

THE MAD MEN EFFECT
SIXTIES-BASED MEDIA CONTENT AND
THE RISE OF RETRO-SEXISM

A thesis presented by
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DEDICATION

I would like to dedicate my Honors Senior Thesis to my wonderful parents, Daniel and Cynthia Pipoly. They continuously encourage me to chase my dreams, accomplish my goals, and never give up. Without their constant love and support, not only this Honors Thesis, but my entire education at Michigan would not have been possible. Thank you mom and dad for always believing in me!

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ABSTRACT

This study examines the relationship between exposure to various types of portrayals of women in television—retro-sexism, enlightened sexism, and embedded feminism—and attitudes towards women and gender roles. This thesis mainly hypothesized that exposure to 1960s retro-sexist content in television shows such as *Mad Men* and *Pan Am* would be associated with sexist attitudes and a belief that gender equality has been fully achieved. Subjects were 431 men and women drawn from college students and Amazon Mechanical Turk. A survey measured exposure to media content, attitudes about programming, and gender attitudes. A focus group of students who reported consistently watching 1960s based content was also performed. Results of the survey revealed that men exposed to 1960s based content expressed more sexist attitudes towards women, particularly hostile attitudes, and less progressive attitudes about gender roles. Those who watched 1960s based content were also significantly more likely to believe gender equality had been achieved, and had more accepting attitudes about rape, sexual assault, and violence. The focus group revealed that those with exposure to retro-sexism hold a strong appreciation for current rights among women. However, they also expressed a naive delusion that problems confronting women, such as sexual and physical violence, unequal pay, and job placement, were a thing of the past. Survey results also revealed that exposure to enlightened sexist content, which depicts women in sexist or stereotypical roles, correlated with more sexist attitudes and less progressive views about women, while embedded feminist content, which depicts women in successful and powerful roles, correlated with more egalitarian views about women, less hostile sexism, and less accepting attitudes about sexual and physical violence towards women. The theoretical and social implications of these findings are discussed.

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INTRODUCTION

The 1960s was a decade of drastic cultural and societal change. Women were at the forefront of this movement, endeavoring to enhance their influence in society. They entered the workforce in record-breaking numbers, helped lead protest movements against the Vietnam War, and promoted civil rights for African Americans (Hymowitz, 1978). Despite the mobilization of women's voices, many soon realized that equality for them remained out of reach. Huge gender disparities in earnings, education, placement, and sexual harassment in the workplace were evident and legally permissible. Women made up 38% of all workers in 1960, yet the majority of women, around 75%, worked in jobs classified as "female only," with clerical work topping the list (Hymowitz, 1978). In these female segregated jobs, sex appeal was often an important qualification, a fact explicitly acknowledged in a poll by nearly 30% of business in 1962 (Ryan, 1979). In addition to job segregation, women made 60% less than their male counterparts (Hymowitz, 1978). Businesses justified that low-salaries and low-level jobs were acceptable for women because many working women had "income earning husbands," ignoring the needs of single, divorced, and widowed women: "Of course women earn less, said businessmen—they do different work" (Hymowitz, 1978, p.315). Yet, in 1961, nearly two thousand polled office managers admitted they pay men higher salaries in equivalent positions to women (Hymowitz, 1978). The inequalities women faced served as a persistent reminder they were not expected to be professionals or be the breadwinners in a family.

At a time when *Leave it to Beaver* and *Father Knows Best* dominated television sets, presenting an image of women's contentment in domestic roles, the women of the 1960s began a long fight for equal pay, professional advancement, and an end to domestic violence and sexual

assault. Television did not expose the ugly picture of sexism or advancing feminist rights; rather mass media used television shows such as *Father Knows Best* and *Leave it to Beaver* to depict the patriarchal ideal of the time and women's complacency in traditional roles—"harmonious nuclear families" and "perfecting coiffed moms who never lost their temper" (Douglas, 1994, p. 26). Douglas (1994) states:

The ironic thing was, however, that this media containment was achieved at the very moment that more and more real-life moms were leaving the domestic sphere and going back to work. (p.51).

While greater numbers of women were entering the workforce than ever before, the common societal message persisted that the "ideal woman" should stay at home to care for her husband and children (Hymowitz, 1978). Even when television began to depict single women in working roles in the 1970s, such as the *Mary Tyler Moore Show*, it intertwined the newly held feminist aspirations with "traditional femininity" (Douglas, 1994, p. 205). Women received a message that they could work in order to help their families or to find a husband, but if she sought work personal satisfaction or independence, "there must be something wrong with her as a woman" (Hymowitz, 1978, p.320). While television shows began to address feminist ambitions and the struggles of the workingwoman, they did so carefully, still validating stereotypical gender roles and characteristics.

The role of women has changed immensely since the Sixties, and real advances in gender equality have taken place. Women now earn the majority of bachelor's and master's degrees and an equal number of PhDs as men (Coontz, 2011). They make up nearly a fourth of physicians, a third of lawyers, and half of managerial and professional jobs (Coontz, 2011). Contemporary mass media reflects these advances, commonly depicting women as "capable, gutsy, powerful, and smart" in roles parallel to, or above, men (Coontz, 2011, p.173). In contemporary

entertainment content, where gender equality is now assumed, a fascination with the women of the 1960s has emerged. Some new images even seem to resurrect the blatant sexism of generations past. With the successful Sixties-based television show *Mad Men* capturing audiences, and the attempts of new shows such as *the Playboy Club* and *Pan Am*, Sixties culture and society is working its way back into modern American homes. These new television series illustrate the unfortunate circumstances workingwomen were subjected to in a time of massive gender discrimination, while at the same time creating a sense of nostalgia for the 1960s. It is this combination of the portrayals of past gender disparities and the romanticizing of the times that raises concerns for the potential effects of such shows on their audiences.

Though there is value and entertainment in historically situated shows, the skeptical eye can identify two chief concerns arising from mass media's romanticizing the 1960s. First, while viewing the sexist portrayals of women in a historical context creates an appreciation for the women's movement and illustrates how much the feminist movement gained, this content may simultaneously trigger complacency among women today. When women view these portrayals they might consider how far they have come politically, socially, and economically. While they may better appreciate their current rights, they may also no longer feel the need to push for further egalitarian initiatives and needed reforms. This might demobilize progressive social movements that are interested in finishing the job previous generations started. In addition, while glorifying the patriarchal society of the 1960s, these Sixties-based shows could also directly reinforce sexist beliefs. The combination of complacency among women and direct reinforcement of sexist beliefs could have significant societal and political effects. This thesis will begin to explore these potential influences.

Sixties-based television shows create societal concerns because of their portrayals of women as objects and assistants to men both at home and in their careers. This thesis aims first to evaluate the entertainment media's repackaging of blatantly sexist portrayals, including rape, physical and emotional abuse, and the degradation of women, in nostalgic portrayals of 1960s culture. In addition, I will evaluate the potential for these shows to influence gender attitudes among both male and female audiences. My intention therefore is not to identify the explicit sexism and gender biases present in Sixties-based television shows, as they are representative of the time, but rather to understand the way in which these portrayals affect attitudes about women and the progress of the feminist movement. I hope that through an analysis of audience responses to these television shows and their expressed opinions about women to assess the risk and effects of retrospective sexism portrayed in popular mass media.

LITERATURE REVIEW

EMBEDDED FEMINISM AND ENLIGHTENED SEXISM

Concerns about the impact of Sixties-based television shows on opinions of women arise out of the notions of embedded feminism and enlightened sexism as outlined by Susan Douglas in *Enlightened Sexism: The Seductive Message that Feminism's Work is Done* (2010). Embedded feminism is the idea that women's equality is assumed within contemporary American society and woven into many cultural texts and practices, suggesting that full equality for women has been achieved. "Enlightened sexism" emerges when this normative acceptance of equality leads, ironically, to the acceptance of sexist images in contemporary programming. These frameworks about mass media and gender portrayal directly lead to and influence the theories proposed in this thesis, and therefore are central to its understanding.

Portrayals of female success and accomplishment are commonplace in the media today. Popular television shows display a disproportionate number of women in positions of power—female business owners, attorneys, judges, and police detectives abound (Douglas, 2010). Douglas (2010) refers to this new trend of women's achievements becoming understood as part of our culture as embedded feminism: "Today feminist gains, attitudes, and achievements are woven into our cultural fabric" (Douglas, 2010, p. 9). While the intentions of the media producers may very well be to show a positive example for girls and women through these portrayals of successful women, Douglas believes there may also be negative effects:

But here is the odd, somewhere unintended consequence: under the guise of escapism and pleasure, we are getting images of imagined power that mask, and even erase, how much still

remains to be done for girls and women, images that make sexism seem fine, even fun, and insist that feminism is now utterly pointless—even bad for you (p.6).

The result of this embedded feminism is enlightened sexism, an ideology that views the central goals of the feminist movement as having been met. Thus media revitalize sexist images and themes (Douglas, 2010, p. 9). The implicit argument is that feminism's work is done—with gains in suffrage, education, and professionalism – thus, sexist imagery and humor in the media cannot be harmful, and are therefore fully acceptable.

The problem, unfortunately, is that although gender equality is assumed, it has not been achieved. Although women have graduated with higher college GPAs in every field of study (U.S. Department of Education, 2010), they earn, on average across all professions, 81 percent of what their comparable male colleagues make (U.S. Department of Labor, 2011). This inequality continues later into life: even ten years out of college, full-time workingwomen make 69 cents to the male dollar (U.S. Department of Education, 2010). Gender differences also remain in occupational patterns. In 2007 the top five jobs for women were secretaries, registered nurses, elementary and middle school teachers, cashiers, and retail sales persons, in that order (Douglas, 2010, p.3). Female legislators make up less than a fifth of the U.S. House of Representatives (Coontz, 2011). Men comprise more than 75% of those earning an annual income over \$100,000, and run 97% of Fortune 500 companies (Coontz, 2011). Coontz asserts that young women are four times less likely than men to negotiate a higher first salary. Economists claim that this “unwillingness to assert their own monetary worth ends up costing women \$500,000 in earning by the time they reach age sixty (Coontz, 2011, p.175). Yes, women have made unprecedented gains in education, gaining a voice in government, and professional careers, but massive social inequality still exists. Only a small battle has been won, but, through embedded feminism, media depictions disproportionately show women achieving just as much, if not more, than men.

Douglas (2010) uses the concepts of embedded feminism and enlightened sexism to analyze a variety of media texts from the 1990s to present. From television shows and movies, to magazines and advertising, all the way to politics, her argument leads to powerful speculations about the consequences for women regarding normative definitions of love, competition, appearance, sexuality, and material possessions in combination with images of power and control. As a result of these conflicting portrayals, Douglas asserts:

We are bombarded by overlapping and often colliding streams of progressive and regressive imagery, both of which offer us very different fantasies of female power. Yet, in the end, embedded feminism and enlightened sexism serve to reinforce each other: they both overstate women's gains and accomplishments, and they both render feminism obsolete (p. 15).

It is possible that embedded feminism and enlightened sexism in media work in tandem to create a society in which many people believe that gender equality has been fully achieved, and that women should embrace their sexualized depiction as sources of power. This thesis will seek to empirically test the notions of embedded feminism and enlightened sexism by observing the potential attitudinal consequences of the consumption of these various media depictions.

Due to continuous progression of embedded feminism and enlightened sexism, I argue that mass media now delivers blatant sexist content and tacitly endorses gender inequality with the rise of retro-sexism. If so, one might expect to find these patterns most clearly in Sixties-based television shows. Douglas uses enlightened sexism to explain the resurrection and acceptance of "retrograde images of girls and women as sex objects, bimbos, and hootchie mamas still defined by their appearance and their biological destiny" in modern mass media (p. 10). Therefore, while Douglas discusses modern images reflecting retrograde beliefs about women, this thesis seeks to understand the actual retrograde images resurrected in Sixties-based television. It appears through this new trend in mass media that some television programs, such

as *Mad Men* and *Pan Am*, have reverted from humorous, sneaky sexism in chick flicks and comedies (i.e. enlightened sexism) to blatant, historical sexism of the 1960's (i.e. retro-sexism), and each of these types of sexist content are perceived as acceptable due to the assumptions that gender equality has been achieved (i.e. embedded feminism).

AMBIVALENT SEXISM

To evaluate the emergence and impact of these new depictions, this thesis will use the dual theory of ambivalent sexism in order to measure varying degrees of sexism (Glick & Fiske, 1997). Glick and Fiske (1997) argue that sexism has two components: "hostility towards women and the endorsement of traditional gender roles" (p.110). Ambivalent sexism recognizes the power differences and interdependence between sexes that create both hostile and benevolent gender ideologies (Glick, 2001, p. 116). Hostile sexism refers to "sexist antipathy towards women" (Glick, 2001, p.116). It attempts to justify male power, traditional gender roles, the sexual exploitation of women, and derogatory female characterizations (Glick, 1997). Benevolent sexism is "subjectively favorable, yet patronizing, beliefs about women" (Glick, 2001, p.116). Benevolent sexism towards women helps to justify, promote, and maintain gender inequality (Glick, 2001). While hostile sexism justifies men's power, benevolent sexism subtly legitimizes men's power through positive depictions of protection and chivalry (Glick, 2001). Both types of ambivalent sexism recognize women as the weaker sex and justify patriarchal hierarchies (Glick, 1997). Through survey analysis, Glick and Fiske (2010) found that men ranked much higher than women in hostile sexism, but that women scored roughly equal to men in benevolent sexist views about male-female relations. In other words, women look favorably upon men who express benevolent attitudes towards women. This finding suggests that women

who buy into ambivalent sexism attempt to maintain a patriarchal social structure by accepting benevolent sexism, which ultimately undermines gender equality.

Glick (2011) found that men who express hostile sexism had negative evaluations of career women, while men who expressed benevolent sexism had positive views of women in traditional roles, such as homemakers. He also found that hostile sexism was directed towards nontraditional women and benevolent sexism was directed towards traditional women. This finding is especially relevant here, since during the 1960s the roles of women were beginning to change from the traditional roles of women to a hybrid of housewives, single working women, and both. This thesis will determine if exposure to Sixties-based content could boost feelings of hostile and/or benevolent sexism towards different roles of women.

While this psychological research better understands the prevalence of sexism in intimate relationships and its direct effects on women, it does not assess the cause of the sexism or the factors that help to maintain sexist views. While there are many variables that could contribute to ambivalent sexism in society, such as early childhood socialization and modeling through social learning, media potentially plays a large role in reinforcing gender attitudes. Mass media, including television, according to Wright (1975) could contribute to a young person's concepts about occupations, including the roles of gender in the work force:

Popular portrayals of people at work... provide a potential source of imagery about a social role that everyone must cope with, whether as a performer of the job or through interaction with those who hold such occupations. Information and impression about occupations provided by mass media may be the only, or at least a major, learning source for many young people in a society, especially those who are unlikely to know an adult so employed (p.123).

Research on the socialization of gender roles found that prior sex role socialization strongly influences the way in which people "attend to and learn from" television (Jeffries-Fox, 1981).

Thus it will be important in this research to control for factors that could influence prior sex role socialization. Much research has been done in the psychology field that shows the effects of media on gender attitudes; a few of the theories that could possibly influence the relationships addressed in this thesis, including desensitization and the social learning theory, will now be discussed.

DESENSITIZATION TO VIOLENCE

A study conducted by Linz and Donnerstein (1988) investigated the effects of emotional desensitization to films containing violence towards women and the effects of sexually degrading films on attitudes toward sexual objectification of women and rape (p.758). Linz (1988) found that the male subjects exposed to depictions of violence towards women were “less anxious and depressed,” had declining “negative affective responses,” were “less sympathetic” toward rape victims (p. 758). They found that repeated exposure to depictions of violence towards women creates a male population with less sensitivity and less negative attitudes towards violence (Linz, 1988). The negative effects of violent media on men is especially relevant in the context of a later study by Emmers-Sommer (2006), which found that men were more likely than women to seek out violent or sexually related media, and that those who preferred sexually violent films were more acceptable of rape myth beliefs (p.318). Thus, men seek out violent content (Emmers-Sommer, 2006) and are desensitized by continued exposure, leading to more acceptable views of violence (Linz, 1988). While the content in these television shows is more subtle than the sexually explicit and overtly violent content used in these studies, it is plausible that the same psychological effects could occur with repeated exposure to more realistic portrayals of sexual

and physical violence towards women in television shows such as *Mad Men*, *Pan Am*, and *Playboy Club*, which all have portrayed sexual assault, rape, and violence towards women.

SOCIAL LEARNING THEORY

The social learning theory, developed by Bandura (1965), proposes that behavior is learned by modeling people and the consequences of their actions. People learn not only by observing the actions of others, but by witnessing the rewards and punishments of their actions (Bandura, 1977). Behavioral and attitudinal modeling occurs not only through real life observation, but symbolically through media content, and the attractiveness of the model contributes to the modeling effects (Bandura, 1973). Bandura (1963) found strong evidence that exposure to filmed aggression heightens aggressive reactions. While the current study is not concerned with aggression, the findings of Bandura suggesting that audiences model the behavior of the media character based on rewards and punishments could be applicable to expressed attitudes about women. This is especially relevant in Sixties-based television content because the sexist remarks and behaviors made by men, who are attractive models, go mostly unpunished. Thus, it is reasonable to imagine that men viewing Sixties-based content could model the behaviors and attitudes of the men in the television shows. With a psychology research foundation on media effects of desensitization, modeling, and learning, this thesis intends to analyze the potential effects of mass media's portrayal of embedded feminism, enlightened sexism, and the relatively new phenomenon of retro-sexism on gender attitudes among both male and female audiences.

RETRO-SEXISM

In a backlash against feminism, women are presented with many contradictory portrayals (Gill, 2007). This backlash is more complex than simple anti-feminist sentiments, as it portrays the embedded feminism and enlightened sexism that Douglas addresses in addition to many other conflicting ideas (Gill, 2007). One of the conflicting images presented by mass media in this backlash is retro-sexism. Retro-sexism refers to the way in which modern attitudes and behaviors glorify sexist aspects of the past. Whelehan (2000) argues that through the nostalgic feel of modern media, representations of women “from the banal to the downright offensive” are being “reinvented against cultural changes in women’s lives” (p.11). By reaffirming “the unchanging nature of gender relations and sexual roles” through retro-sexism, feminist goals are undermined (Whelehan, 2000, p. 5). The UK television series *The Grimleys*, which ran from 1999-2001, presented nostalgia for the 1970s through retro-sexism and the portrayal of traditional gender roles. The comedy series positioned the main female character as a sexual object to the men and promised “a return to an older sexual economy” (Whelehan, 2000, p. 25). Whelehan argues that through media content like *The Grimleys*, media resurrects derogatory portrayals of women laced with humor without any mention of the feminist movement that was occurring in the 1970’s.

Instead of presenting sexism as a problem in contemporary society, media culture depicts sexism as a “phenomenon” of the 1960s and 1970s “to be enjoyed as a kitsch” (Williamson, 2003). Williamson argues that retro-sexism is a social and stylistic trend that can be seen across a variety of media types, where overtly sexist scenarios common in the 1960s and 1970s are recycled. The sexist message is wrapped up in a “cutely tongue-in-cheek retro package,” which implies the sexism is knowingly portrayed from a past era making the content seem less crude

(Williamson, 2003). This affixation of sexism to the past in the media is “sexism with an alibi: it appears at once past and present, innocent and knowing, a conscious reference to another era, rather than an unconsciously driven part of our own” (Williamson, 2003). Retro-sexist portrayals in the media are a malicious kind of attack on women “clothed in nostalgic or retro-chic imagery in order to rebut potential accusations of sexism” (Gill, 2007, p. 254). These arguments illustrate the main concerns of this thesis: retro-sexist images make gender inequality seem appropriate and inoffensive because they are historical in nature, however they are potentially desensitizing the audience to the seriousness of the content.

Gill (2007) also makes the statement that retro-sexism is only part of the conflicting portrayal of gender that audiences receive today in the backlash to feminism, and that sexism does not always appear in the form of nostalgic past imagery, but also in powerful, new depictions. There are many forms of sexist portrayals that threaten the feminist cause as much as retro-sexism, but this thesis will focus primarily on this one type of content. However, other portrayals on television will also be considered.

To fully understand retro-sexism in the context of this thesis, some content analysis of the 1960's based programming should be reviewed to illustrate the ways in which such media represent gender roles. The literature review will next focus on a content analysis of *Mad Men*, which is the primary Sixties-based television show examined in this research.

CONTENT ANALYSIS OF MAD MEN

Mad Men is a television series on AMC produced by Matthew Weiner. It had its first season premiere in July 2007 and premiered its fifth season on March 25, 2012. *Mad Men*, set in the 1960s, features Sterling Cooper advertising agency on Madison Avenue in New York City.

The series primarily focuses on the life of Don Draper, the heavy drinking, chain smoking creative director and later founding partner of an advertising agency. The female characters in the show portray a diverse array of gender roles in the 1960s. First, there is Betty Francis-Draper, who is Don Draper's wife and mother of his three children. For the first three seasons she represents the stereotypical housewife confined to domesticity, but by Season 4 they divorce after 10 years of marriage due to his womanizing, consistent infidelities, and her unhappiness. Joan Harris-Holloway is the very sexualized office manager at Sterling Cooper. She has a long-term affair with Roger Sterling, a partner in the advertising firm, throughout Season 1, and then by Season 3 she is married to Dr. Greg Harris. Peggy Olson is a hard-working secretary, who is driven to advance in the company. She is later promoted to a copy-writer for Don Draper. The interactions between these varying female roles of the 1960s depict the struggles of women as they began to enter the workforce.

Content analyses of *Mad Men* examine portrayals of gender, race, class, and sexuality throughout the multi-year series (O'Barr, 2011). Men's relationships with women make up a predominant part of the *Mad Men* plot as adman Don Draper encounters female secretaries in his office (O'Barr, 2011). Peggy complains to Joan, the office manager, that she is constantly sexually harassed in the office to which Joan acts surprised that a "plain girl" like Peggy does not enjoy the attention (O'Barr, 2011). Sexual harassment is frequently depicted in the show, from the sexual gazing and comments Peggy receives to more graphic depictions. In Season 1, an adman at an office party chases and wrestles one of the secretaries to the ground and demands to see her panties. This is an explicit example of sexual harassment even though the woman is portrayed laughing and encouraging the behavior (Andrist, 2011). Withstanding sexual harassment and derogatory treatment, Peggy tries to advance in the company with her bright

ideas. She faces much resistance before advancing to be a copywriter, being asked by the men to run errands, fetch coffee, and even to have sex with them (O'Barr, 2011). Joan, on the other hand, uses her sexuality to successfully get what she wants (O'Barr, 2011). This image reinforces the contemporary idea Douglas presents that women are told by the media to use their sexuality for power. *Mad Men* reconstructs women's roles in the work place in the 1960s, in which female degradation and sexual harassment are normative.

Mad Men also defines the gender roles in the home through the interactions between Don and his wife, Betty. Don spends the day at work, while his wife is at home with the children. When Don gets home from work, his wife has dinner prepared and the children taken care of, with the help of a maid. His wife and children are symbols of his success; they are possessions he has acquired deservedly as a man (O'Barr, 2011). Don cheats on his wife, and it appears he feels no guilt because his cheating is a "matter of male privilege" (O'Barr, 2011). Infidelity is made to seem commonplace during the 1960s, and Don's wife came to expect it. However, Betty progressively gets fed up with her marriage to Don and her life as a housewife, leaving all her domestic duties to her African American maid. Then, after putting up with her husband's cheating and chauvinism for ten years, she finally divorces him in Season 4. Regardless of Betty's final stand against Don, *Mad Men* consistently portrays women as possessions of their husbands, with little say or purpose, strongly emphasizing hostile and benevolent sexism.

Beyond depicting women's roles in the 1960s in the home and work place, *Mad Men* goes a step further in portraying the views of men about women through male group conversations in the advertising agency. In O'Barr's analysis, he concludes that the men of *Mad Men* believe:

Women want to fulfill the desires of men for a nurturing, maternal women who will support a man emotionally, raise children he can be proud of, and create and manage a perfect home

environment for him, as well as be sexually available, physically attractive women who will satisfy his sexual appetite and keep him coming back for more.

This expectation is clearly unrealistic. However, it is ironic that when discussing women's wants, each desire they believe women hold revolves around pleasing men. For example, while creating an advertising campaign for Playtex Bras, the men determine that every woman wants to be both a "Madonna and a whore" in order to satisfy men, but that most women are either a Jackie Kennedy or a Marilyn Monroe, making the comparison between Joan and Peggy. Sterling thus Cooper frames their campaign for Playtex around the idea that it will help women achieve the expectations of being both kinds of women (O'Barr, 2011). O'Barr also discusses the pertinence of the male gaze, "referring to the pleasure, judgment, and objectification that the men exhibit in viewing the women," throughout *Mad Men*. For example, when creating an advertising campaign for Belle Jollie lip stick, the men insist the only reason women have for wearing lipstick is to attract men, so in order to determine how to create the ads they look upon the women and evaluate them according to how attractive they find them (O'Barr, 2011). *Mad Men* repeatedly shows the male attempt to dominate, control, and manipulate the sexuality of women (O'Barr, 2011). The men constantly make lewd jokes about sexual encounters and pursuits in private and in front of the women in the office. Women's sexuality is always directed towards pleasing men. In an advertising campaign for the weight loss machine the "Electolizer," which also doubles as a sexual stimulator, the men talk about their own pleasure and the benefits they could receive if their wives had the machine (O'Barr, 2011). Thus, even when the men are discussing female pleasure not involving a man, it is twisted to benefiting a tired husband, in a constant attempt for men to maintain control over women's sexuality (O'Barr, 2011). *Mad Men* continuously drives the idea into the minds of the viewer that women exist for the satisfaction of men.

Mad Men purposefully illustrates the social issues in American culture in the 1960s, including sexism. The creator of the show, Matthew Weiner, intended *Mad Men* to be a critique of the attitudes of the time. He referred to it as a “science fiction in the past” (Heidkamp, 2007). He argues that *Mad Men* uses depictions of the past to bring issues that are not openly dealt with in society to the forefront of conversation, “just as science fiction often uses a future world to say things about the present you can't say directly” (Heidkamp, 2007). *Mad Men* uses explicit sexism in the 1960s advertising firm to address issues that persist today but that society is too “polite,” as *Mad Men* director Alan Taylor said, to talk about openly (Heidkamp, 2007). However, despite the best intentions of the writers and producers, several of which are women seeking to depict problems of the era, many concerns arise about its depictions of women.

Mad Men resurrects the gender roles of the 1960s. Men are portrayed as the sole breadwinners, and women as always at their disposal, whether at work or home. There is no different expectation shown between women at home and women in the workplace, their function is to look good, perform sexually, and assist men. Despite the male expectations and ill treatment in the show, Peggy, and many female clients of Sterling Cooper, represent the beginning of a change in the workplace, where women through perseverance begin to rise to positions of power. *Mad Men* rightfully depicts the struggles women who wanted independence and equality had to face, but in order to accomplish this goal, the show must vividly depict sexism. Dove-Viebahn (2010) describes how this causes it to tread between being a positive critique of the time and an adoration of sexism:

Mad Men straddles the line between a nuanced portrayal of how sexism and patriarchal entitlement shape lives, careers and social interactions in the 1960s (and, by extension, today) and a glorified rendering of the fast-paced, chauvinistic world of 1960s advertising and all that comes with it.

The gender representations, however accurate to the 1960s in which *Mad Men* is set, present a new image for a generation that did not grow up when blatant sexism was a part of every day life. Wilson (2010) explains why this content may be problematic for young women to watch:

This behavior is not as far back in our past as we would like to think. Our daughters continually get the messages that power still comes through powerful men. And unfortunately being pretty is still a quality that can get you on the ladder-though it still won't take you to the top.

This new production of sexist media images could have effects on a generation that believes sexism is a thing of the past and feminism is well over. Retro-Sexism in Sixties-based television shows such as *Mad Men* could potentially increase sexist views among men, while simultaneously demobilizing men and women to feminist causes.

HYPOTHESES

SIXTIES-BASED CONTENT

This thesis hypothesizes that among women, the viewing of retro-sexist portrayals in the historical context of Sixties-based television programming, such as *Mad Men*, will create an appreciation for feminist gains, while also instilling feelings of complacency and a belief that further advancements towards full equality are not needed. Thus, it is expected women who watch these shows will express greater beliefs that equality has been achieved.

Among men, I predict that increased exposure to Sixties-based television shows will lead to a glorification of the machismo and patriarchal society of the 1960s, normalizing sexist beliefs about women. Thus, it is expected that men who consistently watch Sixties-based content will express less egalitarian and more sexist beliefs about women including ambivalent sexism, benevolent sexism, and hostile sexism.

Among both men and women, exposure to Sixties-based television programs is expected to increase sexist attitudes and decrease egalitarian views about women in general. Increased exposure to retro-sexist content in Sixties-based media is expected to be associated with a greater belief in the importance of feminine appearance, less accepting attitudes about female promiscuity, and greater levels of acceptance of sexual harassment and violence towards women. However, the results will be greatly moderated by gender.

ENLIGHTENED SEXIST CONTENT

This thesis hypothesizes that both women and men with high exposure to contemporary television shows with enlightened sexist content, such as *Jersey Shore*, will express higher levels of sexism and less egalitarian views about women. Due to the often-sexualized depictions of women in this content, those with higher exposure to enlightened sexism content are expected to view women as increasingly promiscuous, sexualized, and appearance focused. High exposure is expected to be associated with a greater belief in the importance of feminine appearance. Gender is expected to moderate these effects, with greater effects for men than for women.

EMBEDDED FEMINIST CONTENT

Due to the depictions of women in powerful and successful roles, this thesis hypothesizes that exposure to contemporary embedded feminist content, such as *Grey's Anatomy*, will lead to lower levels of sexism, more egalitarian views about women, and a greater belief that gender equality has been achieved. Those with high exposure to Embedded Feminist content are expected to express lower levels of acceptance of sexual harassment, rape, and violence towards women. This research expects that high exposure to Embedded Feminist content will be negatively correlated with a belief in the importance of feminine appearance. Gender is expected to moderate these effects, with greater effects assumed for women than for men.

METHODS

PROCEDURES

Several methods will be employed to examine the relationship between exposure to Sixties-based media content and gender attitudes. An observational, cross-sectional survey was distributed that measures exposure to particular television shows, television habits, attitudes towards women, sexism, embedded feminism, and enlightened sexism. The survey gauges the correlation between television exposure and attitudes towards gender roles. The dependent variable measures were asked in a random order to avoid order effects (Tourangeau et al. 2000). While a controlled experiment would establish strong causal inferences, the first step toward investigating these hypotheses is to determine if there is co-variation between exposure and attitudes. Furthermore, I am most interested in the effects of this media content on the viewers who actively seek out the content, rather than subjects deliberately exposed to the content in the manner of an experiment. In addition to a survey, I conducted focus groups to gauge opinions and thoughts about various television shows and gender roles. The focus group builds a deeper qualitative understanding about the perceptions of the shows and their portrayals of women. Surveys and focus groups were determined to be the most effective research method as this thesis explores the audiences of particular shows, why they are drawn to the content, and the potential effects it has on them.

MEDIA CASE SELECTION

In order to measure exposure to relevant media content, television shows had to be selected that fall into the categories of retro-sexist, embedded feminist, and enlightened sexist

content. The shows depicting retro-sexism consist of Sixties-based modern television content (i.e. current television programming that depicts the 1960s), while the shows depicting embedded feminism and enlightened sexism are drawn from contemporary depictions (i.e. current television programming set in present day).

Sixties-Based Gender Representations

Audience effects will be analyzed based on the level of exposure to modern Sixties-based television shows, with a focus on *Mad Men* and *Pan-Am*. These are two current television shows depicting retro-sexism through the lens of the 1960's. Exposure to *The Playboy Club*, which has now been cancelled, will also be measured.

Mad Men is an AMC 1960's based television show that focuses on around an advertising agency on Madison Avenue in New York City. The show's main character, Don Draper, is a stereotypical machismo man who subjects women to sexist comments and expectations. The women of the series include many different types, from stay-at-home moms, to over-sexualized secretaries, to aspiring businesswomen, which together tell a story about the Sixties. *Mad Men* depicts many social struggles for women in 1960's, possibly presenting women today with a sense of accomplishment for how far women's rights have come, but also possibly presenting men with nostalgia of the power men like Don Draper held. *Mad Men* has sustained high ratings and critical acclaim throughout its four seasons. The season-four premiere gained "the biggest delivery for an episode of an original series" with 2.92 million live viewers, topping its season three premiere by 6% (Crupi, 2010). While these numbers seem small to the major networks, this is a large audience share for AMC.

Pan Am is a new ABC drama based on the stewardesses and pilots working at Pan Am Airlines in 1963. While portraying the new independence of workingwomen, *Pan Am* also

captures the inherent sexism of the time, as the stewardesses recognize their job is to entertain and flirt with male customers. Sexual harassment and gender stereotypes are evident throughout the episodes. While the story line for this series is still emerging, it presents the nostalgia of the 1960's through a combination of historical reminiscing, sexist depictions, and women gradually gaining social status. *Pan Am* emerged onto the television scene capturing high viewers in its season premiere, with 10.9 million viewers, according to Nielsen. It especially excelled in the 18 to 49 age demographic, with a 3.1 rating, making it the second most watched show after Colts-Steelers football game on NBC (Collins, 2011). *Pan Am*'s audience began to decline as the season progressed, but Nielsen's time shifted dating tracking revealed a large DVR audience for the show, and consequently boosted its ratings (Crupi, 2011). The show will not be renewed for next year, but the initial high interest in another 1960's based drama makes it relevant.

The Playboy Club was a new NBC drama about the women who worked in the Playboy Club in Chicago; with their new independence based on their sexuality, the women challenged the existing social traditions. The study was originally intended to include the short-lived series *The Playboy Club* as a major part of the analysis, which, unfortunately for this study, was pulled from airing on NBC due to controversial content and low ratings. *The Playboy Club* was protested adamantly by the Parents Television Council, and brought in 3.4 million viewers with only a 1.2 rating for adults, according to Nielsen (Hibberd, 2011). The first three episodes aired will still be used as part of the analysis, as there is value to what audience found appealing in this show in comparison to the others. It is mainly used as a comparison to the audiences who watch *Mad Men* and *Pan Am* in order to determine if the same types of people are attracted to Sixties-based television content.

Contemporary Gender Representations

To grasp the effects of retro-sexism in combination with embedded feminism and enlightened sexism, reactions to Sixties-based television shows will be compared with other popular television shows. These shows were selected based on both their popularity and content. The content of each of these shows fits with either the theories of embedded feminism, showing high numbers of women in positions of authority, or enlightened sexism, showing women either focused on their appearance, sexuality, and gossip or living complacent in their domestic roles. Three shows are included as comparative media that fit with Douglas's notion of enlightened sexism: *Jersey Shore*, *Gossip Girl*, and *Modern Family*. Three shows are included that fit with Douglas's notion of embedded feminism: *Grey's Anatomy*, *Bones*, and *Closer*. One show, which has the most implicit feminist content, *The Good Wife*, is included as "modern feminism" measure.

Enlightened Sexist Content

Jersey Shore is a reality-based MTV program that follows the lives of New Jersey 20-somethings. The show circulates around their hook-ups, fighting, partying, and relationships. *Jersey Shore* depicts sexual objectification of women, sexual double standards between women and men, emotionally abusive relationships, and physical violence towards women; therefore fulfilling many of the requirements to be considered an enlightened sexist media text. Throughout the program, the men of the show are focused on bringing girls home, often discussing them in objectifying ways. The women, on the other hand, even though they are extremely over-sexualized, are harshly judged for the resulting sexual encounters. *Jersey Shore* is MTV's most watched series ever and continues to gain more of a youth audience, with a 63% increase in the 12 to 34 age demographic from the season two premiere to the season three

premiere (Hibberd, 2011). *Jersey Shore* had a high Nielsen rating of 4.2 among adults for its season three premiere (Hibberd, 2011).

Gossip Girl is a long running CW drama about the extravagant and dramatic lives of New York's wealthy Upper East Side. Fights, hookups, betrayals, and material possessions are central to the storylines. The young women of the show are powerful, but because their power stems from their wealth, manipulation, and beauty it aids enlightened sexism. Despite being in its fifth season, *Gossip Girl* has actually consistently had relatively low Nielsen ratings among adults 18-34 with a 0.8 rating for season one (ABC Media Net, 2008), 0.9 for season two (ABC Media Net, 2009), 1.1 for season three (Gorman, 2010), and 0.9 for season four (Gorman, 2011). However, these Nielsen ratings are likely low due to the large amount of online and DVR viewing (nearly 40% of the adult audience) that occurs with this show (Gorman, 2009). *Gossip Girl* has maintained an audience of over 2 million viewers for almost every season, and has won the Teen Choice Award for Choice TV Show Drama every year from 2008 to 2011, in addition to several other Teen Choice Awards. Therefore, despite its low ratings, *Gossip Girl* proves to maintain a large audience of young people.

Modern Family is a progressive drama on ABC, about the life of a very non-traditional family, including two men in a homosexual partnership with an adopted daughter. For as progressive as the show seems, the two main female characters, Gloria and Claire, are both housewives. On the surface their characters appear to reject traditional gender roles as they both maintain a lot of control of their families and are strong female characters. Gloria maintains her power in her relationships through her sexuality and beauty, always looking beautiful and put together (Staricek, 2011). Claire, on the other hand, often looks grungy with no makeup on, but she exhibits characteristics that are both controlling and bossy (Staricek, 2011). Both these

women make many of the decisions in their families, and could be viewed as breaking from the normative view of gender, but they are still traditional stay-at-home mothers whose lives revolve around their children and their husbands (Staricek, 2011). *Modern Family* ultimately shows a family dynamic of a masculine breadwinner with a traditional career and a feminine stay-at-home mother (Staricek, 2011). While the show deals with traditional gender roles ironically, often showing tensions in the family dynamics, nevertheless it still depicts a woman's place in the home, representing a less direct form of enlightened sexism. *Modern Family* has maintained high Nielsen rating throughout its three seasons, ranking number 21 in the 18-49 year old demographic in its first season, and number 6 in its second (Andreeva, 2010). It has won a number of awards, including three Television Critic Awards, three Writers Guild of America Award, two Director's Guild Award, one Screen Actor's Guild Award, and eleven Primetime Emmy Awards. The programs' overwhelming success and popularity in addition to its portrayal of women in normative gender roles warrants its inclusion in this study.

Embedded Feminist Content

Grey's anatomy is another long-running series on ABC about the lives of medical students, residents, and doctors. Women are portrayed in this medical drama as just as successful as their male counterparts, some argue the women actually are smarter than the men in the show. According to the American Association of Medical Colleges, in 2009 women made up 49% of medical school graduates and 47% of medical school residents, but only 32% became surgical residents and 12% neurosurgery (Reynolds, 2010). The number of female to male residents doing brain surgery on *Grey's Anatomy* is out of proportion to reality showing more women than men (Reynolds, 2010). While *Grey's Anatomy* shows women in power, it adds a negative dimension by portraying powerful women as bossy and authoritarian (Barrios, 2008). In addition

to showing strong and successful women, *Grey's Anatomy* also shows them as sexually liberated, often discussing their sex lives just as much as the male characters (Barrios, 2008). *Grey's Anatomy* is an example of Embedded Feminist, as the women are shown as more likely to be successful and in powerful positions in the medical field, while also portraying them as consumed with relationships and sex. *Grey's Anatomy* has maintained high Nielsen ratings throughout its eight seasons, normally ranking in the top 20 shows among 18-49 year olds. However, in its seventh season it dropped to number 31 on the Nielsen list for adults (Gorman, 2011). *Grey's Anatomy* has won a number of awards, including three Primetime Emmy Awards. The ABC program's longstanding popularity and success combined with its portrayal of successful female doctors qualifies it to be included in this thesis analysis.

Bones is a crime drama series on Fox Network based on a female forensic anthropologist, Dr. Temperance "Bones" Brennan, who works alongside FBI agents to solve crimes by analyzing the bones of victims. Dr. Brennan is intelligent, independent, and accomplished, but also socially awkward and detached. She is regarded as the best in a scientific field that has historically been dominated by men (Carter, 2010). "Dr. Brennan is a highly successful member of this male dominated field and is essentially coded as a geek" (Carter, 2010, p. 25). Westman (2007) asserts that throughout history, society has assumed that the term "geek" refers exclusively to males, "with the result that a female geek betrays society's gendered expectations" (p. 11). The character of Dr. Brennan breaks many traditional gender stereotypes, but especially demonstrates embedded feminism through the portrayal of a woman in a high position of power in the science field. *Bones* has achieved much success, being nominated for two People's Choice Awards, winning two Genesis Awards, and being nominated for a Primetime Emmy Award. Currently in its seventh season, *Bones* has still maintained its consistent popularity, drawing in

an audience of 8.8 million with a Nielsen rating of 2.8 in its fourth episode of the seventh season (O'Connell, 2011). The long-standing success of *Bones* and its depiction of a strong, intelligent female scientist qualify it for study in this thesis.

The Closer is a TNT crime drama. The main character, Brenda Johnson, is a female detective heading the Priority Murder Squad, where she quickly lands a promotion to Deputy Chief. Her colleagues, who are mostly men, resent her for this promotion. However, they reluctantly come to respect her and admire her interrogation skills. Their resentment at her initial advancement, and their seemingly shock at her success, shows the rarity of a woman becoming that high ranking in law enforcement. *The Closer* shows a woman as Deputy Chief, in charge of many male officers below her, another example of embedded feminism. Throughout its six seasons *The Closer* has maintained record-breaking ratings, having the highest rated scripted series premieres on cable in its second and third season with 8.28 and 8.81 million viewers, according to Turner Research from Nielsen Media Research (Futon Critic, 2007). *The Closer* has been nominated for, and won, numerous Primetime Emmy Awards, Saturn Awards, Screen Actors Guild Awards, Golden Globe Awards, Satellite Awards, People's Choice Awards, and several others. The depiction of a successful and powerful woman in law enforcement in this popular and long running series makes a solid addition to composite of Embedded Feminist content to be analyzed in this thesis.

