sensible</i>	4	50,00%
<i>a working parent</i>	1	12,50%
<i>a winner</i>	1	12,50%
<i>intelligent</i>	1	12,50%
<i>funny</i>	0	0,00%
total	29	

4. Men in commercials	Number of respondents	Percentage of respondents
<i>sensitive</i>	0	0,00%
<i>thoughtful</i>	1	12,50%
<i>silly</i>	1	12,50%
<i>strong</i>	5	62,50%
<i>a good cook</i>	2	25,00%
<i>a good cleaner</i>	0	0,00%
<i>successful</i>	6	75,00%
<i>sensible</i>	0	0,00%
<i>a working parent</i>	0	0,00%
<i>a winner</i>	4	50,00%
<i>intelligent</i>	3	37,50%
<i>funny</i>	1	12,50%
total	23	
5. Thoughts about traditional gender roles	Number of respondents	Percentage of respondents
<i>positive</i>	0	0,00%
<i>negative</i>	2	25,00%
<i>neutral</i>	2	25,00%
<i>up-to-date</i>	0	0,00%
<i>outdated</i>	4	50,00%
6. Have the roles changed?	Number of respondents	Percentage of respondents
<i>yes</i>	6	75,00%
<i>no</i>	2	25,00%
how?		
more rights for women / accepted	1	12,50%
women are more independent	0	0,00%
career importance	2	25,00%
men lost benefits	0	0,00%
equality	1	12,50%
not quite equal	3	37,50%
need to work (expensive standards of living)	0	0,00%
changing values	1	12,50%
7. Appeal of commercials?	Number of respondents	Percentage of respondents
<i>yes</i>	0	0,00%
<i>no</i>	4	50,00%
<i>not sure</i>	4	50,00%

8. Recollection of commercials	Number of respondents	Percentage of respondents
<i>yes</i>	3	37,50%
<i>no</i>	5	62,50%
Which commercial?		
Coca Cola (all, Christmas Truck)	2	
Volkswagen (Darth Vader)	1	
Snickers (man = diva)	1	
9. Real gender role representation?	Number of respondents	Percentage of respondents
<i>yes</i>	0	0,00%
<i>no</i>	4	50,00%
<i>sometimes</i>	4	50,00%
<i>no answer</i>	0	0,00%
Reasons:		
realistic	0	0,00%
male vs. female products	0	0,00%
exaggerated/extreme	2	25,00%
outdated	1	12,50%
to sell more products	0	0,00%
perfect world	2	25,00%

Results of Content Analyses (television)**First data collection**

Prosieben	09.01.2016				
<i>Mein bester Feind</i>					
	Target groups				
Advertisement categories	Male	Female	General	Amount	Percentage
Building center			1	1	0,67%
Car advertisements	1		1	2	1,34%
Financials	1		1	2	1,34%
Further education			2	2	1,34%
Job search			3	3	2,01%
Furniture stores	2	1	2	5	3,36%
Photo albums, posters		1	4	5	3,36%
Dating agencies	1		5	6	4,03%
Sports	1	4	2	7	4,70%
Beauty products	2	7		9	6,04%
Drinks	4		5	9	6,04%
Movie streaming	1		8	9	6,04%
Others	0	2	7	9	6,04%
Travel			11	11	7,38%
High tech/internet	2	3	7	12	8,05%
Mobile networks	1		12	13	8,72%
Food	2		13	15	10,07%
Program advertisements	3		26	29	19,46%
total	21	18	110	149	
total percentage	14,09%	12,08%	73,83%		

Second data collection

VOX	11.01.2016						
Shopping Queen, 4 Hochzeiten und eine Traumreise							
	Target groups						
Advertisement categories	Male	Female	Teenagers (13 - 18 yo)	Children (<12 yo)	General	Amount	Percentage
Clothes		1				1	1,09%
Drinks					1	1	1,09%
Furniture stores					1	1	1,09%
Office materials				1		1	1,09%
Others		1				1	1,09%
Car advertisements					2	2	2,17%
Financials					2	2	2,17%
Mobile networks	1				1	2	2,17%
Dating agencies					3	3	3,26%
Travel					5	5	5,43%
Cleansing agents		1			6	7	7,61%
Pharmaceuticals					8	8	8,70%
Program advertisements					17	17	18,48%
Beauty products		17	1		2	20	21,74%
Food	2	4		3	12	21	22,83%
total	3	24	1	4	60	92	
total percentage	3,26%	26,09%	1,09%	4,35%	65,22%		

ProSieben	11.01.2016						
<i>Taff</i>							
	Target groups						
Advertisement categories	Male	Female	Teenagers (14 - 18 yo)	Children (<13 yo)	General	Amount	Percentage
Dating agencies					1	1	2,38%
Drinks					1	1	2,38%
Further education					1	1	2,38%
High tech/internet					1	1	2,38%
Job search					1	1	2,38%
Mobile networks					1	1	2,38%
Sports					1	1	2,38%
Weight Watchers		1				1	2,38%
Car advertisements					2	2	4,76%
Furniture stores					2	2	4,76%
Others		1			1	2	4,76%
Travel					3	3	7,14%
Beauty products		3	1			4	9,52%
Financials					4	4	9,52%
Food				1	5	6	14,29%
Program advertisements					11	11	26,19%
total	0	5	1	1	35	42	
total percentage	0,00%	11,90%	2,38%	2,38%	83,33%		