Modern Feminist Content

The Good Wife is a legal drama on CBS that is being used as a contrast to the other television content as a show that aligns to the feminist agenda. The show tells the story of a woman, Alicia Florrick, who goes back to work as a litigator after her husband is jailed for a corruption scandal. As Dollan (2009) states, "The Good Wife trades on its star's/character's

feminine wiles, but in other ways, the show's writers let Alicia be much more than the superficially and stereotypically good wife/mother/woman, sometimes raising pertinent questions about just what constitutes *good*." Alicia Florrick's character is an independent working mother with many dimensions, which perhaps is the most realistic, yet feminist, portrayal of women today. *The Good Wife* has done what Dollan (2009) asserted she would hope the show achieve: "use its main character's complexity to illustrate the contradictions and conflicts in how American society—even in the second decade of the 21st century—judges women who are wives, mothers, and professionals making their way in the world." *The Good Wife* seems to combine several aspects of previously mentioned shows in order to create a script that can give a full picture of the complex roles women have to play. Alicia Florrick is very successful in a male-dominated profession—adding an element of embedded feminism. She is a devoted mother and wife—adding an element of the traditional gender role. Finally, she is a very attractive woman, who also has an affair with her boss—adding an element of enlightened sexism. By doing this, the series has been able to present a more realistic view of all the stresses and challenges women can face as mothers, wives, and professionals. *The Good Wife* has been extremely successful. The CBS legal drama claimed 13.12 million viewers in its first season (Gorman, 2010 June 16) and 13 million viewers in its second season (Gorman, 2011 June 1). *The Good Wife* has been nominated for and won several awards, including Emmy Awards, Golden Globe Awards, Peabody Awards, People's Choice Awards, and several others. This television show is included to act as a model of "modern feminism" and is intended to reflect the true portrait of women today.

This thesis intends to begin to grasp the implications of the very different gender roles portrayed in these various television shows. Each of these categories of shows about the

representations of women has built off one another. This thesis works off the assumption that retro-sexist media content has emerged from embedded feminism and enlightened sexism. Due to the desire for gender equality, embedded feminism first emerged, depicting women as powerful and successful, providing many potential role models for young women. However, Douglas proposes that embedded feminist content, depicting high numbers of women in positions of authority, could lead to the belief that feminism's work is done and equality has been reached. As a result of this assumed equality, enlightened sexist content emerges and is viewed as acceptable because of the assumed equality. Thus, this thesis proposes that as a result of embedded feminism and enlightened sexism, retro-sexist media content has emerged. This blatantly sexist content is deemed acceptable because the sexism occurred in a past generation and because we have the assumption equality has been achieved. In combination with the already conflicting roles women receive through the media, the new emergence of blatant sexism could continue the backwards spiral, potentially increasing both sexist attitudes and contentment in women's rights. Therefore, to begin to understand these interactions, this thesis seeks to investigate Douglas' notions about the effects of gender portrayals on television, hypothesizing that they are and that Sixties-based television shows could lead to an even more complacent view that feminism's work is done, in addition to normalizing sexist attitudes.

SAMPLE

Various sampling methods were employed for the survey and the focus groups, including the University of Michigan Communication Studies Participant Pool, student recruitment through flyers, and Amazon Mechanical Turk.

Survey Sampling

Participants for the survey questionnaire part of the research design were drawn from the University of Michigan Communication Studies Participant Pool and from Amazon Mechanical Turk. University of Michigan students all received course credit in their Communication courses for participating in the study. While this is convenience sample, and there are inherent biases in only sampling from this group, it is the most feasible way to interview an adequate number of participants. In order to draw participants from other areas of the population and to make the findings more generalizable, sampling for the survey was done through Amazon Mechanical Turk¹. The Amazon Mechanical Turk respondents were paid \$0.60 for their participation². It is possible there is some bias in the compensation method, as the UM students received class credit, while the Amazon Mechanical Turk employees received monetary compensation; however, it is presumed that these differences are minimal because both sample populations are receiving some sort of compensation for their participation. The more consequential bias in this sampling design is the non-probability sampling methods employed. This research used a self-selection method to gain respondents, which makes it difficult to generalize these findings to the population.

¹ Amazon Mechanical Turk has been found to produce more representative samples of the U.S. population than in-person convenience samples do. However, some concerns about the sample drawn from MTurk are: self-selected, younger than public, more ideologically liberal than public, and more likely to pay more attention to tasks (Berinsky, 2011).

² Pay for Amazon Mechanical Turk employees was determined by dividing hourly minimum wage set by Amazon by the amount of time the survey was expected to take. This was the recommended compensation by Amazon, and was relatively high in comparison to other similar surveys listed.

Survey Sample Characteristics

The final survey sample (n=431) is comprised of 179 males (41.5%) and 252 females (58.5%). The sample was selected from two populations. Twenty-seven percent (27.4%) of the sample came from University of Michigan students enrolled in undergraduate courses in Communication Studies. This section of the sample has an age range of 18-23. Seventy-one percent of the sample came from Amazon Mechanical Turk respondents, which have an age range of 18-70. The remaining 1.6% was drawn from minimal email recruitment.

According to self-reports, 45.7% of respondents are between the ages 18-25, which is the largest subsection age group. The median age category is 22 to 25 years old. Nineteen percent (18.9%) are between the ages 26-33, eleven percent (10.7%) are between ages 34-40, and fifteen percent are over 40. The remaining 9.6 percent either skipped the question, refused to answer, or left the survey before reaching the demographic questions. The majority of the sample (60.6%) reports they are single and never married. This is expected to as a large amount of the sample was drawn from a college campus population and the largest age segment in the sample is 18 to 25 years old. Twenty-four percent of the sample indicated they are currently married. The remaining 15% reported being either divorced, separated, widowed, or opted to not answer the question.

Racially, the sample is fairly representative of the U.S. population. The majority (72.9%) identified themselves as White or Caucasian, compared to 72.4% of the general population according to the U.S Census Bureau (2010). Minority groups were disproportionately represented compared to the general U.S. population (U.S. Census Bureau, 2010). Respondents that identified as Asian (6.5%) were over representative of the U.S. population, while Hispanic (2.9%) and African American (5.7%) identifications were under representative. Democratic

identification made up the majority of the sample, with 46.5% identifying themselves as Democrats, 22% identifying themselves as Republicans, and 15.7% identifying themselves as Independents.

The sample was relatively diverse across annual family income, with 35.2% reporting below \$50,000, 31.6% reporting between \$50,000 and \$100,000, and 29.5% reporting above \$100,000. The median annual income was \$50,000 to \$74,999. The majority of the sample has completed or is in the process of completing some form of higher education. The largest portion of the sample (33.8%) is currently enrolled in college, and 39% of the sample has already completed a four year college degree, Master's degree, or Doctoral Degree.

Focus Group Sampling

Participants for the focus groups were all University of Michigan students. At the end of the survey, participants coming from the UM Communication Study Participant Pool who indicated they *watch most of the time* or *watch regularly* one or more of the television shows *Mad Men*, *Pan Am*, or *The Playboy Club* were asked to provide their email if they are interested in participating in a focus group. This purposive sampling is acceptable to use as the focus groups are designed to learn more about detailed reactions to the gender depictions in the shows. Focus groups sampling also occurred through flyer recruitment around campus inviting men and women who regularly watch *Mad Men*, *Pan Am*, or *The Playboy Club* to participate in an hour long focus group. The researcher also employed snowball sampling, by asking those who have already agreed to participate if they know other people who also watch the television shows and may be interested in joining the focus group. One focus group was conducted consisting of 10 people. All participants were given \$10 and provided with dinner in exchange for their participation.

Focus Group Sample Characteristics

The focus group consisted of ten undergraduate University of Michigan students, with ages ranging from 18 to 22 years old. The sample was relatively equal across genders with six women and four men. One male identified himself as homosexual. The participants were primarily White/Caucasian, with the exception of one Asian female. All respondents indicated they watch either *Mad Men* or *Pan Am*, with the majority (70%) indicating they primarily only watch *Mad Men*. No other demographic information was obtained.

SURVEY MEASUREMENTS

Independent Variables

The independent variable of exposure to retro-sexist, enlightened feminist and embedded feminist media content is operationalized in two ways: (1) a pure amount of exposure scale, and (2) a favorite television program ranking scale. Questions were also asked in order to better understand the respondents' reasons for watching the Sixties-based content and their identifications with certain characters.

Exposure to Media Content

In order to measure consumption of each television program, the survey employs a comprehensive set of self-report exposure scales. Using a five point scale, the respondents indicate their level of exposure, with "0" indicating *Never Watched* and "5" indicating *Watch Every Episode*. A score of "0" is meant to indicate that, while the respondent may have heard of the show, they have never been exposed to it. A score of "5" is meant to indicate that the respondent follows the television show and watches every episode sequentially as it airs. The television shows included in this section of the survey are *Mad Men*, *Pan Am*, *The Playboy Club*, *Jersey Shore*, *Gossip Girl*, *Modern Family*, *Grey's Anatomy*, *Bones*, *The Closer*, and *The Good Wife*. As previously discussed, each of these television shows are meant to tap a different kind of sexist content: blatant Sixties-based retro-sexism, embedded feminism, enlightened sexism, or modern feminism. Therefore scales were built combining the shows in each category. A full list of the media content survey questions is located in Appendix 1 and the scales built are listed in Appendix 4.

Sixties-based Content Exposure Index

A Sixties-based Content Exposure Index (SBE) was built with the items measuring exposure to the three retro-sexist Sixties-based television shows (*Mad Men*, *Pan Am*, and *The Playboy Club*), with higher values (7) indicating more exposure and (1) indicating no exposure. The scale was recoded on a 0 to 1 scale, with higher values indicating more exposure. SBE has a Cronbach's Alpha reliability of .62. While this does not quite pass the reliability standard of .75, the scale will still be used as it is measuring combined exposure and it is not expected that exposure to three different television shows to be highly reliable. The mean for SBE, as shown in Measures Table 1, was .32, indicating most people's exposures are clustered around watching these shows one or a few times.

Enlighten Sexist Content Exposure Index

An Enlightened Sexist Content Exposure Index (ESE) was built with the three television shows *Jersey Shore*, *Gossip Girl*, and *Modern Family* with higher values (7) indicating more exposure and lower levels (1) indicating no exposure. The scale was recoded on a 0 to 1 scale, with high values indicating more exposure. ESE has a Cronbach's Alpha reliability of .56, while this does not pass the reliability standard of .75 the scale will still be used for data analysis as it is not expected for combined exposure to yield high reliability. Measures Table 1 shows the mean for ESE was .48, which shows most respondents are grouped around the exposure measures of *watch a few times* and *watch most of the time*.

Embedded Feminist Content Exposure Index

An Embedded Feminist Content Exposure Index (EFE) was built with the three television shows *Grey's Anatomy*, *Bones*, and *The Closer* with higher values (7) indicating more exposure and lower levels (1) indicating no exposure. The scale was recoded on a 0 to 1 scale, with high

values indicating more exposure. EFE has a Cronbach's Alpha reliability of .52, while this does not pass the reliability standard of .75 the scale will still be used for some data analysis. The mean for EFE was .44, which means respondents' exposures are clustered directly between *watch a few times* and *watch most of the time*. Measures Table 1 depicts the mean and range index statistics.

Modern Feminist Content Exposure

Only one television show (*The Good Wife*) is used in this analysis, therefore an index was not built. However, the exposure to this show was recoded on a 0 to 1 scale, with high values indicating more exposure to the show. The recoded variable will be referred to in this analysis as a Modern Feminist Content Exposure Index (MFE). Reliability was not measure, as this variable only consists of one item. Measures Table 1 below shows the mean for MFE was .333, which indicates respondents' exposures are grouped between *watch one time* and *watch a few times*.

Measures Table 1: Exposure Indices Statistics

		Sixties-Based Content Exposure	Enlightened Sexist Content Exposure	Embedded Feminist Content Exposure	Modern Feminist Content Exposure
N	Valid	477	477	477	477
	Missing	0	0	0	0
Mean		.321	.477	.443	.333
Range		.86	.86	.76	.86

Favorite Media Content

Respondents were then asked to rank their top three favorite shows from the list of 10 shows in order to provide another measure of media content viewing. Rather than exposure amount, these scales measure attraction and favoritism of programs. Scales were built in each category to indicate if respondents ranked the programs in each of the three categories as their favorites.

Sixties-based Favorite Content Scale

Thus, a Sixties-based Favorite Content Scale was built with a “1” indicating respondents ranked any of the shows *Mad Men*, *Pan Am*, or *Playboy club* in their top three favorite shows, and “0” indicating they did not. Using this scale, 28.5% of participants indicated one of these shows as their top three favorite shows. For purposes of analysis, a Sixties Favorites Total Scale was computed with a “3” indicating that respondents ranked all three of the shows (*Mad Men*, *Pan Am*, and *Playboy Club*) in their top three favorite shows, a “2” indicating they ranked two of the shows, a “1” indicating they ranked one of the shows, and a “0” indicating they did not rank any of the shows in their top three favorites. The 0 to 3 scale was then recoded to a 0 to 1 scale for analysis purposes, with higher numbers progressively indicate more of the content in a person’s favorites, with a zero indicating no content as their favorites.

Enlightened Sexist Favorite Content Scale

An Enlightened Sexist Favorites Scale was built using the same method, with a “1” indicating respondents ranked *Jersey Shore*, *Gossip Girl*, or *Modern Family* as their top three favorite shows. Sixty seven percent of respondents indicated at least one of the shows on the Enlightened Sexist Favorite Content Scale as one of their favorites, scoring a “1” on the Enlightened Sexist Favorite Content Scale. An Enlightened Sexist Favorites Total Scale was computed with a “3” indicating that respondents ranked all three of the shows (*Jersey Shore*, *Gossip Girl*, and *Modern Family*) in their top three favorite shows, a “2” indicating they ranked two of the shows, a “1” indicating they ranked one of the shows, and a “0” indicating they did not rank any of the shows in their top three favorites. The 0 to 3 scale was then recoded to a 0 to 1 scale for analysis purposes.

Embedded Feminist Favorite Content Scale

An Embedded Feminist Favorite Content Scale was built with “1” indicating respondents ranked *Bones*, *Grey’s Anatomy*, or *The Closer* as their top three favorite shows. Sixty-six percent of respondents indicated one of these three shows as their top three favorite. A total of the Embedded Feminist Favorites Scale was computed with a “3” indicating that respondents ranked all three of the shows (*Grey’s Anatomy*, *Bones*, and *The Closer*) in their top three favorite shows, a “2” indicating they ranked two of the shows, a “1” indicating they ranked one of the shows, and a “0” indicating they did not rank any of the shows in their top three favorites. The 0 to 3 scale was then recoded to a 0 to 1 scale for analysis purposes.

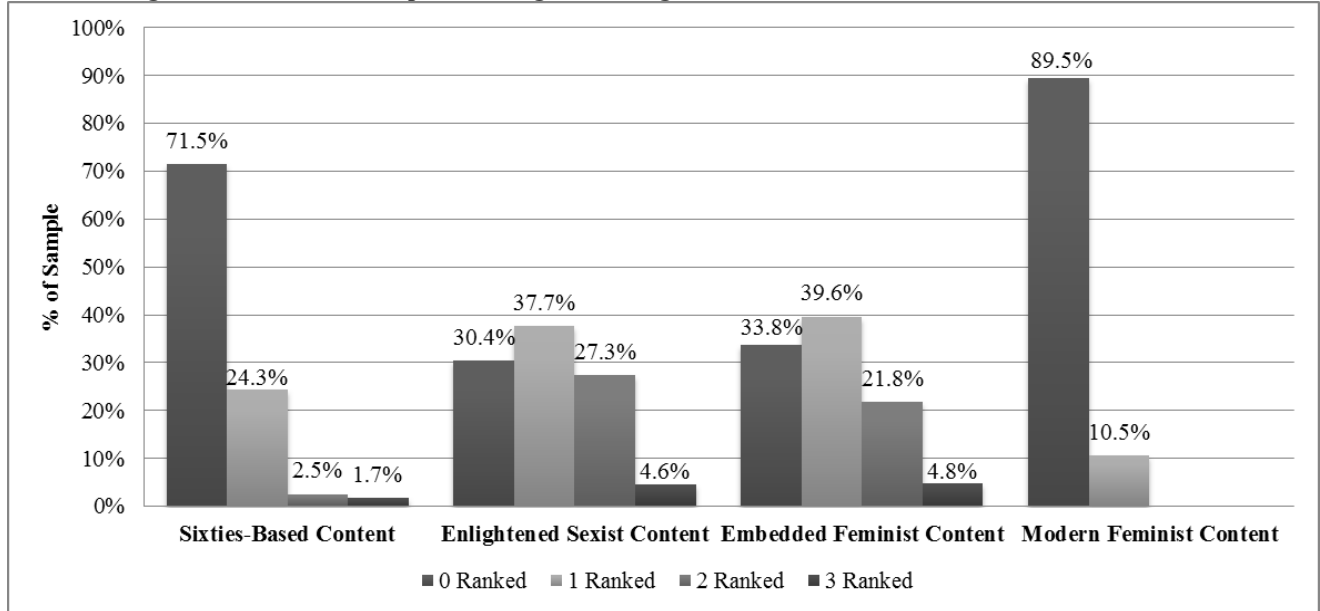
Modern Feminist Favorite Content Scale

Finally, a Modern Feminist Favorite Scale was built with a “1” indicating respondents ranked *The Good Wife* as one of their top three favorite shows, which 50 participants (10.5%) indicated. A total scale was not built with this variable as it is only comprised of one television show; therefore a “1” is the highest value of this scale. While all the other favorites scales range from 0 to 1 progressively, the Modern Feminist scale can only be 0 or 1.

Measures Figure 1 at the top of the next page shows the percent of respondents ranking each type of program in their top three favorites, and the percent of programs ranked in each category. As the figure shows, that the majority of the sample did not rank any of the Sixties-based content in their top three favorites, but that more than a quarter of the sample did ranked at least one of the shows as their favorites. This is somewhat expected as only one of the shows (*e.g. Mad Men*) is extremely popular, and one of the shows (*e.g. Playboy Club*) was cancelled after only three episodes. The overwhelming majority (90%) did not rank the *Good Wife* as one of their favorite shows, with around 50 people ranking it in their top three favorite programs. The

majority of the sample ranked one or more of the enlightened sexist and embedded feminist content in their favorites.

Measures Figure 1: Percent of Sample Ranking Each Program as a Favorite



Attraction to Sixties-Based Content and Character Identification

In order to better understand the way in which the respondent identifies with the Sixties-based television shows, this survey employs a skip pattern design within the measurement of exposure to media content. When a respondent answers they “*watch most of the time*” or “*watch every episode*” in the first portion of the survey they were asked what character they most identify with or relate to. This was implemented for each of the Sixties-based television programs: *Mad Men*, *Pan Am*, and *The Playboy Club*. The question was in the form of a multiple choice survey question that includes the names and pictures of the main characters in each show, both male and female. A full list of names, pictures, and question wording is located in the appendix.

Then, participants who indicated they “*watch most of the time*” or “*watch every episode*” *Mad Men*, *Pan Am*, and *The Playboy Club* were asked to answer two open ended questions. The

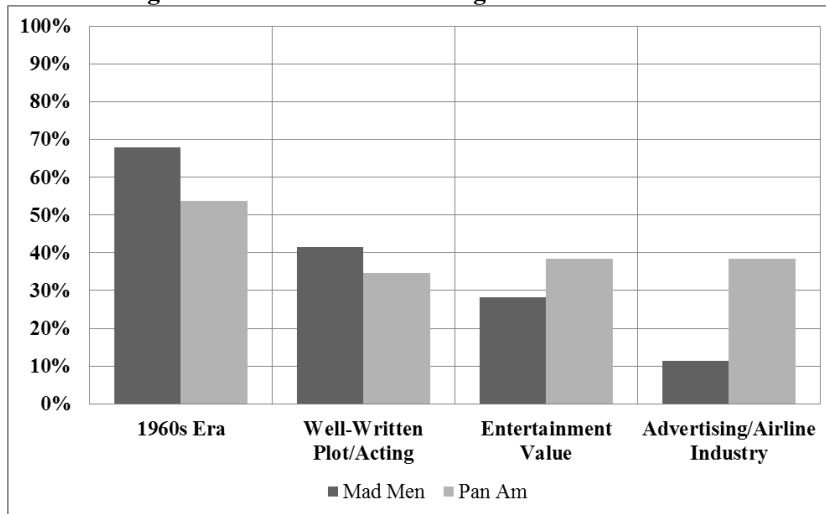
first question was about why they like the character they selected. The second was answer why they like the television show. If respondents indicated they watched more than one of the shows, they received the same questions for each show. The codebook was originally created “a priori,” before the researcher read the question answers. It was constructed for each question answer to receive one numerical value that defined what the respondent said. However, once some answers were read, it was evident that many responses fell into more than one category in the codebook responses. Therefore, the coding was adjusted in order to better capture the responses with a “0” or “1” given for each specific topic or theme mentioned. The variables for the first question on character identification included a variety of personality and physical characteristics of the characters, such as work ethic, charm, appearance, and intelligence. Also included in the coding for character identification are mentions of progressive or sexist gender roles. These variables were added after the fact as many responses included mention of these ideas in the discussion of the characters. A full list of the variables is located in the appendix.

The answers to these questions were coded by three coders, one of which was the researcher, two others were university undergraduates. The inter-coder reliability was determined through percent agreement and Cronbach’s alpha reliability to determine internal consistency. While this is a crude measure of reliability, it was deemed sufficient because the coding was only done on a “0” or “1” scale. The coding proved to be extremely reliable, with a 92% agreement (Cronbach’s alpha=.92). The only variable where errors were made was for mention of entertainment value in the shows. The coders were instructed to code each variable if the ideas in the codebook were directly mentioned in the responses. The errors were made across entertainment because some coders only indicated mention of entertainment if the word entertainment was explicitly said, while others took more leniencies in the interpretation of

responses. Nevertheless, reliability over .90 is very acceptable. This instruction was given to increase reliability of the coders. The variables for why respondents like the shows include nostalgia of the 1960's, the writing, production, or acting of the show, the entertainment value of the show, and the industry depicted.

These open-ended questions are mainly intended to help the researcher gain qualitative insight into why people watch these programs, but also a greater quantitative analysis of why people like the shows and characters. The main reason respondents indicated they like the programs was the era they are set in—the 1960s. Figure 2 below shows the reasons for liking *Mad Men* and *Pan Am* by the percentage of respondents. The categories are not mutually exclusive.

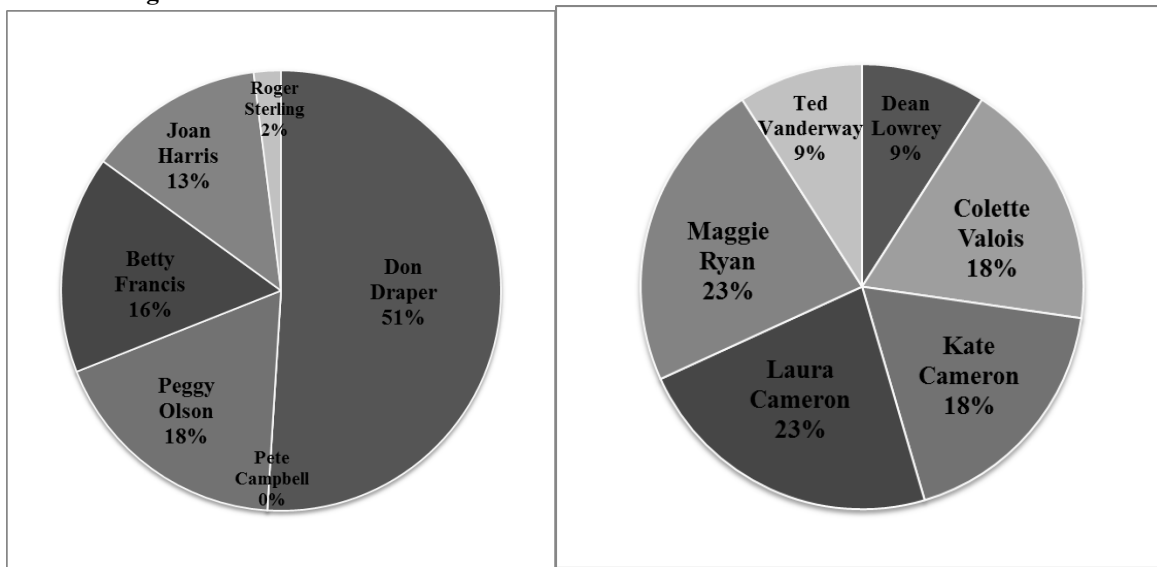
Measures Figure 2: Reasons for Watching Mad Men and Pan Am



Sixty-eight percent of respondents who watch *Mad Men* indicated they like the show out of the nostalgia for the 1960s. This was the most frequent response, followed by mention of the quality of the writing or acting (42%). The same pattern emerged for why people watch *Pan Am*, with 54% of respondents indicating they watch it because of the time period it is set in. Almost forty percent indicated they watch *Pan Am* because they enjoy seeing the airline industry in its infancy. On the other hand, the main reason people indicated they like *The Playboy Club* was

because of the Playboy Bunnies (52%), while only 24% indicated the reason was the era or the 1960s. Among those who watch *Mad Men*, the most commonly character identified with was Don Draper (51%), followed by an equal distribution across female characters: Peggy Olson (17.8%), Betty Francis-Draper (15.6%), and Joan Harris (13.3%). Among respondents who watch *Pan Am* regularly, the character identification extremely favored the female personalities of the show, not the main male characters. Character identification was fairly equally distributed among the women: Laura Cameron (22.7%), Maggie Ryan (22.7%), Kate Cameron (18.2%), and Colette Valois (18.2%). The main male characters of *Pan Am* each had less than 10% of the respondents identify with them.

Measures Figure 3 and 4: Mad Men and Pan Am Character Identification



For *Playboy Club* respondents, the majority identified with the main female character Maureen (54.5%). The next most identified with character was the lead male character, Nick Dalton (22.7%), followed by the other main female character, Carol-Lynn (9.1%). The other bunnies and male characters were each identified with by less than five percent of those who watch it. This base information helps to formulate an understanding about the attraction to the shows and the characters.

Dependent Variables

Several different scales and survey questions were used in order to measure various attitudes towards women. These included the Ambivalent Sexism Inventory, the Attitudes Toward Women Scale, beliefs in gender equality, attitudes toward mothers in the workforce, sexual harassment and violence acceptance, importance of female appearance, gender promiscuity scales, and abortion attitudes. All survey questions are listed in Appendix 1. The scales and indices built out of the survey questions are located in Appendix 4.

Ambivalent Sexism Inventory (ASI)

This thesis employs the Ambivalent Sexism Inventory (ASI), a 22-item self-report measure that consists of two 11-item scales meant to measure hostile and benevolent sexism (Glick, 1996). The ASI measurement for sexism is used as this thesis is interested in various kinds of sexist attitudes that are presented in the theory of ambivalent sexism. Glick (1997) argues ASI is the best measure for understanding the conflicting sexist views towards women. ASI addresses two components of sexism, hostility towards women and positive but traditional gender roles (Glick, 1997). While the two scales can be analyzed together to measure ambivalent sexism, ASI offers the ability to separate them for analysis to determine the varying intensities of sexism. The scale contains questions intended to measure patriarchal, gender differentiation, and heterosexual beliefs that relate to hostile and benevolent sexism in societal and personal realms (Glick, 2001). Each of the items on the inventory is presented as a statement which the respondent indicates their agreement or disagreement on a five point scale, with “1” indicating *strongly disagree* and “5” indicating *strongly agree*. Hostile sexism questions include items such as, “Many women are actually seeking special favors, such as hiring policies that favor them over men, under the guise of asking for *equality*” and “Most women interpret innocent remarks

or acts as being sexist.” Benevolent sexism questions include items such as, “In a disaster, women ought to be rescued before men” and “A good woman should be set on a pedestal by her man.” A complete list of the ASI survey questions is located in Appendix 1.

Glick and Fiske (2010) tested the ASI for reliability and validity with six studies of over 2,000 undergraduate college students and found it to be the most efficient way to measure ambivalent sexism. To control for possible acquiescence bias, the researchers reverse-coded three items on each subscale, but found that these did not work well in translation and that the original wording was best. The BS and HS scales were tested for internal reliability and validity (Glick, 2010). Correlations between the factors on the BS and HS scales among undergraduate women and men ranged from .37 to .74, and were statistically significant (Glick, 2010).

In this study, the 22-item Ambivalent Sexism Inventory (ASI) was built with the two 11-item subscales, hostile sexism (HS) and benevolent sexism (BS), with higher values (6) indicating higher levels of sexism and lower values (1) indicating lower levels of sexism on each subscale. All items were recoded on a 0 to 1 scale, with high values still indicating higher levels of sexism. Within this sample, the ASI has a Cronbach’s Alpha reliability of .94. This is shown below in the first row of Measures Table 2. The reliability of ASI could not be increased significantly by deleting any items.

Measures Table 2: Ambivalent Sexism Inventory Statistics

	Cronbach's Alpha	Mean	Male Mean	Female Mean	Gender Mean Difference	N of Items
Ambivalent Sexism Inventory	0.935	0.529	0.566	0.498	0.068	22
Hostile Sexism Subscale	0.941	0.521	0.569	0.484	0.085	11
Benevolent Sexism Subscale	0.912	0.537	0.563	0.512	0.051	11

The HS subscale has a Cronbach's Alpha of .941 and the BS subscale has a Cronbach's Alpha of .91, which are both shown in Measure Table 2 on the previous page. Measures Table 2 also illustrates the mean for ASI scale and subscales, which ranged from .52 to .53. The scale means did not vary drastically across genders, with male means ranging from .05 to .09 higher than female means on each 0 to 1 scale. The greatest gender mean difference (.09) was on the HS subscale, which is to be expected from the analysis conducted by Glick and Fiske (2010). The mean distribution for the ASI is shown in the figure below. Each of the gender means and gender mean difference scores are listed at the bottom of the previous page in Measures Table 2.

Attitudes Toward Women Scale (AWS)

This thesis also employs the Attitudes Toward Women Scale (AWS), which was originally designed to measure opinions about the rights and roles of women (Flood, 2008). AWS asks questions primarily centered on roles in family life and occupations, comparing one gender to the other (Flood, 2008). The scale is made up of statements such as, "Women should worry less about their rights and more about becoming good wives and mothers" and "Sons in a family should be given more encouragement to go to college than daughters." Respondents are asked the degree to which they agree (*agree strongly, agree mildly, disagree mildly, or disagree strongly*). The original AWS consisted of 55-items, but it has since been condensed into a 25-item and 15-item scale (Spence, 1973). The 15-items asked are located in Appendix 1.

Cronbach alpha and Spearman-Brown split-half reliabilities were conducted across the 55-item, 25-item, and 15-item versions of AWS in a study titled *Reliability of the Attitudes Toward Women Scale* by Daugherty and Dambrot (1986). The researchers conducted two studies. Study 1 compared the split-half and alpha reliability tests across the three versions of AWS using a sample of 43 female college students, their mothers, and their grandmothers, and

found the 15-item scale to be reliable with a Cronbach alpha of .85 and a Spearman-Brown split half reliability of .86 (Daugherty, 1986). Study 2 assessed the split-half, alpha, and test-retest for the 15-item scale using a sample of 511 male and female college students and found the reliabilities for the 15-item scale were .81, .83, and .86, respectively (Daugherty, 1986). The study demonstrated high internal reliability across all lengths of AWS, and reducing the scale from 55-items to 15-items did not largely decrease the internal reliability (Daugherty, 1986). Daugherty and Dambrot (1986) found the AWS to be “sensitive to sex differences and generational differences in attitudes” with women in Study 2 holding more liberal views than men, and the level of conservatism increasing with age among the women in Study 1 (Daugherty, 1986, p. 452). Later research by AIDSQuest (2008) found the 15-item scale to have a correlation of .91 with the 55-item scale in a sample of U.S. college students. The researchers also found the Cronbach alpha of the 15-item form to be .89 (AIDSQuest, 2008). The analyses conducted on the AWS show the 15-item scale to have high internal and test-retest reliability.

Therefore, in this study, the 15-item Attitudes Toward Women Scale (AWS) was used. In this study, higher values (4) indicate more progressive, egalitarian views toward women and lower values (1) indicate regressive views toward women. All items were recoded on a 0 to 1 scale, which high values still indicating more progressive views. In this sample, the AWS has a Cronbach’s Alpha reliability of .85, shown in Measure Table 3 on the following page, making it well over the reliability standard of .75. The reliability could not be raised significantly by deleting any items. Measures Table 3 also lists the means, gender means, and gender mean differences. The mean for the AWS was .81, with women scoring slightly more progressive than men (Gender Mean Difference= -.06). All of the AWS statistics are listed on the following page in Measures Table 3.

Measures Table 3: Attitudes Toward Women Scale Statistics

	Cronbach's Alpha	Mean	Male Mean	Female Mean	Gender Mean Difference	N of Items
Attitudes Towards Women	0.854	0.813	0.778	0.839	-0.061	15

Embedded Feminism and Enlightened Sexism Scales

This section of the survey is intended to measure the presumed effects of various kinds of sexism in the media. Forty-four items, created by the researcher, were included in the survey (See Appendix 1) to tap the various constructs of embedded feminism and enlightened sexism. Several subscales (See Appendix 4) were created out of these 44 items with questions and statements gauging attitudes about gender in the workforce (WF); sexuality and appearance (S); general equality (GE); sexual harassment, rape, and violence (SHV); and abortion laws and opinions (A). Some questions were obtained from previously validated scales. Several questions were adapted directly from or are a variation of questions in the Modern Sexism Scale (Swim, 1995). The questions used exactly as the Modern Sexism Scale shows are: “It is rare to see women treated in a sexist manner on television” and “Discrimination against women is no longer a problem in the United States” (Swim, 1995). These two items were included under general equality. Some questions were also taken from the Attitudes Toward Rape Victims Scale (ARVS), which had a Cronbach’s alpha of .83 and strong construct validity (Flood, 2008, p.23). The questions taken directly from the ARVS and included in the sexual harassment, rape, and violence section of the survey are: “Women do not provoke rape by their appearance or behavior” and “Many women who report rape are lying because they are angry or want revenge on the accused” (Ward, 1988). While these scales are not used in their entirety, select items are drawn from them as the wording and answer choices were previously validated. All the items of

this 44-item section of the survey are multiple-choice closed ended responses. A full list of survey questions is located in the appendix.

Beliefs About Gender Equality

There are seven questions that measure the belief that women are equal to men. Four of these questions measure general equality of women, such as “Full equality for women has been achieved” and “Discrimination against women is no longer a problem in the United States.” Three of the questions measure the beliefs about gender equality in the work force, such as “Women today can rise to the top of any profession just as easily as men” and “There are an equal number of women in positions of power as men.” A 7-item Beliefs about Gender Equality Scale (BGE) was created with these questions. Items were re-coded on a 0-1 scale, with higher scores indicating a belief that women have gained full equality to men. The Cronbach’s Alpha reliability for the scale is .79, shown in Measures Table 4. The mean of the BGE was 0.49. The distribution is show in the figure below. Women scored slightly lower on the scale than men (Gender Mean Difference=0.067). The gender mean difference in this case shows men have greater beliefs that women have gained full equality. Measures Table 4 contains all Beliefs about Gender Equality Scale statistics including means and reliabilities.

Attitudes Toward Women in the Workforce

There are twelve questions about attitudes toward women in the workforce, such as “How often should a woman be allowed to take maternity leave when they have a child?” and “A woman should quit her job once she has children.” All items in the 12-item Equality in the Workforce (EWF) were re-coded on a 0 to 1 scale, with higher scores indicating a belief that women have gained full equality in the work force. The Cronbach’s Alpha for the Equality in the Workforce Scale is .46. Due to this low reliability, this scale was broken up into subscales that

are more reliable measures of specific attitudes. This was done through a combination of factor analysis and question content. Three of the items were highly correlated with the four general equality questions, and were therefore included in the Belief in Gender Equality Scale (as mentioned in the previous paragraph). Another scale was created with questions about acceptance of professional women and politicians with children.

Attitudes Toward Mothers in the Workforce

A 5-item Attitudes Toward Mothers in the Workforce Scale (MWF) was created with questions measuring attitudes about women with children working was created with high values indicating fewer acceptances of mothers in the workforce. Measures table 4 on the following page shows that the MWF has a Cronbach's Alpha of .73. The distribution of score on this scale was very diverse, as can be seen in the figure below. The means for the scale are also listed on the next page in Measures Table 4. The mean was .79, with the female mean (.89) being slightly higher than male (.73) (Gender Mean Difference= -.11) Thus, surprisingly, indicating that women are less accepting of mother's in the workforce than men. All Mothers in the Workforce statistics are recorded in Measures Table 4.

Maternity Difference Score

A "difference score" was created out of two of the women in the workforce questions about maternity leave. These were composed of questions that had comparable male and female oriented question. The questions were coded on a 0 to 1 scale, with higher values indicating greater acceptance of a person taking maternity leave. Then, the female question was subtracted from the male oriented question. Thus a positive value would indicate more allowance of maternity for men than for women. The maternity difference score was created out of the following questions: (1) "How often should men be allowed to take maternity leave when their

wife/partner has a child?” and (2) “How often should women be allowed to take maternity leave when they have a child?” The difference score was then recoded on a -1 to 1 scale with values closer to either end of the spectrum indicating a greater difference. Values closer to negative one indicate women should be allowed more maternity leave than men, and values closer to positive one indicate men should be allowed more maternity leave than women. In general, the mean was very close to zero across the sample, as shown in the figure below. This indicates the belief that women and men should have equal ability to take maternity leave. The means for men and women were very similar, favoring more allowance of maternity leave for women than men. See Measures Table 4 below for all maternity difference score statistics

Measures Table 4

Scale	Cronbach's Alpha	Mean	Male Mean	Female Mean	Gender Mean Difference	N of Items
Beliefs About Gender Equality	.789	.489	.537	.470	.067 (p<.01)	7
Mothers in the Workforce	.728	.791	.726	.838	-.112 (p<.01)	5
Maternity Difference Score	---	-.189	-.193	-.183	-.011(p=.670)	2

Sexual Harassment and Violence Acceptance

There are eleven sexual harassment, rape, and violence toward women questions, such as “Many women who report rape are lying because they are angry or want revenge on the accused” and “A man is never justified in hitting a woman.” An 11-Item Sexual Harassment and Violence Acceptance Scale (SHV) was created and the variables were re-coded on a 0 to 1 scale, with higher scores indicating greater acceptance of sexual harassment and violence towards women. This scale proves to be reliable (Cronbach’s Alpha=.78) and deleting any item does not significantly increase the reliability. The mean for the scale was .45, with women scoring slightly lower than men (Gender Mean Difference= .09). This indicates men are more accepting of sexual harassment and violence towards women than women are. See Measures Table 5 for all Sexual

Harassment and Violence Acceptance Scale statistics.

Measures Table 5: Sexual Harassment & Rape Scales Statistics

Scale	Cronbach's Alpha	Mean	Male Mean	Female Mean	Gender Mean Difference	N of Items
Sexual Harassment and Violence	.781	.450	.499	.415	.086 (p<.01)	12

Sexuality and Appearance

There are 12 sexuality and appearance questions, such as “Women are harshly judged for having a large number of sexual partners,” and “A woman is more likely to get her way if she is attractive.” Various subscales were created out of these questions as they measure very different concepts within female sexuality and appearance. A few questions were not able to be included into any subscales and was thus dropped from the analysis. These questions were not highly correlated with answers on any other question and thus were determined to measure different constructs than intended. All items were recoded on a 0-1 scale with higher values indicating more sexist beliefs about female appearance and sexuality.

Gender Promiscuity Difference

Three “difference scores” were created out of the sexuality and appearance questions to measure if opinions varied about the same sexual behaviors depending whether men or women were the subject of the question. Thus, these difference scores measure differing attitudes about male and female promiscuity. These were composed of questions that had comparable male and female oriented question. The questions were coded on a 0 to 1 scale, with higher values indicating greater acceptance of sexuality. Then, with the two comparable questions, the female question was subtracted from the male oriented question. Thus a positive value would indicate more acceptances for men than for women. Three difference scores were created: (1) The first, measuring the perceived normalcy of promiscuity and sexual activity among men and women

with the two questions, “It is normal for men to have more than one sexual partner,” and “It is normal for women to have more than one sexual partner;” (2) The second, measuring the perceived social acceptance of promiscuous sexual behavior with the questions, “Men are admired for having a large number of sexual partners,” and “Women are harshly judged for having a large number of sexual partners” (recoded in the same direction as the male question with high values indicating acceptance); and (3) The third, measuring personal care about promiscuity among friends, with the questions, “How much do you care if your male friends have more than one sexual partner?” and “How much do you care if your female friends have more than one sexual partner?” The difference scores were recoded on a -1 to 1 scale. Higher values indicate a greater difference between beliefs about men and women, with values closer to positive one indicating a greater belief in social acceptability of male promiscuity and values closer to negative one indicating a greater belief in the social acceptability of female promiscuity. Values near the cusp of zero indicate no great difference between views about men and women. In general, the distribution was very close to zero across all the difference scores. This indicated very little difference in the opinions about male and female promiscuity. The gender mean differences for the difference scores indicate very little variance between men and women’s views about the differences in male and female sexuality. However, on the gender difference scale indicating social acceptance of promiscuity, women had slightly higher mean scores (.21) than men (.11), indicating women believe it is more acceptable for men to be promiscuous than women. Also, men cared slightly more if their female friends had multiple sexual partners than did the women, with a gender mean difference of -.04. The means and gender differences for all of the difference scores are all listed in Measures Table 6 on the

following page. These difference scores will indicate if respondents have differing views about male and female sexuality in response to the television content.

Importance of Appearance To Female Sexuality

A 3-Item Importance of Appearance to Female Sexuality Scale (IAS) was created with high values indicating a belief in the importance of an attractive appearance to female sexuality and power. The scale includes questions such as, “When a woman chooses to have plastic surgery, it is solely to be more sexually appealing to men;” and “A woman is more likely to get her way if she is attractive.” As listed in Measures Table 6 below, the Cronbach’s Alpha for Appearance and Sexuality Scale is .53, which is not quite reliable. The mean for the Appearance and Sexuality Scale is .64, with the male mean (.67) being slightly higher than the female mean (.61) (Gender Mean Difference=.06). In general, respondents ranked appearance as important to women. However, survey results indicate that men see women’s appearance as slightly more important to female sexuality and success than the women in the sample do. All Appearance and Sexuality Scale statistics, including means and reliability, are located below in Measures Table 6.

Measures Table 6: Appearance and Sexuality Scales Statistics

Scale	Cronbach's Alpha	Mean	Male Mean	Female Mean	Gender Mean Difference	N of Items
Appearance and Sexuality	.526	.639	.674	.614	.060 (p<.01)	3
Difference Score Promiscuity Normalcy	—	.005	.019	-.005	.024 (p=.327)	2
Difference Score Promiscuity Social Acceptance	—	.169	.114	.208	-.095 (p=.022)	2
Difference Score Promiscuity Personal Care	—	-.016	-.041	.002	-.043 (p<.01)	2

Abortion Attitudes

There are also four abortion laws and opinions questions, such as “Abortion should be prohibited under all circumstances, even when the pregnancy puts the mother’s life at risk” and

“A man should have just as much say in an abortion decision as a woman.” A 4-item Abortion Beliefs Scale (ABS) was created out of these items, with higher values indicating greater acceptance of abortion. The scale was mildly reliable (Cronbach’s Alpha=.72). The mean for the Abortion Beliefs Scale was .72, with women having a slightly higher level of acceptance of abortion than men. See Measures Table 3 below for all Abortion Scale statistics.