Third data collection

DMAX	13.01.2016						
Ausgesetzt in der Wildnis, Fast'n'Loud, Die Gebrauchtwagen-Profis							
	Target groups						
Advertisement categories	Male	Female	Teenagers (13 - 18 yo)	Children (<12 yo)	General	Amount	Percentage
Beauty products	1					1	0,71%
Further education					1	1	0,71%
Furniture stores					2	2	1,42%
Learning new languages					2	2	1,42%
Mobile networks					2	2	1,42%
Photo albums, posters					2	2	1,42%
Drinks					3	3	2,13%
Job search	1				2	3	2,13%
Gambling	1				3	4	2,84%
Movie streaming					4	4	2,84%
Dating agencies					5	5	3,55%
Food					7	7	4,96%
Others	3				4	7	4,96%
High tech/internet					9	9	6,38%
Modeling					10	10	7,09%
Travel					11	11	7,80%
Car advertisements	1				15	16	11,35%
Financials					26	26	18,44%
Program advertisements	1				25	26	18,44%
total	8	0	0	0	133	141	1
total percentage	5,67%	0,00%	0,00%	0,00%	94,33%		

Fourth data collection

Nickelodeon	09.02.2016						
SpongeBob SquarePants, The Penguins of Madagascar, Breadwinners, Teenage Mutant Ninja Turtles, Adventure Time, The Fairly OddParents, Bella and the Bulldogs, Henry Danger							
	Target groups						
Advertisement categories	Male	Female	Teenagers (13 - 18 yo)	Children (<12 yo)	General	Amount	Percentage
Others					1	1	1,39%
Cleansing agents		2				2	2,78%
High tech/internet				2		2	2,78%
Food				3		3	4,17%
Sports		3				3	4,17%
Pharmaceuticals			2	2		4	5,56%
Beauty products		4	2			6	8,33%
Magazines				12	1	13	18,06%
Program advertisements					13	13	18,06%
Toys				25		25	34,72%
total	0	9	4	44	15	72	100,00%
total percentage	0,00%	12,50%	5,56%	61,11%	20,83%		

Results of Content Analyses (magazines)**First data collection**

Women's Health		
Advertisement categories	Amount	Percentage
Clothes	1	5,00%
Beauty products	5	25,00%
Sports clothes	1	5,00%
Sports events	2	10,00%
Sports nutrition	2	10,00%
WH advertisements (all)	9	45,00%
total	20	100,00%

Men's Health		
Advertisement categories	Amount	Percentage
Cars	3	7,89%
Clothes	2	5,26%
Magazines	7	18,42%
MH advertisements	5	13,16%
Others	4	10,53%
Beauty products	6	15,79%
Sports clothes	1	2,63%
Sports events	1	2,63%
Sports nutrition	3	7,89%
Stream / Television	2	5,26%
Watches	4	10,53%
total	38	100,00%

Der Spiegel		
Advertisement categories	Amount	Percentage
Financials	2	10,53%
Building center	1	5,26%
Cars	1	5,26%
Cinema	1	5,26%
Governmental advertisements	3	15,79%
Magazines	2	10,53%
Spiegel advertisements	7	36,84%
Sports	1	5,26%
Television channels	1	5,26%
total	19	100,00%

Second data collection

Auto Bild		
Advertisement categories	Amount	Percentage
Auto Bild advertisements	4	21,05%
Cars	4	21,05%
Events	1	5,26%
Magazines	4	21,05%
Mobile networks	2	10,53%
Other	1	5,26%
Television channels	1	5,26%
Toys	1	5,26%
Travel	1	5,26%
total	19	100,00%

Brigitte		
Advertisement categories	Amount	Percentage
Furniture	4	17,39%
Brigitte advertisements	3	13,04%
Magazines	5	21,74%
Beauty products	2	8,70%
Books	2	8,70%
Pharmaceuticals	1	4,35%
Travel	2	8,70%
Diet supplements	2	8,70%
Clothes	1	4,35%
Other	1	4,35%
total	23	100,00%

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Ehrenwörtliche Erklärung

Ich erkläre hiermit an Eides statt, dass ich die vorliegende Arbeit selbständig und ohne Benutzung anderer als der angegebenen Hilfsmittel angefertigt habe. Die aus fremden Quellen direkt oder indirekt übernommenen Gedanken sind als solche kenntlich gemacht.

Die Arbeit wurde bisher in gleicher oder ähnlicher Form keiner anderen Prüfungsbehörde vorgelegt und auch noch nicht veröffentlicht.

Aalen, den 25.02.2016



Alina Miller