Measures Table 7: Abortion Attitudes Scale Statistics

Scale	Cronbach's Alpha	Mean	Male Mean	Female Mean	Gender Mean Difference	N of Items
Abortion Attitudes	.721	.717	.688	.737	-.047 (p<.01)	4

It should be noted that research shows that support for gender inequality is a weak predictor of abortion views (Strickler, 2002). However, although sexist attitudes are necessarily related to views about abortion, this thesis seeks to test if those with high beliefs in progressive gender roles and egalitarian views about women also express more feminist abortion attitudes.

Control Variables

The survey will conclude with 25 demographic questions in order to control for third variables that could both cause exposure to the shows and influence gender attitudes. One potential moderator I will explore is gender. Possible confounding third variables that are asked about in this section of the survey include age, race, ideology, religiosity, party identification, educational attainment, parents’ education, occupational goals, family income.. The purpose of measuring these potential confounds is to rule out or identify spurious effects to the hypothesis. There is evidence that supports that those who practice well-established religious traditions tend to hold more conventional gender roles (Jensen & Jensen, 1993). Also, research supports that increased education level is associated with lower levels of prejudice (Farley, Steeh, Krysan, Jackson, & Reeves, 1994) and less sexist attitudes (Benson & Vincent, 1980). Socio-economic status (SES) has also been found to be a significant predictor of sexist attitudes, and parents’

education is commonly used in studies to measure SES (Ex & Janssens, 1998; Finkelstein, 2007). Feminist beliefs and egalitarian attitudes towards women increase for women with mother who obtained higher education (Morgan, 1996; Ex & Janssens, 1998). Therefore, a greater causal claim can be made when these factors are controlled.

The demographic questions used to measure these controls were selected from a combination of the General Social Survey (GSS), the Census Bureau, and a list of sample survey questions for research at Brigham Young University's Center of Elections and Democracy. The GSS contains standard demographic, behavioral, and attitudinal questions, and has been used to track opinions and monitor social change in the U.S. since 1972. All questions are listed in the appendix. Most questions were simply used alone to control for the construct measures, but four scales were made several questions to measure broader constructs. These include: (1) race³, (2) religiosity⁴, and (3) parent's education.

³ Various race scales were created to control for race in the analysis. A scale indicating Caucasian identification was created with "1" indicating that the respondent identified themselves as white or Caucasian, and "0" indicating all other racial identifications. A scale indicating African American identification was created with "1" indicating that the respondent identified themselves as Black or African American, and "0" indicating all other racial identifications. A scale indicating Hispanic identification was created with "1" indicating that the respondent identified themselves as Hispanic or Latino, and "0" indicating all other racial identifications. A scale indicating Asian identification was created with "1" indicating that the respondent identified themselves as Asian, and "0" indicating all other racial identifications.

⁴ Two religiosity scales were created in order to control for how religious a person is. The first scale was created with two items to measure how active a person is in their religion: (1) "Apart from events such as weddings and funerals, how often do you attend religious services?" and (2) "How active do you consider yourself in the practice of your religious preference?" The scale has a Cronbach's Alpha of .79. Another 2-item scale was created to measure evangelical views: (1) "Has there been a turning point in your life when you had a new and personal commitment to religion?" and (2) "Would you say you have been *born again* or have had a *born again* experience, that is, a turning point in your life when you committed yourself to Christ?" The Cronbach's Alpha for this scale was .68.

FOCUS GROUP PROCEDURE AND MEASUREMENTS

In order to get a more qualitative understanding of the attitudes about women held by those who watch Sixties-based television, focus groups were conducted with four men and six women who report they watch *Mad Men* or *Pan Am* regularly. One of the participants reported only watching *Pan Am*, two reported watching *Mad Men* and *Pan Am* regularly, and seven only reported watching *Mad Men*, but claimed to have seen at least one episode of *Pan Am*. It is understandable this focus group was predominantly students who watch *Mad Men*, as the show itself is more popular and has been more long running.

These University of Michigan students came to the focus group discussion room and were first asked to complete a consent form and provide payment information. Then, once everyone consented, the video camera was turned on and formal introductions began. The focus group lasted about an hour. Within this time participants were asked a variety of open-ended questions about why they like the shows, how they perceive the sexist content in the shows, and general questions about roles of women in society and the work place. Knowing that participants may not be inclined to discuss their own personal beliefs about women, the questions were written in a more general manner than the questions in the survey and are meant to guide discussion. A non-exhaustive list of questions asked is listed in Appendix 2. The discussion last around an hour, at which point the participants were debriefed with an explanation of the research and a debrief form, which explained the research and provided further contact information and resources. A full transcript of the focus group discussion is located in Appendix 6, and all names of focus group participants were changed using a random name generator.

RESULTS

In order to test the first requirement of causality, co-variation, bivariate correlations were run between all independent (i.e. exposure to television content and favorites rankings) and dependent variables (i.e. Ambivalent Sexism Inventory, Attitudes Toward Women, Attitudes Toward Mothers in the Workforce, Beliefs about Gender Equality, Attitudes Toward Sexual Harassment & Violence, Importance of Appearance to Female Sexuality, Promiscuity Differences, and Abortion). Multivariate regression analyses were also run in order to control for several demographic and attitudinal variables that might produce a spurious correlation between exposure and gender attitudes. The control variables included in the regression analysis are gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education. Controlling for these variables still does not prove causality, as there are many other factors still not controlled for in the same manner they would be in a randomly assigned experiment; however this type of analysis does allow the researcher to rule out a small set of potential confounds. Extractions of these regression analyses are discussed throughout the results, but the full regression analyses are located in Appendix 5.

In addition, as the hypotheses state many effects will be moderated by gender, regression analyses were run to determine if men and women react differently to the shows. This was done by including a new variable, which is an interaction of each independent variable and gender, and gender recoded with zero to equal the gender of interest into the regression analysis. These new variables were added in addition to all the previously stated control variables. This analysis then reveals the effect of the shows among the gender of interest, the slope shift change between men and women, and the gender differences when the independent variable is zero. Again,

extractions of these regression analyses are discussed throughout the results and shown in various graphs; however the full regression analyses are located in Appendix 5.

SIXTIES-BASED MEDIA CONTENT

I hypothesized watching Sixties-based media is to be correlated with sexist attitudes. Sexist attitudes include less egalitarian views about women, greater ambivalent sexism, opposition to mothers in the workforce, a greater belief in the importance of appearance to female sexuality, and greater acceptance of sexual and physical violence towards women. Each of these effects was expected to be greater for men. Sixties-based media is also expected to be correlated with a greater belief that gender equality has been achieved, especially among women.

Ambivalent Sexism Inventory

The operational hypothesis is that exposure to Sixties-based content will be correlated with higher scores on the Ambivalent Sexism Inventory (ASI), with higher correlations for men than women on both the ASI in general and the Hostile Sexism Subscale. In a bivariate correlations and regression analysis, Sixties-Based Exposure was not significantly correlated with the ASI, or the Hostile and Benevolent Sexism subscales. However, ranking Sixties-based content in the top three favorite shows was positively correlated with ASI in a bivariate analysis.

First, ranking Sixties-based content in favorites was positively correlated ($r=.11$) with Ambivalent Sexism Inventory (ASI) at a statistically significant level ($p=.02$), and more specifically was positively correlated ($r=.10$) with the Benevolent Sexism subscale of ASI ($p<.05$). Line 1 and 2 of Results Table 1 shows the bivariate correlation and statistical significance below. Including the control variables gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education in a

regression analysis reduced the size of this relationship and rendered it statistically insignificant. This suggests that, in fact, some of these control variables account for the relationship between exposure and these attitudes. Line 3 of Results Table 1 shows the regression coefficient from the multivariate analysis, controlling for the demographics listed above, and line 4 shows the statistical significance. Those ranking Sixties television shows in their top favorites expressed more sexist views of women, including benevolent sexist views.

Results Table 1: Sixties-Based Favorites with Ambivalent Sexism Inventory

		Ambivalent Sexism Inventory	Benevolent Sexism Index
Sixties-Based	Pearson Correlation	.107*	.095*
Favorites	Sig. (2-tailed)	.024	.046
Sixties-Based	B	.022	.025
Favorites	Sig. (2-tailed)	.051	.061

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

In order to test the moderating effects of gender, a regression analysis was conducted with gender as a moderating variable and with the interaction between exposure and gender. As shown in the graph on the following page, the regression revealed the expected effect for ambivalent sexism: As exposure to Sixties-based media content increased, men reported *more* sexist attitudes, while women with higher exposure reported *less* sexist attitudes. The regression analysis (Located in Appendix 5) shows that there is a statistically significant greater effect of exposure to Sixties-based content for men ($b=.16$, $p=.02$). The slope interaction difference from men to women is $-.21$, and is also statistically significant ($p=.02$).

A relationship also existed between ranking Sixties-based programs in a person's top three favorites and ASI, which appeared to be moderated by gender. There was a statistically significant positive effect for men ($b=.125$, $p<.01$) and a negative slope shift from men to women ($b=-.164$, $p=.02$). This relationship shows that men who rank Sixties-based content in their top three favorite shows report more sexist views about women. It also appears that the opposite

effect occurs for women, and that ranking the shows in their top three favorites actually is correlated with slightly less sexist attitudes. This relationship is depicted below in Figure 2. Thus both ranking *Mad Men*, *Pan Am*, and *Playboy Club* in the top three favorites and increased exposure to the content was correlated with a greater effect in men than women.

Figure 1: Effect of Sixties-Based Exposure on Ambivalent Sexist Attitudes Moderated by Gender

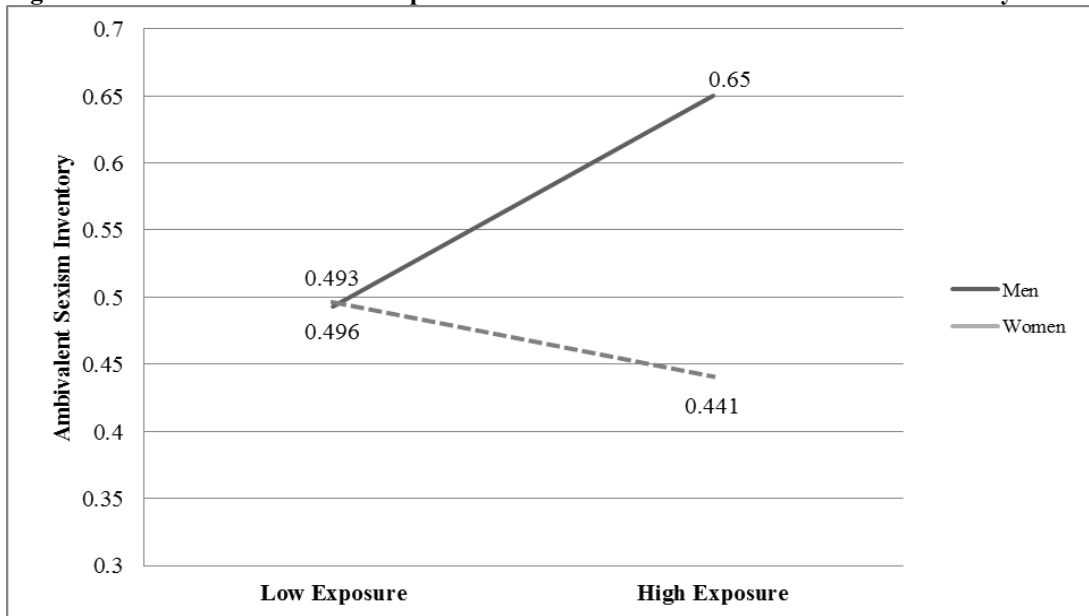
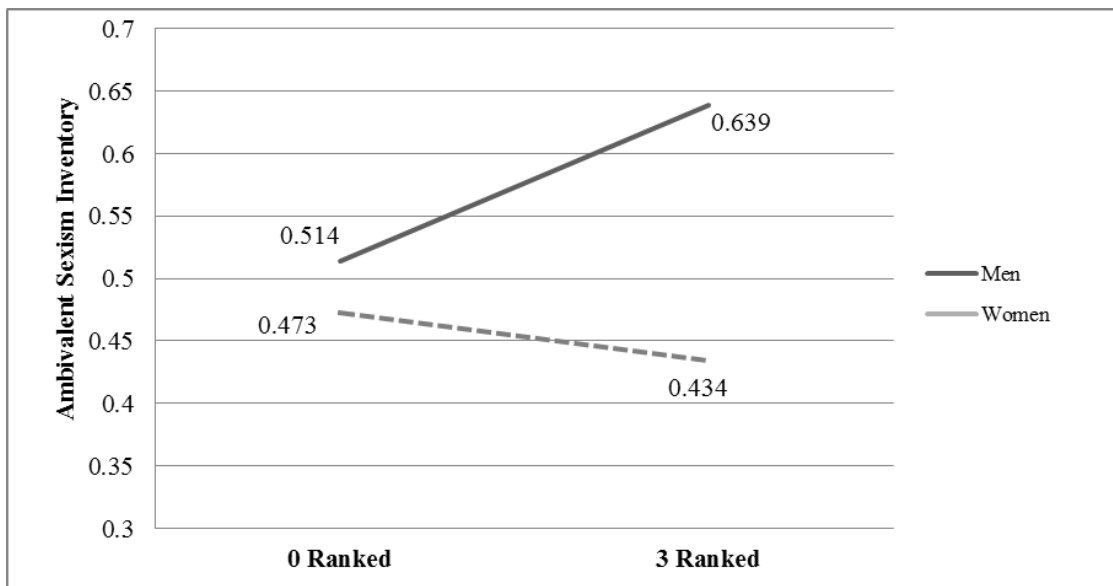
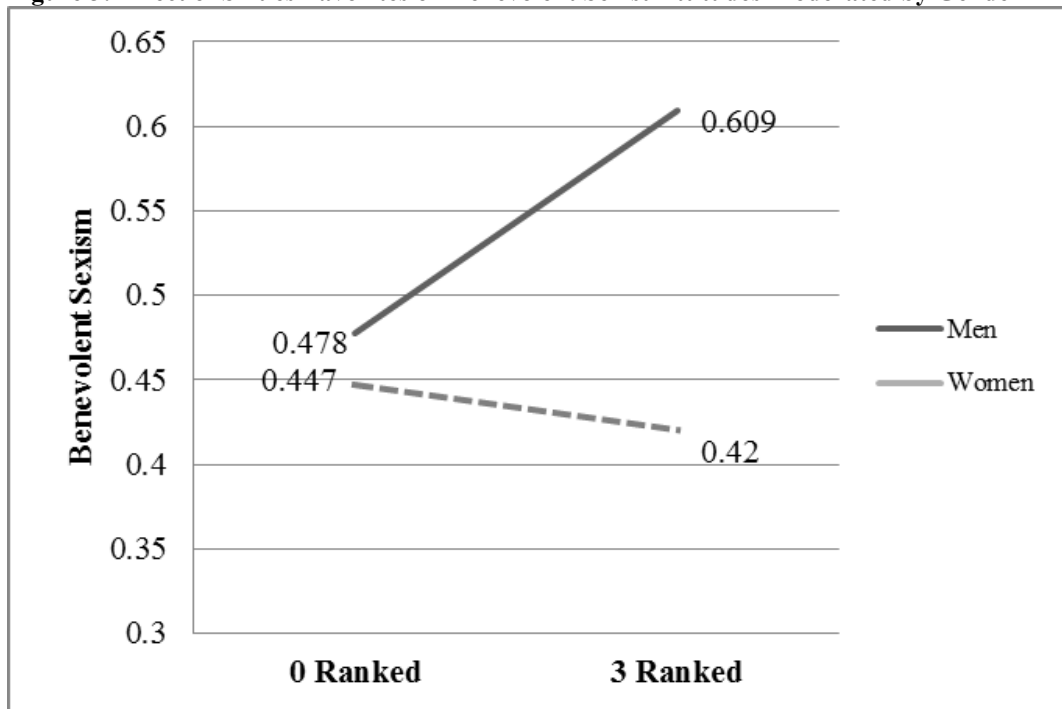


Figure 2: Effect of Sixties-Based Favorite Content on Ambivalent Sexist Attitudes Moderated by Gender



A similar relationship occurred in a regression analysis between Sixties-Based Exposure the Benevolent Sexism subscale of ASI with gender moderating. The effect of exposure on Benevolent Sexism for men was .15 ($p=.05$). The gender exposure interaction showed a negative slope shift from the effect on men ($b=-.15$), but this result was not statistically significant ($p=.19$). Nevertheless, we can be sure there is an increase in benevolent sexist attitudes among men who watch Sixties-based television. This relationship was even stronger for men who ranked Sixties-based media in their favorites, shown below in Figure 3.

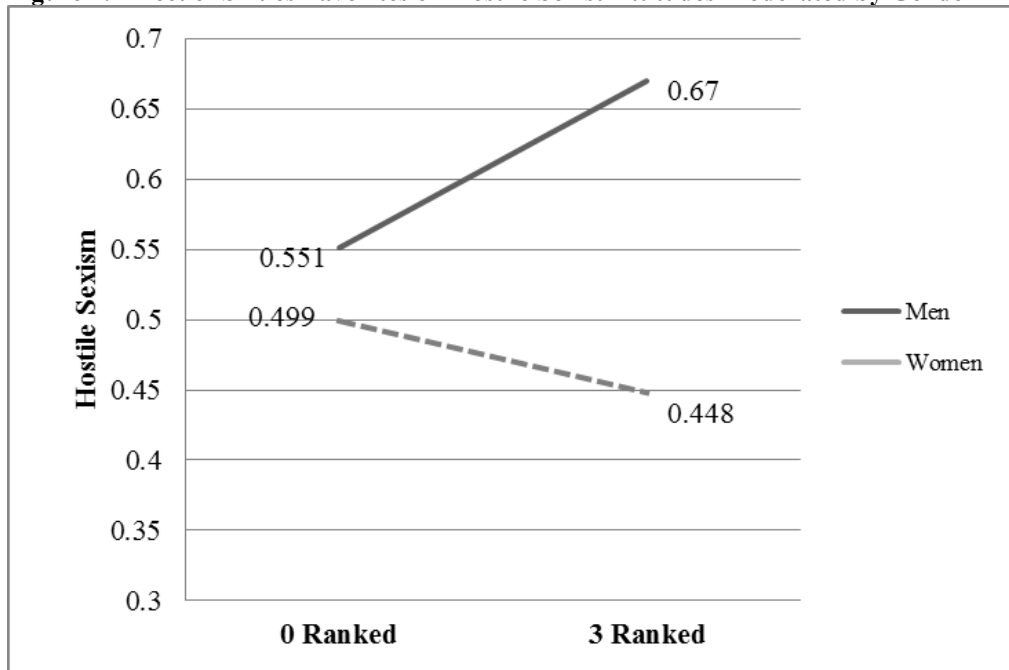
Figure 3: Effect of Sixties Favorites on Benevolent Sexist Attitudes Moderated by Gender



A regression analysis between Sixties Favorites and Benevolent Sexism with men as the gender of interest revealed a .131 positive effect for men, that was statistically significant ($p<.01$). The gender interaction was also negative ($b=-.158$), and it is just on the cusp of statistical significance ($p=.05$). Thus, ranking the content in a person's favorites and high exposure was correlated with a greater effect for men than women.

An even more drastic and significant effect occurred for men on the Hostile Sexism subscale with exposure and favoritism. There was a positive effect of .16 for men ($p=.05$) with exposure to Sixties-based content, and the gender exposure interaction revealed a large slope shift from men for women ($b=-.29$), which was statistically significant ($p=.01$). This analysis shows there is not a significant difference in scores in Hostile Sexism among women and men who do not have exposure to the content ($b=.01$, $p=.71$). As shown below in Figure 3, the effect of ranking Sixties programs as favorites on hostile sexist views among men was positive ($b=.119$, $p=.02$), while the estimated effect for women was negative.

Figure 4: Effect of Sixties Favorites on Hostile Sexist Attitudes Moderated by Gender



There is a statistically significant negative shift from the effects of men to women ($b=-.17$, $p=.05$). This indicates that men do in fact rank higher than women on Hostile Sexism when Sixties programs are in their favorites. There is a statistically significant gender difference when no Sixties-based programs are ranked in the top three favorites ($b=-.05$, $p<.01$). This reveals that the gender difference is in fact smaller when no shows are ranked ($r=-.05$, $p<.01$). We can

comfortably say that there is a greater effect for men on the Hostile Sexism subscale when exposure to Sixties-based media content.

The men exposed to *Mad Men*, *Pan Am*, and *Playboy Club*, as hypothesizes, express more hostile sexism, which includes a belief in traditional gender roles, sexual exploitation of women, and derogatory characterizations, than do women. Thus, this analysis supports my hypothesis that men with exposure to Sixties-based television content will express more sexist views than women on the Ambivalent Sexism Inventory, and most drastically on the Hostile Sexism subscale of that index.

Progressive Attitudes About Women

It was hypothesized that progressive attitudes towards women, including the Attitudes Toward Women Scale and Mothers in the Workforce Scale, would be negatively correlated with Sixties-based content, especially for men. Participants ranking more Sixties-based television content in their top three favorite shows co-varied with both of these measures in a bivariate analysis (See Table 2). As displayed in the first two rows of Table 2 below, ranking Sixties-based television content in a person's top three favorite shows was negatively correlated with the Attitudes Toward Women Scale (AWS) ($r=-.10$) and with Mothers in the Workforce Scale (MWF) ($r=-.14$) at statistically significant levels ($p=.03$, $p<.01$).

Results Table 2: Sixties-Based Favorites with Attitudes Toward Women and Mothers in the Workforce

		Attitudes Toward Women Scale	Mothers in the Workforce Scale
Sixties-Based	Pearson Correlation	-.103*	-.143**
Favorites	Sig. (2-tailed)	.030	.003
Sixties-Based	B	-.014	-.018
Favorites	Sig. (2-tailed)	.131	.092

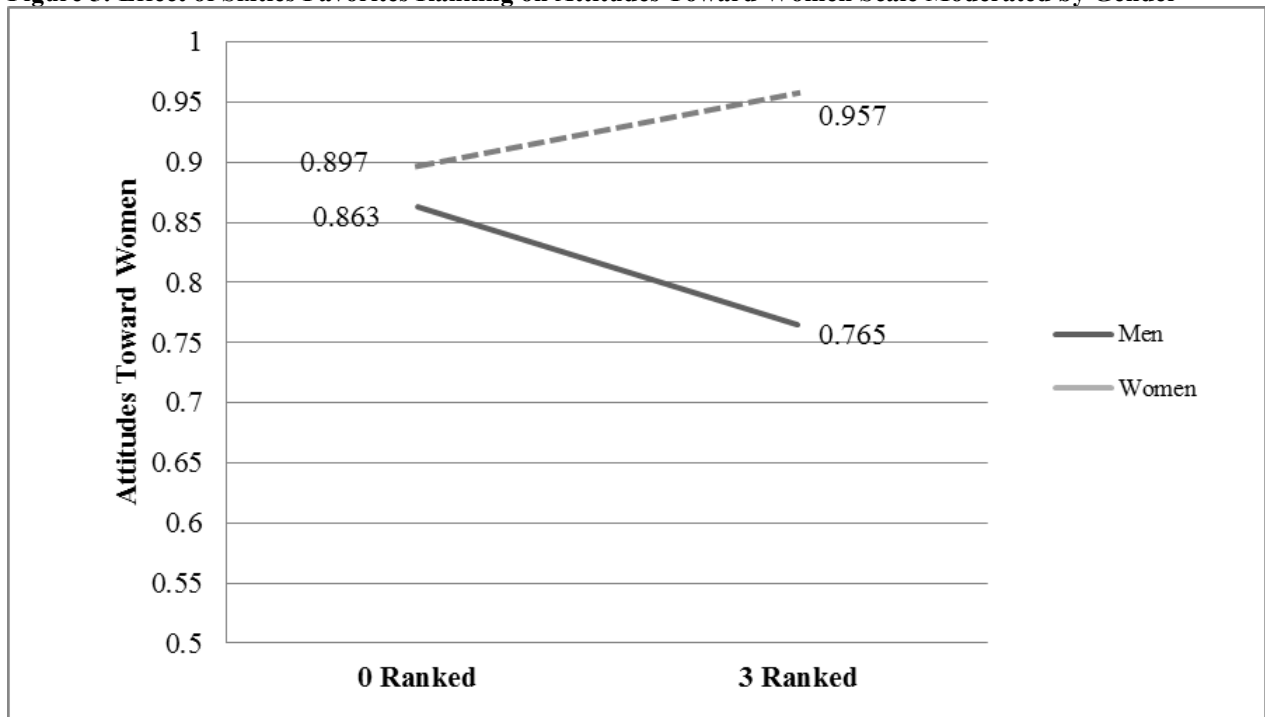
** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

When controls for gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education were included in a regression analysis, the correlations decreased immensely and were no longer statistically significant, as shown in the bottom two rows of Table 2 on the previous page. While the people who ranked Sixties programs as their favorites expressed less progressive views about women, that co-variation appears to be spurious.

A regression analysis was then conducted for the dependent variables Attitudes Toward Women with gender as a moderating variable and accounting for the interaction between Sixties-based favorites and gender. A full regression model can be seen in Appendix 5. This analysis shows the negative effect for men favoring Sixties-based programs on progressive attitudes towards women. The effect for just the men in the sample is $-.98$, and is statistically significant on a $.01$ scale ($p < .01$). The interaction variable is $.16$ ($p < .01$). Figure 5 below shows the relationship between the male and female effect varying by number of shows ranked.

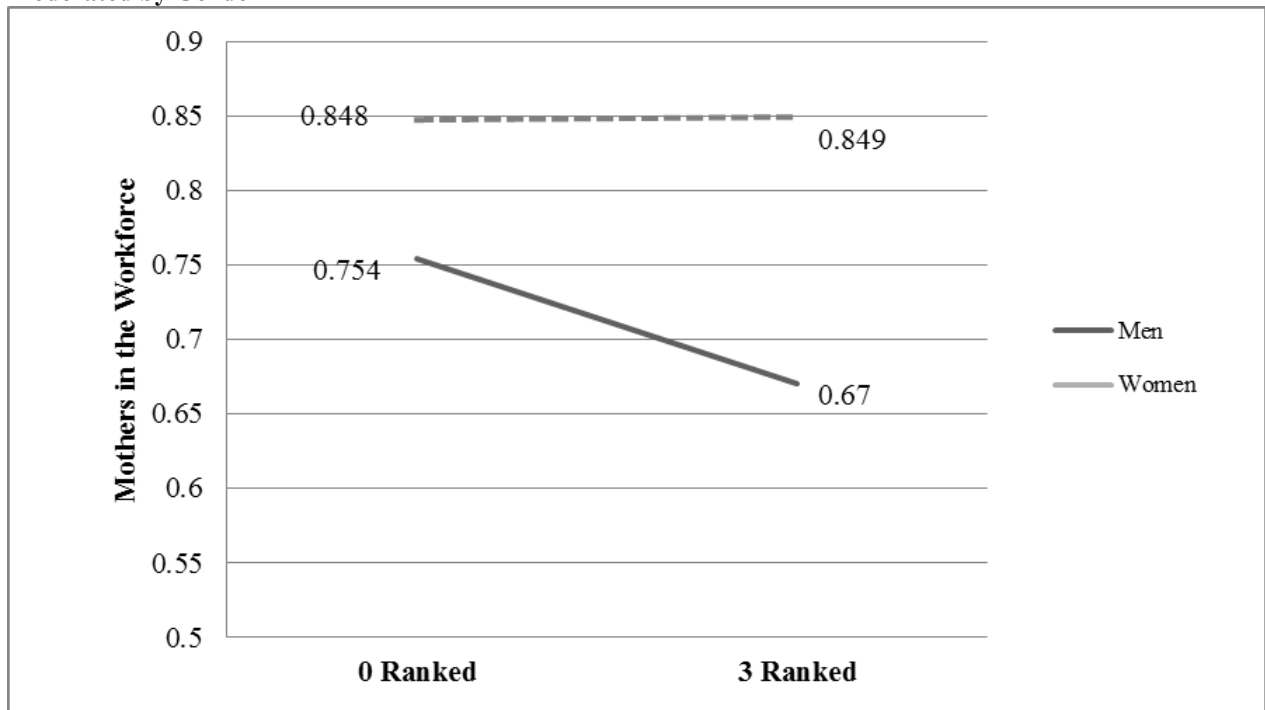
Figure 5: Effect of Sixties Favorites Ranking on Attitudes Toward Women Scale Moderated by Gender



The difference between men and women for those who did not rank Sixties-based shows in the favorites is very minimal ($r=.03$, $p<.01$). This interaction again indicates a different relationship between ranking favorites and these attitudes among men and women. For men, favoring shows is correlated with more traditional attitudes toward women, while the relationship is reversed for women.

A regression analysis to test gender moderation was also performed with the independent variable Sixties-based Favorites and the dependent variables attitudes towards mothers in the workforce. For a full regression analysis is located in Appendix 5. This analysis, still controlling for all confounding variables, tested the effects for just men who ranked the Sixties-based programs in their top three favorites. The regression revealed a negative correlation between ranking the shows and progressive views about working mothers for men. This relationship is shown in the figure below.

Figure 6: Effect of Sixties Favorites Ranking on Attitudes Toward Mothers in the Workforce Scale Moderated by Gender



There is a negative effect of about .08 for men that is statistically significant on the .05 level ($p=.03$). The gender interaction, which shows how far from the male regression the rest of the sample shifts, cannot be validated as it is not statistically significant. The difference between men and women when Sixties-Based Favorites equals zero is around .09 and is highly significant ($p<.01$). This positive effect of almost .1 when favorite programs are not Sixties-based compared to the negative effect of almost .1 for men who ranks the programs as their favorites indicates there is a greater effect of favoring the shows for men on holding less progressive attitudes about mothers in the workforce. Gender appears to moderate the relationship between Sixties-Based Favorites and attitudes about women, with men holding more traditional views than women.

Acceptance of Sexual Harassment and Violence

The hypothesis expects that exposure and favorability of Sixties-based television content will be correlated with more accepting attitudes about sexual harassment, rape and violence as these occur in the television shows with little to no consequences. Ranking more Sixties-based television content in a person's top three favorite shows was also positively correlated with the Sexual Harassment and Violence Scale (SHV) ($r=.17$, $p<.01$). The bivariate correlations and statistical significances are shown below in the first two rows of Results Table 3.

Results Table 3: Sixties-Based Favorites with Acceptance of Sexual Harassment & Violence Scale

		Sexual Harassment and Violence Acceptance
Sixties-Based Favorites	Pearson Correlation	.166**
	Sig. (2-tailed)	.001
Sixties-Based Favorites	B	.020*
	Sig. (2-tailed)	.041

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

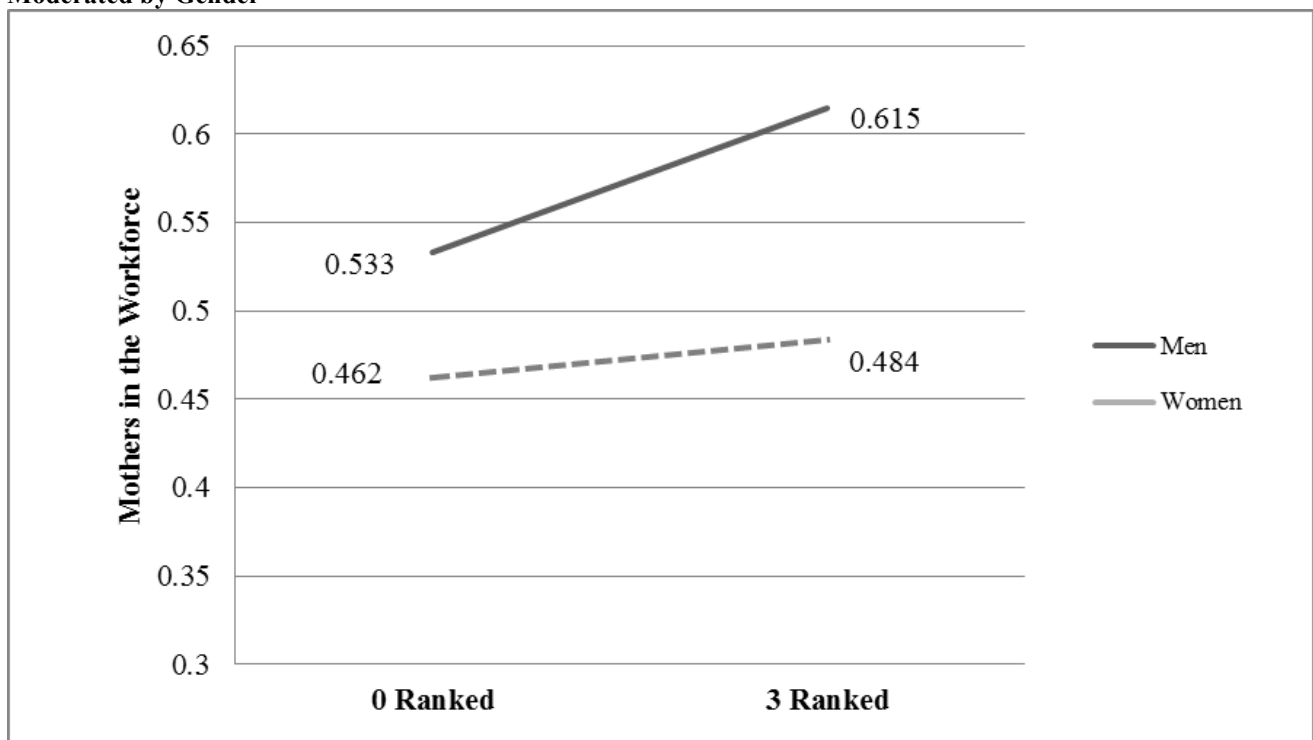
While this analysis shows a co-variation between liking the television shows and more accepting attitudes, no causal inferences can be made as this is only the requirement for

causality. Thus, to rule out some possible spurious relationships, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education were controlled for in a regression analysis. In this regression, the correlations reduced to .02, but remained statistically significant on the .05 level ($p=.04$). The extracted coefficient from the regression analysis controlling for confounding variables is listed on the previous page in the 3rd row of Results Table 3. The statistical significance for this regression coefficient is displayed in row 4. While causation cannot be proved, the co-variation between accepting attitudes about sexual harassment and violence towards women and Sixties-Based Favorites remained when several confounding variables were included in the regression, proving the correlation to be strong and not due to the confounding variables. However, the correlation between rankings and attitudes about violence toward women is reduced when the controls are added to the regression. This indicates that some of the control variables are causing both the attraction to the programs and the attitudes. Nevertheless, as hypothesized, the analysis shows that ranking Sixties shows in top three favorites is predictive of a greater level of acceptance about rape, sexual harassment, and violence towards women.

In order to test possible moderating effects of gender, a regression analysis was conducted to isolate the effects on the men in the sample of favoring Sixties-based content on acceptance of sexual harassment and violence towards women. A full regression model is located in Appendix 5. Men were more accepting of violence towards women, sexual harassment, and rape the more they ranked the shows *Mad Men*, *Pan Am*, and *Playboy Club* as their top three favorite shows ($b=.08$, $p=.03$). The difference from the male effect to the rest of the sample ($b=-.06$) was not statistically significant ($p=.35$). Therefore we cannot assume anything about the effects on the women in the sample, but we can assert that there is an effect

for men. The gender difference between men and women for those who did not rank Sixties-based programs in their favorites is $-.07$, and is statistically significant on the $.01$ level ($p < .01$). This gender difference is very close to the gender difference seen in this regression analysis for men who favor the shows; therefore, it is likely that men in general just have more accepting attitudes about sexual and physical violence towards women, and that the relationship is not attributed to the media exposure. Figure 7 below displays a graph created from the regression coefficients discussed above. This graph shows the moderating relationship of gender with retro-sexist content and acceptance of sexual and physical violence toward women.

Figure 7: Effect of Sixties Favorite Content Ranking on Acceptance of Sexual Harassment & Violence Scale Moderated by Gender



Importance of Appearance to Female Sexuality

In a bivariate analysis, ranking more Sixties-based television content in a person's top three favorite shows co-varied with the Importance of Appearance to Sexuality Scale (IAS) ($r = .12$) at statistically significant levels ($p < .01$). The bivariate correlations and statistical

significances are shown below in the first two rows of Results Table 4. As hypothesized, the analysis shows that ranking Sixties shows in top three favorites is positively correlated of a greater belief in the importance of appearance and sexuality to women. There is a co-variation between favoring the television shows and a greater belief in the importance of female appearance, but no causal inferences can be made. In an attempt to rule out some possible spurious relationships, several confounding variables were controlled for in a regression analysis. In this regression, the correlation reduced to .02 and the probability that this relationship was actually zero increased to 6%, which is just above the standard requirement of .05 statistical significant. The extracted coefficient from the regression analysis is listed below in row 4 of Results Table 4 and the statistical significance ($p=.06$) for the regression coefficient is displayed in line 5.

Results Table 4: Correlation and Regression of Sixties-Based Favorites with Importance of Appearance to Sexuality Scales

		Importance of Appearance to Sexuality
Sixties-Based Favorites	Pearson Correlation	.124**
	Sig. (2-tailed)	.010
Sixties-Based Favorites	B	.022
	Sig. (2-tailed)	.064

** . Correlation is significant at the 0.01 level (2-tailed).

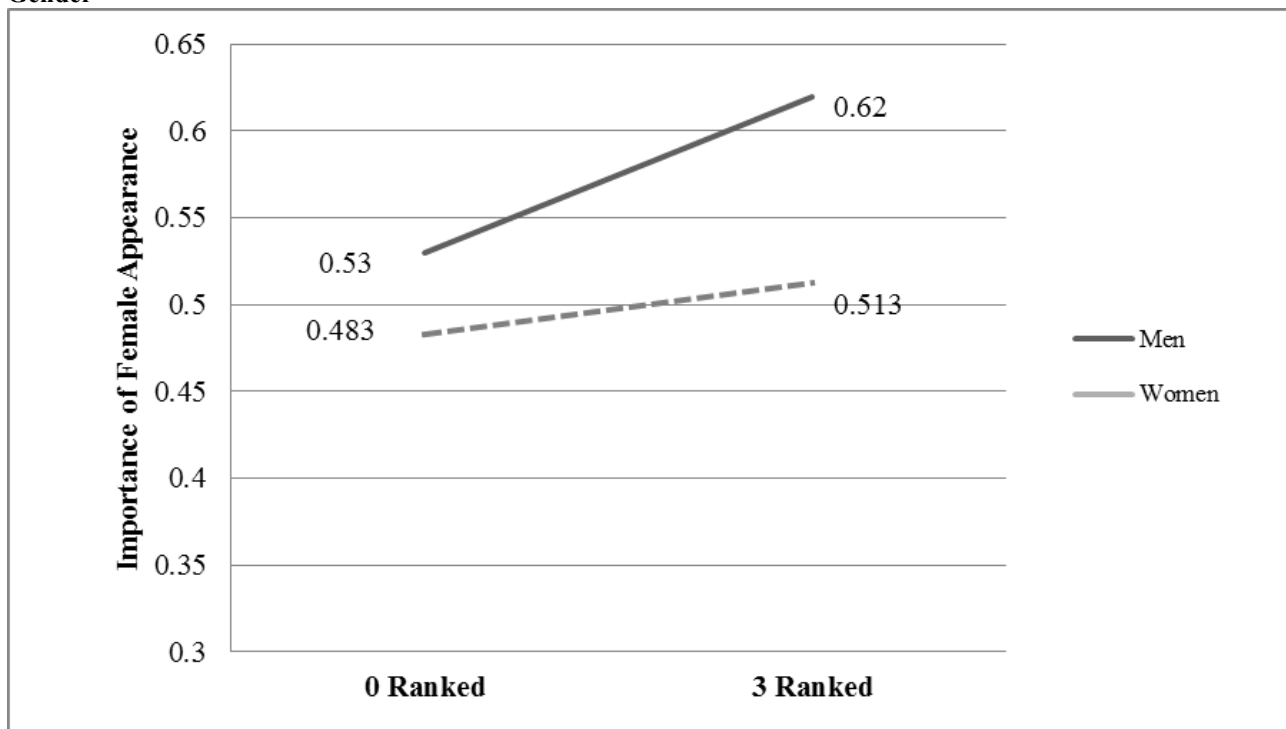
* . Correlation is significant at the 0.05 level (2-tailed).

While Sixties-based exposure is correlated with a greater belief in the importance of a woman's appearance, supporting the hypothesis, the relationship did hold true when confounding variables were included in the regression; therefore this relationship is likely a spurious one.

A regression analysis controlling for confounding variables isolated the effects of Sixties-Based Favorites for men on attitudes about female appearance. A full regression analysis is located in Appendix 5. For men, the results reveal that favoring Sixties content is positively correlated with importance of feminine appearance to sexuality and power ($b=.09$,

$p=.05$). However, the interaction variable indicating the slope shift from the male effect is not statistically significant ($b=-.06$, $p=.44$). The gender difference among those who did not rank Sixties show as their favorites is negative .47 ($p<.01$). A graph based on these coefficients is displayed in Figure 8 at the top of the following page below. Men who rank *Mad Men*, *Pan Am*, and *Playboy Club* as their favorites place more importance on female appearance, however this relationship cannot be determined to be significantly different from women.

Figure 8: Effect of Sixties Favorite Content Ranking on Importance of Appearance Scale Moderated by Gender



Belief in Gender Equality

The hypothesis states that viewing Sixties-based television content will be correlated with a greater belief that gender equality has been achieved and that women are equal to men across various levels of society. This relationship is expected to be greater for women, as they will have a greater appreciation for the progression of women's rights. In a bivariate analysis, exposure to Sixties-based content was not correlated on a statistically significant level with the Belief in

Gender Equality Scale (BGE). However, ranking more Sixties-based television content in a person's top three favorite shows was positively correlated with the Belief in Gender Equality Scale ($r=.17$). This correlation is statistically significant ($p<.01$). The bivariate correlation and statistical significance are listed below in rows 1 and 2 of Results Table 5.

Results Table 5: Correlation and Regression of Sixties-Based Favorites with Belief in Gender Equality

		Belief in Gender Equality
Sixties-Based Favorites	Pearson Correlation	.166*
	Sig. (2-tailed)	.001
Sixties-Based Favorites	B	.024*
	Sig. (2-tailed)	.016

** . Correlation is significant at the 0.01 level (2-tailed).

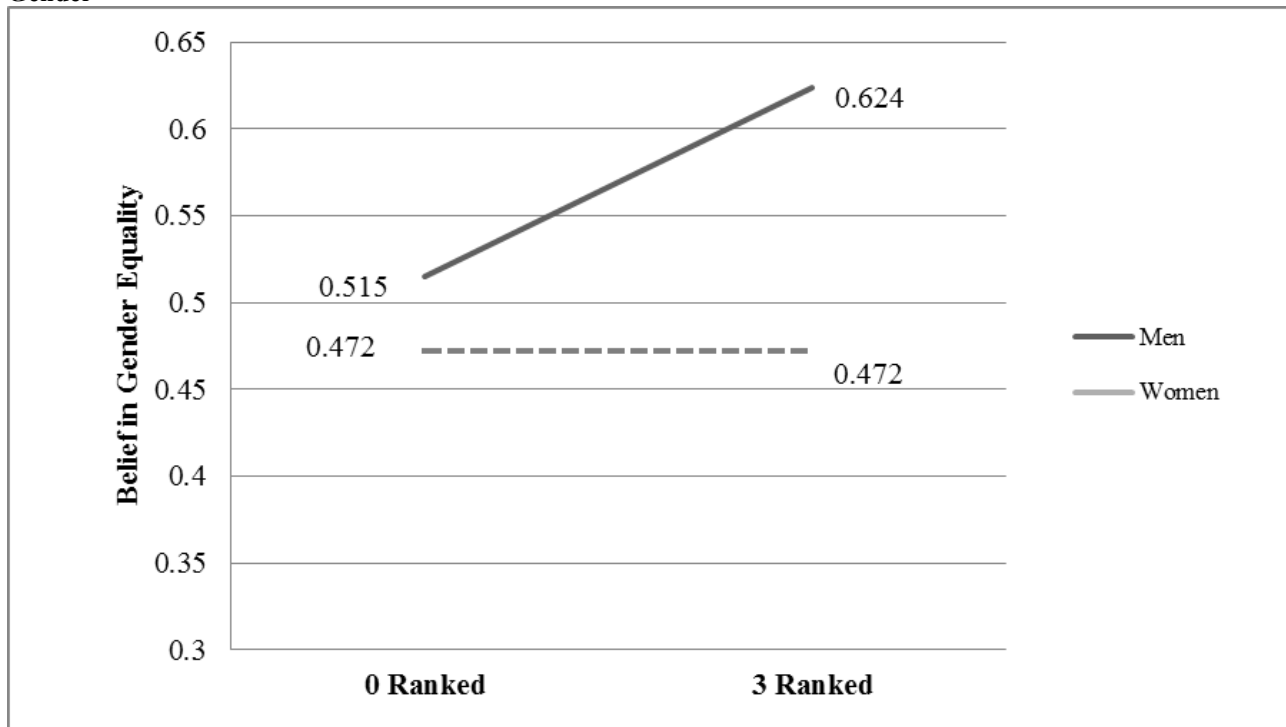
* . Correlation is significant at the 0.05 level (2-tailed).

When gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education were controlled for in a regression analysis the correlation reduced to around .02, but remained statistically significant ($p=.02$). The extracted coefficients from the regression analysis are listed above in line 4 of Results Table 5. The statistical significances for these regression coefficients are displayed in line 5. The strength of the correlation decreased when the control variables were added to the regression analysis, indicating that some of the control variables likely contribute to both the dependent and independent variables. Nevertheless, the analysis shows that ranking Sixties shows in top three favorites is predictive of a greater belief that women have gained general equality to men, even after several confounding variables were included in the analysis.

In order to test the moderating effects of gender on the relationship between Sixties-Based Favorites and Gender Equality, a regression analysis was conducted to isolate the effects for gender. There is a positive effect for men ($b=.11$, $p<.01$) and a negative slope change for women that is just out of range of statistical significance ($b=-.11$, $p=.07$). This analysis shows

that men who rank more of these shows as their favorites are more likely to believe that gender equality has been achieved for women. The gender interaction, or the slope shift from the male effect is negative .11 and is not statistically significant, so we cannot make large assumptions about the effect for women. However, among those who did not rank Sixties programs in their favorites the gender difference is $-.04$ ($p < .01$), which indicates women in general have less of a belief in gender equality than men. The graph below shows the presumed effects for gender based on the regression analysis.

Figure 9: Effect of Sixties Favorite Content Ranking on Belief in Gender Equality Scale Moderated by Gender



According to the calculated effects, there is no change in the belief in gender equality among women who rank the Sixties-based content as their favorites. However, the Gender Sixties-Based Interaction variable is not statistically significant, which should be acknowledged when interpreting the chart in the figure above. Thus, from this analysis we can see that there is some correlation between Sixties-based media content and holding the beliefs that equality for women

has been achieved. This relationship definitely exists for men, but we cannot isolate this effect for women as expected in the hypothesis.

Summary of Sixties-Based Results

In summary, ranking Sixties-based television content is correlated with more sexist views on the Ambivalent Sexism Inventory for both men and women. Men with increased exposure to Sixties-based television content expressed more sexist views than women on the Ambivalent Sexism Inventory, and most drastically on the Hostile Sexism subscale, as hypothesized. Ranking Sixties favorites is also correlated with less egalitarian attitudes towards women, more accepting attitudes towards rape and violence, and belief in greater importance of appearance to women. Out of these correlations, only beliefs about gender equality and attitudes towards sexual harassment and violence upheld when confounding variables were added to the analysis. Meaning, the rest of the findings can only be attributed to a co-varying relationship on a bivariate level that are likely spurious. Gender appears to moderate the relationship between Sixties-Based Favorites and attitudes about women, with men holding more traditional views about women and expressing a greater acceptance of rape and violence. High exposure to Sixties-based television content is correlated with normative and accepting views about promiscuous behavior for women and men. This correlation withstood when confounds were controlled, suggesting a possible causal relationship. Ranking Sixties-based television content is correlated with a greater belief gender equality has been achieved; this seems to be especially true for men, which is contrary to the hypothesized results.

ENLIGHTENED SEXIST MEDIA CONTENT

According to the hypotheses presented, these results should reveal that exposure to and expressed favoritism of enlightened sexist content are correlated with more sexist attitudes towards women on the Ambivalent Sexism Inventory. It is also expected that those who watch enlightened sexist content will express less progressive attitudes about women on the Attitudes Towards Women Scale. High exposure to these shows should be correlated with more accepting attitudes towards sexual harassment, rape, and violence. The main finding expected out of this analysis is a greater emphasis on the importance of the appearance of women to their power and sexuality. Also, more accepting and normalized attitudes towards male promiscuity and less accepting attitudes towards female promiscuity are expected to be correlated with high exposure to enlightened sexist content.

Ambivalent Sexism Inventory

Bivariate correlations between exposure to enlightened sexist content and the dependent variables returned no statistically significant results. However, in a regression analysis controlling for gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education, exposure to enlightened sexist content was positively correlated with the Ambivalent Sexism Inventory ($r=.11$, $p=.01$) and with the Benevolent Sexism subscale ($r=.13$, $p=.01$). These extractions from the regression analysis are listed below in row 3 of Results Table 6, with the statistical significances in row 4. This finding indicates that once the confounding variables were controlled, a slight relationship exists between exposure to these shows and sexist attitudes. Those with more exposure to enlightened sexist content also had more sexist views towards women, especially benevolent sexism.

Results Table 6: Correlation and Regression of Enlightened Sexist Exposure and Favorites with Ambivalent Sexism Indices

		Ambivalent Sexism Inventory	Benevolent Sexism	Hostile Sexism
Enlightened Sexist Exposure	Pearson Correlation	.084	.072	.072
	Sig. (2-tailed)	.076	.127	.132
Enlightened Sexist Exposure	B	.106*	.127*	.085
	Sig. (2-tailed)	.013	.011	.098
Enlightened Sexist Favorites	Pearson Correlation	.099*	.060	.107*
	Sig. (2-tailed)	.038	.208	.024
Enlightened Sexist Favorites	B	.022*	.021*	.023*
	Sig. (2-tailed)	.014	.047	.033

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

A similar relationship was also found between the ranking of enlightened sexist content in the top three favorites and ambivalent sexism. A bivariate analysis between Enlightened Sexist Favorite Content and ASI, displayed above in rows 5 and 6 of Results Table 6, showed a positive correlation between ranking the shows in the top three favorites and ambivalent sexism ($r=.10$, $p=.04$). There was also a statistically significant positive correlation with hostile sexism in the bivariate analysis ($r=.11$, $p=.02$). To control for confounding variables, a regression analysis was also conducted between Enlightened Sexist Favorite Content and ASI. Rows 7 and 8 of the Results Table 6 above show the extractions from this regression analysis (Appendix 5). The analysis found a very small positive correlation between ranking enlightened sexist content in the top three favorites and ambivalent sexism ($b=.02$, $p=.01$). The positive correlation also existed in each of the ASI subscales—benevolent sexism ($b=.02$, $p=.05$) and hostile sexism ($r=.02$, $p=.03$). Both high exposure to enlightened sexist content and high favoritism rankings seem to both predict more sexist attitudes towards women, although there is not a difference between benevolent and hostile sexist attitudes.

In order to test to determine if gender moderates the relationship between sexist attitudes towards women and enlightened sexist content, a regression analysis was conducted that controls for gender, with men set to zero, and for the interactions between gender and enlightened sexist. First, a regression analysis was conducted with Enlightened Sexist Content Exposure, ASI, gender, gender exposure interaction, and other confounding variables. The whole regression can be viewed in Appendix 5, but a portion of the analysis is summarized in Results Table 7. Line 1 and 2 of the table below depict the effect of exposure among men only.

Results Table 7: Regression Analysis of Enlightened Sexist Exposure with Ambivalent Sexism Inventory

		Ambivalent Sexism Inventory
Enlightened Sexist Effect Among Men	B	.132
	Sig. (2-tailed)	.056
Gender Enlightened Sexist Exposure Interaction	B	-.039
	Sig. (2-tailed)	.626
Gender Difference when Enlightened Sexist Content Exposure Equals 0	B	-.055
	Sig. (2-tailed)	.172

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

There is a positive effect of .132 on the ASI scale for men with high exposure to enlightened sexist content. This effect is just on the cusp of statistical significance ($p=.06$). The Gender Enlightened Sexist Exposure Interaction and the gender difference when exposure equals zero are not statistically significant. The isolated relationship for men between Enlightened Sexist Content Exposure and the Hostile and Benevolent Sexism subscales was not very strong or statistically significant. Thus, the effect of exposure for men cannot be assessed for those scales. The same regression analysis was then conducted with Enlightened Sexist Favorite Content, recoded on a 0 to 1 scale, ASI, gender, gender favorites interaction, and other confounding variables. This analysis revealed no statistically significant difference for men and women on the Ambivalent Sexism Inventory, or either of the subscales, for those who ranked enlightened sexist

programs in their favorites. This analysis provides no evidence that men who enjoy or watch enlightened sexist programs hold more sexist views than women, although, in general exposure and favoritism of the shows is correlated with more sexist attitudes across either gender.

Attitudes Toward Women Scale

In a bivariate analysis Enlightened Sexist Content Exposure was negatively correlated with the Attitudes Toward Women Scale (AWS), but not at a statistically significant level ($r=-.07$, $p=.12$). Thus, we cannot attribute this relationship to anything more than chance. However, ranking more enlightened sexist content in top three favorites was negatively correlated with AWS at a statistically significant level ($r=-.138$, $p<.01$). This indicates that those who enjoy enlightened sexist content also hold less egalitarian views about women and more traditional gender roles. The correlation coefficient of this bivariate analysis and statistical significant are listed below in the first two rows of Results Table 8.

Results Table 8: Correlation and Regression of Enlightened Sexist Favorites with Attitudes Toward Women Scale

		Attitudes Toward Women Scale
Enlightened Sexist	Pearson Correlation	-.138**
Favorite Content	Sig. (2-tailed)	.004
Enlightened Sexist	B	-.02**
Favorite Content	Sig. (2-tailed)	.005

** . Correlation is significant at the 0.01 level (2-tailed).

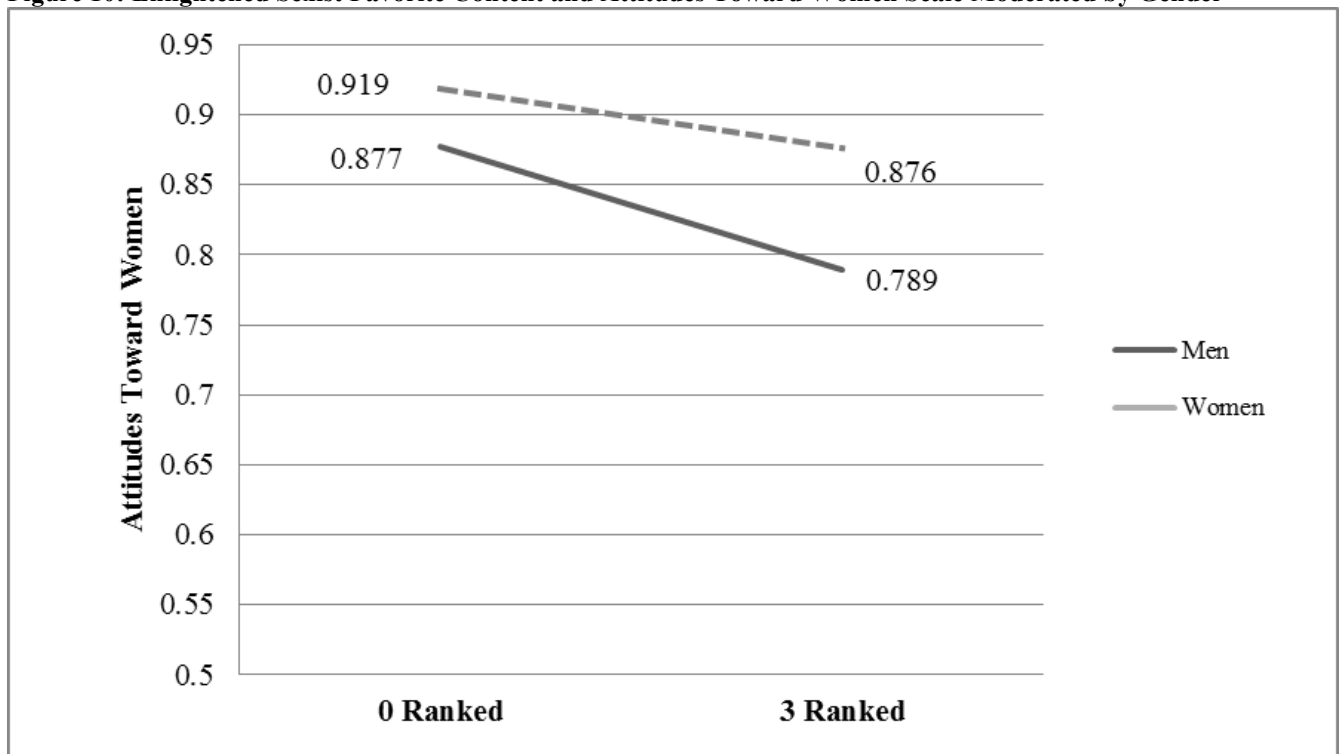
* . Correlation is significant at the 0.05 level (2-tailed).

Line 3 in Results Table 8 above displays the extracted regression analysis coefficient after controlling for gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education. The full regression analysis is located in Appendix 5. When the confounding variables were controlled for in the regression analysis, the correlation decreased ($r=-.02$), but remained statistically significant ($p<.01$). Based on this analysis, we can move towards a more causal claim that favoritism towards

enlightened sexist content predicts slightly less egalitarian views about women. However, the strength of the relationship decreased when the control variables were added to the analysis, therefore some of them were causing both ranking of the television content as favorites and the negative attitudes towards women.

In order to show the effect of favoritism towards enlightened sexist content on AWS moderated by gender, the same regression analysis was run again to include gender with men equal to zero and the gender enlightened sexist favorite content interaction. The isolated effect of favoring enlightened sexist content for men is negative .09, and is statistically significant ($p < .01$). This negative effect indicates men express less progressive attitudes about women with increased favoritism to the television programs. This relationship is shown in the chart in the Figure 10 below.

Figure 10: Enlightened Sexist Favorite Content and Attitudes Toward Women Scale Moderated by Gender



The slope shift from the male effect to the rest of the sample is .05, but is not statistically significant. Thus we can assert there is a negative correlation for men between favoritism of enlightened sexist content, but we cannot confidently say the gender difference from women. The gender difference when no enlightened sexist content is ranked in the favorites is .05, and is statistically significant ($p=.02$). This indicates that when people do not rank the shows in their favorites, there is a .05 change from men to women. There was no statistically significant difference between male and female scores on AWS with increased exposure to enlightened sexist content, only favorite rankings. In sum, watching enlightened sexist content is correlated with less progressive views toward women and these results appears to be moderated somewhat by gender.

Interestingly, both exposure and favorites rankings of enlightened sexist content were negatively correlated with the Maternity Difference Scale in a bivariate analysis shown below in Table 9 ($r=-.12$, $p=.01$, $r=-.1$, $p=.03$). This correlation indicates that those who watch and like watching the shows hold the belief that women should be allowed maternity leave more often than men should be allowed. This relationship did not remain statistically significant in a regression analysis controlling for the confounding variables, indicating it is likely spurious.

Results Table 2: Correlation of Enlightened Sexist Content and Maternity Difference Score

		Difference Score Maternity
Enlightened Sexist Content	Pearson Correlation	-.119*
Exposure	Sig. (2-tailed)	.014
Enlightened Sexist Favorite	Pearson Correlation	-.103*
Content	Sig. (2-tailed)	.033

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Sexuality and Appearance

As shown below in Table 10, exposure to and ranking favorites of enlightened sexist content was positively correlated in a bivariate analysis with the Promiscuity Normalcy Difference Score ($r=.14$, $r=.13$) on a statistically significant level ($p<.01$).

Results Table 3: Enlightened Sexist Favorite Content and Content Exposure with Promiscuity Difference Scores

		Difference Score Promiscuity Normalcy	Difference Score Social Acceptance of Promiscuity	Difference Score Personal Care About Promiscuity
Enlightened Sexist Content Exposure	Pearson Correlation Sig. (2-tailed)	.139**	.025	-.041
Enlightened Sexist Favorite Content	Pearson Correlation Sig. (2-tailed)	.131**	-.013	-.058
		.007	.794	.232

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

The relationship between exposure to enlightened sexist content and the Promiscuity Normalcy Difference Scale got even stronger after all confounding variables were controlled in a regression analysis ($b=.163$, $p=.03$). The first column of Results Table 16 below shows the extractions from the regression analysis.

Results Table 11: Regression Analysis of Enlightened Sexist Content with Promiscuity Difference Scores

		Difference Score Promiscuity Normalcy	Difference Score Social Acceptance of Promiscuity	Difference Score Personal Care About Promiscuity
Enlightened Sexist Content Exposure	B Sig. (2-tailed)	.163**	-.136	.004
Enlightened Sexist Favorite Content	B Sig. (2-tailed)	.025	-.51	.001
		.115	.063	.903

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

This indicates that those with more exposure to programs with enlightened sexist content perceive promiscuity among men as more normal in society than promiscuity for women. Enlightened sexist content was not significantly correlated with any other difference scores

about promiscuity or sexuality. Table 11 above shows the results of these bivariate analyses for the additional difference scores on promiscuity, which were not statistically significant.

The only support for the hypothesis about enlightened sexism and views about sexuality is the correlations found with the Promiscuity Normalcy Difference Score. Neither exposure to enlightened sexist content nor ranking the programs in the top three favorites was more than marginally correlated Importance of Appearance to Sexuality Scale or the other promiscuity gender difference scores. These slight correlations were not statistically significant. This does not support the expected hypothesis that enlightened sexist content would predict more sexualized views of women and less acceptance of female promiscuity. Exposure to enlightened sexist content was not correlated with views about sexual harassment and violence on a statistically significant level either.

Enlightened Sexist Content Results Summary

In summary, while not always remaining significant when control variables were included in the analysis, increased enlightened sexist content exposure and favorites ranking was generally correlated with higher values on the ambivalent sexism indices, indicating more sexist attitudes about women and gender roles. A greater number of rankings of enlightened sexist content were also positively correlated with less progressive views about women. Those with increased exposure to programs with enlightened sexist content express that male promiscuity is more normal in society than promiscuity for women. However, the hypothesis about enlightened sexist content and sexuality and appearance were not strongly supported as very few statistically significant results were found.

EMBEDDED FEMINIST CONTENT

The hypotheses expects that exposure and favoritism to embedded feminist content to be negatively correlated with the Ambivalent Sexism Inventory , with high exposure predicting lower levels of sexism in general and lower levels of hostile sexism specifically. It is also expected that increased exposure to embedded feminist content and ranking the programs in the top three favorites will be correlated with higher values on the Attitudes Toward Women and the Mothers in the Workforce Scale, thus holding more progressive attitudes. Embedded feminist content is expected to correlate with a greater belief that gender equality has been achieved, as the programs consistently show women in positions of power. Also, due to these depictions of successful women in television programs with little to no focus on their romantic or sex lives, it is expected viewing of this content will be predictive of less normalized views about female promiscuity and less importance placed on female appearance. Each of these effects is expected to be greater for women than men.

Ambivalent Sexism Inventory

Exposure to and favoritism of embedded feminist content co-varied with many dependent variables as expected across the bivariate and regression analysis. While exposure to embedded feminist content was not correlated with ASI or benevolent sexism on a significant level, it was negatively correlated with the hostile sexism subscale of ASI in a bivariate analysis ($r=-.143$, $p<.01$). This bivariate analysis and statistical significance is located in lines 1 and 2 of Results Table 12. A regression analysis was also conducted controlling for gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education in order to try to reduce the possibilities of a spurious relationship. This regression analysis and statistical significance is located in

lines 3 and 4 of Results Table 12. The correlation between exposure to embedded feminist content and hostile sexism remained withstood after controlling for the confounding variables ($b = -.128$, $p = .02$), thus indicating the relationship found in the initial bivariate analysis is not spurious along the major confounding variables. This allows for more confidence in the strength of the negative correlation between exposure to embedded feminist content and hostile sexist attitudes.

Results Table 12: Correlation and Regression of Embedded Feminist Content Exposure with Hostile Sexism

		Hostile Sexism
Embedded Feminist Content Exposure	Pearson Correlation	-.143**
	Sig. (2-tailed)	.003
Embedded Feminist Content Exposure	B	-.128*
	Sig. (2-tailed)	.019

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Embedded feminist content favorite rankings were not correlated on a statistically significant level with ASI as a whole or the benevolent sexism subscale. As shown below in Results Table 13, a similar relationship exists between Hostile Sexism and Embedded Feminist Content Favorites. The bivariate analysis in lines 1 and 2 shows ranking embedded feminist programs in favorites negatively co-varied with hostile sexism ($r = -.11$, $p = .02$). The relationship between favorites rankings and hostile sexism became slightly stronger ($b = -.13$) and equally as significant ($p = .02$) when confounding variables were controlled in a regression analysis. Extractions from this regression analysis are listed below in Table 13. Full regression located in Appendix 5.

Results Table 4: Correlation and Regression of Embedded Feminist Favorites with Hostile Sexism

		Hostile Sexism
Embedded Feminist Favorite Content	Pearson Correlation	-.113*
	Sig. (2-tailed)	.018
Embedded Feminist Favorite Content	B	-.128*
	Sig. (2-tailed)	.019

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

This indicates that the control variables are not contributing to the relationship between ranking of embedded feminist content in favorites and hostile sexist views. Thus, both watching television shows with embedded feminism and ranking them as favorites is predictive of less hostile sexist views towards women.

In order to test the moderating effects of gender on the relationship between Embedded Feminist Content Exposure and Favorites and the Ambivalent Sexism Inventory, a regression analysis was conducted in order to isolate the effects for women. This analysis showed no statistically significant differences between men and women with high exposure to embedded feminist content or with those who ranked the programs as their favorites. The analysis thus shows that while exposure and favoritism to embedded feminist content is correlated with decreased sexist attitudes towards women, specifically hostile sexist attitudes, there is not a significant variation between men and women.

Progressive Attitudes Toward Women

Increased exposure to embedded feminist content was positively correlated with the Attitudes Toward Women Scale (AWS) ($r=.15, p<.01$) and the Mothers in the Workforce Scale (MWF) ($r=.2, p<.01$) in a bivariate analysis. The bivariate analyses and statistical significances are listed below in the first two rows of Results Table 14. This correlation remained strong in both AWS ($b=.1, p<.01$) and MWF ($b=.1, p<.1$) after all control variables (e.g. age, gender, race, education, income, parents' education, religiosity, partisanship, employment, and marital status) were included in a regression analysis. Extractions from this regression analysis are shown in the last two rows of Results Table 14 below. A full regression analysis is located in Appendix 5.

Results Table 5: Correlation and Regression Analysis of Embedded Feminist Content Exposure with Attitudes Toward Women and Mothers in the Workforce

		Attitudes Toward Women	Mothers in the Workforce
Embedded Feminist	Pearson Correlation	.145**	.201**
Content Exposure	Sig. (2-tailed)	.002	.000
Embedded Feminist	B	.095**	.123**
Content Exposure	Sig. (2-tailed)	.008	.004

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The same relationship existed for the bivariate correlation between Embedded Feminist Favorites and AWS and MWF. Ranking embedded feminist television content in the top three favorite shows was positively correlated with more progressive attitudes towards women ($r=.15$, $p<.01$) and more positive attitudes about mothers in the workforce ($r=.14$, $p<.01$). Results Table 15 below shows the bivariate relationship in lines 1, which shows the correlation coefficient, and line 2, which shows the statistical significance

Results Table 15: Correlation and Regression of Embedded Feminist Favorites with Attitudes Toward Women and Mothers in the Workforce

		Attitudes Toward Women	Mothers in the Workforce
Embedded Feminist	Pearson Correlation	.146**	.143**
Favorite Content	Sig. (2-tailed)	.002	.003
Embedded Feminist	B	.016*	.014
Favorite Content	Sig. (2-tailed)	.014	.067

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

As seen in the last two rows of Results Table 15 above, the correlation between the dependent variables and Embedded Feminist Favorite Content decreased considerably when the confounding variables were controlled for in a regression analysis. The correlation with AWS decreased to around .02, but remained statistically significant ($p=.01$). The correlation with MWF decreased about the same amount ($b=.01$), and was no longer statistically significant on a .05 margin ($p=.07$). Extractions from this analysis are located in the last two rows of Results Table 15 above. Exposure seems to be a better predictor of this relationship than ranking

favorites, as when the confounding variables are controlled for the relationship remains equally strong, allowing closer assumptions towards causality to be made. Overall, exposure to and favorability of embedded feminist content appears to be positively correlated with more progressive and egalitarian views about gender roles, women in society, and working mothers. This was the hypothesized result.

In order to test the moderating effects of gender on the relationship between Embedded Feminist Content Exposure and Favorites and progressive attitudes towards women, a regression analysis was conducted with both the Attitudes Toward Women and Mothers in the Workforce Scales that isolated the effects for women. This analysis showed no statistically significant differences between men and women with high exposure to embedded feminist content or with those who ranked the programs as their favorites. While exposure and favoritism to embedded feminist content is correlated with more egalitarian views about women, there is not a significant variation between men and women.

Sexual Harassment and Violence

In a bivariate analysis between exposure to embedded feminist content and attitudes about sexual harassment and violence towards women, shown in Lines 1 and 1 of Results Table 16, the Pearson correlation coefficient is -0.16 ($p < .01$), indicating a negative relationship. By running a regression analysis, the correlation was examined controlling for several confounding variables in order to better assess the possibility of a causal relationship. In this regression, exposure to embedded feminist content was still negatively correlated with attitudes about sexual harassment and violence at a statistically significant level ($b = -.09$, $p = .03$). An extraction from the regression table is shown at the top of the following page in the last two rows of Results Table 16. A full regression analysis is located in Appendix 5.

Results Table 16: Correlation and Regression of Embedded Feminist Content Exposure with Sexual Harassment and Violence

		Sexual Harassment and Violence
Embedded Feminist Content Exposure	Pearson Correlation	-.157**
	Sig. (2-tailed)	.002
Embedded Feminist Content Exposure	B	-.087*
	Sig. (2-tailed)	.033

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

This analysis supports the hypothesis that increased exposure to television content portraying successful and powerful women is correlated with less accepting views about rape, sexual harassment, and violence towards women.

A regression analysis was conducted to test the moderating effects of gender on the relationship between Embedded Feminist Content Exposure and Favorites and the Sexual Harassment and Violence Scale. This analysis showed no statistically significant differences between men and women with high exposure to embedded feminist content or with those who ranked the programs as their favorites. While exposure and favoritism to embedded feminist content is correlated with more less accepting attitudes about physical and sexual violence towards women, there is not a significant variation between men and women.

Embedded Feminist Content Summary

To summarize, exposure to and favorite rankings of embedded feminist content is negatively correlated on a statistically significant level with hostile sexism and acceptability of sexual harassment and violence towards women. Embedded feminist content is also positively correlated with more egalitarian views about women and about mothers in the workforce. This shows the possible positive effects of embedded feminist content assumed in this hypothesis. However, exposure and favoritism to embedded feminist content was not significantly correlated with the Belief in Gender Equality Scale, so no evidence has been provided if it leads to a belief

that feminist goals have been achieved, as hypothesized. Embedded feminist content also showed no correlations on a statistically significant level with the Importance of Appearance to Female Sexuality Scale, the Abortion Scale, the Male Promiscuity Scale, or the Female Promiscuity Scale. Therefore, no evidence was provided for the support of the hypotheses around those variables.

MODERN FEMINIST CONTENT

Exposure to the *Good Wife* was not correlated with any of the dependent variable on a statistically significant level in the bivariate or the regression analysis. However, ranking the *Good Wife* as one of the top three favorite shows was correlated with a few originally unexpected variables. First, in the bivariate analysis, shown in Table 17, ranking the show as a favorite was negatively correlated with the Belief about Gender Equality Scale ($r=-.105$, $p=.03$). This indicates that people who watch the show also hold the general belief that women are not equal to men in society. However in a regression analysis controlling for confounding variables this relationship entirely disappeared and was not statistically significant. Result Table 17 below shows the extracted coefficients from the bivariate correlation and regression analysis. No other variables were correlated on a statistically significant level in the bivariate correlation analysis.

Results Table 17: Correlation and Regression of Modern Feminist Favorites with Belief in Gender Equality

		Belief in Gender Equality
Modern Feminist Favorite Content	Pearson Correlation	-.105*
	Sig. (2-tailed)	.031
Modern Feminist Favorite Content	B	-.010
	Sig. (2-tailed)	.622

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

However, extractions from a regression model presented on the following page in Results Table 18, shows a positive correlation between favoritism to *The Good Wife* and the Ambivalent Sexism Inventory. The regression model analyzed the relationship between ranking Modern Feminist content as a favorite show and ASI controlling for the confounding variables (e.g. age, race, gender, education, parents' education, income, employment, religiosity, partisanship, and marital status). Results Table 18 on the following page shows that ranking the *Good Wife* as a favorite show was surprisingly positively correlated in a bivariate analysis with the Ambivalent Sexism Inventory ($b=.05$, $p=.04$). A full regression analysis is located in Appendix 5.

Results Table 18: Modern Feminist Favorites with Ambivalent Sexism Inventory

		Belief in Gender Equality
Modern Feminist Favorite Content	Pearson Correlation	.003
	Sig. (2-tailed)	.952
Modern Feminist Favorite Content	B	.047
	Sig. (2-tailed)	.04

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

A regression analysis was conducted in order to test the moderating effects of gender in the relationship between ASI and ranking *The Good Wife* in the top three favorites. The effect for men only examined in order to see how this could attribute to the unexpected correlation of modern feminist content favoritism and ambivalent sexism. The regression revealed no statistically significant difference in the effect of the show among men. Therefore, because the regression analysis did not reveal any significant moderating effect, the findings indicates that women and men who rate the *Good Wife* in their favorite shows also report slightly more ambivalent sexist views. This finding goes against the proposed theory that those who watch this balanced content of “modern feminism” would express less sexist attitudes and more progressive views. However, this is a very minimal correlation very close to the cusp of statistical significance at the .05 level, thus with a greater probability of the relationship actually being zero.

Modern Feminist Content Summary

Exposure to modern feminist content was not strong correlated with any of the dependent variables either in a bivariate correlation or regression model controlling for confounds. Therefore, very little can be said about the effects of this show and none of the hypotheses were supported. Overall, the exposure and ranking of modern feminist content revealed very little statistically significant correlation, likely do to the small amount of participants who reported watching the show.

SURVEY DISCUSSION

SIXTIES-BASED MEDIA CONTENT

I hypothesized that sixties-based content, such as *Mad Men*, *Pan Am*, and *Playboy Club*, would be associated with sexism among men and belief that gender equality had been achieved among women. The first of these hypotheses was supported; retro-sexism content was associated with sexism on various scales, especially among men. The second was partially supported, with an increased belief in gender equality shown, but not with a strong moderating effect.

First, both exposures to Sixties-based content and ranking Sixties-based television content in the top three favorite shows are correlated with more sexist views on the Ambivalent Sexism Inventory, and this effect was moderated by gender. Men expressed more sexist views than women on the Ambivalent Sexism Inventory, and most drastically on the Hostile Sexism subscale, as hypothesized. Thus, while viewing retro-sexist content is linked to sexist attitudes in general, it is especially strongly associated with unsympathetic, exploitive, and derogatory views about women among men. Women and men appear to be reading the shows differently. Women are possibly giving an oppositional reading of retro-sexism, which would explain why their exposure is correlated with *less* sexist views. Men, on the other hand, may be giving a dominant reading of the shows, explaining why they express more sexist views with increased exposure. Glick (2011) found that hostile sexism was especially related to career women and women in non-traditional roles, which Sixties-based content portrays “for the first time.” Therefore, men who watch media where women are beginning to fight for rights and make their way in the world also tend to express hostile feelings towards that movement, supporting Glick’s finding about hostile attitudes.

Those who ranked Sixties-based content in their favorites also expressed a greater belief that equality for women has been achieved. Contrary to my hypothesis, there was no statistically significant effect for women who ranked the shows as their favorites. Thus it cannot be determined that women who watch Sixties-based content hold beliefs that equality has been achieved. However, the men who rank more of these shows as their favorites expressed a belief that gender equality has been achieved for women, which was statistically significant. Because the gender interaction was not significant, the effects for both genders could be the same. While an effect for women cannot be assumed, it is interesting to know that men also express the belief that women are equal today. While gender equality is the ultimate feminist goal, the assumption that it has already been achieved is of concern for the advancement of rights for women. Men holding these views could be just as damaging as women holding them, as men are still a primary source in legislative decision making and hiring decisions for women.

Ranking Sixties shows in the favorites is simultaneously correlated with less egalitarian attitudes towards women on the Attitudes Toward Women Scale. Thus, the men who watch Sixties-content seem to believe that women have achieved equality, but also believe that women are undeserving of those rights. This ambivalence of attitudes presents even more of a concern about the possible unintended effects of these shows. These findings suggest that men will hold hostility towards women for being technically equal under the law while they continue to believe they are inferior. These contradictory opinions, that seem to be reinforced by watching retro-sexism, lead to a more sexist general public that believes in more traditional gender roles and is less motivated to work for change and equality.

Ranking Sixties-based content in favorite shows also increases accepting attitudes towards rape and violence. This relationship remained when confounding variables were

controlled. Gender moderates these relationships as expected, with men who rank the shows as their favorites expressing a greater acceptance of rape and violence. This relationship did not exist with increased exposure to retro-sexism, thus implying there may not be a media effect, but rather that some men may be attracted to the shows for the same reasons they are more accepting of sexual and physical violence towards women. The accepting attitudes among those who rank these shows as their favorites provides evidence that men may be attracted to violent and sexist media content, which could increase possible desensitization effects with increased exposure (Emmer-Sommers, 2006; Linz, 1988). This again provides some evidence toward a possible reinforcement effect.

Ranking Sixties-based television content in favorites is also correlated with a belief in the importance of female appearance and sexuality. The women in the shows *Mad Men*, *Pan Am*, and *Playboy Club* are extremely sexualized, and are explicitly told they should be attractive and feminine. Women embracing their sexuality within the context of the 1960s are consistently expressed as a form of power and liberation. For example, the bunnies in *Playboy Club* express that they felt free and powerful in their sexuality, and one of the stewardesses in *Pan Am* takes nude photos in order to feel like a progressive, modern woman. Within the context of the 1960s the female sexuality was deemed important to a woman's success. Those who like Sixties-based content, ranking it as their favorites, grasped this importance: Sixties favorites ranking was positively correlated with a belief in the importance of appearance to a woman's power and sexuality.

While the findings show a correlation between exposure to retro-sexist content and various attitudes towards women, causality cannot be assumed from this research design. There are other plausible explanations for these correlations, especially because many of the

correlations reduced to non-significant levels when some of the possible alternative causal processes are controlled in the regression analysis. It is quite possible that sexist men are more attracted to Sixties-based media content, such as *Mad Men*, than non-sexist men due to the portrayals of gender roles in the programs. It is also reasonable that those who believe gender equality has been achieved are more attracted to retro-sexist content because they are not disturbed by it and find it educational to look back at the sexism of a past era. It is also plausible that women and men who hold traditional gender views are attracted to the programs because the portrayal of women aligns with their current beliefs. Thus, the direction of the correlation in these findings cannot be determined by this data, and there are several other possible alternative hypotheses for the results found.

ENLIGHTENED SEXIST CONTENT

Enlightened sexist content, such as *Jersey Shore*, *Gossip Girl*, and *Modern Family*, was mainly hypothesized to increased attitudes about the importance of appearance and sexuality of women. However, enlightened sexist content did not reveal the expected effects with regard to attitudes about female sexuality and appearance. Exposure and favoritism to enlightened sexist content was not highly correlated with views about promiscuity, the importance of appearance to sexuality, or acceptance of sexual harassment and violence. The only statistically significant finding was on the Promiscuity Normalcy Difference Score, in which those with exposure to the content perceived male promiscuity as more normal. These findings provide limited support for the expected hypothesis that exposure to enlightened sexism in television shows such as *Jersey Shore*, *Gossip Girl*, and *Modern Family* will lead to more of a focus on female appearance and sexuality and more accepting views of sexual harassment, violence, and rape.

Exposure to enlightened sexist content was also hypothesized to be correlated with more sexist and less egalitarian views towards women, as the shows often resurrect past stereotypes, even if in comical or critical ways. Exposure to enlightened sexist content was correlated with higher values on the ambivalent sexism indices, although the correlation did not always remain significant when the confounding variables were controlled. While a causal claim cannot be made, this indicates those who watch the shows also hold more sexist attitudes about women and gender roles. However, this relationship is likely spurious, meaning that one of the controls in the regression may be causing *both* more sexist attitudes and attraction to the shows. For example, it is plausible that lower education level could be causing both exposure to the television shows

and sexist attitudes, with less educated audiences holding preexisting sexist attitudes and also being attracted to the content in *Jersey Shore*, *Gossip Girl*, and *Modern Family*.

Ranking the enlightened sexist content in the top three favorites was correlated with less progressive views about women. Thus, those who like the shows *Jersey Shore*, *Gossip Girl*, and *Modern Family* also hold more traditional gender attitudes. Again, this relationship may be spurious as the correlation reduced in the regression analysis with control variables. Both exposure and favorites rankings of enlightened sexist content were negatively correlated with the Maternity Difference Scale in a bivariate analysis, but did not withstand in a regression analysis with controls. Initially this correlation seemed to contradict previous findings; however, it is probable those who hold traditional gender views would also support women staying at home on maternity leave with children more than they would support men taking maternity leave. Therefore, it supports that those with less progressive and more stereotypical views about women also express a greater belief that women should be given more maternity leave than men should. However, each of these relationships were not statistically significant when the control variables were added to the analysis, therefore they are likely spurious relationships. For example, several other alternative hypotheses are that education level, socioeconomic status, or parental education level could actually be causing both exposure to the television shows, less progressive attitudes towards women, and a greater belief that women should receive more maternity leave than men.

EMBEDDED FEMINIST CONTENT

Embedded feminist content, including the television shows *Grey's Anatomy*, *The Closer*, and *Bone*, was mainly hypothesized to decrease sexism, increase progressive gender attitudes, and to increase the belief that women have gained equality due to its portrayal of women in positions of power and success. Exposure to embedded feminist content is positively correlated with more egalitarian views about women and about mothers in the workforce. Thus, those who report watching these shows frequently also express more progressive views about women in society in general and about women with children working. The correlation, again, is not equivalent to causality and the direction of the correlation cannot be assumed. It is equally likely that those who hold egalitarian attitudes about women are attracted to the shows because they portray women in places of power over men. These people may only be attracted to the shows because they depict women as equal or above men which aligns with their preexisting beliefs.

Embedded feminist exposure is also negatively correlated with hostile sexism and acceptability of sexual harassment and violence towards women. However, there is a possibility that the correlation with negative attitudes about sexual harassment, rape, and violence stem not from the portrayals of women, but rather from the nature of these shows with crime and medical content. Thus, people may be expressing less accepting views about physical and sexual violence towards women because they have viewed the real world consequences of those phenomena, aligning with the Social Learning Theory (Bandura). It is also equally probably that those who hold less acceptances of physical and sexual violence towards women are attracted to these shows because they enjoy both seeing women in positions of power and crimes being solved and punished throughout the show plots. While a correlation does exist, which supports the

hypothesis, causality and the direction of the correlation cannot be determined based on this data and survey research design.

Exposure to embedded feminist content was not correlated with exaggerated beliefs about gender equality as hypothesized. It is possible that the assumed negative effects of exposure to embedded feminist content (i.e. assumed gender equality as a result of the overrepresentation of women in powerful and successful roles) do not exist as expected and that only positive effects (i.e. progressive attitudes towards women) come of viewing these shows. Further research, including an experiment, would need to be conducted in order to provide support for either argument, as this thesis did not find statistically significant data supporting or discrediting the hypothesis about assumed gender equality.

MODERN FEMINIST CONTENT

Ranking the show *The Good Wife* as a favorite was negatively correlated with the belief that women have achieved equality in society. While this result was not hypothesized, it does align with the theory proposed. *The Good Wife* was assumed to be the most “feminist” oriented show out of the media selection, as it shows the very complex roles working women and mothers play (Dollan, 2009). Thus, it would be expected that those who watch this show hold more feminist views and, also see the progress women’s rights still need to make in society. Therefore, those people would be likely to both rank this show as a favorite and to report less of a belief in gender equality. A causal relationship can not be assumed, as this relationship did disappear in the regression model where confound were controlled. However, we can probably assume that a similar third variable is causing people to both like the *Good Wife* and to report views that women have not gained equality. A probable third variable is a preexisting feminist attitude, which was not explicitly measured in this survey design.

LIMITATIONS

Several limitations with the research design and procedure should be noted both for the interpretation of these results and further research. These include the sample demographics, survey drop out rate, survey questions, scale building, and selectivity bias.

First, a large portion of the sample for this thesis was comprised of college students. These students are much younger than the general population. They are also likely to come from higher socio-economic status families, especially those with high educational achievement. We know these factors are negatively correlated with sexist attitudes (Ex & Janssens, 1998). Also, the population at the University of Michigan is likely to be more liberal than the public. To try to rectify these characteristics, sample was also drawn from Amazon Mechanical Turk. This helped to make the age and income distribution more even across the sample. However, as found by Berkinsky (2011) Amazon Mechanical Turk samples are also likely to be younger and more liberal than the general population. The composition of this sample was younger (46% between the ages of 18 to 25), more democratic (47% identified as Democrat), and higher educated (72% currently enrolled for completed at least a four year college degree) than the general public. These factors potentially aid to the relatively small effects found on the various interactions between media content and gender attitudes, as people with the demographic makeup of the sample (i.e. higher educated and higher socio-economic status) are likely to express more egalitarian views about women. In addition, to holding less sexist views, this demographic is also less likely to watch large amount of television. Caucasian students with high socio-economic status and higher educated parents are more likely to watch less television than the low socio-economic black student whose parents are less educated (Woolfolk, 2007; Child Trends, 2010). Thus, the results found in this research could be an underestimate. It would be expected from the

findings that this same survey run across a random national sample would reveal much greater effects.

It should be noted the demographic make ups of the particular shows measured in this thesis. Market demographic researchers found that *Bones*, embedded feminist content, is one of the only mainstream television shows that does not have a stand out demographic, either because the show has a broad audience or personality does not drive viewership (All Business, 2011). *Mad Men* on the other hand, holds a clear demographic of creative and liberal minded people. Market researchers found that creative people are 41% more likely to watch *Mad Men*, and that these people tend to more often be intellectually curious dreamers rather than realists (All Business, 2011). Those who watch *Mad Men* are also more likely to be liberal (All Business, 2011). Thus, it is likely that college students at the University of Michigan, who are presumably more liberal and creative than the average American, are more likely to be attracted to *Mad Men*. Therefore, it is possible that this demographic could have more exposure to the Sixties-based programming on average, and thus the correlations could be increased in this sample.

It also should be noted that there was a relatively large dropout rate at the end of the survey. While almost all participants answered the television exposure and gender attitudes questions, there was a ten percent dropout rate during the demographic information section of the survey. There was a very low dropout rate among the Mechanical Turk sample (<.01%), however among the college students it was nearly 10%. Mechanical Turk employees had to fully complete the survey in order to receive the code that allowed them to be paid; therefore, they had a strong motivation to make it all the way through the survey. University students, on the other hand, received credit whether or not they completed the survey or left after the first question. Therefore, it is possible the students knew this caveat and were unmotivated to complete the

survey. Why the survey dropout predominantly occurred in the demographics section of the survey is unknown. However, this creates a problem for the data analysis involving the moderating gender variables and the control variables, as around 10% of the responses were missing. Therefore, the gender effects may be larger or smaller than the results indicate.

Several of the survey questions and relating measures were compiled for the first time in this research, which led to some complications creating the desired scales and indices for the dependent measures. All of the previously validated survey measures proved to be reliable again in this sample, including the Ambivalent Sexism Inventory (Cronbach's $\alpha=.94$), the Hostile Sexism Subscale (Cronbach's $\alpha=.94$), the Benevolent Sexism Subscale (Cronbach's $\alpha=.91$), and the Attitudes Towards Women Scale (Cronbach's $\alpha=.85$). In addition, Sexual Harassment and Violence Scale (Cronbach's $\alpha=.78$), the Belief in Gender Equality Scale (Cronbach's $\alpha=.79$), and Mothers in the Workforce Scale (Cronbach's $\alpha=.73$), which were all created by the researcher, proved to be reliable measures. Other scales, mainly those measuring sexuality and appearance were not highly reliable and should not be used in further research to test the effects of attitudes towards female sexualization. Further research should find better ways to measure the intended constructs of female sexuality and promiscuity, either through testing different survey questions for reliability or through a previously validated measure. These scales were most important to measuring the effects of enlightened sexist content. Thus, the lack of a significant correlations found between exposure and these sexuality measures should not be taken as evidence against the notions presented by Douglas (2010), rather further research must address these measures with a better tested and constructed measure than the survey questions created in this research.

The Abortion Scale, which was reliable, was not significantly correlated with any of the independent variables. However, research shows that gender is unrelated to abortion views and that support for gender inequality is a weak predictor of abortion views (Strickler, 2002). The strongest predictors of abortion views are religious fundamentalism and political liberalism, not gender attitudes (Strickler, 2002). There are contrary findings about the correlations between feminist attitudes and abortion: For example, having more children correlates with *more* feminist attitudes about gender roles, but with *less* feminist attitudes about abortion (Bolzendahl, 2004). Thus, views about gender roles and abortion rights do not necessarily relate to one another. While this thesis was interested in seeing if the shows had an impact on abortion views, it was a long shot and was not entirely expected, neither sexist nor feminist attitudes are necessarily related to views about abortion, and it is not a surprise they were not correlated.

The correlations discovered here should be interpreted with caution. There were two different independent variable measures: (1) exposure to content, and (2) ranking of favorites. The prevalence of correlations between favorites and attitudes, but not between sheer exposure and attitudes, suggests there is probably selectivity bias here. The favorites rankings are not purely measures of exposure, but rather attraction to certain shows. The most reasonable interpretation of these correlations is that people with more sexist views are attracted to some shows more than others, and these shows may then reinforce negative gender attitudes and beliefs. A longitudinal survey should be conducted to better establish the causal direction operating here, but ideally an experiment should be conducted to control for previous attitudes and manipulate exposure directly.

FOCUS GROUP ANALYSIS & DISCUSSION

The focus group discussed many topics, some of which were planned, others of which organically emerged. The women and men discussed in great length the stylistic appeals of the show, including the fashion, smoking and drinking style, and 1960s setting. The group also discussed the characters of the shows, predominantly *Mad Men*. They explained what characters they liked and identified with, in addition to discussing the gender roles of the time. The stylistic appeals and character identifications seemed to cause them to experience a sense of escapism to the past, as they ruminate over what things would be like in the Sixties. Several comparisons were made between the 1960s portrayed in the shows to today, and the overwhelming idea that women's rights have been achieved came through in the conversation. Women and men both expressed a naïve delusion about the way things are for women today, gravely underestimating the prevalence of rape and sexual harassment. There was also a third person effect among the audiences of the shows, as they believed positive effects would come to them for watching the “historical” content, but there could be negative effects for younger or less educated viewers. The analysis of each of these findings is discussed in great length below. Several quotations are used from the discussion with minimal edits, however the names of all participants were changed using a random name generator. The entire focus group transcript can be read in Appendix 6.

STYLISTIC APPEALS

During the discussion both men and women mentioned they were drawn to the stylistic features of Sixties-based content—from the lifestyle, to the fashion, to the sexism of the time portrayed. One participant, Sarah Clyde, summed up this finding: “I am obsessed with how they dress, and how they act. Just that time period in general was just amazing and incredible. I love

it.” There was a theme throughout the focus group of reminiscing a different time, the historical 1960s, where things were “just so different from now.” The appeal of the focus group participants to a show depicting the 1960s correlates with the survey data, in which 68% of the respondents who watch *Mad Men* indicated the reason they like the show is because of the nostalgia of the show for the era.

Fashion

The women most enthusiastically ruminate over the fashion of the Sixties as portrayed in these shows. When asked what she would keep from the 1960’s, Alice Graham stated, “I would say the fashion aspect... I wish we could have all that back.” Women expressed their desperate desire to go back to a time where they could dress “like that,” even at the cost of receiving sexist treatment. When asked if she would want to go back to the 1960s, Sarah Clyde said, “Oh for sure...Wearing all those dresses! I would be all over that.” Then, when the question was reworded to include the potential consequences of going back to the 1960s, such as having to bring the men at the office coffee, she still expressed the desire to go back just to wear the clothing. Almost every woman in the room conveyed a longing for the attire of the women in the 1960s, some more emphatically than others, agreeing to experience explicit sexism in order to do it. Only one man, who was self-admittedly gay, reported a similar appeal to the clothing, stating he would go back to the 1960s because “you get to wear awesome clothes.” The fashion of the Sixties was so much of an appeal to rank as one of the top reasons the women watched *Mad Men* and *Pan Am*.

Smoking and Drinking Lifestyle

The women and men in the focus group both detailed the allure of the 1960s lifestyle depicted in *Mad Men* and *Pan Am*. The carefree way of life of the characters appealed to many

respondents. Sarah Clyde said, “With *Mad Men*, it is an era where people were just casual, and laid back, and did whatever they wanted. I just want it to be like that.” There was a deep interest in the drinking and smoking styles of the times, surprisingly by both the women and the men. Sarah Clyde said, “You want to be able to smoke and drink in the workplace. To be able to sit and just have whatever you want.” While the drinking and smoking style may seem like a harmless attraction of the show, Engoron (2010) of *Salon Media Group* explained the deeper rooted problem presented—the male characters of *Mad Men* get off “scot-free” for their drinking and adultery, while “the female characters are often punished.” Drinking and smoking were often grouped together by participants in the discussion, as if they were necessarily linked. Also, drinking and smoking were paired with discussions of the sexism of the time, sometimes forming a seamless thought about the appeal of the show. For example, when asked why she was attracted to the show, Carole Frazier reported “[It is] the way women were treated, the way the men having so much dominance, all the smoking, the drinking.” While it cannot be determined if she longed for the sexism in the show or simply enjoyed learning about it, nevertheless in one long string of comments about the attractive style of the show, sexism was included with smoking and drinking. Travis Sullivan did this as well, saying, “You get paid to sit around and drink and smoke. You flirt, you’re nasty, and you have a good time.” The obvious casting of the sexism in the show in a very positive and fantastical light, as being “flirty” and “nasty” to the men, shows the different way men interpret what women with in the show, such as Peggy, define as sexual harassment. Modern day men and women view the men’s treatment of women as an entertainment factor to add into the lifestyle they enjoy watching, rather than a serious issue of the times.

Ignorance is Bliss

Interestingly enough, the participants identified this seeming unregulated drinking and smoking that is portrayed in *Mad Men* as impossible today. Carole Frazier said, “None of that happens in an office today. Google is down the street and they have gyms and stuff, and that just wasn’t a priority then. It was all about drinking, and how high your tolerance was, what you could drink in front of customers.” The comparison between the drinking and smoking in *Mad Men* to the gyms in offices today shows a recognition of how different the lifestyles of the two times are, although the drinking behavior in *Mad Men* is highly exaggerated. They ultimately identified one lifestyle as healthy and the other as not, yet longed for the unhealthy option. They point out that while they enjoy viewing this content, because they are educated about health risks they know smoking and drinking constantly is unhealthy. Anna Pangle, for example, states:

There are no consequences because they don’t know any better. They don’t know cigarettes are actually bad for you. They are just now figuring this all out. It’s just that they don’t have any repercussions for any of it. You can just do what you want.

They recognized that smoking and drinking are not actually the best habits because in modern times we know how bad they are, yet there is a seeming desire to return to this seemingly carefree lifestyle in their discussion about how much they enjoy viewing the content. This implicitly relates to the attraction women hold to the show depicting a time period where they had significantly fewer opportunities. Just as they know smoking and drinking are bad for them, they know how bad their treatment in the 1960s would be, yet they still have a connection and longing to the era.

A Simpler Time

Unexpectedly, the participants celebrated the charm of a simpler time without the distractions of cellphones and the Internet. Carole Frazier expressed this saying, “I like the lack

of phones, like when they go to a restaurant... Your phone isn't just sitting on the table." Several other people brought up the "lack of contact" and Internet, expressing it as "so cool." They also admire the group solidarity that accompanies the absence of modern technology, referencing the shows' portrayals of John F. Kennedy's assassination and Marilyn Monroe's death. In both *Mad Men* and *Pan Am* the characters come together around televisions or speeches to learn about tragedies and events that occurred in history. Anna Pangle stated, "On *Pan Am* they watched a big speech all together in the hotel because they didn't have any other way." The idea of finding out about something with a large group of people gathered around television is foreign to young people today, as Carole Frazier said, "You find out on the Internet, or twitter, or something else [not on television]." This interesting attraction to television shows that portray simpler time without constant cell phone and social media use is just another example of the attraction the participants felt toward Sixties-based television. It again connects the audience to this "other world" where everything is so seemingly simple, where everyone had a role to play and clear place in society.

The ambivalence between simpler times and the consequences that accompany them here is striking. Women and men are both attracted to this simpler time, where the world seemed much smaller. Conversations occurred only in person, on a landline phone, or written in a letter, and there was not constant connectivity to the rest of the world through Facebook, Twitter, and YouTube. Yet, despite this longing for simplicity, 96% of college students report using Facebook every day and 84% percent use YouTube (Martin, 2009). There were fewer rules and fewer known consequences for drinking, smoking, and sexuality—No alcoholism, no lung cancer, and no sexually transmitted diseases. However, despite that these health risks are common knowledge, the participants longed to engage in those behaviors. Most strikingly, participants,

especially women, yearned for this time despite the obvious oppression they would be subjected to. While the cut and dry gender portrayals in the shows may seem more clear than the diverse expectations today, that role clarity is accompanied by sexism, racism, and homophobia.

Contradictions emerge as the participants recognize all of the negatives of drinking, smoking, and sexism, yet they still are attracted to the lifestyles. This finding shows the danger of the glorification of the patriarchal society in the 1960s in combination with negative societal norms.

ESCAPISM

With all of the stylistic appeals of the 1960's in *Mad Men* and *Pan Am* the participants report watching the show for an "escape" from the modern day world. "In its core, escapism means that most people have, due to unsatisfying life circumstances, again and again cause to 'leave' the reality in which they live in a cognitive and emotional way" (Vorderer, 1996, p. 311). In the focus group, Nancy Gibbs explicitly states, "It is kind of an escape. It is not like a show where things are just set in the present time. It is an escape in a way where you are back in the past." There was a definite desire expressed to experience a seemingly different world, which Carole Frazier expressed saying, "It is so different from how life is now... They lived lives that we couldn't even imagine today.". So much of the appeal of the show to young adults is it being a time they have only read about in history books. Sarah Clyde conveyed, "The time in general is just... everyone wants to live this. It was just such a cool time." Kubey (1986) notes "[it is clear] that television is an activity likely to be chosen by people wishing to escape from negative feelings and from the demands of reality" (p. 110). Interestingly, the female participants seek to escape their present situation to return to a past time, where women's rights are portrayed as worse. Hence, they are escaping their negative feelings by returning to a time where they would

not be as appreciated or valued. A potential explanation for this is that the women could hold negative feelings and frustrations about modern female expectations, which returning to a past time when women were in clearly defined roles somehow rectifies. However, the audience again seems to disconnect the reality of the oppression of the 1960s from the nostalgia presented in the television programs. It is plausible that when a time period is romantized, as the 1960s are in *Mad Men* and *Pan Am*, it is hard for women to recognize the real implications of living in that era. Another explanation is by viewing the content, women may experience a positive emotion of appreciation for their current circumstances by viewing times when women were treated worse than they are today. Regardless of these contradictions, the shows glamorize the 1960s, making it easy for women and men alike to want to time travel back.

Transportation

This escape seems to be achieved through “transportation” into the past. Transportation (Gerrig, 1993) refers to an immersion into the reality of narrative, which is achieved only through attention to the narrative, emotional involvement, and cognitive ability (Gerrig, 1993). This type of connection to the narrative would be more likely among the focus group respondents, as they reported *Mad Men* or *Pan Am* as their favorite shows, than among those who simply watched the programs if they happened to be on television. One of the consequences of transportation is a change in the level of awareness to the present world. Green and Brock (2000) argue that when transportation occurs, individuals mentally distance themselves from reality. This causes them to less harshly scrutinize information that is contradictory to factual information or their previously held beliefs (Green, 2000). Thus, transportation changes attitudes to be in line with with the characters and the program, and decreases the development of counterarguments (Green, 2000). This seems to be the case among the focus group respondents,

as they emerge more into the discussion of programs they do not seem aware of the contradictions they hold about gender attitudes. In addition, through transportation, audiences develop deep identifications with protagonist characters (Cohen, 2001). Cohen argues that this identification leads to emotional and mental connections with the character that displaces a person's own attitudes and aligns them with the character's beliefs and motivations. The audience is more likely to model the behavior of the character they identify with (Cohen, 2001). This presents concerns for the characters that the focus group participants identify with.

Character Identification

The participants experience this vicarious indulgence through many of the characters with whom they identify with, mainly Don Draper and Joan Harris of *Mad Men*. The overwhelming identification with Don Draper is consistent with the findings from the survey data. Over fifty percent of those who indicated they regularly watch *Mad Men* in the survey said they most identified with Don Draper. Thirteen percent of the survey respondents stated they identified with Joan Harris. Both the women and the men in the focus group equally express identification with and idealization of Don and Joan due to their strong personalities. Several women expressed the attraction to Joan, as Nancy Gibbs stated, "Joan is the best." Sarah Clyde more emphatically cheered for Joan, "Joan! All the way, Joan!" The men frequently express a desire to be like Don, as Travis Sullivan said, "Who wouldn't want to be Don Draper?" and at another point detailed, "A part of it is how he is a womanizer, but I want to be Don Draper simply because he is... *swagged out*." William Lafferty agreed: "Don Draper is just that guy... He is the coolest dude out there pretty much... He pretty much invented swag." The women agreed with this idolization of Don, as Anna Pangle stated, "Don is where you want to be. That's where you want to go with your life" and Sarah Clyde said, "Don Draper is just super awesome."

While no one really expressed in great detail why they liked these characters, and the researcher failed to press for explanations from the participants, the majority opinion was overwhelming, the savvy Don and the sexy Joan captured the attention of the viewers.

Roles of Women

Beyond the initial attraction to their favorite characters, the group delved into deeper analysis of the different female characters on the shows. Carole Frazier pointed out the contrasting roles of women in *Mad Men* stating:

I think Peggy and Joan are really symbolic of the time that they lived in. Very few women rose to the position that Peggy did... They showed there were a couple women that were able to get their way in and make something of themselves.

Sarah Clyde agreed, saying, "They were starting to break stereotypes a little bit." Anna Pangle also recognized the different kinds of the women shown in *Mad Men*, stating:

[Joan] always told Peggy to stop acting like a man... She really used her femininity to get ahead, and Peggy tried to compete with them on a business level, and didn't do the same types of things. It is interesting to see the different struggles they had then.

After a lot of discussion about Joan and Peggy, the other contrasting female role, Don Draper's wife, Betty, made her way into the conversation. Sarah Clyde brought her up, saying, "Then there is Don Draper's wife who is the stereotypical housewife of the times, who just sits around and does nothing except for take care of the house and the husband." She then elaborated further on how she feels about the role of a typical housewife of the time:

Well I think now we see the more educated view. Back then they thought that was totally acceptable for women to just have dinner ready. That is all they had to do, was make dinner, take care of the kids, and make sure their husband was happy. Now we realize that women can do more.

This interpretation suggests that the women of the time themselves did not realize they could “do more,” but that they thought all they could do was be a housewife. It also suggests a view of the supposed simplicity of a housewife by saying “all she had to do was...” As if it was an easy job to make sure everyone was happy and everything was kept perfect. Betty Draper is sympathetically viewed as a housewife stuck at home “doing nothing” by almost everyone, except one woman, Anna Pangle, who said, “Who wouldn’t want to be Betty?” The group as a whole recognized the various faces of women in the 1960s; nevertheless they put them into three distinct categories: feminine working women, professional working women, and housewives.

Despite the various portrayals of women in these television shows, almost everyone expressed the strongest connection to the *Mad Men* character Joan. While it would be expected for men to like Joan, as she is the most sexualized female character, it is interesting that the majority of the women in the focus group recognized Joan as the character they liked the most, as opposed to Peggy, who is the more feminist character. This does not align with the survey data, where those who watch *Mad Men* indicated they identified most with Peggy out of all the female characters. In the survey, around 18% identified with Peggy and around 13% identified with Joan. A possible explanation for this is that there was a difference in the wording of the questions: While the survey explicitly asked what character participants identify with, the focus group more generally asked what characters participants like *or* identify with. Thus, it is likely these responses would not fully align. Also, there is an age difference between the survey, which has a more diverse age demographic, and the focus group, which is comprised of all undergraduate college students. Research supports that young women are more likely to have wishful identification with attractive female characters (Hoffner, 1996). Thus, the younger generations may be more likely to identify with the character perceived as sexier or prettier—

Joan—than the character perceived as the hardworking, less attractive women—Peggy. Joan represents a sort of proto-feminist within the constraints of traditional gender roles: While she is a strong, hardworking woman, because of her sexuality, good looks, and attitudes, she never crosses the line of being *too feminist* for the audience, making her appealing to both women and men. As one of the men, Travis Sullivan pointed out:

I think what I like most about Joan's character is that she kind of acts like a man under the constraints of being a woman. She sleeps with a whole bunch of dudes, well not really, but she gets hers in... She is classy. She's mouthy. So she is kind of doing what she can under the constraints of a male dominated world.

By being feminine and sexualized, Joan is less intimidating to the men in the office, whereas Peggy competes with them. The participants recognize Joan as the “safe” option of feminism, as she is a working woman who still remains sexually appealing to men. This combination makes her more identifiable to men and women.

Interestingly, one participant contrasted the portrayal of women in the shows with political figures today, arguing that the shows portray a more diverse picture of women than do political media today. Alice Graham made this point, saying:

I think women had more faces back then, at least the way they are being portrayed... If you look at our political figures now days... There is Hilary, who is butch, very strong, almost masculine character, and Sarah Palin, who is really, really feminine, and we almost don't know what to do with her...

The women expressed the belief that *Mad Men* portrays very diverse faces of women, with one woman arguing that today we have a more limited view of powerful working women as either masculine or feminine. However, in this discussion, despite the expressed belief that *Mad Men* portrays very different female roles, they only point out the differences between Joan and Peggy,

which they see as primarily feminine and masculine. The women ultimately recognized two kinds of working women: one who tried to compete with men with her creative ideas and intelligence, coming off as less concerned about her sexual appeal, and the other who recognized the strength of her sexuality and used that to make her advances, coming off as more feminine.

SEXISM THEN AND NOW

How Far We Have Come

The women of the group all enthusiastically expressed how far rights for women have come, and that the Sixties-based television shows, such as *Mad Men* and *Pan Am* helped them to appreciate this. First, they addressed the obvious improvement of women's roles in business and the workplace today in the context of "how far we have come." Carole Frazier explained:

We have come a long way... The office is definitely not what it was in *Mad Men* anymore...

Women can be at or above men, but that would have been unheard of then. Peggy being higher up than Don would have been unheard of back then.

This assertion is most certainly true. Even though Peggy continuously expressed her bright ideas, and the advertising firm often relied on those ideas, she still would never be able to be promoted above a man, like Don. Hymowitz (1978) stated the same reality about early working women that Carole addressed:

No matter what a woman's class, educational background, or occupation, when she went looking for work, she was offered a "female job." Usually women were, and are, the bookkeeper, not the accountant; file clerks, not office managers; salaried sale workers in department stores, not commissioned automobile dealers; teachers, not principals; telephone operators, not repairmen; seamstresses, not garment cutters; operatives of light machinery, not heavy machinery; executive secretaries, not executive vice presidents. (p.315)

The women recognized that rights for women are better in the workplace than they were in the 1960s, which is most certainly true. However, they also expressed how grateful the portrayal of those times makes them. Sarah Clyde, said “I am glad we are very different from the office setting in *Mad Men*,” and Nancy Gibbs elaborated, “It makes you grateful for sure, because there were women that had to work that hard to make it easier for us.” Discussing *The Playboy Club*, Ann Pangle said:

I think it really makes women feel empowered because of how much better things are now. And it doesn't bother them to watch things that they know happened in the past, and it kind of makes them appreciate them more.

Women seem to view these shows as a way to recognize the struggles of women who preceded them and to gain an appreciation for the opportunities they have today. One man also recognized the advancements of women's rights, but did not have much elaboration other than, “it is just so much better now.” The difference in male and female responses to this question, or rather the lack of male responses to this question, suggest the possibility that people are only deeply impacted when they are viewing an injustice to their social group in history. While the men can recognize the sexism in the show, they have no great reason to feel a profound appreciation for the changes today.

The group also expressed a sense of surprise that the sexism and racism that plays out in the shows only existed a few decades ago, as Alice Graham said, “It is kind of crazy to think though that it was only 40... 50 years ago.” The group expressed an almost “reality check” that the shows initiated. They explained that they do not normally think about things such as racism and sexism, but the shows cause them to recognize the historical realities. After recalling a scene in *Pan Am* that depicts a black man getting beaten up just for being in public with a white woman, Sarah Clyde responded:

It is crazy to think about stuff like that... It just puts it in perspective. We worry about so much different things now, as opposed to worrying about things like race and gender and equality and stuff.

This connection to historical prejudice evokes a sense of appreciation for present times by reflecting on the negatives of the past. However, it also seems to draw a defining line between the past and the present. The group recognized sexism and racism as issues of the past rather than contemporary social issues. Each of the scenes they described as shocking to them throughout the discussion—a black man being beat up for being with a white woman in *Pan Am*, sexual harassment of *Pan Am* stewardesses and the women in the office in *Mad Men*, the rape of Joan Harris in *Mad Men*, and the more subtle sexist comments—was shocking to them because they are things that they believe do not happen today. They explained that it is deplorable to think that these types of attitudes and behaviors existed “only 50 years ago” and expressed how different society is today. The programs seem to instill this exaggerated belief that the not so distant past portrayed in the programs as “another world” is completely non-existent today. This revisits the concern about complacency felt by women that feminist goals have been achieved.

Everyday Sexism

The everyday constraints that women confronted in the workplace were recognized by the focus group as sexist, and they were bothered by it. Travis Sullivan brought up his frustrations when Peggy in *Mad Men* worked her way up to be a copywriter and then, in her first meeting with the men, was “immediately discriminated against” with stereotypical orders, such as “Go make our drinks” and “Go get our food.” Samuel Hager describes a similar scene in which, “Kinsley says to Peggy, ‘Go get something.’ And she is like, ‘Why don’t you go get it?’ And he is like, ‘I am eating an orange.’ Or something stupid, but that is not a good excuse.” Both these participants recognized the sexism portrayed with the men asking their female co-workers

to get things for them simply because it is a woman's job to cater to the men. Travis continued with his frustrations about the treatment of Peggy, saying, "They joked with her. They called her fat. I don't like when they call her fat." Sarah Clyde agreed, "They always call her fat. It bugs me every single time." The group clearly recognized the sexism in the everyday office life of the women, even pointing out smaller details such as derogatory comments about Peggy's appearance. Then, interestingly, Carole Frazier said she doesn't remember those scenes, and then said, "I guess because she is always put down now." The repetitiveness of the sexism and negative comments towards Peggy caused them to begin to go unnoticed by one of the participants. Carole continued, describing a scene she did remember that particularly bothered her, "There was a deal where she had with Don and Don took all the credit for it. I mean it happened all the time. And she didn't get anything for it." The women and men found the subtle womanizing and sexism in the television shows, such as the woman making the men sandwiches, the derogatory comments, and lack of credit in the workplace, bothersome and typical of the historical time period.

Rape, Sexual Harassment, and Infidelity

In addition to the recognition of the everyday sexism presented in the shows, the group was influenced quite seriously by the more extreme portrayals of the ill-treatment of women through rape and sexual harassment. Unpredictably, mainly the men discussed the travesty of rape and very physical sexual harassment shown in both *Pan Am* and *Mad Men*. Travis Sullivan recalled Joan being raped by her husband, saying, "I thought the rape scene in *Mad Men* was absolutely terrifying... Her face." He then went on to describe the portrayal of rape in *Mad Men* as being done in a very realistic way: "I enjoyed how they portrayed the rape not as a man followed her down the street and busted into her house. It was her husband... The man she

loved...” The group recognized the forced sexual encounter by Joan’s husband as rape, which shows the progress in understanding that forced sex between partners is still rape. This scene helped to make clear to the viewers that rape is not always just a random man attacking a pretty girl. A scene in *Pan Am*, in which a passenger sexually assaults one of the stewardesses, also bothered the men. As Eric Warren said, “When I watched that, it was really shocking that the Captain was like, ‘Oh it is fine. Don’t worry about it. It is not a big deal.’ I just didn’t realize I guess.” The men recognized the gravity and unacceptability of rape and sexual assault whether by a romantic partner or by a completely random man.

However, in discussing the *Mad Men* rape scene, the focus group then makes the comparison between rape then and rape now, expressing the belief that rape is much less common today, and when it does occur, men are prosecuted and punished. Travis Sullivan said, about Joan being raped by her husband, “I think if that would have happened today, someone would have punched someone in the face.” Then, Sarah Clyde, elaborated:

Because I think Joan realized at that time they couldn’t do anything because it was her husband...

But now... they are able to prosecute more, even in instances where it is your husband. Just

because it has come farther than what Joan had to deal with... She couldn’t do anything about it.

Then Samuel Hager pointed out that they went on a Valentine’s Day dinner date, which as he said, “That doesn’t happen today.” The sense that if a woman is raped by her husband today, they would be separated or divorced and he would be prosecuted under the law was common in discussion.

The same opinion about consequences for the offender held true for sexual harassment, as Sarah Clyde stated about sexual harassment of the stewardesses in *Pan Am*:

Even in Pan Am when he sexually assaults her on the plane, they are like, ‘Oh you are a stewardess, just get used to it. It was your fault.’ That would never happen now. That would cause... a whole big deal.

Sarah recognized the ambivalence between how sexual harassment was handled in the portrayal of the 1960s, where a woman was told just to deal with it, and how it would be handled now, which from her explanation would be quite a scandal. Carole Frazier and Alice Graham agreed, stating, “An airline would be blacklisted forever if that happened,” and “It would be headline news.” The women in this focus group clearly do not believe that sexual harassment is an issue in the workplace today, because if it was, we would see it on “headline news.”

There is the naive delusion that rape and sexual harassment do not go unnoticed today, and that the consequences for such crimes are much greater. However, although sexual harassment and rape are illegal, they still occur. The participants do not recognize how things really are for a large number of women today, and that abuse, sexual assault, and rape are still very real issues that are often hidden and never brought to justice in the court system. One in six women have experienced rape and nearly eight million women encountered raped by an intimate partner (U.S. Department of Justice, 1998, & National Centers for Injury Prevention and Control, 2003). In over 40% of abusive relationships, sexual assault or rape occurs (Campbell, 2003). Rape and abuse are prevalent in intimate relationships, and often go unreported. Roughly one quarter of all physical assaults, one fifth of all rapes, and one-half of all stalkings against women by intimate partners are reported to the police (Tjaden, 2000). Out of the one and a half million people who experience intimate partner physical or sexual violence each year, around one fifth of them obtain protection orders (Tjaden, 2000). And, out of those restraining orders obtained by women against intimate partners for rape or stalking, more than two thirds were violated (Tjaden, 2000). The U.S. Department of Justice (2003) reports that domestic violence, sexual and

physical, is the number one unreported crime in America. Thus, the focus group has a clear misconception about the prevalence of rape and domestic violence today.

The same misconception exists for sexual harassment in the work place. In a poll of 1300 members of the National Association for Female Executives, 53% reported they had been, or knew someone who had been, sexually harassed by someone "in a position to control or influence" their career. Out of the women who reported being sexually harassed at work, 64% did not report the incident (National Association of Female Executives and Esquire Magazine, 1992). In much newer data, according to another telephone poll of 782 workers, 31% of women claim they have been sexually harassed at work, and 62% of targets said they took no action (Louis Harris and Associates, 2011). Both of these polls indicated that more than sixty percent of those who are sexually harassed do not report it; this is a far cry from the "headline news" story the focus group anticipated would occur if someone was sexually harassed at work today. The participants do not recognize how things really are for a large number of women today, and that abuse, sexual assault, rape, and harassment are still very real issues that are often hidden and never brought to justice in the court system.

Similarly, the participants believed there is a difference in consequences for male infidelity today than there was in the time period depicted in the Sixties-based content. In *Mad Men*, *Pan Am*, and *The Playboy Club* men cheat on their wives and girlfriends regularly, exceedingly so in *Mad Men*, yet the women never really confront them or do anything about it. The people in the focus group seemed to agree that if the women had the option to divorce cheating husband as they do today, it would not have been accepted. Nancy Gibbs explained:

I think it a lot of ways [male infidelity] was more accepted because a lot of women were housewives, so they didn't really have any options if their husband cheated, they just had to deal

with it, because if they tried to divorce them they wouldn't have a job or money or anything, so they had no option. They just had to stay.

Nancy was right in asserting the economic restraints women faced in the 1960s, as sociologists observed:

An astonishing proportion of marriages... are not particularly happy. The average citizen is more tied by marriage vows than classes above him. Decorum, religion, and higher cost of divorce keep him bonded to disagreeable marriages. (Linden-Ward, 1993, p. 402).

In addition to economic restraints, divorce laws were also much more restrictive in the 1960s, which the group did not recognize. Most states only granted divorce in cases of “bigamy, adultery, impotence, desertion, and extreme cruelty” (Hymowitz, 1978, p. 91); There was no such thing as a “no fault” divorce at this time. Also, men were almost always rewarded custody of children and women were rarely granted alimony (Hymowitz, 1978). If a woman was granted alimony or rights to her children, it was on the basis of her ex-husband’s “good will” to pay or all it, as she could not file suit if her he refused (Hymowitz, 1978). Along with economic and legal difficulties, women also faced the risk of being “shunned” by “polite society,” and even their families, if they divorced their husbands (Hymowitz, 1978, p. 91). While it was much harder for women to get a divorce in the 1960s, just as in the situations of rape and sexual harassment, the group overestimates the ability of women to just leave their husbands or partners when something goes wrong today. Financial security is still not a blessing that a large number of women have. Sixty-one percent of women reported a concern that they will not have enough money for the rest of their life and 35% have less than \$50,000 saved for their retirement (AARP, 2009). Thus, divorce is not always a feasible option. The financial impact of divorce disproportionately works against women: 74% of women reduced expenses compared to 59% of men, 56% sold their home compared to 44% of men, and 42% took a job or a second job

compared to 21% of men (AARP, 2009). As a whole, the group recognizes the advances women have made, but overestimates the extent of that advancement to completely discounting the problems that still persist.

PERMISSION FOR SEXISM

The viewing of Sixties-based television content seems to give a certain permission to engage in sexism, even if under the surface it is disguised as something else. The group recognizes themes of sexism that still exist today, yet describe each one as somehow being “different” and not truly sexist. The situations where men are inherently sexist are written off as more jokes or fantasies, and those one may deem as prejudice towards women or constraining to women’s rights are explained as a woman’s choice and not the result of sexism.

Happy Housewives

Despite all this discussion about sexism and women’s rights, when the men were asked if they would like to have a wife like Betty Draper staying at home, the overwhelming answer was yes. Samuel Hager’s point blank response was, “Um. Yeah. That would be sweet.” Travis Sullivan elaborated on this, saying, “Yeah. It would be like having a fancy iPod. It would be super cool.” The comparing of a housewife to an iPod shows the extent of the problem with the way the women in these shows are perceived by men as she is likened to an object. Betty Draper, and thus the housewife, is belittled down to nothing more than a piece of plastic used for entertainment. While the women in the group pointed out the complexities of the relationship between the Drapers and the unhappiness in their home life, Travis counter argued, saying:

If you had a relationship where you were really happy, wouldn’t you want to go home where there is dinner on the table, the house is clean, the kids are asleep. I would.

The men seemed to agree if they could have the picturesque *Leave It To Beaver* kind of home life, along with a happy marriage, they would take it without question, but the women point out the more realistic aspects of unhappy marriages.

Objectification of Women

The group again recognized the advances women have made in the realm of objectification and sexualization. There was no denial that women are objectified as sexual objects today, but it was described in a different way. Travis Sullivan explained:

Well I think in popular culture women are extremely sexualized. If you think about pop music in general, it is female dominated and all the females are hyper-sexualized because girls want to be that and guys like to watch that. Girls are frequently still seen as sexual objects, just in a classier, cleaner way.

According to this analysis, it sounds like a win-win situation from the male eyes, women want to be perceived as sexy and men want to see sexy women, thus women are sexualized and men are happy. However, according to the male eye, this is all done in a classier way than in the 1960s. William Lafferty concurred that sexualization is done in a “more politically correct way” and that while “classless” objectification still exists; it is not “as in the open” and “definitely not as prevalent as in the Sixties.” The group attempts to justify the objectification of women they engage in today, by describing it as classier and less derogatory toward women than the objectification portrayed in the shows. Surprisingly, the women tended to agree with the men’s view, stating that objectification is more subtle than it was in the 1960s, with comments such as, “it is just not spoken of,” “you just know it is there,” “it is more subtle and psychological,” and “everyone knows it is there, but nobody is talking about it as much.” Both the women and men seemed to agree, the men more passionately, that objectification of women in society is not nearly as bad or in the open as it was in the 1960s.

A discussion of objectification on a more personal and localized level revealed even more disturbing results about the prevalence and acceptance of the objectification of women as sexual objects. Guys and girls alike identified sexist and derogatory comments as “complimentary” more than anything else. Travis Sullivan stated that these kinds of comments occur regularly, explaining:

Even as a gay male I do that. Not in like a joking way either. It is like, ‘Oh she has a great rack.’

Like, dead ass, ‘She has a great butt.’ But I guess I don’t say it in a demeaning way. I say it in the same way I would say, ‘She has beautiful hair.’

Sarah Clyde then suggested that these kinds of comments are “complimentary.” The group recognized that there is a fine line between comments construed as complimentary or derogatory, which the women believe is determined by “how far [men] take it” and their “intentions.” The men then suggest that these comments are most commonly simply restrained in their minds, as William Lafferty said, “I mean it is keeping your mouth shut really.” This suggests that men have the same instincts and thoughts about objectifying women, but they have learned to keep their mouth shut and behave in the politically correct way. Travis Sullivan elaborated: “I think men still have the same thoughts, but perhaps over time these thoughts have become less derogatory.” The women seem to agree, as Sarah Clyde stated, “Society has made it so those thoughts aren’t really the norm.” The group recognizes a sense of social unacceptability of derogatory comments and sexism in general society; however, they recognize there are certain scenarios where these kinds of comments seem to be accepted, bringing up college and frat life. The group suggests that expressing derogatory comments towards women is a maturity issue, which men grow out of when they leave college and enter the work force. Comments such as, “I think there is a lot more of that in college than say the workplace... I think it is the environment they are in. It just fosters those kinds of ideas all the time.... I think it is something people grow

out of more. It is not a mature reaction. You can control it more... It is situational,” support this impression. The group suggests that derogatory comments only comes out in certain environments where men do not have as much self-control or are encouraged to behave that way. The idea that objectification and sexualization of women are natural in the male mind, but can be suppressed and grown out of is chilling. As Sarah Clyde discussed:

I have watched the shows with a bunch of guys, and they are all like, ‘Wow I wish we could do that.’ But they don’t say they would do that, but they say if it was socially acceptable they would do that. But since it is not, they just wish they could be Don Draper.

This proposes that if men could, they would be male chauvinists, but because it is not “socially acceptable they restrain themselves.” Young women and men appear to be dismissing these attitudes and behaviors as the norm, as Carole Frazier said, “I mean those comments happen or whatever, that is life.” The group clearly thinks that derogatory comments towards women are a “way of life” in college and not something worth paying much attention to because men will “grow out of it.” This kind of subtle acceptability of sexist treatment by women is a deep concern of this thesis that is confirmed through this discussion.

In the period *Mad Men* and *Pan Am* are set in, the group had no trouble placing all the blame on the men for objectifying women as sexual objects. The group, conversely, had a much harder time placing the blame for objectification on either the men or the women in modern times, insisting that both contribute to an “endless circle” of degradation. The blame was partially placed on the women by Travis Sullivan, saying:

I think in college settings... When you asked that question I just imagined a pack of girls in the middle of winter with their short skirts on and high heels on. You are not doing that to be warm or comfortable. So what are you doing that for? And it is to appeal to men.

However, he said he does not blame women for this because “the image that women try to portray now, which they feel will attract men, was created by men.” One woman, Alice Graham, brought up the novel idea that women may dress the way they do for personal reasons and self-confidence, stating “Sometimes it is not even about how appealing a woman is to men, I think it also has to do with confidence.” Other women agreed with her statement with a brief discussion about “female empowerment.” The men also suggested that women gain personal confidence and fulfillment out of being perceived as sexy by men, and that many women would love to live that experience:

I think there is a large percentage of women who would love to be looked at and appreciated by men and validated by the fact that, ‘Oh I’m a Playboy Bunny. So I am beautiful, and I am sexy, and I attract men, and that’s my job.’ A lot of women would love to live through that by watching a television program.

While the Playboy Club clearly objectifies women and treats them most blatantly as pure sexual objects for male attention, the idea was expressed, as it is also portrayed in the show, that women like this feeling of objectification, even if it is their only purpose. Overall, the majority of the group seemed to agree that in the 1960s men were clearly to blame for treating women as sexual objects, but today the line is a little more blurred with men and women equally abetting the objectification of women.

Women in the Workplace

While the focus group supported my hypothesis that women would have a greater appreciation for their rights and recognize how far women have come, quite contrary to my expectations, the group did not identify the top jobs for women as doctors, lawyers, and businesswomen. Instead, they overwhelmingly responded that the top jobs for women today are teachers, nurses, and secretarial jobs, which is quite accurate. According to the U.S. Department

of Labor, some of the most female dominated fields are still secretarial jobs (96.1%), registered nurses (91.7%), and elementary and middle school teachers (88.2%). A table with the full list of female dominated fields from the U.S. Department of Labor (2008) is depicted below. Despite expressed beliefs in how far we have come, the group still recognized women as being “stuck” in the same fields as in the 1960s.

U.S. Department of Labor Leading Occupations of Employed Women 2008 Averages

Occupation	Total of Women Employed	Percent of Workers Who are Women	Average Weekly Salary
Secretaries & Administrative Assistants	3,168,000	96.1%	\$638
Registered Nurses	2,548,000	91.7%	\$1,011
Teachers - Elementary & Middle School	2,403,000	81.2%	\$871
Cashiers	2,287,000	75.5%	\$349
Retail Salespersons	1,783,000	52.2%	\$440
Nursing, Psychiatric, & Home Health Aides	1,675,000	88.7%	\$424
First-line supervisors/managers of retail sales workers	1,505,000	43.3%	\$556
Wait Staff (waitresses)	1,471,000	73.2%	\$367
Receptionists & Information Clerks	1,323,000	93.6%	\$502
Bookkeeping, Accounting & Auditing Clerks	1,311,000	91.4%	\$603
Child Care Worker	1,256,000	95.6%	\$393

One woman, Alice Graham, recognized the progress that still needs to be made for women in politics, estimating one out of 100 politicians are women. William Lafferty supported this estimating that congress is “90% or 85% men.” In reality, as shown in the table below, women hold 17% of congressional seats, 22% of statewide elected executive offices, 24% of state legislative positions, and only six states have female governors (Center for American Women and Politics, 2012). The United States ranked 90th in the world for number of women in legislatures (Inter-Parliamentary Union, 2011).

United States Women Representation in the House and Senate 2010

House of Representatives			Senate		
Seats	Women	Percent Women	Seats	Women	Percent Women
434	73	16.8%	100	17	17.0%

Source: Inter-Parliamentary Union, 2011

While saying only 1% of women serve in congress is an understatement by the focus group, they do recognize the lack of women in politics. There is still much progress that needs to be made in the United States for women to gain equality in politics, and it is good to know that watching 1960s based content did not blind this fact from the viewers in the focus group.

While the group recognized jobs that were very similar to the types of jobs women held in the 1960s, they still argued that things were much better based on the treatment, pay, and opportunities available for women. Carole Frazier said, “I think their treatment is very different now. They aren’t treated like that anymore.” Sarah Clyde expanded, “They are treated better... They have more opportunities to climb higher up the corporate ladder if they do get those jobs to begin with.” Samuel Hagar, and several others, believe that women “get the same money now” as men do. The group also expressed that women being in these three jobs (i.e. teachers, secretaries, and nurses) is their choice and it is not because they are limited or stuck in those roles. As Nancy Gibbs pointed out, “There might be more women in those professions, but they have the option to do something else. They can be an engineer; they can do whatever they want. They don’t have to be a teacher.” Other women also expressed that teaching, nursing, and secretarial jobs may just be the “most popular” among women, but they could easily pursue other options if they wanted to. The reasons for these jobs being the most popular were being focused around children and that women are still coming out of the era of sexism. Carole Frazier explained that while women currently in the work force may have just done what their mothers did in the 1960’s, such as teaching and nursing, a lot of her friends that are girls are “pre-med and doing things that guys normally do.” Again with caregiving, the women of the group believed that if women are stay-at-home-moms it is because they “want to take care of the children,” but that there are “a lot of families where the wife works and the husband takes care of

the kids more.” This view correlated with a report in the *New York Times* (Story, 2005) that highly educated women are increasingly likely to stop working when they have kids. However, a study by Boushey (2005) at the Center for Economic and Policy Research suggests economic data shows no evidence to support the accounts reported in the *NY Times*. Rather, from 2000 to 2004, there was no statistically significant change in the effect of children on the labor force participation among highly educated mothers in their Thirties, and actually, most women with advanced degrees remain in the workforce when they have children (Boushey, 2005). More interesting to note, working women in general were greatly affected by the economic recession, whether or not they had children (Boushey, 2005). During this recession, women experienced the largest employment loss since 1984, yet it was not due to “opting out” for motherhood as working mothers, especially single working mothers, have to work (Boushey, 2005). The group persistently throughout the discussion seems to ignore the issues that have not changed with women’s rights and justify them saying that women choose to be placed in certain roles and careers.

NOTION OF THE EFFECTS OF SIXTIES-BASED CONTENT

The participants in the focus group recognized a possible third-person effect with viewing Sixties-based content, meaning they identified positive effects for themselves, but possible negative effects for others. Davison (1983) describes the third-person effect as:

the likelihood that individuals who are members of an audience that is exposed to a persuasive communication (whether or not this communication is intended to be persuasive) will expect the communication to have a greater effect on others than on themselves (p. 3).

The third-person effect hypothesizes that people underestimate effects on themselves and overestimate them for others (Davison, 1983). This is the same phenomenon that occurred in this

focus group: they believed themselves to be positively influenced and those in other groups negatively influenced. Anna Pangle discussed how viewing sexism in the television content was a “positive thing, because you see the negative effects of it and you can compare it to things now, and you can make that distinction to see how much better things are now.” Disputing possible negative effects, Carole Frazier said, “I think it just shows how far we have come... I feel like after watching the show you aren’t like, ‘Oh wow. Women are dumb.’ It is like, ‘Oh wow. Look how far we have come.’ She argues that she does not see the sexist treatment as something men got away with because the women let them, but as something that changed throughout history. Both the men and women stated they do not sympathize with the men at all, although they overwhelmingly idolize Don Draper. Rather, they claim that they empathize with the women who are enduring this negative treatment. This is another inconsistency between their expressed views, both claiming to be anti-feminist and glorifying the patriarchal male figure. Nevertheless, they claim that have learned from watching it, rather than taken on any of the negative attitudes towards women expressed at the time.

While recognizing positive effects of viewing retro-sexism for themselves, the group proposed that there could be negative effects for others based on age and education. According to Travis Sullivan and Alice Graham, there could be negative effects for “some uneducated person,” “13 year old boy,” or “younger kids” watching the show. In testing the third-person hypothesis, Davidson (1983) had a similar finding that people were more likely to report children as being easily influenced by television advertising than themselves. The justification for this logic is, according to Sarah Clyde, that “some people could not realize that it is... history, and that now things are different.” Sarah Clyde elaborated, “I think it depends on what age you are watching it. Us, being college educated, could think it’s different than people who are in middle

school watching it.” The group believes that because they are educated, and can recognize the historical aspect of the show, they will not be negatively influenced by it, but rather will learn from it.

CONCLUSION

The hypotheses about the effects of retro-sexism on gender attitudes and the belief that equality has been achieved is strongly supported by this focus group. Some of the remarks and beliefs expressed by those who consistently view *Mad Men* and *Pan Am* are discouraging, as they believe women have achieved equality to men, yet still express some very sexist attitudes. The group expressed how far rights for women have come and the women expressed deep gratitude for their current rights. In line with the hypothesis that women would develop an appreciation for existing rights, and thus become complacent and unmotivated to work for further advancements, the focus group participants hold the belief that women have equal rights and that if women *appear* to still be oppressed it is by their own choice or preference, not by social constraints. This grave delusion presents extreme concerns about the possible effects of retro-sexist content.

The group held several contradictory views about women and sexism that reigned throughout the discussion. While they reported that they themselves held anti-sexist beliefs, they repeatedly venerated the portrayals of sexism of the 1960s. While they expressed women have gained equality, they largely underestimate the prevalence of sexual harassment, rape, and violence towards women. While they acknowledge women are still in stereotypical “female” occupations, they assert they are treated and paid equally and that it is entirely their choice to be in those occupations or to be housewives. These contradictions and naïve expressions are

precisely the concerns of this thesis, which the focus group confirmed. In discussing the effects of entertainment media, Slater (2002) asserted:

If one reads a historical novel or sees a historical movie... and has no scholarly background regarding the time period portrayed, one's beliefs about that time and place are likely to be shaped by that fictional message." (p.176) .

This especially applies to Sixties-based media content, as many people exposed to the programs may not have the historical education to truly understand the time period. This lack of knowledge, leads to an interpretation of the nostalgic portrayal as more realistic. Thus, the conflicting portrayals of a glamorous lifestyle and blatant sexism appear to create contradictory attitudes among the respondents, constantly going back and forth between wanting the lifestyle, but not the negative social restraints. Retro-sexism dangerously plays with a glorified sepia toned era and extreme social injustices, creating ambivalent attitudes between the longing for a simpler time of the Sixties, promoting the myth that equality for women has been achieved, and reinforcing retro-sexist attitudes.

Limitations

The main limitation of the focus group is the sample, which was comprised of young college students. These students, who likely come from higher socio-economic status' and are more educated than the general population, are likely to hold already progressive views about women. However, despite this assumption, they still revealed distorted, even sexist, attitudes about women on a variety of subjects. Therefore, it is likely that the effects of the Sixties-based programs would be higher among the general population. Also, the original plan in the methods of this thesis was to separate men and women into two focus groups, however both genders ended up being combined into the same session. This could have caused the men and the women to vary their responses to appeal to the opposite sex, with the women expressing more acceptable

attitudes in order to not appear extremely feminist, and the men expressing views to not appear sexist. Therefore, it is also likely that if two focus groups were conducted with men and women separated, more pronounced effects would have resulted than this analysis described. For further research, it would also be suggested that the researcher conducting the focus groups matches the gender of the participants, for the same reasons as mentioned previously. Another great limitation of this focus group was the inexperience of the researcher. Many comments needed further explanations which were not probed by the researcher. In future focus groups on this matter, researchers should be certain to inquire why the participants hold certain attitudes and delve deeper into their attitudes than just the surface expressions. The limitations suggested with this focus group would cause the results to be underestimated, rather than exaggerated.

CONCLUSION

Women have made monumental gains in entering the workforce since the 1960s, and recently, beginning to compete in male-dominated fields. The gender gap among traditionally male-dominated college majors is narrowing. According to Census data (2009), forty-eight percent of those ages 25 to 39 with science degrees and business degrees were women, which is more than double those for older generations of women. Despite the advances, disparities persist in engineering and computer sciences majors, with women comprising only 18% (National Science Foundation, 2007). The census data shows that for the first time in history women outnumber men in the workforce. Women are advancing in pure numbers, but contrary to the beliefs of those who watch Sixties-based content, pay equality has still not been achieved. Among full-time workers, women's median earnings were 78% of men's, with a median annual salary of \$35,549, compared \$45,485 for men (Census, 2009). The U.S. Labor Department (2010) reported women earned about 83% of a man's median weekly wage. Thus, while advances have been made, and we have "come so far," there is still so much further to go for women to truly be equal to men.

While those in the focus group expressed a belief that women could easily be mothers and professionals because gender roles are balanced between husbands and wives, mothers still face extreme discrimination in the workplace. The retro-sexism content seems reinforce Douglas' (1994) claim that the two "central cultural messages" of the 1950s and 1960s are:

The suggestion that working mothers are somehow delinquent mothers; and... the notion that working moms are primarily responsible for cleaning, cooking dinner, and playing Uncle Wiggly with the kids. (p.59).

Before the relatively new entrance of retro-sexism into modern media, Douglas suggested that these messages instilled by media in the 1960s “continue to cling to our psyches” (p.59). The evidence found in this thesis seems to suggest that not only have these ideas remained throughout history, but that this new portrayal of the 1960s is even further reinforcing them. Researchers (Correll, Barnard, & Paik, 2007) at Stanford University conducted an experiment where they asked college students to rank and evaluate fake resumes that were identical in all way except gender and parental status. The students in this study “consistently rated the supposed mothers as less competent than the non-mothers” (Coontz, 2011, p. 178). The students were 79% less likely to offer the applicants who were supposed mothers a job, and when they said they would hire them, they were offered a yearly salary that was on average \$11,000 less than their male counterparts (Coontz, 2011, p.178). The researchers also sent fake resumes to over 600 real job advertisements. They found that the female applicants with children received half the amount of callbacks as the childless applicants (Coontz, 2011). This significant discrimination against women with children greatly hinders their ability to compete in the workforce. As shown in the survey results, these same attitudes seem to be reinforced by exposure to Sixties-based retro-sexist content. It is disconcerting that the young populations represented in the survey, who will be making hiring decisions in the future, express less of a belief in the capability of mothers to work when they are exposure to Sixties-based content. The hopeless idea that women with children are not fit to be business professionals or politicians, or as the focus group expressed, that they simply do not want to be because they would rather be caring for their children, only perpetuates the excessive discriminations mothers face when applying for jobs. This creates an increasing concern that exposure to Sixties-based content could be reinforcing, even instilling, these attitudes.

The most concerning finding in this report is the level of acceptance and naivety about sexual harassment, rape, and violence towards women expressed by those who watch Sixties-based content. Both the survey sample and the focus group participants expressed disturbing views. First, men who watched and ranked Sixties-based programs as their favorites were more accepting of sexual harassment, rape, and violence and more likely to express hostile sexist views towards women. They felt women were more responsible for rape and violence inflicted upon them, and also held derogatory and exploitive attitudes towards women. Second, while the focus group did not exhibit accepting attitudes, they portrayed a naïve delusion that sexual harassment in the workplace and rape are no longer brushed over issues. They believe that women, unlike the women in the 1960s, will press charges, leave the situation, and the men will be punished. This view is a drastic misconception of the reality, as sixty percent of women sexually harassed at work do not report it (Louis Harris and Associates, 2011) and twenty-five percent of women raped by an intimate partner do not report it (Tjaden, 2000). Both women and men believe that the feminist agenda against physical and sexual abuse has been completed, which is a far cry from reality. Thankfully, embedded feminist content, portraying women as strong successful women, appears to decrease the acceptance of rape and violence towards women. This finding shows the importance of raising the awareness of domestic violence and sexual assault through campaigns and through depictions of strong women and the realities about these societal issues in contemporary mainstream media.

Mad Men, *Pan Am*, and *Playboy Club* successfully depict the travesties of society in the 1960s, creating the social commentary of the time that the creators may have desired. However, despite the intentions to create a historical fiction that could educate people, depicting the realistic sexism of the sixties with aesthetic appeals and attractive characters, seems to cause an

immense glorification of the era and a desire by both men and women to return. Men express increasingly hostile, sexist, and less progressive attitudes about women, and both women and men appear to strongly believe women have every opportunity to be as successful and equal to men if they so desire. Whether or not this content is directly instilling these beliefs, or simply reinforcing beliefs that remained in our psyches all along, the correlation between the two exists and should be further analyzed to truly determine the positive effects. This research has shown the relationships that exist between these shows and gender attitudes, therefore further research should be done. At a minimum, a randomly assigned experiment should be conducted that measures pre-existing attitudes, then manipulated exposure to Sixties-based content, and measures attitudes towards women following the exposure. Ideally, a long term experiment should be conducted in which women and men are exposed to various types of retro-sexism, including the television shows in this experiment. This would simulate the true effects that are likely among the population that follow the programs consistently.

I hope that this research can help raise awareness to the effects of various conversing roles of women portrayed on television through the combination of retro-sexism, embedded feminism, and enlightened sexism. These unattainable ideals of being a woman who is sexualized, powerful, and nurturing all at the same time continue to affect the minds of both women, who are constantly reminded of who they should be, and men, who are fed unrealistic expectations of who women are. The effects of each of these ever changing kinds of media are still unknown, but through continued research and added literature, we can begin to assess the ways media shape our lives.

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APPENDICES

APPENDIX 1

SURVEY QUESTIONS

1. Exposure to Media Content Survey Questions

Below is a series of television shows. Using the scale below, please indicate how often you watch each program. (*"I have never heard of," "I have heard of but never watch," "Watched one time," "Watched a few times," "Watch most of the time," "Watch every episode."*)

1. *Mad Men*
2. *Pan Am*
3. *The Playboy Club*
4. *Jersey Shore*
5. *Gossip Girl*
6. *Modern Family*
7. *Grey's Anatomy*
8. *Bones*
9. *The Closer*
10. *The Good Wife*

2. Favorite Media Content Questions

From the following list, please rank your favorite 3 television shows by typing "1", "2", and "3" into the given boxes. Do not rank a show if you have not seen at least one entire episode.

- _____ *Mad Men*
- _____ *Pan Am*
- _____ *The Playboy Club*
- _____ *Jersey Shore*
- _____ *Gossip Girl*
- _____ *Modern Family*
- _____ *Grey's Anatomy*
- _____ *Bones*
- _____ *The Closer*
- _____ *The Good Wife*

3. Sixties-Based Exposure Questions

1. Which *Mad Men* character do you identify with most?
2. What do you like most about this character?
3. Please briefly explain why you like the show *Mad Men*.
4. Which *Pan Am* character do you identify with most?
5. What do you like most about this character?
6. Please briefly explain why you like the show *Pan Am*.
7. Which *Playboy Club* character do you identify with most?
8. What do you like most about this character?
9. Please briefly explain why you like the show *Playboy Club*.

3. Ambivalent Sexism Inventory (ASI)

Below is a series of statements concerning men and women and their relationships in contemporary society. Please indicate the degree to which you agree or disagree with each statement. (“*Strongly Agree*,” “*Agree*,” “*Somewhat Agree*,” “*Somewhat Disagree*,” “*Disagree*,” “*Strongly Disagree*”)

1. No matter how accomplished he is, a man is not truly complete as a person unless he has the love of a woman. [BS]
2. Many women are actually seeking special favors, such as hiring policies that favor them over men, under the guise of asking for “equality.” [HS]
3. In a disaster, women ought to be rescued before men. [BS]
4. Most women interpret innocent remarks or acts as being sexist. [HS]
5. Women are too easily offended. [HS]
6. People are not truly happy in life without being romantically involved with a member of the other sex. [BS]
7. Feminists want women to have more power than men. [HS]
8. Many women have a quality of purity that few men possess. [BS]
9. Women should be cherished and protected by men. [BS]
10. Most women fail to appreciate fully all that men do for them. [HS]
11. Women seek to gain power by getting control over men. [HS]
12. Every man ought to have a woman whom he adores. [BS]

13. Men are incomplete without women. **[BS]**
14. Women exaggerate problems they have at work. **[HS]**
15. Once a woman gets a man to commit to her, she usually tries to put him on a tight leash.
[HS]
16. When women lose to men in a fair competition they typically complain about being discriminated against. **[HS]**
17. A good woman should be set on a pedestal by her man. **[BS]**
18. Many women get a kick out of teasing men by seeming sexually available and then refusing male advances. **[HS]**
19. Women, compared to men, tend to have a superior moral sensibility. **[BS]**
20. Men should be willing to sacrifice their own well being in order to provide financially for the women in their lives. **[BS]**
21. Feminists are making unreasonable demands for men. **[HS]**
22. Women, as compared to men, tend to have a more refined sense of culture and good taste.
[BS]

The ASI is scored in two parts: Hostile sexism is scored with items 2, 4, 5, 7, 10, 11, 14, 15, 16, 18, and 21; and benevolent sexism is scored with items 1, 3, 6, 8, 9, 12, 13, 17, 19, 20, and 22. In scoring items, *strongly disagree*=1, *disagree*=2, *somewhat disagree*=3, *somewhat agree*=6, and *strongly agree*=7. A high score indicates more sexist attitudes towards women, while a low score indicates less sexist attitudes.

3. Attitudes Towards Women Scale

The statements listed below describe attitudes toward the roles of women in society which different people have. There are no right or wrong answers, only opinions. You are asked to express your feeling about each statement by indicating whether you *agree strongly*, *agree mildly*, *disagree mildly*, or *disagree strongly*.

1. Swearing and obscenity are more repulsive in the speech of a woman than a man.
2. Under modern economic conditions with women being active outside the home, men should share in household tasks such as washing dishes and doing laundry. *
3. It is insulting to women to have the “obey” clause remain in the marriage service. *
4. A woman should be free as a man to propose marriage. *

5. Women should worry less about their rights and more about becoming good wives and mothers.
6. Women should assume their rightful place in business and all the professions along with men. *
7. A woman should not expect to go to exactly the same places or to have quite the same freedom of action as a man.
8. It is ridiculous for a woman to run a locomotive and for a man to darn socks.
9. The intellectual leadership of a community should be largely in the hands of men.
10. Women should be given equal opportunity with men for apprenticeship in the various trades. *
11. Women earning as much as their dates should bear equally the expense when they go out together. *
12. Sons in a family should be given more encouragement to go to college than daughters.
13. In general, the father should have greater authority than the mother in the bringing up of the children.
14. Economic and social freedom is worth far more to women than acceptance of the ideal of femininity, which has been set up by men. *
15. There are many jobs in which men should be given preference over women in being hired or promoted.

In scoring items, *agree strongly=1 agree mildly=2 disagree mildly=3 or disagree strongly=4* except for the items with an asterisk where the scale is reversed. A high score indicates a pro-feminist, egalitarian attitude, while a low score indicates a traditional, conservative attitude.

4. Embedded Feminism and Enlightened Sexism Survey Questions

Below is a series of statements about gender in America. For each statement, select the answer that comes closest to your opinion.

1. Full equality for women has been achieved. [GE]
 [*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]

2. Since the 1960's, rights for women have: **[GE]**
[*Gotten Much Better (1), Gotten Somewhat Better (2), Stayed the Same (3), Gotten Somewhat Worse (4), Gotten Much Worse (5)*]
3. Discrimination against women is no longer a problem in the United States. **[GE]**
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
4. It is rare to see women treated in a sexist manner on television. **[GE]**
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
5. There are an equal number of women in positions of power as men. **[WF]**
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
6. Women today can rise to the top of any profession just as easily as men. **[WF]**
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
7. How important is it for you to be respected by your colleagues of the opposite sex? **[WF]**
[*Not at all Important (1), Very Unimportant (2), Somewhat Unimportant (3), Somewhat Important (4), Very Important (5), Extremely Important (6)*]
8. I would rather have a man for a boss at work than a woman. **[WF]**
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
9. How likely are you to take maternity leave if you, or your partner, becomes pregnant? **[WF]**
[*Very Unlikely (1), Unlikely (2), Somewhat Unlikely (3), Somewhat Likely (4), Likely (5), Very Likely (6)*]
10. Compared to men, how much do you think women are paid for doing the same types of jobs? **[WF]**
[*A lot less than (1), A little less than (2), The same amount (3), A little more than (4), A lot more than (5)*]
11. I expect my life partner/spouse to have a full time job. **[WF]**
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]

12. A woman should quit her job once she has children. [WF]
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
13. Women with small children should not hold political office. [WF]
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
14. How often should men be allowed to take maternity leave when their wife/partner has a child? [WF]
[*Never (1), Rarely (2), Sometimes (3), Quite Often (4), Very Often (5), Always (6)*]
15. How often should women be allowed to take maternity leave when they have a child?[WF]
[*Never (1), Rarely (2), Sometimes (3), Quite Often (4), Very Often (5), Always (6)*]
16. A woman being sexually attractive has nothing to do with her getting ahead in the work place. [WF]
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
17. It is normal for men to have more than one sexual partner. [S]
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
18. It is normal for women to have more than one sexual partner. [S]
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
19. A woman is more likely to get her way if she is attractive. [S]
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
20. Men are admired for having a large number of sexual partners. [S]
[*Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)*]
21. S5 How much do you care if your male friends have more than one sexual partner? [S]
[*Do Not Care At All (1), Care Very Little (2), Care Somewhat (3), Care a Great Deal (4)*]

22. How much do you care if your female friends have more than one sexual partner? **[S]**
[Do Not Care At All (1), Care Very Little (2), Care Somewhat (3), Care a Great Deal (4)]

23. How much do you care if your partner/significant other had many previous sexual partners? **[S]**
[Do Not Care At All (1), Care Very Little (2), Care Somewhat (3), Care a Great Deal (4)]

24. Women today have as much sexual freedom as men. **[S]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]

25. It's natural for women to care more about their appearance than men. **[S]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]

26. When a woman chooses to have plastic surgery, it is solely to be more sexual appealing to men. **[S]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]

27. Women who have multiple sexual partners are sluts. **[S]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]

28. Women are harshly judged for having a large number of sexual partners. **[S]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]

29. Women who dress provocatively should expect sexual advances by men. **[S]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]

30. Sexually attractive women should expect to be harassed in the work place. **[SH/V]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]

31. To what degree do you believe women dressing more modestly, or in a less sexy way, could help prevent them from being raped? **[SH/V]** *
[Extremely Helpful (1), Very Helpful (2), Somewhat Helpful (3), Somewhat Unhelpful (4), Very Unhelpful (5), Not Help At All (6)]
32. Women do not provoke rape by their appearance or behavior. **[SH/V]** *
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]
33. If a woman is raped, her previous sexual history should be relevant evidence in the trial of the individual accused of the crime. **[SH/V]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]
34. Many women who report rape are lying because they are angry or want revenge on the accused. **[SH/V]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]
35. In general, when it comes to sexual harassment I feel laws and punishments are: **[SH/V]***
[Way Too Harsh (1), Somewhat Too Harsh (2), About Right (3), Somewhat Too Lenient (4), Way Too Lenient (5), Don't know what the laws and punishments are for people convicted of sexual harassment. (6)]
36. A person found guilty of sexual harassment or rape in a court of law is often actually innocent. **[SH/V]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]
37. A man is never justified in hitting a woman. **[SH/V]** *
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]
38. There are certain circumstances when it is acceptable for a man to use force against a woman. **[SH/V]**
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]

39. If a woman hits a man, how appropriate is it for him to hit her back? [SH/V]
[Very Inappropriate (1), Inappropriate (2), Somewhat Inappropriate (3), Somewhat Appropriate (4), Appropriate (5), Very Appropriate (6)]
40. Abortion should be prohibited under all circumstances, even when the pregnancy puts the mother's life at risk. [A] *
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]
41. Abortion decisions should be made by a woman and her doctor with no government intervention. [A]
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]
42. Abortion should be allowed under any circumstance. [A]
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]
43. A man should have just as much say in an abortion decision as a woman. [A] *
[Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5), Strongly Agree (6)]

Scoring for each item is as indicated in the answer choices above, except for questions with asterisks, which indicates a reversal of the coding.

5. Television Viewing Habits Survey Questions

Below is a series of questions about television viewing habits. For each question please select all answers that apply to you.

1. Who do you normally watch television with?
[Alone; My partner, or significant other; Small group of friends, or roommates; Large group of friends; Family; Other; I do not watch television]
2. How do you normally watch television?
[While doing homework or studying; While doing household chores or cooking; Socially, or in a large group of people; While relaxing; Other; I do not watch television.]

Scoring for each item was a "1" if selected and a "0" if not selected.

6. Demographic Survey Questions

1. What is your gender?
[Male, Female]
2. What is your age?
[18 to 21 years, 22 to 25 years, 26 to 29 years, 30 to 33 years, 34 to 37 years, 37 to 40 years, 41 to 44 years, 45 to 48 years, 49 to 52 years, 53 to 56 years, 56 to 59 years, 60 years or older]
3. What is your marital status?
[single/never been married, married, separated, divorced, widowed]
4. Generally speaking, do you consider yourself to be a(n):
[Strong democrat, Not so strong democrat, Independent leaning democrat, Independent, Independent leaning republican, Not so strong republican, Strong republican, Other, No Preference]
5. What, if any, is your religious preference?
[Protestant, Catholic, LDS/Mormon, Jewish, Non-Denominational Christian, Other, No preference/No religious affiliation]
6. Apart from events such as weddings and funerals, how often do / you attend religious services?
[Never, A Few Times a Year, Less than Once a Month, Once a Month, 2-3 Times a Month, Once a Week, More than Once a Week]
7. In what religion were you raised?
[Protestant, Catholic, LDS/Mormon, Jewish, Non-Denominational Christian, Other, No preference/No religious affiliation]
8. Has there been a turning point in your life when you had a new and personal commitment to religion?
[Yes, No, Don't Know]
9. Would you say you have been 'born again' or have had a 'born-again' experience, that is, a turning point in your life when you committed yourself to Christ?
[Yes, No, Don't Know]

10. Has there ever been a turning point in your life when you became less committed to religion?

[Yes, No, Don't Know]

11. How active do you consider yourself in the practice of your religious preference?

[Very Active, Somewhat Active, Not Very Active, Not Active, Prefer Not to Say]

12. How would you describe your current employment status?

[Employed Full Time, Employed Part Time, Unemployed and Looking for Work, Unemployed and Not Currently Looking for Work, Retired]

13. Which of the following best describes your occupation?

[Clerical, Construction and repair, Education, Food service and lodging, Health Care, Manufacturing, Protective Services, Sales, Service, Transportation and outdoor, Homemaker, Other]

14. Which of the following best describes the occupation you are looking for? *[Clerical,*

Construction and repair, Education, Food service and lodging, Health Care, Manufacturing, Protective Services, Sales, Service, Transportation and outdoor, Homemaker, Other, Don't know or cannot answer]

15. Which of the following best describes your father's current occupation?

[Clerical, Construction and repair, Education, Food service and lodging, Health Care, Manufacturing, Protective Services, Sales, Service, Transportation and outdoor, Homemaker, Retired, Unemployed, Other, Don't know or cannot answer]

16. Which of the following best describes your father's occupation before retiring?

[Clerical, Construction and repair, Education, Food service and lodging, Health Care, Manufacturing, Protective Services, Sales, Service, Transportation and outdoor, Homemaker, Unemployed, Other, Don't know or cannot answer]

17. Which of the following best describes your mother's current occupation?

[Clerical, Construction and repair, Education, Food service and lodging, Health Care, Manufacturing, Protective Services, Sales, Service, Transportation and outdoor, Homemaker, Retired, Unemployed, Other, Don't know or cannot answer]

18. Which of the following best describes your mother's occupation before retiring?
[Clerical, Construction and repair, Education, Food service and lodging, Health Care, Manufacturing, Protective Services, Sales, Service, Transportation and outdoor, Homemaker, Unemployed, Other, Don't know or cannot answer]
19. What is your highest level of education?
[Some High School, High School, Currently Enrolled College Student, 2 Year College Degree (Associates), 4 Year College Degree (BA/BS), Master's Degree, Doctoral Degree]
20. What is your father's highest level of education?
[Some High School, High School, Currently Enrolled College Student, 2 Year College Degree (Associates), 4 Year College Degree (BA/BS), Master's Degree, Doctoral Degree]
21. What is your mother's highest level of education?
[Some High School, High School, Currently Enrolled College Student, 2 Year College Degree (Associates), 4 Year College Degree (BA/BS), Master's Degree, Doctoral Degree]
22. How would you describe your race or ethnic identity?
[American Indian/Native American, Asian, Black/African American, Hispanic/Latino, White/Caucasian, Pacific Islander, Other]
23. What do you expect your 2012 family income from all sources / before taxes to be?
[Under \$25,000; \$25,000-\$39,999; \$40,000-\$49,999; \$50,000-\$74,999; \$75,000-\$99,000; \$100,000-\$124,999; \$125,000-\$149,999; Over \$150,000]
24. How did you hear about this survey?
[U of M Communications Study Pool; Amazon Mechanical Turk; U of M Campus, Flyer, or Email Recruitment; Other]

APPENDIX 2

FOCUS GROUP QUESTIONS

A non-exhaustive list of questions asked in the focus group is listed below:

1. Why do you like the show? Is there a particular character you recognize with or especially like?
2. How do you see the women depicted in this show? Do these past depictions of women in the 1960's make you think things have gotten better or worse for women? What do you think the shows attitudes about women are?
3. Do you think the show is sexist? Can you recollect a scene that stuck out to you as sexist? Do you think the sexism in the show is reflective of the time, or to sexism in general?
3. In the 1960's when this show is set in, what do you think were the top five jobs for women? What about today? What do you think are the top jobs for women?
4. What do you think about the men in this show cheating on their wives? Do you think that was common of the time? What about today? The women didn't ever confront their husbands about their infidelities; do you think they should have? Or were they right to keep quiet?
5. Women are often seen as sexual objects in this show, subject to male objectivity and the male gaze. Why do you think this is? Did the women bring it on by looking over-sexualized or flirting with the men?
6. How do you think people of the opposite sex perceive the show? (For men, how do they think women perceive it? For women, how do they think men perceive it?)

APPENDIX 3

CODE BOOK

Variable Name	Description	Value
Exposure_1	Mad Men	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode
Exposure_2	Pan Am	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode
Exposure_3	Playboy Club	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode
Exposure_4	Jersey Shore	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode
Exposure_5	Gossip Girl	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode
Exposure_6	Modern Family	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode
Exposure_7	Grey's Anatomy	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode

Exposure_8	Bones	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode	
Exposure_9	The Closer	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode	
Exposure_10	The Good Wife	1=I have never heard of 2=I have heard of, but never watch 3=Watched one time 4=Watched a few times 5=Watch sometimes 6=Watch most of the time 7=Watch every episode	
MadMen_1	Which Mad Men character do you identify most with?	1=Don Drapper 2=Roger Sterling 3=Pete Campbell 4=Joan Harris 5=Peggy Olson 6=Betty Francis/Drapper 7=I do not identify with any of these characters. 9=Not Applicable	
MadMen_2	What do you like most about this character?	Text Entry	
		Coding for MadMen_2	
		MadMen_2_1	1=Mention of work ethic, independence, or drive for success 0=No mention of work ethic, independence, or drive for success 9=Not Applicable
		MadMen_2_2	1= Mention of charm, persuasion skills, charismatic personality, or smooth talking persona 0= No Mention of charm, persuasion skills, charismatic personality, or smooth talking persona 9=Not Applicable
		MadMen_2_3	1=Mention of physical appearance, clothing, or attraction 0= No mention of physical appearance or attraction 9=Not Applicable
		MadMen_2_4	1=Mention of intelligence or smarts 0=No mention of intelligence or smarts 9=Not Applicable
		MadMen_2_5	1= Mention of vulnerability, sweetness, or sensitivity 0=No mention of vulnerability, sweetness, or sensitivity 9=Not Applicable
		MadMen_2_6	1= Mention of humorous or funny 0=No mention of humorous or funny 9=Not applicable
		MadMen_2_7	1=Mention of hardness,

			<p>outspokenness, or rudeness 0=No mention of hardness, outspokenness, or rudeness 9=Not Applicable</p>
		MadMen_2_8	<p>1=Mention of adventurousness or daring personality 0=No mention of adventurousness of daring personality</p>
		MadMen_2_9	<p>1=Mention of progressive views about women for the time 0=No mention of progressive views about women for the time 9=Not applicable</p>
		MadMen_2_10	<p>1=Mention of sexist views about women for the time 0=No mention of sexist views about women for the time 9=Not applicable</p>
MadMen_3	Please briefly explain why you like the show Mad Men.	Text Entry	
		Coding for MadMen 3	
		MadMen_3_1	<p>1=Mention of the era, 1960's, past times, or nostalgia 0=No Mention 9=Not applicable</p>
		MadMen_3_2	<p>1=Mention of gender roles 0=No mention of gender roles 9=Not applicable</p>
		MadMen_3_3	<p>1=Mention of story line, well-written, or good acting 0= No mention of story line, well-written, or good acting 9=Not applicable</p>
		MadMen_3_4	<p>1=Mention of entertainment value 0=No mention of entertainment value 9=Not applicable</p>
		MadMen_3_5	<p>1=Mention of the advertising industry 0=No mention of the advertising industry 9=Not applicable</p>
PanAm_1	Which Pan Am character do you identify most with?	<p>1=Dean Lowrey 2=Colette Valois 3=Kate Cameron 4=Laura Cameron 5=Maggie Ryan 6=Ted Vanderway 7=I do not identify with any of these characters. 9=Not Applicable</p>	
PanAm_2	What do you like most about this character?	Text Entry	
		Coding for PanAm 2	
		PanAm_2_1	<p>1=Mention of work ethic, independence, or drive for success 0=No mention of work ethic, independence, or drive for success 9=Not Applicable</p>
		PanAm_2_2	<p>1= Mention of charm, persuasion skills, charismatic personality, or smooth talking persona 0= No Mention of persuasion skills, charismatic personality, or smooth talking persona 9=Not Applicable</p>

		PanAm_2_3	1=Mention of physical appearance, clothing, or attraction 0= No mention of physical appearance or attraction 9=Not Applicable
		PanAm_2_4	1=Mention of intelligence or smarts 0=No mention of intelligence or smarts 9=Not Applicable
		PanAm_2_5	1= Mention of vulnerability, sweetness, innocence, or sensitivity 0=No mention of vulnerability, innocence sweetness, or sensitivity 9=Not Applicable
		PanAm_2_6	1= Mention of humorous or funny personality 0=No mention of humorous or funny personality 9=Not applicable
		PanAm_2_7	1=Mention of hardness, outspokenness, or rudeness 0=No mention of hardness, outspokenness, or rudeness 9=Not Applicable
		PanAm_2_8	1=Mention of daring or adventurous personality 2=No mention of daring or adventurous personality 9=Not applicable
		PanAm_2_9	1=Mention of progressive views about women for the time 0=No mention of progressive views about women for the time 9=Not applicable
		PanAm_2_10	1=Mention of sexist views about women for the time 0=No mention of sexist views about women for the time 9=Not applicable
PanAm_3	Please briefly explain why you like the show Pan Am.	Text Entry	
		Coding for PanAm 3	
		PanAm_3_1	1=Mention of the era, 1960's, past times, or nostalgia 0=No Mention 9=Not applicable
		PanAm_3_2	1=Mention of gender roles 0=No mention of gender roles 9=Not applicable
		PanAm_3_3	1=Mention of story line, well-written, or good acting 0= No mention of story line, well-written, or good acting 9=Not applicable
		PanAm_3_4	1=Mention of entertainment value 0=No mention of entertainment value 9=Not applicable
		PanAm_3_5	1=Mention of the airline industry 0=No mention of airline industry 9=Not applicable

Playboy_1	Which The Playboy Club character do you identify with most?	1=Nick Dalton 2=Brenda 3=Billy Rosen 4=Maureen 5=Carol-Lynn 6=Alice 7=I do not identify with any of these characters. 9=Not Applicable		
Playboy_2	What do you like most about this character?	Text Entry		
		Coding for Playboy 2		
		Playboy_2_1	1=Mention of work ethic, independence, or drive for success 0=No mention of work ethic, independence, or drive for success 9=Not Applicable	
		Playboy_2_2	1= Mention of charm, persuasion skills, charismatic personality, or smooth talking persona 0= No Mention of persuasion skills, charismatic personality, or smooth talking persona 9=Not Applicable	
		Playboy_2_3	1=Mention of physical appearance, clothing, or attraction 0= No mention of physical appearance or attraction 9=Not Applicable	
		Playboy_2_4	1=Mention of intelligence or smarts 0=No mention of intelligence or smarts 9=Not Applicable	
		Playboy_2_5	1= Mention of vulnerability, sweetness, innocence, or sensitivity 0=No mention of vulnerability, innocence sweetness, or sensitivity 9=Not Applicable	
		Playboy_2_6	1= Mention of humorous or funny personality 0=No mention of humorous or funny personality 9=Not applicable	
		Playboy_2_7	1=Mention of hardness, outspokenness, or rudeness 0=No mention of hardness, outspokenness, or rudeness 9=Not Applicable	
		Playboy_2_8	1=Mention of daring or adventurous personality 2=No mention of daring or adventurous personality 9=Not applicable	
		Playboy_2_9	1=Mention of progressive views about women for the time 0=No mention of progressive views about women for the time 9=Not applicable	
Playboy_2_10	1=Mention of sexist views about women for the time 0=No mention of sexist views about women for the time 9=Not applicable			

Playboy_3	Please briefly explain why you like the show Playboy Club.	Text Entry
		Coding for Playboy 3
		Playboy_3_1 1=Mention of the era, 1960's, past times, or nostalgia 0=No Mention 9=Not applicable
		Playboy_3_2 1=Mention of gender roles or women as Playboy Bunnies 0=No mention of gender roles or women as Playboy Bunnies 9=Not applicable
		Playboy_3_3 1=Mention of story line, well-written, or good acting 0= No mention of story line, well-written, or good acting 9=Not applicable
		Playboy_3_4 1=Mention of entertainment value 0=No mention of entertainment value 9=Not applicable
Playboy_3_5 1=Mention of the Playboy Club 0=No mention of the Playboy Club 9=Not applicable		
Favorites_1	Mad Men	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)
Favorites_2	Pan Am	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)
Favorites_3	The Playboy Club	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)
Favorites_4	Jersey Shore	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)
Favorites_5	Gossip Girl	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)
Favorites_6	Modern Family	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)
Favorites_7	Grey's Anatomy	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)
Favorites_8	Bones	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)
Favorites_9	The Closer	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)

Favorites_10	The Good Wife	1=Favorite Show 2=Second Favorite Show 3=Third Favorite Show 9=Not Selected (i.e. Not in Top Three Favorite Shows)
ASI_1	“No matter how accomplished he is, a man is not truly complete as a person unless he has the love of a woman.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_2	“Many women are actually seeking special favors, such as hiring policies that favor them over men, under the guise of asking for “equality.”” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_3	“ In a disaster, women ought to be rescued before men.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_4	“Most women interpret innocent remarks or acts as being sexist.” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_5	“Women are too easily offended.” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_6	“People are not truly happy in life without being romantically involved with a member of the other sex.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_7	“Feminists want women to have more power than men.” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_8	“Many women have a quality of purity that few men possess.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer

ASI_9	“Women should be cherished and protected by men.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_10	“Most women fail to appreciate fully all that men do for them.” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_11	“Women seek to gain power by getting control over men.” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_12	“Every man ought to have a woman whom he adores.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_13	“Men are incomplete without women.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_14	“Women exaggerate problems they have at work.” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_15	“Once a woman gets a man to commit to her, she usually tries to put him on a tight leash.” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_16	“When women lose to men in a fair competition they typically complain about being discriminated against.” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer

ASI_17	“A good woman should be set on a pedestal by her man.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_18	“Many women get a kick out of teasing men by seeming sexually available and then refusing male advances” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_19	“Women, compared to men, tend to have a superior moral sensibility.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_20	“Men should be willing to sacrifice their own well being in order to provide financially for the women in their lives.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_21	“Feminists are making unreasonable demands for men.” (Hostile Sexism [HS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
ASI_22	“Women, as compared to men, tend to have a more refined sense of culture and good taste.” (Benevolent Sexism [BS])	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
AWS1	Swearing and obscenity are more repulsive in the speech of a woman than a man.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS2*	Under modern economic conditions with women being active outside the home, men should share in household chores.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS3*	It is insulting to women to have the “obey” clause remain in the marriage service.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS4*	A woman should be free as a man to propose marriage.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly

		9=Not Applicable/Did Not Answer
AWS5	Women should worry less about their rights and more about becoming good wives and mothers.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS6*	Women should assume their rightful place in business and all the professions along with men.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS7	A woman should not expect to go to exactly the same places or to have quite the same freedom of action as a man.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS8	It is ridiculous for a woman to run a locomotive and for a man to darn socks.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS9	The intellectual leadership of a community should be largely in the hands of men.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS10*	Women should be given equal opportunity with men for apprenticeship in various trades.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS11*	Women earning as much as their dates should bear equally the expense when they go out together.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS12	Sons in a family should be given more encouragement to go to college than daughters.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS13	In general, the father should have greater authority than the mother in the bringing up of the children.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS14*	Economic and social freedom is worth far more to women than acceptance of the ideal of femininity which has been set up by men.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer
AWS15	There are many jobs in which men should be given preference over women in being hired or promoted.	1=Agree Strongly 2=Agree Mildly 3=Disagree Mildly 4=Disagree Strongly 9=Not Applicable/Did Not Answer

GE1	Full equality for women has been achieved.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
GE2*	Since the 1960's, rights for women have:	1=Gotten Much Better 2=Gotten Somewhat Better 3=Stayed the Same 4=Gotten Somewhat Worse 5=Gotten Much Worse 9=Not Applicable/Did Not Answer
GE3	Discrimination against women is no longer a problem in the United States.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
GE4	It is rare to see women treated in a sexist manner on television.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
WF1 (GE5)	There are an equal number of women in positions of power as men.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
WF2 (GE6)	Women today can rise to the top of any profession just as easily as men.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
WF3*	How important is it for you / to be respected by your colleagues of the opposite sex?	1=Not at all Important 2=Very Unimportant 3=Somewhat Unimportant 4=Somewhat Important 5=Very Important 6=Extremely Important 9=Not Applicable/Did Not Answer
WF4*	I would rather have a man for a boss at work than a woman.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
WF5	How likely are you to take / maternity leave if you, or your partner, becomes pregnant?	1=Very Unlikely 2=Unlikely 3=Somewhat Unlikely 4=Somewhat Likely 5=Likely 6=Very Likely 9=Not Applicable/Did Not Answer

WF6	Compared to men, how much / do you think women are paid for doing the / same types of jobs?	1=A lot less than 2=A little less than 3=The same amount 4=A little more than 5=A lot more than 9=Not Applicable/Did Not Answer
WF7	I expect my life partner/spouse to / have a full time job.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
WF8*	A woman should quit her job once she has children.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
WF9*	Women with small children should not hold political office.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
WF10	How often should men be allowed to take maternity leave when their wife/partner has a child?	1=Never 2=Rarely 3=Sometimes 4=Quite Often 5=Very Often 6=Always 9=Not Applicable/Did Not Answer
WF11	How often should women be allowed to take maternity leave when they have a child?	1=Never 2=Rarely 3=Sometimes 4=Quite Often 5=Very Often 6=Always 9=Not Applicable/Did Not Answer
WF12	A woman being sexually attractive has nothing to do with her getting ahead in the work place.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
S1	It is normal for men to have more than one sexual partner.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
S2*	It is normal for women to have more than one sexual partner.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer

S3	A woman is more likely to get her way if she is attractive.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
S4	Men are admired for having a large number of sexual partners.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
S5*	How much do you care if your male friends have more than one sexual partner?	1=Do Not Care At All 2=Care Very Little 3=Care Somewhat 4=Care a Great Deal 9=Not Applicable/Did Not Answer
S6	How much do you care if your female friends have more than one sexual partner?	1=Do Not Care At All 2=Care Very Little 3=Care Somewhat 4=Care a Great Deal 9=Not Applicable/Did Not Answer
S7	How much do you care if your partner/significant other had many previous sexual partners?	1=Do Not Care At All 2=Care Very Little 3=Care Somewhat 4=Care a Great Deal 9=Not Applicable/Did Not Answer
S8*	Women today have as much sexual freedom as men.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
S9	It's natural for women to care more about their appearance than men.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
S10	When a woman chooses to have plastic surgery, it is solely to be more sexual appealing to men.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
S11	Women who have multiple sexual partners are sluts.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer

S12	Women are harshly judged for having a large number of sexual partners.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
SH/V1	Women who dress provocatively should expect sexual advances by men.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
SH/V2	Sexually attractive women should expect to be harassed in the work place.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
SH/V3*	To what degree do you believe women dressing more modestly, or in a less sexy way, could help prevent them from being raped?	1=Extremely Helpful 2=Very Helpful 3=Somewhat Helpful 4=Somewhat Unhelpful 5=Very Unhelpful 6=Not Help At All 9=Not Applicable/Did Not Answer
SH/V4*	Women do not provoke rape by their appearance or behavior.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
SH/V5	If a woman is raped, her previous sexual history should be relevant evidence in the trial of the individual accused of the crime.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
SH/V6	Many women who report rape are lying because they are angry or want revenge on the accused.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
SH/V7*	In general, when it comes to sexual harassment, I feel laws and punishments are:	1=Way Too Harsh 2=Somewhat Too Harsh 3=About Right 4=Somewhat Too Lenient 5=Way Too Lenient 6=Don't know what the laws and punishments are for people convicted of sexual harassment. 9=Not Applicable/Did Not Answer

SH/V8	A person found guilty of sexual harassment or rape in a court of law is often actually innocent.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
SH/V9*	A man is never justified in hitting a woman.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
SH/V10	There are certain circumstances when it is acceptable for a man to use force against a woman.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
SH/V11	If a woman hits a man, how appropriate is it for him to hit her back?	1=Very Inappropriate 2=Inappropriate 3=Somewhat Inappropriate 4=Somewhat Appropriate 5=Appropriate 6=Very Appropriate 9=Not Applicable/Did Not Answer
Abortion1*	Abortion should be prohibited under all circumstances, even when the pregnancy puts the mother's life at risk.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
Abortion2	Abortion decisions should be made by a woman and her doctor with no government intervention.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
Abortion3	Abortion should be allowed under any circumstance.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
Abortion4*	A man should have just as much say in an abortion decision as a woman.	1=Strongly Disagree 2=Disagree 3=Somewhat Disagree 4=Somewhat Agree 5=Agree 6=Strongly Agree 9=Not Applicable/Did Not Answer
Gender	What is your gender?	1=Male 2=Female 9=Skip

Age	What is your age?	1=18 to 21 years 2=22 to 25 years 3=26 to 29 years 4=30 to 33 years 5=34 to 37 years 6=37 to 40 years 7=41 to 44 years 8=45 to 48 years 9=49 to 52 years 10=53 to 56 years 11=56 to 59 years 12=60 years or older 99=Skip
Marital	What is your marital status?	1=single/never been married 2=married 3=separated 4=divorced 5=widowed 9=Skip
TV_1	Who do you normally watch television with?- Alone	0=Not selected 1=Selected 9=Skip
TV_2	Who do you normally watch television with?-My partner, or significant other	0=Not selected 1=Selected 9=Skip
TV_3	Who do you normally watch television with?- Small group of friends, or roommates	0=Not selected 1=Selected 9=Skip
TV_4	Who do you normally watch television with?- Large group of friends	0=Not selected 1=Selected 9=Skip
TV_5	Who do you normally watch television with?- Family	0=Not selected 1=Selected 9=Skip
TV_6	Who do you normally watch television with?- Other	0=Not selected 1=Selected 9=Skip
TV_7	Who do you normally watch television with?-I do not watch television	0=Not selected 1=Selected 9=Skip
TV2_1	How do you normally watch television?-While doing homework or studying	0=Not selected 1=Selected 9=Skip
TV2_2	How do you normally watch television?-While doing household chores or cooking	0=Not selected 1=Selected 9=Skip
TV2_3	How do you normally watch television?-Socially, or in a large group of people	0=Not selected 1=Selected 9=Skip
TV2_4	How do you normally watch television?-While relaxing	0=Not selected 1=Selected 9=Skip

TV2_5	How do you normally watch television?-Other	0=Not selected 1=Selected 9=Skip
TV2_6	How do you normally watch television?-I do not watch television.	0=Not selected 1=Selected 9=Skip
Politics	Generally speaking, do you consider yourself to be a(n):	1=Strong democrat 2=Not so strong democrat 3=Independent leaning democrat 4=Independent 5=Independent leaning republican 6=Not so strong republican 7=Strong republican 8=Other 9=No Preference 99=Not Applicable/Did Not Answer
Religion	What, if any, is your religious preference?	1=Protestant [Baptist, Methodist, Lutheran, Episcopalian] 2=Catholic [Orthodox] 3=LDS/Mormon 4=Jewish 5=Non-Denominational Christian 6=Other (<i>Recoded</i>) 7=No preference/No religious affiliation <i>Recoded "Other" Responses</i> 8= Agnostic, Unitarian Universalism, or Athiest 9=Pagan, Hindu, Buddhism, or other polytheistic/spiritual/philosophical religions 10=Muslim/Islam 99=Not Applicable/Did Not Answer
Religion2	Apart from events such as weddings and funerals, how often do / you attend religious services?	1=Never 2=A Few Times a Year 3=Less than Once a Month 4=Once a Month 5=2-3 Times a Month 6=Once a Week 7=More than Once a Week 9=Not Applicable/Did Not Answer
Religion3	In what religion were you raised?	1=Protestant [Baptist, Methodist, Lutheran, Episcopalian] 2=Catholic [Orthodox] 3=LDS/Mormon 4=Jewish 5=Non-Denominational Christian 6=Other (<i>Recoded</i>) 7=No preference/No religious affiliation <i>Recoded "Other" Responses</i> 8= Agnostic or Athiest 9=Pagan, Hindu, Buddhism, Unitarian Universalism, or other polytheistic/spiritual/philosophical religions 10=Muslim/Islam 99=Not Applicable/Did Not Answer
Religion4	Has there been a turning point in your life when you had a new and personal commitment to religion?	1=Yes 2=No 3=Don't Know 9=Not Applicable/Did Not Answer

Religion5	Would you say you have been 'born again' or have had a 'born-again' experience, that is, a turning point in your life when you committed yourself to Christ?	1=Yes 2=No 3=Don't Know 9=Not Applicable/Did Not Answer
Religion6	Has there ever been a turning point in your life when you became less committed to religion?	1=Yes 2=No 3=Don't Know 9=Not Applicable/Did Not Answer
Religion7*	How active do you consider yourself in the practice of your religious preference?	1=Very Active 2=Somewhat Active 3=Not Very Active 4=Not Active 5=Prefer Not to Say 9=Not Applicable/Did Not Answer
Employ1	How would you describe your current employment status?	1=Employed Full Time 2=Employed Part Time 3=Unemployed and Looking for Work 4=Unemployed and Not Currently Looking for Work 5=Retired 9=Not Applicable/Did Not Answer
Employ2	Which of the following best describes your occupation?	1=Clerical 2=Construction and repair 3=Education 4=Food service and lodging 5=Health Care 6=Manufacturing 7=Protective Services 8=Sales 9=Service 10=Transportation and outdoor 11=Homemaker 12=Religious 13=IT/Technology or Analyst 14=Other 99=Not Applicable
Employ3	Which of the following best describes the occupation you are looking for?	1=Clerical 2=Construction and repair 3=Education 4=Food service and lodging 5=Health Care 6=Manufacturing 7=Protective Services 8=Sales 9=Service 10=Transportation and outdoor 11=Homemaker 12=Religious (<i>Recode</i>) 13=IT/Technology or Analyst (<i>Recode</i>) 14=Other 15=Don't know or cannot answer 99= Not Applicable

EmployF1	Which of the following best describes your father's current occupation?	1=Clerical 2=Construction and repair 3=Education 4=Food service and lodging 5=Health Care 6=Manufacturing 7=Protective Services 8=Sales 9=Service 10=Transportation and outdoor 11=Homemaker 12=Retired 13=Unemployed 14=Other 15=Don't know or cannot answer 16= IT/Technology, Research, or Analyst (<i>Recode</i>) 17=Religious (<i>Recode</i>) 99= Not Applicable
EmployF2	Which of the following best describes your father's occupation before retiring?	1=Clerical 2=Construction and repair 3=Education 4=Food service and lodging 5=Health Care 6=Manufacturing 7=Protective Services 8=Sales 9=Service 10=Transportation and outdoor 11=Homemaker 12=Umemployed 13=Other 14=Don't know or cannot answer 15= IT/Technology, Research, or Analyst (<i>Recode</i>) 99= Not Applicable
EmployM1	Which of the following best describes your mother's current occupation?	1=Clerical 2=Construction and repair 3=Education 4=Food service and lodging 5=Health Care 6=Manufacturing 7=Protective Services 8=Sales 9=Service 10=Transportation and outdoor 11=Homemaker 12=Retired 13=Unemployed 14=Other 15=Don't know or cannot answer 16= IT/Technology, Research, or Analyst (<i>Recode</i>) 99= Not Applicable
EmployM2	Which of the following best describes your mother's occupation before retiring?	1=Clerical 2=Construction and repair 3=Education 4=Food service and lodging 5=Health Care 6=Manufacturing 7=Protective Services 8=Sales 9=Service 10=Transportation and outdoor 11=Homemaker 12=Umemployed 13=Other 14=Don't know or cannot answer

		15= IT/Technology, Research, or Analyst (<i>Recode</i>) 99= Not Applicable
Educat1	What is your highest level of education?	1=Some High School 2=High School 3=Currently Enrolled College Student 4=2 Year College Degree (Associates) 5=4 Year College Degree (BA.BS) 6=Master's Degree 7=Doctoral Degree 9=Not Applicable/Did Not Answer
EducatF1	What is your father's highest level of education?	1=Some High School 2=High School 3=Currently Enrolled College Student 4=2 Year College Degree (Associates) 5=4 Year College Degree (BA.BS) 6=Master's Degree 7=Doctoral Degree 9=Not Applicable/Did Not Answer
EducatM1	What is your mother's highest level of education?	1=Some High School 2=High School 3=Currently Enrolled College Student 4=2 Year College Degree (Associates) 5=4 Year College Degree (BA.BS) 6=Master's Degree 7=Doctoral Degree 9=Not Applicable/Did Not Answer
Race	How would you describe your race or ethnic identity?	1=American Indian/Native American 2=Asian 3=Black/African American 4=Hispanic/Latino 5=White/Caucasian 6=Pacific Islander 7=Mixed/BiRacial [Not An Original Option] 8=Other 9=Not Applicable/Did Not Answer
Income	What do you expect your 2012 family income from all sources / before taxes to be?	1=Under \$25,000 2=\$25,000-\$39,999 3=\$40,000-\$49,999 4=\$50,000-\$74,999 5=\$75,000-\$99,000 6=\$100,000-\$124,999 7=\$125,000-\$149,999 8=Over \$150,000 9=Not Applicable/Did Not Answer
End	How did you hear about this survey?	1=U of M Communications Study Pool 2=Amazon Mechanical Turk 3=U of M Campus, Flyer, or Email Recruitment 4=Other

[* Indicates reversal of scale]

APPENDIX 4 SCALES & INDICES

Independent variables

Exposure Indices	Direction	Range	# of Items	Items
Sixties-based Exposure	<i>High Values Indicated High Levels of Exposure</i>	0-1	3	Mad Men Exposure
				Pan Am Exposure
				Playboy Club Exposure
Enlightened Sexist Content Exposure	<i>High Values Indicated High Levels of Exposure</i>	0-1	3	Jersey Shore Exposure
				Gossip Girl Exposure
				Modern Family Exposure
Embedded Feminist Content Exposure	<i>High Values Indicated High Levels of Exposure</i>	0-1	3	The Closer Exposure
				Grey's Anatomy Exposure
				Bones Exposure
Modern Feminist Content Exposure	<i>High Values Indicated High Levels of Exposure</i>	0-1	1	The Good Wife Exposure
Favorites Indices	Direction	Range	# of Items	Items
Sixties Favorite Content	<i>High Values Indicates More Shows Ranked in Favorites</i>	0-1	3	Mad Men Favorites
				Pan Am Favorites
				Playboy Club Favorites
Enlightened Sexist Favorite Content	<i>High Values Indicates More Shows Ranked in Favorites</i>	0-1	3	Jersey Shore Favorites
				Gossip Girl Favorites
				Modern Family Favorites
Embedded Feminist Favorite Content	<i>High Values Indicates More Shows Ranked in Favorites</i>	0-1	3	The Closer Favorites
				Grey's Anatomy Favorites
				Bones Favorites
Modern Feminist Favorite Content	<i>High Values Indicates More Shows Ranked in Favorites</i>	0-1	1	The Good Wife Favorites

Dependent Variables

Sexism Index	Direction	Range	# of Items	Items
Ambivalent Sexism Inventory	<i>High values indicate more sexist attitudes</i>	0-1	22	ASI 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, and 22
Hostile Sexism	<i>High values indicate more sexist attitudes</i>	0-1	11	ASI 2, 4, 5, 7, 10, 11, 14, 15, 16, 18, and 21
Benevolent Sexism	<i>High values indicate more sexist attitudes</i>	0-1	11	ASI 1, 3, 6, 8, 9, 12, 13, 17, 19, 20, and 22.
Embedded Feminism Scales	Direction	Range	# of Items	Items
Attitudes Towards Women Scale	<i>High values indicate more progressive attitudes towards women</i>	0-1	15	AWS 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, and 15
Mothers in the Workforce	<i>High values indicate more progressive attitudes towards mothers in the workforce</i>	0-1	5	WF 5, 8, 9, 10, and 11
Belief that Gender Equality has been Achieved	<i>High values indicate a greater belief that women have equality</i>	0-1	7	WF 1, 2, and 6 GE 1, 2, 3, and 4
Enlightened Sexism Scales	Direction	Range	# of Items	Items
Male Promiscuity	<i>High values indicate more accepting attitudes towards male promiscuity and greater belief that male promiscuity is normal</i>	0-1	3	S 1, 4, and 5
Female Promiscuity	<i>High values indicate less accepting attitudes towards female promiscuity and less belief that female promiscuity is normal</i>	0-1	4	S 2, 6, 7, and 11
Appearance and Sexuality	<i>High values indicate increased importance placed on female sexuality</i>	0-1	3	S 3, 9, and 10
Sexual Harassment and Violence	<i>High values indicate greater acceptance of sexual harassment, rape, and violence towards women</i>	0-1	11	SH/V 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11
Abortion	<i>High values indicate greater acceptance of abortion</i>	0-1	4	Abortion 1, 2, 3, and 4

APPENDIX 5

DATA ANALYSIS

BIVARIATE ANALYSES SUMMARY

Appendix 5 Table 2: Bivariate Analysis Correlational Data Between Independent Variables [Television Exposures and Favorites Total Rankings] and Difference Scores

		Ambivalent Sexism Inventory	Benevolent Sexism	Hostile Sexism	Attitude Toward Women	Mothers in Workforce	Gender Equality	Sexual Harassment & Violence	Appearance & Sexuality	Abortion
Sixties-Based Exposure	Pearson Correlation	.029	.051	.001	.009	-.032	.020	.013	.055	.039
	Sig. (2-tailed)	.538	.286	.980	.858	.512	.685	.795	.256	.421
Sixties Favorites Total	Pearson Correlation	.107*	.095*	.088	-.103*	-.143**	.166**	.166**	.124*	.009
	Sig. (2-tailed)	.024	.046	.063	.030	.003	.001	.001	.010	.846
Enlightened Sexist Content Exposure	Pearson Correlation	.084	.072	.072	-.068	.045	.035	-.031	.050	.017
	Sig. (2-tailed)	.076	.127	.132	.152	.352	.465	.542	.304	.721
Enlightened Sexist Favorites Total	Pearson Correlation	.099*	.060	.107*	-.138**	-.052	.064	.001	.034	-.031
	Sig. (2-tailed)	.038	.208	.024	.004	.279	.186	.979	.486	.515
Embedded Feminist Content Exposure	Pearson Correlation	-.041	.080	-.143**	.145**	.201**	-.070	-.157**	-.059	-.040
	Sig. (2-tailed)	.385	.093	.003	.002	.000	.150	.002	.219	.409
Embedded Feminist Favorites Total	Pearson Correlation	-.070	-.004	-.113*	.146**	.143**	-.074	-.088	-.078	.003
	Sig. (2-tailed)	.139	.936	.018	.002	.003	.129	.087	.106	.955
Modern Feminist Content Exposure	Pearson Correlation	.013	.061	-.035	.061	.061	-.051	-.039	-.026	-.015
	Sig. (2-tailed)	.780	.198	.460	.203	.210	.293	.450	.590	.749
Modern Feminist Favorites	Pearson Correlation	.003	.039	-.032	.045	.028	-.105*	-.020	-.048	.029
	Sig. (2-tailed)	.952	.411	.505	.344	.566	.031	.702	.317	.550

Appendix 5 Table 2: Bivariate Analysis Correlational Data Between Independent Variables [Television Exposures and Favorites Total Rankings] and Difference Scores

		Difference Score Maternity	Difference Score Promiscuity Normalcy	Difference Score Social Acceptance of Promiscuity	Difference Score Personal Care About Promiscuity
Sixties-Based Exposure	Pearson Correlation	.051	-.016	.064	.033
	Sig. (2-tailed)	.289	.742	.188	.490
Sixties Favorites Total	Pearson Correlation	.054	-.018	-.007	-.005
	Sig. (2-tailed)	.261	.710	.882	.920
Enlightened Sexist Content Exposure	Pearson Correlation	-.119*	.139**	.025	-.041
	Sig. (2-tailed)	.014	.004	.605	.392
Enlightened Sexist Favorites Total	Pearson Correlation	-.103*	.131**	-.013	-.058
	Sig. (2-tailed)	.033	.007	.794	.232
Embedded Feminist Content Exposure	Pearson Correlation	.089	-.005	.009	.071
	Sig. (2-tailed)	.066	.912	.854	.139
Embedded Feminist Favorites Total	Pearson Correlation	.072	-.108*	.031	.014
	Sig. (2-tailed)	.138	.025	.521	.776
Modern Feminist Content Exposure	Pearson Correlation	.141**	-.069	-.011	.084
	Sig. (2-tailed)	.003	.156	.818	.082
Modern Feminist Favorites Total	Pearson Correlation	.065	-.092	.018	.067
	Sig. (2-tailed)	.176	.056	.707	.162

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

BIVARIATE ANALYSES SUMMARY

Appendix 5 Table 3: Regression Analysis Between Independent Variables [Television Exposures and Favorites Total Rankings] and Dependent Variables

		Ambivalent Sexism Inventory	Benevolent Sexism	Hostile Sexism	Attitudes Toward Women	Mothers in Workforce	Gender Equality	Sexual Harassment & Violence	Appearance & Sexuality	Abortion
Sixties-Based Exposure	B Sig. (2-tailed)	.051 .298	.081 .155	.020 .727	.006 .874	-.015 .747	.010 .805	-.013 .755	.051 .317	.033 .536
Sixties Favorites Total	B Sig. (2-tailed)	.022 .051	.025 .061	.020 .155	-.014 .113	-.018 .092	.024* .016	.020* .041	.022 .064	.011 .377
Enlightened Sexist Content Exposure	B Sig. (2-tailed)	.106* .013	.127* .011	.085 .098	-.040 .232	.046 .246	.043 .234	-.020 .594	.062 .163	.008 .862
Enlightened Sexist Favorites Total	B Sig. (2-tailed)	.022* .014	.021* .047	.023* .033	-.020** .005	-.004 .679	.011 .148	-.004 .627	.006 .564	-.015 .127
Embedded Feminist Content Exposure	B Sig. (2-tailed)	-.020 .668	.089 .096	-.128* .019	.095* .008	.123* .004	-.032 .389	-.087* .033	-.025 .602	-.030 .540
Embedded Feminist Favorites Total	B Sig. (2-tailed)	-.010 .228	-.005 .642	-.016 .120	.016* .014	.014 .067	-.008 .258	-.005 .494	-.009 .282	.000 .969
Modern Feminist Content Exposure	B Sig. (2-tailed)	.061 .106	.080 .069	.042 .356	.008 .798	-.012 .744	.004 .908	.007 .832	.015 .701	-.034 .403
Modern Feminist Favorites	B Sig. (2-tailed)	.047* .040	.047 .079	.047 .089	-.020 .261	-.039 .067	-.010 .622	.034 .116	.007 .772	-.026 .298

INDIVIDUAL VARIABLE REGRESSION ANALYSIS

Appendix 5 Table 4: Regression Analysis for Sixties-Based Exposure with Dependent Variable Male Promiscuity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.338 ^a	.114	.078	.15522

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.147	15	.076	3.175	.000
	Residual	8.891	369	.024		
	Total	10.038	384			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.825	.067		12.319	.000
	Sixties-Based Exposure	.127	.056	.114	2.247	.025
	Gender	-.011	.017	-.034	-.668	.504
	Age	-.004	.004	-.075	-1.175	.241
	Partisanship	-.006	.004	-.079	-1.483	.139
	Marital Status	-.011	.012	-.051	-.867	.387
	Income	.001	.004	.021	.379	.705
	Education	-.001	.006	-.006	-.120	.904
	Parent's Educate	-.009	.006	-.089	-1.542	.124
	Employment Status	-.001	.017	-.003	-.061	.952
	Race (White)	.004	.042	.011	.102	.919
	Race (Black)	.026	.054	.038	.474	.635
	Race (Hispanic)	.114	.059	.132	1.910	.057
	Race (Asian)	-.012	.051	-.020	-.241	.810
	Religiosity Scale	-.177	.045	-.221	-3.921	.000
	Evangelicalism Scale	-.004	.026	-.008	-.139	.890

Appendix 5 Table 5: Regression Analysis for Sixties-Based Exposure with Dependent Variable Female Promiscuity**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508 ^a	.258	.232	.15432

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.445	15	.230	9.644	.000
	Residual	9.883	415	.024		
	Total	13.327	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.387	.063		6.115	.000
	Sixties-Based Exposure	-.151	.054	-.123	-2.778	.006
	Gender	-.002	.016	-.006	-.131	.896
	Age	-.005	.003	-.083	-1.489	.137
	Partisanship	.012	.004	.147	3.174	.002
	Marital Status	.005	.011	.024	.466	.642
	Income	.003	.004	.045	.955	.340
	Education	.005	.006	.040	.864	.388
	Parent's Educate	.006	.005	.058	1.172	.242
	Employment Status	-.016	.016	-.044	-.974	.331
	Race (White)	.029	.040	.066	.714	.476
	Race (Black)	.024	.051	.033	.466	.641
	Race (Hispanic)	.021	.058	.021	.363	.717
	Race (Asian)	.109	.049	.161	2.255	.025
	Religiosity Scale	.258	.041	.313	6.325	.000
	Evangelicalism Scale	.056	.024	.112	2.347	.019

Appendix 5 Table 6: Regression Analysis for Sixties-Based Favorites with Dependent Variable Belief about Gender Equality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.404 ^a	.163	.132	.11650

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.085	15	.072	5.329	.000
	Residual	5.578	411	.014		
	Total	6.663	426			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.580	.047		12.419	.000
	Sixties-Based Exposure	.024	.010	.115	2.422	.016
	Gender	-.055	.012	-.218	-4.496	.000
	Age	-.005	.002	-.126	-2.115	.035
	Partisanship	.007	.003	.129	2.623	.009
	Marital Status	-.003	.009	-.022	-.397	.691
	Income	.001	.003	.011	.228	.820
	Education	-.002	.005	-.018	-.356	.722
	Parent's Educate	-.011	.004	-.142	-2.717	.007
	Employment Status	.008	.012	.030	.624	.533
	Race (White)	-.002	.030	-.007	-.069	.945
	Race (Black)	-.033	.038	-.064	-.851	.395
	Race (Hispanic)	.003	.044	.005	.076	.939
	Race (Asian)	.027	.037	.057	.744	.457
	Religiosity Scale	.076	.031	.129	2.464	.014
	Evangelicalism Scale	.007	.018	.019	.373	.709

Appendix 5 Table 7: Regression Analysis for Sixties-Based Favorites with Dependent Variable Acceptance of Sexual Harassment and Violence

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.448 ^a	.201	.167	.11492

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.200	15	.080	6.057	.000
	Residual	4.780	362	.013		
	Total	5.980	377			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.618	.049		12.515	.000
	Sixties-Based Exposure	.020	.010	.101	2.051	.041
	Gender	-.078	.013	-.308	-6.108	.000
	Age	-.002	.003	-.041	-.643	.521
	Partisanship	.007	.003	.115	2.233	.026
	Marital Status	-.009	.009	-.059	-.984	.326
	Income	.000	.003	.004	.068	.946
	Education	.000	.005	-.003	-.060	.952
	Parent's Educate	-.003	.004	-.041	-.769	.443
	Employment Status	-.007	.013	-.026	-.520	.603
	Race (White)	-.066	.032	-.215	-2.066	.040
	Race (Black)	-.062	.040	-.120	-1.528	.127
	Race (Hispanic)	-.015	.046	-.020	-.317	.752
	Race (Asian)	.010	.038	.022	.273	.785
	Religiosity Scale	.026	.032	.043	.796	.427
	Evangelicalism Scale	.015	.019	.043	.817	.415

Appendix 5 Table 8: Regression Analysis for Enlightened Sexist Content Exposure with Dependent Variable Ambivalent Sexism Inventory

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455 ^a	.207	.179	.13675

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.028	15	.135	7.230	.000
	Residual	7.761	415	.019		
	Total	9.789	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.563	.057		9.923	.000
	Enlightened Sexist Content Exposure	.106	.042	.131	2.504	.013
	Gender	-.073	.014	-.239	-5.107	.000
	Age	.001	.003	.017	.280	.780
	Partisanship	.015	.003	.218	4.548	.000
	Marital Status	-.004	.010	-.022	-.398	.691
	Income	-.002	.003	-.028	-.557	.578
	Education	-.008	.005	-.069	-1.445	.149
	Parent's Educate	-.002	.005	-.024	-.470	.638
	Employment Status	-.006	.014	-.021	-.442	.659
	Race (White)	-.054	.036	-.144	-1.515	.131
	Race (Black)	-.037	.045	-.060	-.829	.408
	Race (Hispanic)	-.024	.051	-.028	-.463	.643
	Race (Asian)	-.004	.043	-.006	-.084	.933
	Religiosity Scale	.147	.036	.208	4.048	.000
	Evangelicalism Scale	.005	.021	.011	.227	.821

Appendix 5 Table 9: Regression Analysis for Enlightened Sexist Content Exposure with Dependent Variable Benevolent Sexism Subscale of the Ambivalent Sexism Inventory

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.374 ^a	.140	.108	.15985

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.719	15	.115	4.485	.000
	Residual	10.605	415	.026		
	Total	12.324	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.507	.066		7.652	.000
	Enlightened Sexist Content Exposure	.127	.049	.140	2.570	.011
	Gender	-.064	.017	-.186	-3.823	.000
	Age	.003	.004	.050	.790	.430
	Partisanship	.008	.004	.102	2.035	.042
	Marital Status	.001	.012	.004	.068	.946
	Income	-.003	.004	-.045	-.856	.393
	Education	-.001	.006	-.008	-.154	.878
	Parent's Educate	-.001	.006	-.013	-.239	.811
	Employment Status	-.013	.016	-.040	-.817	.414
	Race (White)	-.045	.042	-.107	-1.077	.282
	Race (Black)	.030	.052	.042	.565	.573
	Race (Hispanic)	-.028	.060	-.030	-.470	.639
	Race (Asian)	-.005	.050	-.008	-.100	.920
	Religiosity Scale	.196	.042	.247	4.630	.000
	Evangelicalism Scale	-.009	.025	-.020	-.377	.706

Appendix 5 Table 10: Regression Analysis for Enlightened Sexist Content Favorites with Dependent Variable Ambivalent Sexism Inventory

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455 ^a	.207	.178	.13679

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.024	15	.135	7.211	.000
	Residual	7.765	415	.019		
	Total	9.789	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.580	.055		10.528	.000
	Enlightened Sexist Content Exposure	.022	.009	.129	2.459	.014
	Gender	-.069	.014	-.225	-4.888	.000
	Age	.001	.003	.017	.277	.782
	Partisanship	.015	.003	.219	4.560	.000
	Marital Status	-.003	.010	-.019	-.345	.730
	Income	-.002	.003	-.024	-.489	.625
	Education	-.007	.005	-.061	-1.277	.202
	Parent's Educate	-.002	.005	-.024	-.467	.641
	Employment Status	-.005	.014	-.016	-.345	.730
	Race (White)	-.060	.036	-.160	-1.681	.093
	Race (Black)	-.046	.045	-.073	-1.020	.308
	Race (Hispanic)	-.022	.051	-.026	-.437	.662
	Race (Asian)	-.014	.043	-.024	-.319	.750
	Religiosity Scale	.152	.036	.216	4.214	.000
	Evangelicalism Scale	.003	.021	.007	.147	.884

Appendix 5 Table 11: Regression Analysis for Enlightened Sexist Favorites with Dependent Variable Benevolent Sexism Subscale of the Ambivalent Sexism Inventory

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.366 ^a	.134	.103	.16035

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.653	15	.110	4.285	.000 ^a
	Residual	10.671	415	.026		
	Total	12.324	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.534	.065		8.277	.000
	Enlightened Sexist Favorites	.021	.011	.109	1.994	.047
	Gender	-.058	.016	-.169	-3.517	.000
	Age	.002	.004	.039	.616	.538
	Partisanship	.008	.004	.100	2.003	.046
	Marital Status	.001	.012	.006	.114	.910
	Income	-.003	.004	-.035	-.679	.497
	Education	.000	.006	-.002	-.034	.973
	Parent's Educate	-.001	.006	-.011	-.213	.831
	Employment Status	-.012	.016	-.034	-.701	.484
	Race (White)	-.052	.042	-.124	-1.248	.213
	Race (Black)	.019	.052	.028	.367	.714
	Race (Hispanic)	-.027	.060	-.028	-.451	.652
	Race (Asian)	-.015	.050	-.023	-.294	.769
	Religiosity Scale	.203	.042	.256	4.798	.000
	Evangelicalism Scale	-.012	.025	-.026	-.495	.621

Appendix 5 Table 12: Regression Analysis for Enlightened Sexism Favorites with Dependent Variable Hostile Sexism Subscale of the Ambivalent Sexism Inventory

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 ^a	.218	.190	.16470

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.145	15	.210	7.730	.000 ^a
	Residual	11.257	415	.027		
	Total	14.402	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.625	.066		9.429	.000
	Enlightened Sexism Favorites	.023	.011	.111	2.143	.033
	Gender	-.079	.017	-.214	-4.695	.000
	Age	-.001	.004	-.008	-.139	.889
	Partisanship	.022	.004	.268	5.625	.000
	Marital Status	-.008	.012	-.037	-.684	.495
	Income	-.001	.004	-.007	-.150	.881
	Education	-.013	.006	-.099	-2.088	.037
	Parent's Educate	-.003	.006	-.029	-.568	.570
	Employment Status	.002	.017	.005	.110	.913
	Race (White)	-.067	.043	-.149	-1.577	.115
	Race (Black)	-.111	.054	-.147	-2.052	.041
	Race (Hispanic)	-.018	.062	-.017	-.287	.774
	Race (Asian)	-.013	.052	-.018	-.243	.808
	Religiosity Scale	.101	.044	.118	2.328	.020
	Evangelicalism Scale	.018	.025	.036	.725	.469

Appendix 5 Table 13: Regression Analysis for Enlightened Sexist Favorites with Dependent Variable Attitudes Toward Women Scale

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.486 ^a	.237	.209	.10652

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.459	15	.097	8.574	.000
	Residual	4.709	415	.011		
	Total	6.168	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.809	.043		18.879	.000
	Enlightened Sexist Favorites	-.020	.007	-.145	-2.832	.005
	Gender	.058	.011	.240	5.324	.000
	Age	.000	.002	.003	.051	.959
	Partisanship	-.009	.003	-.175	-3.721	.000
	Marital Status	.005	.008	.036	.674	.501
	Income	.000	.003	.009	.193	.847
	Education	.005	.004	.052	1.113	.266
	Parent's Educate	3.554E-6	.004	.000	.001	.999
	Employment Status	.008	.011	.035	.773	.440
	Race (White)	.008	.028	.027	.295	.768
	Race (Black)	.042	.035	.086	1.216	.225
	Race (Hispanic)	-.032	.040	-.047	-.796	.427
	Race (Asian)	-.014	.034	-.030	-.415	.678
	Religiosity Scale	-.138	.028	-.247	-4.916	.000
	Evangelicalism Scale	-.019	.016	-.057	-1.171	.242

Appendix 5 Table 14: Regression Analysis for Embedded Feminist Content Exposure with Dependent Variable Hostile Sexism Subscale of Ambivalent Sexism Inventory

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.469 ^a	.220	.192	.16452

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.170	15	.211	7.807	.000
	Residual	11.232	415	.027		
	Total	14.402	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.693	.067		10.330	.000
	Embedded Feminist Content Exposure	-.128	.055	-.107	-2.346	.019
	Gender	-.069	.017	-.187	-4.052	.000
	Age	-.003	.004	-.047	-.811	.418
	Partisanship	.021	.004	.258	5.437	.000
	Marital Status	-.007	.012	-.031	-.575	.565
	Income	-4.590E-5	.004	-.001	-.012	.990
	Education	-.014	.006	-.103	-2.174	.030
	Parent's Educate	-.003	.006	-.025	-.500	.617
	Employment Status	.004	.017	.012	.257	.797
	Race (White)	-.069	.043	-.152	-1.614	.107
	Race (Black)	-.117	.054	-.155	-2.164	.031
	Race (Hispanic)	-.016	.062	-.016	-.264	.792
	Race (Asian)	-.009	.052	-.013	-.175	.861
	Religiosity Scale	.117	.044	.137	2.670	.008
	Evangelicalism Scale	.012	.025	.023	.460	.646

Appendix 5 Table 15: Regression Analysis for Embedded Feminist Content Exposure with Dependent Variable Attitude Toward Women Scale

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.485 ^a	.235	.207	.10663

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.450	15	.097	8.503	.000
	Residual	4.718	415	.011		
	Total	6.168	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.756	.043		17.390	.000
	Embedded Feminist Content Exposure	.095	.035	.121	2.682	.008
	Gender	.050	.011	.207	4.545	.000
	Age	.002	.002	.053	.940	.348
	Partisanship	-.009	.003	-.163	-3.458	.001
	Marital Status	.004	.008	.030	.555	.579
	Income	.000	.002	-.002	-.042	.967
	Education	.005	.004	.058	1.238	.216
	Parent's Educate	.000	.004	-.005	-.094	.925
	Employment Status	.006	.011	.027	.593	.554
	Race (White)	.009	.028	.032	.338	.736
	Race (Black)	.047	.035	.095	1.345	.179
	Race (Hispanic)	-.033	.040	-.048	-.814	.416
	Race (Asian)	-.018	.033	-.038	-.528	.598
	Religiosity Scale	-.150	.028	-.268	-5.289	.000
	Evangelicalism Scale	-.014	.016	-.041	-.841	.401

Appendix 5 Table 16: Regression Analysis for Embedded Feminist Content Exposure with Dependent Variable Attitude Toward Mothers in the Workforce

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 ^a	.239	.211	.12685

^a Predictors: constant gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.088	15	.139	8.653	.000
	Residual	6.645	413	.016		
	Total	8.734	428			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.591	.052		11.424	.000
	Embedded Feminist Content Exposure	.123	.042	.131	2.909	.004
	Gender	.102	.013	.351	7.701	.000
	Age	.001	.003	.028	.489	.625
	Partisanship	-.006	.003	-.095	-2.028	.043
	Marital Status	.008	.009	.047	.892	.373
	Income	.000	.003	.006	.130	.897
	Education	.007	.005	.070	1.484	.138
	Parent's Educate	-.004	.004	-.044	-.892	.373
	Employment Status	.016	.013	.057	1.253	.211
	Race (White)	.003	.033	.008	.088	.930
	Race (Black)	.049	.042	.083	1.177	.240
	Race (Hispanic)	-.048	.048	-.060	-1.010	.313
	Race (Asian)	-.048	.040	-.088	-1.217	.224
	Religiosity Scale	-.066	.034	-.098	-1.939	.053
	Evangelicalism Scale	-.004	.020	-.009	-.183	.855

Appendix 5 Table 17: Regression Analysis for Embedded Feminist Content Exposure with Dependent Variable Acceptance of Sexual Harassment and Violence Toward Women Scale

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.449 ^a	.201	.168	.11486

^a Predictors: constant gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.205	15	.080	6.087	.000
	Residual	4.776	362	.013		
	Total	5.980	377			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.661	.051		13.087	.000
	Embedded Feminist Content Exposure	-.087	.041	-.106	-2.140	.033
	Gender	-.078	.013	-.308	-6.121	.000
	Age	-.002	.003	-.042	-.661	.509
	Partisanship	.007	.003	.113	2.195	.029
	Marital Status	-.008	.009	-.052	-.864	.388
	Income	-.001	.003	-.011	-.215	.830
	Education	.002	.005	.018	.352	.725
	Parent's Educate	-.003	.004	-.044	-.812	.417
	Employment Status	-.004	.013	-.014	-.288	.773
	Race (White)	-.073	.032	-.237	-2.289	.023
	Race (Black)	-.075	.040	-.146	-1.880	.061
	Race (Hispanic)	-.019	.046	-.027	-.414	.679
	Race (Asian)	.000	.038	.001	.011	.991
	Religiosity Scale	.034	.032	.058	1.049	.295
	Evangelicalism Scale	.013	.019	.037	.704	.482

Appendix 5 Table 18: Regression Analysis for Embedded Feminist Content Exposure with Dependent Variable Attitudes Toward Women Scale

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 ^a	.233	.205	.10676

^a Predictors: constant, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.438	15	.096	8.412	.000
	Residual	4.730	415	.011		
	Total	6.168	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.777	.042		18.401	.000
	Embedded Feminist Content Exposure	.016	.006	.115	2.475	.014
	Gender	.053	.011	.218	4.826	.000
	Age	.002	.002	.051	.893	.372
	Partisanship	-.009	.003	-.166	-3.521	.000
	Marital Status	.004	.008	.024	.449	.653
	Income	.000	.003	.007	.142	.887
	Education	.005	.004	.062	1.326	.186
	Parent's Educate	.000	.004	.004	.074	.941
	Employment Status	.010	.011	.042	.906	.366
	Race (White)	.003	.028	.009	.095	.924
	Race (Black)	.036	.035	.073	1.022	.307
	Race (Hispanic)	-.036	.040	-.053	-.897	.370
	Race (Asian)	-.025	.034	-.055	-.758	.449
	Religiosity Scale	-.148	.028	-.263	-5.202	.000
	Evangelicalism Scale	-.013	.016	-.038	-.789	.431

Appendix 5 Table 19: Regression Analysis for Modern Feminist Content Exposure with Dependent Variable Ambivalent Sexism Inventory

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.451 ^a	.203	.175	.13708

^a Predictors: constant gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.991	15	.133	7.062	.000
	Residual	7.798	415	.019		
	Total	9.789	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.612	.054		11.306	.000
	Embedded Feminist Content Exposure	.047	.023	.096	2.060	.040
	Gender	-.070	.014	-.230	-4.948	.000
	Age	-.003	.003	-.057	-.953	.341
	Partisanship	.014	.003	.214	4.460	.000
	Marital Status	-.003	.010	-.015	-.285	.776
	Income	.001	.003	.009	.186	.853
	Education	-.009	.005	-.077	-1.617	.107
	Parent's Educate	-.002	.005	-.021	-.403	.687
	Employment Status	-.003	.014	-.011	-.231	.817
	Race (White)	-.062	.036	-.165	-1.736	.083
	Race (Black)	-.050	.045	-.080	-1.105	.270
	Race (Hispanic)	-.030	.051	-.035	-.575	.565
	Race (Asian)	-.002	.043	-.003	-.044	.965
	Religiosity Scale	.152	.036	.215	4.201	.000
	Evangelicalism Scale	.003	.021	.007	.140	.889

Appendix 5 Table 20: Regression Analysis for Enlightened Sexism Exposure with Dependent Variable Promiscuity Normalcy Difference Score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.339 ^a	.115	.083	.23708

^a Predictors: constant gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.022	15	.201	3.585	.000
	Residual	23.327	415	.056		
	Total	26.349	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.032	.098		.326	.744
	Enlightened Sexism Exposure	.163	.073	.123	2.223	.027
	Gender	-.041	.025	-.082	-1.661	.097
	Age	.005	.005	.063	.984	.326
	Partisanship	.001	.006	.013	.255	.799
	Marital Status	-.048	.017	-.157	-2.746	.006
	Income	.005	.006	.049	.925	.355
	Education	-.015	.009	-.085	-1.690	.092
	Parent's Educate	-.005	.008	-.030	-.552	.581
	Employment Status	-.039	.024	-.079	-1.602	.110
	Race (White)	.010	.062	.017	.167	.867
	Race (Black)	.169	.078	.165	2.169	.031
	Race (Hispanic)	.143	.089	.103	1.614	.107
	Race (Asian)	.085	.074	.089	1.147	.252
	Religiosity Scale	.085	.063	.073	1.354	.177
	Evangelicalism Scale	.050	.037	.072	1.379	.169

GENDER MODERATING REGRESSION ANALYSIS

Appendix 5 Table 21: Regression Analysis for Sixties-Based Exposure with Dependent Variable Ambivalent Sexism Inventory with Moderating Variable Gender**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455 ^a	.207	.176	.13692

^a Predictors: constant, gender Sixties-based exposure interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.027	16	.127	6.758	.000
	Residual	7.762	414	.019		
	Total	9.789	430			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.493	.053		9.274	.000
	Sixties-Based Exposure	.157	.067	.149	2.327	.020
	Gender (Male=0)	.003	.033	.010	.096	.924
	Gender Sixties Exposure Interaction	-.212	.094	-.255	-2.260	.024
	Age	-.002	.003	-.032	-.550	.583
	Partisanship	.014	.003	.210	4.379	.000
	Marital Status	-.003	.010	-.016	-.290	.772
	Income	.000	.003	-.002	-.048	.962
	Education	-.009	.005	-.086	-1.765	.078
	Parent's Educate	-.002	.005	-.023	-.445	.656
	Employment Status	-.005	.014	-.016	-.333	.740
	Race (White)	-.057	.036	-.153	-1.602	.110
	Race (Black)	-.042	.045	-.067	-.926	.355
	Race (Hispanic)	-.026	.051	-.030	-.504	.615
	Race (Asian)	.002	.043	.003	.045	.964
	Religiosity Scale	.155	.036	.219	4.271	.000
	Evangelicalism Scale	-.005	.021	-.011	-.222	.824

Appendix 5 Table 22: Regression Analysis for Sixties-Based Favorites with Dependent Variable Ambivalent Sexism Inventory with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.461 ^a	.213	.183	.13641

^a Predictors: constant, gender Sixties-based favorites interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.085	16	.130	7.002	.000 ^a
	Residual	7.704	414	.019		
	Total	9.789	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.514	.050		10.354	.000
	Sixties-Based Favorites	.125	.042	.168	2.966	.003
	Gender (Male=0)	-.041	.016	-.135	-2.545	.011
	Gender Sixties Favorites Interaction	-.164	.070	-.136	-2.341	.020
	Age	-.001	.003	-.024	-.416	.677
	Partisanship	.014	.003	.209	4.386	.000
	Marital Status	-.003	.010	-.017	-.313	.754
	Income	.000	.003	.003	.053	.958
	Education	-.009	.005	-.078	-1.624	.105
	Parent's Educate	-.002	.005	-.019	-.369	.712
	Employment Status	-.006	.014	-.020	-.437	.662
	Race (White)	-.053	.036	-.141	-1.488	.138
	Race (Black)	-.036	.045	-.058	-.807	.420
	Race (Hispanic)	-.016	.051	-.018	-.306	.760
	Race (Asian)	.002	.043	.004	.054	.957
	Religiosity Scale	.153	.036	.216	4.231	.000
	Evangelicalism Scale	-.003	.021	-.007	-.132	.895

Appendix 5 Table 23: Regression Analysis for Sixties-Based Exposure with Dependent Variable Benevolent Sexism Subscale of the Ambivalent Sexism Inventory with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.366 ^a	.134	.100	.16058

^a Predictors: constant, gender Sixties-based exposure interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.648	16	.103	3.995	.000 ^a
	Residual	10.676	414	.026		
	Total	12.324	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.458	.062		7.348	.000
	Sixties-Based Exposure	.154	.079	.130	1.946	.052
	Gender (Male=0)	-.007	.039	-.020	-.176	.861
	Gender Sixties Exposure Interaction	-.146	.110	-.156	-1.324	.186
	Age	.000	.003	-.002	-.038	.970
	Partisanship	.007	.004	.094	1.881	.061
	Marital Status	.002	.012	.009	.161	.872
	Income	-.001	.004	-.017	-.334	.739
	Education	-.003	.006	-.026	-.513	.608
	Parent's Educate	-.001	.006	-.013	-.244	.807
	Employment Status	-.013	.017	-.037	-.764	.445
	Race (White)	-.048	.042	-.113	-1.135	.257
	Race (Black)	.027	.053	.038	.503	.615
	Race (Hispanic)	-.029	.060	-.030	-.478	.633
	Race (Asian)	.001	.051	.002	.023	.981
	Religiosity Scale	.207	.042	.261	4.868	.000
	Evangelicalism Scale	-.018	.025	-.038	-.737	.462

Appendix 5 Table 24: Regression Analysis for Sixties-Based Favorites with Dependent Variable Benevolent Sexism Subscale of the Ambivalent Sexism Inventory with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.375 ^a	.141	.108	.15992

^a Predictors: constant, gender Sixties-based exposure interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.736	16	.109	4.243	.000
	Residual	10.587	414	.026		
	Total	12.324	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.478	.058		8.201	.000
	Sixties-Based Exposure	.131	.049	.158	2.657	.008
	Gender (Male=0)	-.031	.019	-.089	-1.610	.108
	Gender Sixties Exposure Interaction	-.158	.082	-.117	-1.926	.055
	Age	.000	.003	.005	.086	.931
	Partisanship	.007	.004	.092	1.853	.065
	Marital Status	.002	.012	.008	.140	.888
	Income	-.001	.004	-.013	-.252	.801
	Education	-.002	.006	-.019	-.368	.713
	Parent's Educate	-.001	.006	-.007	-.134	.894
	Employment Status	-.013	.016	-.039	-.797	.426
	Race (White)	-.045	.042	-.106	-1.069	.286
	Race (Black)	.030	.053	.043	.569	.570
	Race (Hispanic)	-.019	.060	-.020	-.323	.747
	Race (Asian)	.001	.050	.002	.027	.979
	Religiosity Scale	.204	.042	.257	4.819	.000
	Evangelicalism Scale	-.018	.025	-.037	-.719	.472

Appendix 5 Table 25: Regression Analysis for Sixties-Based Exposure with Dependent Variable Hostile Sexism Subscale of the Ambivalent Sexism Inventory with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.471 ^a	.221	.191	.16457

^a Predictors: constant, gender Sixties-based exposure interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.189	16	.199	7.359	.000
	Residual	11.213	414	.027		
	Total	14.402	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.528	.064		8.262	.000
	Sixties-Based Exposure	.160	.081	.125	1.974	.049
	Gender (Male=0)	.013	.040	.036	.331	.741
	Gender Sixties Exposure Interaction	-.278	.113	-.276	-2.469	.014
	Age	-.003	.004	-.050	-.878	.380
	Partisanship	.021	.004	.259	5.451	.000
	Marital Status	-.008	.012	-.034	-.640	.522
	Income	.001	.004	.012	.246	.806
	Education	-.016	.006	-.117	-2.436	.015
	Parent's Educate	-.003	.006	-.025	-.502	.616
	Employment Status	.003	.017	.009	.192	.848
	Race (White)	-.067	.043	-.148	-1.558	.120
	Race (Black)	-.110	.054	-.146	-2.032	.043
	Race (Hispanic)	-.023	.062	-.022	-.371	.711
	Race (Asian)	.003	.052	.004	.052	.959
	Religiosity Scale	.103	.044	.120	2.357	.019
	Evangelicalism Scale	.009	.025	.017	.349	.727

Appendix 5 Table 26: Regression Analysis for Sixties-Based Favorites with Dependent Variable Hostile Sexism Subscale of the Ambivalent Sexism Inventory with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.470 ^a	.221	.191	.16460

^a Predictors: constant, gender Sixties-based exposure interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.185	16	.199	7.348	.000
	Residual	11.217	414	.027		
	Total	14.402	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.551	.060		9.195	.000
	Sixties-Based Exposure	.119	.051	.132	2.335	.020
	Gender (Male=0)	-.052	.020	-.140	-2.654	.008
	Gender Sixties Exposure Interaction	-.170	.085	-.116	-2.008	.045
	Age	-.003	.004	-.044	-.773	.440
	Partisanship	.021	.004	.260	5.469	.000
	Marital Status	-.008	.012	-.035	-.656	.512
	Income	.001	.004	.016	.332	.740
	Education	-.015	.006	-.112	-2.335	.020
	Parent's Educate	-.003	.006	-.024	-.481	.630
	Employment Status	.001	.017	.002	.050	.960
	Race (White)	-.061	.043	-.135	-1.427	.154
	Race (Black)	-.102	.054	-.136	-1.890	.059
	Race (Hispanic)	-.012	.062	-.012	-.193	.847
	Race (Asian)	.003	.052	.005	.064	.949
	Religiosity Scale	.101	.044	.118	2.332	.020
	Evangelicalism Scale	.012	.025	.024	.480	.631

Appendix 5 Table 27: Regression Analysis for Sixties-Based Exposure with Dependent Variable Male Promiscuity with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.339 ^a	.115	.077	.15536

^a Predictors: constant, gender Sixties-based exposure interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.156	16	.072	2.993	.000
	Residual	8.882	368	.024		
	Total	10.038	384			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.804	.063		12.780	.000
	Sixties-Based Exposure	.160	.079	.144	2.018	.044
	Gender (Male=0)	.010	.039	.030	.249	.803
	Gender Sixties Exposure Interaction	-.065	.110	-.075	-.592	.554
	Age	-.004	.004	-.075	-1.169	.243
	Partisanship	-.006	.004	-.079	-1.491	.137
	Marital Status	-.010	.012	-.050	-.848	.397
	Income	.001	.004	.020	.366	.714
	Education	-.001	.006	-.008	-.154	.878
	Parent's Educate	-.009	.006	-.088	-1.533	.126
	Employment Status	-.001	.017	-.003	-.051	.959
	Race (White)	.004	.042	.009	.086	.931
	Race (Black)	.025	.054	.036	.457	.648
	Race (Hispanic)	.112	.060	.130	1.882	.061
	Race (Asian)	-.012	.051	-.019	-.236	.814
	Religiosity Scale	-.176	.045	-.220	-3.905	.000
Evangelicalism Scale	-.005	.026	-.011	-.193	.847	

Appendix 5 Table 28: Regression Analysis for Sixties-Based Exposure with Dependent Variable Female Promiscuity with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.510 ^a	.260	.232	.15431

^a Predictors: constant, gender Sixties-based exposure interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.469	16	.217	9.106	.000
	Residual	9.858	414	.024		
	Total	13.327	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.368	.060		6.150	.000
	Sixties-Based Exposure	-.097	.076	-.079	-1.282	.201
	Gender (Male=0)	.032	.037	.090	.865	.387
	Gender Sixties Exposure Interaction	-.107	.106	-.111	-1.017	.310
	Age	-.005	.003	-.083	-1.488	.138
	Partisanship	.011	.004	.146	3.160	.002
	Marital Status	.006	.011	.026	.494	.622
	Income	.003	.004	.044	.942	.347
	Education	.005	.006	.038	.815	.416
	Parent's Educate	.006	.005	.058	1.174	.241
	Employment Status	-.015	.016	-.043	-.948	.343
	Race (White)	.029	.040	.066	.716	.474
	Race (Black)	.023	.051	.032	.461	.645
	Race (Hispanic)	.020	.058	.020	.340	.734
	Race (Asian)	.111	.049	.163	2.288	.023
	Religiosity Scale	.257	.041	.312	6.313	.000
	Evangelicalism Scale	.053	.024	.108	2.240	.026

Appendix 5 Table 29: Regression Analysis for Sixties-Based Favorites with Dependent Variable Attitude Toward Women Scale with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492 ^a	.242	.213	.10628

^a Predictors: constant, gender Sixties-based favorites interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.492	16	.093	8.254	.000
	Residual	4.677	414	.011		
	Total	6.168	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.863	.039		22.304	.000
	Sixties-Based Favorites	-.098	.033	-.167	-2.993	.003
	Gender (Male=0)	.034	.013	.141	2.696	.007
	Gender Sixties Exposure Interaction	.158	.055	.165	2.892	.004
	Age	.002	.002	.050	.884	.377
	Partisanship	-.009	.002	-.164	-3.504	.001
	Marital Status	.005	.008	.033	.630	.529
	Income	-.001	.002	-.022	-.460	.646
	Education	.006	.004	.066	1.397	.163
	Parent's Educate	.000	.004	-.006	-.116	.907
	Employment Status	.009	.011	.038	.833	.405
	Race (White)	.003	.028	.011	.117	.907
	Race (Black)	.037	.035	.074	1.046	.296
	Race (Hispanic)	-.036	.040	-.053	-.900	.368
	Race (Asian)	-.027	.033	-.058	-.809	.419
	Religiosity Scale	-.138	.028	-.246	-4.920	.000
	Evangelicalism Scale	-.014	.016	-.040	-.830	.407

Appendix 5 Table 30: Regression Analysis for Sixties-Based Favorites with Dependent Variable Mothers in the Workforce Scale with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	.232	.202	.12759

^a Predictors: constant, gender Sixties-based favorites interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.026	16	.127	7.779	.000
	Residual	6.707	412	.016		
	Total	8.734	428			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.754	.047		16.203	.000
	Sixties-Based Favorites	-.084	.039	-.120	-2.131	.034
	Gender (Male=0)	.094	.015	.325	6.171	.000
	Gender Sixties Exposure Interaction	.085	.066	.075	1.299	.195
	Age	.001	.003	.027	.469	.639
	Partisanship	-.006	.003	-.098	-2.068	.039
	Marital Status	.010	.010	.056	1.044	.297
	Income	-.001	.003	-.013	-.260	.795
	Education	.009	.005	.085	1.773	.077
	Parent's Educate	-.004	.004	-.046	-.912	.362
	Employment Status	.019	.013	.068	1.478	.140
	Race (White)	-.003	.033	-.009	-.093	.926
	Race (Black)	.036	.042	.061	.851	.395
	Race (Hispanic)	-.051	.048	-.064	-1.070	.285
	Race (Asian)	-.059	.040	-.108	-1.483	.139
	Religiosity Scale	-.052	.034	-.077	-1.526	.128
	Evangelicalism Scale	-.005	.020	-.014	-.278	.781

Appendix 5 Table 31: Regression Analysis for Sixties-Based Favorites with Dependent Variable Sexual Harassment and Violence Scale with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450 ^a	.203	.167	.11492

^a Predictors: constant, gender Sixties-based favorites interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.213	16	.076	5.738	.000
	Residual	4.768	361	.013		
	Total	5.980	377			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.533	.045		11.847	.000
	Sixties-Based Favorites	.082	.036	.136	2.240	.026
	Gender (Male=0)	-.071	.015	-.280	-4.847	.000
	Gender Sixties Exposure Interaction	-.060	.061	-.062	-.984	.326
	Age	-.002	.003	-.040	-.633	.527
	Partisanship	.007	.003	.116	2.241	.026
	Marital Status	-.009	.009	-.056	-.935	.350
	Income	.000	.003	.005	.104	.918
	Education	.000	.005	.001	.022	.982
	Parent's Educate	-.003	.004	-.041	-.766	.444
	Employment Status	-.007	.013	-.027	-.527	.598
	Race (White)	-.065	.032	-.212	-2.037	.042
	Race (Black)	-.062	.040	-.120	-1.531	.127
	Race (Hispanic)	-.014	.046	-.020	-.307	.759
	Race (Asian)	.011	.038	.023	.286	.775
	Religiosity Scale	.024	.032	.041	.743	.458
	Evangelicalism Scale	.014	.019	.039	.740	.460

Appendix 5 Table 32: Regression Analysis for Sixties-Based Favorites with Dependent Variable Importance of Appearance to Female Sexuality Scale with Moderating Variable Gender**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.348 ^a	.121	.087	.14356

^a Predictors: constant, gender Sixties-based favorites interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.176	16	.074	3.568	.000
	Residual	8.533	414	.021		
	Total	9.709	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.530	.052		10.134	.000
	Sixties-Based Favorites	.087	.044	.117	1.956	.051
	Gender (Male=0)	-.047	.017	-.155	-2.749	.006
	Gender Sixties Exposure Interaction	-.057	.074	-.047	-.768	.443
	Age	-.001	.003	-.021	-.343	.732
	Partisanship	.013	.003	.189	3.752	.000
	Marital Status	-.001	.011	-.007	-.122	.903
	Income	.003	.003	.047	.912	.362
	Education	.003	.006	.026	.506	.613
	Parent's Educate	.001	.005	.008	.150	.881
	Employment Status	-.006	.015	-.021	-.437	.662
	Race (White)	.029	.037	.077	.763	.446
	Race (Black)	.067	.047	.109	1.424	.155
	Race (Hispanic)	.058	.054	.069	1.079	.281
	Race (Asian)	.095	.045	.163	2.103	.036
	Religiosity Scale	.057	.038	.080	1.491	.137
	Evangelicalism Scale	.008	.022	.018	.348	.728

Appendix 5 Table 33: Regression Analysis for Sixties-Based Favorites with Dependent Gender Equality Scale with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.412 ^a	.170	.137	.11618

^a Predictors: constant, gender Sixties-based favorites interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.130	16	.071	5.231	.000
	Residual	5.534	410	.013		
	Total	6.663	426			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.515	.042		12.124	.000
	Sixties-Based Favorites	.109	.036	.178	3.034	.003
	Gender (Male=0)	-.043	.014	-.170	-3.093	.002
	Gender Sixties Exposure Interaction	-.109	.060	-.109	-1.820	.070
	Age	-.005	.002	-.123	-2.067	.039
	Partisanship	.007	.003	.128	2.612	.009
	Marital Status	-.003	.009	-.018	-.325	.745
	Income	.001	.003	.015	.296	.767
	Education	-.001	.005	-.011	-.218	.828
	Parent's Educate	-.011	.004	-.143	-2.733	.007
	Employment Status	.007	.012	.029	.615	.539
	Race (White)	-.001	.030	-.002	-.019	.984
	Race (Black)	-.033	.038	-.063	-.851	.395
	Race (Hispanic)	.004	.044	.006	.097	.923
	Race (Asian)	.028	.037	.059	.772	.440
	Religiosity Scale	.074	.031	.126	2.404	.017
	Evangelicalism Scale	.004	.018	.013	.249	.803

Appendix 5 Table 34: Regression Analysis for Enlightened Sexism Exposure with Dependent Variable Ambivalent Sexism Inventory with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456 ^a	.208	.177	.13688

^a Predictors: constant, gender enlightened sexism exposure interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.033	16	.127	6.781	.000
	Residual	7.756	414	.019		
	Total	9.789	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.480	.057		8.403	.000
	Enlightened Sexism Exposure	.132	.069	.164	1.916	.056
	Gender (Male=0)	-.055	.040	-.179	-1.369	.172
	Gender Enlightened Sexism Exposure Interaction	-.039	.080	-.077	-.487	.626
	Age	.001	.003	.017	.275	.784
	Partisanship	.015	.003	.219	4.551	.000
	Marital Status	-.004	.010	-.023	-.425	.671
	Income	-.002	.003	-.028	-.553	.581
	Education	-.008	.005	-.071	-1.484	.139
	Parent's Educate	-.002	.005	-.024	-.467	.641
	Employment Status	-.006	.014	-.021	-.451	.652
	Race (White)	-.054	.036	-.143	-1.503	.133
	Race (Black)	-.037	.045	-.059	-.819	.413
	Race (Hispanic)	-.024	.051	-.028	-.461	.645
	Race (Asian)	-.003	.043	-.006	-.077	.939
	Religiosity Scale	.146	.036	.206	4.009	.000
	Evangelicalism Scale	.004	.021	.009	.179	.858

Appendix 5 Table 35: Regression Analysis for Enlightened Sexist Favorite Content with Dependent Variable Ambivalent Sexism Inventory with Moderating Variable Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 ^a	.239	.210	.10648

^a Predictors: constant, gender enlightened sexism exposure interaction, gender, age, race, religiosity, evangelicalism, employment, marital status, income, partisanship, education, and parents' education.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.475	16	.092	8.131	.000
	Residual	4.693	414	.011		
	Total	6.168	430			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.877	.040		21.830	.000
	Enlightened Sexist Favorites	-.088	.032	-.214	-2.746	.006
	Gender (Male=0)	.042	.018	.173	2.367	.018
	Gender Enlightened Sexist Favorites Interaction	.045	.038	.115	1.170	.243
	Age	.000	.002	.007	.123	.902
	Partisanship	-.009	.003	-.175	-3.713	.000
	Marital Status	.006	.008	.039	.731	.465
	Income	.000	.003	.005	.109	.913
	Education	.005	.004	.053	1.121	.263
	Parent's Educate	-4.039E-5	.004	-.001	-.011	.991
	Employment Status	.008	.011	.034	.745	.457
	Race (White)	.008	.028	.026	.275	.784
	Race (Black)	.042	.035	.086	1.216	.225
	Race (Hispanic)	-.034	.040	-.051	-.860	.390
	Race (Asian)	-.014	.034	-.031	-.429	.668
	Religiosity Scale	-.138	.028	-.246	-4.894	.000
	Evangelicalism Scale	-.019	.016	-.057	-1.178	.240

APPENDIX 6

FOCUS GROUP TRANSCRIPT

FEBRUARY 20, 2012 7:00PM-8:00PM

Before the video and audio recording began, all participants consented to participate in the research and to be video taped. The names of the participants were replaced in this transcript using a random name generator. The names are all gender specific.

1. INTRODUCTIONS

Researcher: “My name is Julianne. I am a Communication Studies Major here at Michigan, and I am doing a research project on 1960’s based television shows. So, you are all here because you watch either *Mad Men*, *Pan Am*, or *Playboy Club*, which had only three episodes. This focus group is just to talk about these shows, and why you like them. That is the basis of what we are going to talk about today. Let’s start by going around the circle, introducing yourself, and telling us your major and what shows you watch.”

Alice Graham: “My name is Alice. I am a junior and I watch *Mad Men*.”

Sarah Clyde: “My name is Sarah. I am a freshman and I watch both *Mad Men* and *Pan Am*”

Anna Pangle: “I am Anna. I am a freshman and I watch *Mad Men*.”

Samuel Hager: “I am Samuel. I am a senior and I watch *Man Men*.”

Janice Lewis: “My name is Janice. I am a junior and I watch *Mad Men*, and I have seen *Pan Am*.”

William Lafferty: “I am William. I’m a senior and I watch *Mad Men*.”

Carole Frazier: “My name is Carole and I’m a sophomore and I watch *Mad Men*.”

Eric Warren: “I’m Eric. I am a freshman and I watch *Pan Am*.”

Nancy Gibbs: “I’m Nancy. I am a freshman and I watch *Mad Men* and *Pan Am*.”

Travis Sullivan: “I’m Travis. I am a freshman and I watch *Mad Men*.”

2. “WHY DO YOU LIKE THE SHOW?”

Researcher: “Okay perfect, so we have a lot of *Pan Am* and *Mad Men* in here. I would ultimately like to start by just talking ultimately about why you like these shows. I don’t want us to just go in a circle, so lets just treat this like a conversation and just jump in when you want to talk and comment on other people’s thoughts too. Does someone want to start? Just telling me your favorite thing about the show and what really drew you in to watch it.”

Carole Frazier: “I am a film major. So I watch *Mad Men* because that is the area of film that I like. It was the advent of a lot of different film types and television shows and a lot of how pop culture has developed today. So I watch that because I do get the other end of it, the advertising point, and why those shows became so big. So that is why I like to watch it.”

Janice Lewis: “I like the fashion that the girls wear in the show *Mad Men*.” (*Room laughing and agreeing.*)

Carole Frazier: “Yeah that too!”

Janice Lewis: “I just wish we dressed like that now. And I also like the pop cultural references of it too.”

Sarah Clyde: “Yeah, I am obsessed with how they dress, and how they act. Just that time period in general was just amazing and incredible. I love it.”

Anna Pangle: Yeah. And it was just so different from now. To see... To understand why things happened the way they happened, and why people acted like that.”

Samuel Hager: “That is probably why older people watch it, for the nostalgia aspect of it, and... we are just trying to learn and be a part of that.”

Researcher: “Have any of you ever watched these shows with someone older than you that lived through those times?”

Eric Warren: “Oh yes, with my dad.

Researcher: “What was that like? Does he ever give you commentary on the shows.”

Eric Warren: “Not really, no.”

Researcher: “What is the reason that you guys, who are all around 18 to 22 years old, are drawn to this time period? I know, I personally am obsessed with all these Sixties shows, but I’d love to know why you all think we like them.”

Sarah Clyde: “I think, with *Mad Men*, it is an era where people were just casual, and laid back, and did whatever they wanted. I just want it to be like that. “

Anna Pangle: “It is just so scandalous.”

Sarah Clyde: “Yeah.”

Travis Sullivan: “Yeah it really is.”

Anna Pangle: “I mean, now there is scandal, but it is just different scandal.

Sarah Clyde: “It is like... Their scandal is more classy. It is classy scandal.” (*Room laughs and concurs again.*)

Nancy Gibbs: “It is kind of an escape. It is not like a show where things are just set in the present time. It is an escape in a way where you are back in the past.”

Carole Frazier: “I think in contrast to what Nancy just said. It is so different from how life is now. The roles they all play... The way women were treated, the way the men having so much dominance, all the smoking, the drinking... None of that happens in an office today. Google is

down the street and they have gyms and stuff, and that just wasn't a priority then. It was all about drinking, and how high your tolerance was, what you could drink in front of customers. I mean, they lived lives that we couldn't even imagine today."

Samuel Hager: "My dad used work as a VP of an ad agency and [watching the show] he was like, 'Yeah we replaced all that *Mad Men* stuff with a ping pong table in the break room.' So when people stay late to work on a Friday night they will play a tournament... Instead of drinking." (*Room Laughs.*)

3. WHAT WOULD YOU KEEP OR GET RID OF FROM THE SIXTIES?

Researcher: "Does anyone think, looking back at the past, that anything from that time period is really cool? If there anything about it you wish you had today? Or is it all, cool, but you do would not want to actually live like that?"

Travis Sullivan: "Oh no, I would love it! It is just so much fun! You get to wear awesome clothes... You get paid to sit around and drink and smoke. You flirt, your nasty, and you have a good time." (*Room laughs again.*)

Anna Pangle: "There are no consequences because they don't know any better. They don't know cigarettes are actually bad for you. They are just now figuring this all out. It's just that they don't have any repercussions for any of it. You can just do what you want."

Alice Graham: "I would say the fashion aspect. I mean, Banana Republic did a Sixties fashion thing. I wish we could have all that back."

Researcher: "Yeah, they did a whole fashion line modeled of *Mad Men*. I think they even called it *Mad Men*. Does anyone else have anything they would want from that time? Or anything they definitely wouldn't want?"

Eric Warren: “The planes in *Pan Am* are... really cool. There is this whole sitting area.”

Sarah Clyde: “Yeah! They are very laid back and casual. I don’t know, I’d love to fly on those planes.”

Travis Sullivan: “Oh, I love the luncheon thing. You know where they all go out for lunch every day? No one goes out for lunch anymore.”

Nancy Gibbs: “Yeah, in the meeting where they have the big lunches and stuff. I think that is really cool. I like that atmosphere.”

Carole Frazier: “I like the lack of phones, like when they go to a restaurant, if someone needs them they have to call the restaurant. Your phone isn’t just sitting on the table on the table.”

(Room concurring.)

Janice Lewis: “Yeah there are no phones.”

Carole Frazier: “There is... a lack of contact. I just think that is so cool.”

William Lafferty: “There is no internet too. I think that is what separates us the most.”

Travis Sullivan: “Sure.”

William Lafferty: “If you needed information you had your secretary call someone.” *(Room concurring.)*

Carole Frazier: “Yeah, and there is a shared cultural experience. I know on *Mad Men* watching Kennedy getting shot [in the episode]. I think Betty watched it on TV. That doesn’t happen anymore. You find out on the internet, or on twitter, or something else.”

Sarah Clyde: “Like when Marilyn died, it was such a big deal and everyone was crying.”

Anna Pangle: “Yeah, on *Pan Am* they watched a big speech... all together... in the hotel... Because they didn't have any other way.”

Researcher: “Yeah, that is definitely something that is very cool about those shows. I think there is definitely that sense of retrospect in *Mad Men* and *Pan Am* that is really interesting. I don’t think *Playboy Club* looked back at historical events at all, but no one in here said they have watched it right?”

Sarah Clyde: “I watched the first few episodes.”

Travis Sullivan: “Yeah me too.” (*Several people concurring they watched it.*)

Researcher: “Yeah, there were only three before it was cancelled. But, *Mad Men* and *Pan Am* both look back on historical events a lot in their scripts, which I think is great for people in our generation to see that stuff.”

3. “WHO ARE YOUR FAVORITE CHARACTERS?”

Researcher: Okay, so we have talked a lot about the shows in general a little bit, but lets talk about the characters a little. Does anyone have any characters that they are just like, ‘Oh I love that character I want to be like them?’ or that are their favorites?”

Travis Sullivan: “Joan!” (*Room laughs and agrees.*)

Sarah Clyde: “Joan, all the way, Joan!”

Nancy Gibbs: “Joan is the best.”

William Lafferty: “Don Draper.”

Travis Sullivan: “Yeah who wouldn't want to be Don Draper.”

Anna Pangle: “Who wouldn't want to be Betty.”

Travis Sullivan: “I love all the characters on *Mad Men*. ”

Anna Pangle: “Yeah, even though they are very unlikable, you love them because they are just great characters.”

Travis Sullivan: “Which may just be more of a testament to the writing and the show than it is to... whatever else.”

Researcher: “So it is more than just the acting.”

Travis Sullivan: “Yeah.”

Researcher: “Any one else?”

Carole Frazier: “I think Peggy and Joan are really... symbolic of the time that they lived in. Very few women rose to the position that Peggy did. I think Joan, more in the last season, she got, I don't remember who it was, but someone told her, ‘You're just an office clerk.’ But she had worked so hard and she ran the whole office.”

Travis Sullivan: “Yeah, she did.”

Carole Frazier: “Yeah, so I think they were, they showed there were a couple women that were able to get there way in and make something of themselves.”

Sarah Clyde: “Yeah, they were starting to break stereotypes a little bit.”

4. DEPICTIONS OF THE VARIOUS ROLES OF WOMEN IN THE 1960'S

Researcher: “What do you guys think about these contrasting female characters in *Mad Men*?

There is Joan who is very sexualized, and then Peggy trying to work her way up, and Betty being a housewife. What do you all think about how they depict women of the time?”

Alice Graham: “I think women had more faces back then, at least the way they are being portray. I mean, if you look at our political figures now days... There is Hilary, who is butch, very strong, almost masculine character, and Sarah Palin, who is really, really feminine, and we almost don't know what to do with her... sort of.” (*Room laughs.*)

Travis Sullivan: “I think what I like most about Joan’s character is that she kind of acts like a man... under the constraints of being a woman. Like she sleeps with a whole bunch of dudes, well not really, but she gets hers in, you know what I am saying? (*Room laughs.*) She is classy. She’s mouthy. So she is kind of doing what she can under the constraints of a male dominated world, which makes me like Joan more.”

Anna Pangle: “Right. And she always told Peggy to stop acting like a man, and to... Well she really used her femininity to get ahead, and Peggy tried to compete with them on a business level, and didn’t do the same types of things. It is interesting to see the different struggles they had then.”

Researcher: “So it sounds like you guys think Peggy and Joan both made their way in the man’s business world in their own ways.”

Anna Pangle: “Yeah definitely.”

Travis Sullivan: “Definitely.” (*Others concur.*)

Sarah Clyde: “But then there is Don Draper’s wife who is the stereotypical housewife of the times, who just sits around and does nothing except for take care of the house and the husband.”

Travis Sullivan: “Which she kind of stops doing at some point.”

Alice Graham: “Yeah. Gets fed up.”

Researcher: “Didn’t she used to be a model in the show too, or am I wrong?”

Travis Sullivan: “No, she did.”

Nancy Gibbs: “Yeah she did.”

5. "HAVE RIGHTS FOR WOMEN GOTTEN BETTER?"

Researcher: "So you have all gotten some insight into the 1960's, is it safe to say rights for women have gotten better?"

Travis Sullivan: "Oh for sure." (*Whole group agrees.*)

Researcher: "But how does the show personally make you feel and think about women's rights today?"

Carole Frazier: "We have come a long way. Like, the office is definitely not what it was in *Mad Men* anymore. I mean, women can be at or above men, but that would have been unheard of then. Peggy being higher up than Don would have been unheard of back then."

Sarah Clyde: "I am glad we are very different from the office setting in *Mad Men*. I'm glad..."

Nancy Gibbs: "It makes you grateful for sure, because there were women that had to work that hard to make it easier for us." (*Women agreeing.*)

Samuel Hager: "Like Peggy's secretary. She is just so... She just grew up in that era. So she is just like, 'Yeah, I'll make your coffee.' That was her deal."

Researcher: "Any other guys have thoughts?"

Travis Sullivan: "I think it is just so much better now for women than it was back then. That is really all I have to say."

Alice Graham: "It is kind of crazy to think though that it was only 40... 50 years ago." (*Room concurs.*)

Samuel Hager: "Yeah, and race..."

Alice Graham: "Yeah I think there is a race issue too."

Samuel Hager: "That was only 40 to 50 years ago too."

Researcher: “Yeah, I definitely think it is interesting how both shows play out the gender and the race issues of the 1960’s. For those of you who watch *Pan Am* there was the episode with Laura and the black man.”

Sarah Clyde: “Yeah, people were... really offended by her even talking to him, let alone inviting him back to the hotel room. It is crazy to think about stuff like that.”

Researcher: “That makes you think about things that you wouldn't think are a big deal.”

Sarah Clyde: “Yeah, it just puts it in perspective. We worry about so much difference things now, as opposed to worrying about things like race and gender and equality and stuff.”

6. SEXUAL ASSAULT AND RAPE IN *MAD MEN* AND *PAN AM*

Researcher: “I cannot think of an example from *Mad Men*, but in *Pan Am* one of the stewardesses gets sexually assaulted on the plane by a passenger. She gets really upset about it, but then the pilot pretty much tells her this is your job.”

Samuel Hager: “Joan gets raped in her office.” (*Group concurs.*)

Researcher: “Yeah that is right. Well, let’s talk about that, because that is something today that really stands out to me as something maybe we wouldn't even think about, kind of along the race lines we just discussed. So what do you guys think when you reflect on those scenes?”

Travis Sullivan: “I thought the rape scene in *Mad Men* was absolutely terrifying. Her face.”

Anna Pangle: “No! I haven’t seen that episode yet.”

Travis Sullivan: “Spoiler alert!”

Anna Pangle: “That is in Season 2? I haven’t gotten all the way through it yet.”

Samuel Hager: “Was it one or two?”

Carole Frazier: “It was two, because it was after she got married.”

Samuel Hager: “You’re right, you’re right.”

Travis Sullivan: “It was just messed up because... I enjoyed how they portrayed the rape not as a man followed her down the street and busted into her house. It was her husband... The man she loved... And what that means and how that affects her, which it didn't really. Like, immediately afterwards she was just kind of detached. But I think if that would have happened today, someone would have punched someone in the face.”

Sarah Clyde: “Because I think Joan realized at that time they couldn't do anything because it was her husband.” (*Room agrees.*)

Travis Sullivan: “Yeah, her husband.”

Sarah Clyde: “But now it is more... they are able to prosecute more, even in instances where it is your husband. Just because it has come farther than what Joan had to deal with. But, it was definitely... She couldn’t do anything about it.”

Samuel Hager: “They went out to Valentine’s Day dinner after.”

Travis Sullivan: “Directly after.”

Samuel Hager: “That doesn’t happen today.” (*Room laughs and agrees.*)

Researcher: “So do you guys think that today the consequences are much greater?”

Travis Sullivan: “Oh yes.”

Eric Warren: “For sure.” (*Others nod and agree.*)

Sarah Clyde: “Even in *Pan Am* when he sexually assaults her on the plane, they are like, ‘Oh you are a stewardess, just get used to it. It was your fault.’ That would never happen now. That would cause... a whole big deal.”

Carole Frazier: “An airline would be blacklisted forever if that happened.”

Alice Graham: “It would be headline news.”

7. "ARE THE SHOWS SEXIST? IS IT GOOD OR BAD?"

Researcher: "Definitely... So simple yes or no question, do you think these shows are sexist?"

Group nods and agrees.

Researcher: "Okay, but do you think it is sexist in a good way in that it is helping society, or do you think there could be negative effects to seeing this sexist content?"

Anna Pangle: "I think it is a positive thing, because you see the negative effects of it and you can compare it to things now, and you can make that distinction to see how much better things are now. I don't think watching it could influence anyone in a negative way."

Travis Sullivan: "Oh I think it definitely could."

Anna Pangle: "I guess it is possible..."

Travis Sullivan: "I mean what if some uneducated person, or 13 year old boy watches it."

Alice Graham: "Yeah younger kids."

Anna Pangle: "I guess that is true, that's true"

Sarah Clyde: "I mean, some people could not realize that it is... history, and that now things are different. I think it depends on what age you are watching it. Us, being college educated, could think it's different than people who are in middle school watching it."

Eric Warren: "True."

William Lafferty: "I am not sure too many middle schoolers are watching it." (*Room laughs.*)

Eric Warren: "Well *Pan Am* maybe."

Researcher: "Yeah, I mean, *Pan Am* is on *ABC*, right?"

Alice Graham: "No, *Pan Am* is on *NBC*?"

Travis Sullivan: "I think it is on it is *ABC*."

Sarah Clyde: "Yeah it is one of those."

Researchers: “Can anyone think of one scene that is just so sexist every time you see it, it almost makes you sick, or makes you think, ‘Oh my gosh I can’t believe that happened’? I know we talked about the rape scene, but is there anything else other than that?”

Eric Warren: “I think the scene you pointed out, where she gets assaulted on the plane. When I watched that it was really shocking that the Captain was like, ‘Oh it is fine. Don’t worry about it. It is not a big deal.’ I just didn’t realize I guess.”

Travis Sullivan: “I thought when Peggy finally becomes a copywriter, or whatever, in her first meeting with everyone, they ask Peggy, ‘Can you go pour our drinks?’ It just made me feel so awkward, because I really enjoy Peggy. I love Peggy. She made it up. I was like ‘Get it girl!’ Then she was immediately... of the top... she was immediately discriminated against, ‘Go make our drinks. Go get our food.’ They joked with her, and they called her fat. I don’t like when they call Peggy fat.”

Sarah Clyde: “They always call her fat. It bugs me every single time.” *(Several people agree.)*

Carole Frazier: “It’s funny. I don’t remember that. I am normally super hyper sensitized to stuff like that, and that didn’t even occur to me.”

William Lafferty: “That’s interesting.”

Carole Frazier: “I guess because she is always put down now. Towards the last season, I think, there was a deal where she had with Don and Don took all the credit for it. I mean it happened all the time. And she didn’t get anything for it.”

Researcher: “So those are obviously all real sexist depictions of women of the time. But what do you think about guys today joking around to a girl saying, ‘Woman, go make me a sandwich’ or something like that? I know it happens because my three brothers do it to me all the time. I

laugh it off, but do you guys think about comments like that or men having thoughts like that in relation to the shows, or just in general?"

Samuel Hager: "Well that happens on the show. I remember the scene where Kinsley says to Peggy, 'Go get something.' And she is like, 'Why don't you go get it?' And he is like, 'I am eating an orange.' Or something stupid, but that is not a good excuse."

Researcher: "Right. So do you think these shows could encourage those sexist comments and joking?"

Travis Sullivan: "Oh sure."

Carole Frazier: "No, I think it just shows how far we have come. I mean those comments happen or whatever, that is life. But I feel like after watching the show you aren't like, 'Oh wow. Women are dumb.' It is like, 'Oh wow. Look how far we have come.'"

William Lafferty: "Yeah you kind of look at it as how awful these men are for doing this. It is not really like... You don't sympathize really with the men."

Sarah Clyde: "Yeah you definitely sympathize with the women." (*Most people agree.*)

Researcher: "So guys, being perfectly honest, none of you have any desire to be one of the men in the show with a woman like Don Draper's wife at home?" (*Participants laugh.*)

Samuel Hager: "Um. Yeah. That would be sweet."

Travis Sullivan: "Yeah. It would be like having a fancy iPod. It would be super cool, but... I don't know... I just..."

Anna Pangle: "They are never happy together. You see that they are never happy together, so despite all the things she does for him, ultimately I wouldn't want that over a real relationship."

Sarah Clyde: "Yeah."

Researcher: "So I guess, not looking at the relationship aspect of it, but more the lifestyle."

Anna Pangle: “I think they go hand in hand though. That lifestyle... Her being treated that way by him, she is never happy in the relationship.”

Travis Sullivan: “But if you had a relationship where you were really happy, wouldn’t you want to go home where there is dinner on the table, the house is clean, the kids are asleep. I would.”

Anna Pangle: “Well yeah. That is different. I just mean in the show. I mean, there are some people who...”

Sarah Clyde: “Like *Leave it to Beaver*.”

Anna Pangle: “I am trying to think of couples on the show that weren’t like that.”

Researcher: “Well I think it is really interesting that you just brought up *Leave it to Beaver*, because these shows that were on in the 1960’s that show the stereotypical housewife mentality, but in a very perfect way.”

Samuel Hager: “Yeah like this is what you are supposed to be.”

Researcher: “Then *Mad Men* comes along, and shows that maybe there were these stereotypical housewives, but we see the realistic part of it.”

Sarah Clyde: “Well I think now we see the more educated view. Back then they thought that was totally acceptable for women to just have dinner ready. That is all they had to do, was make dinner, take care of the kids, and make sure their husband was happy. Now we realize that women can do more. So I think they do it... They show the sexism more blatantly on the shows that are filmed now.”

8. “WHAT ARE THE TOP THREE JOBS FOR WOMEN TODAY?”

Researcher: “That makes sense. Just out of curiosity, because you just said women can do so much more today, what do you guys think are the top three jobs women have today? Just throw them out there.”

Nancy Gibbs: “Teacher.”

Anna Pangle: “Teacher.”

Janice Lewis: “Teacher.”

Carole Frazier: “I think nursing is still like 97% women.”

Eric Warren: “Yeah.”

Carole Frazier: “And professors, well teachers. They hire a lot of female professors.”

Researcher: “Anyone else?”

Alice Graham: “I guess in secretarial jobs there are more women than men.”

Researcher: “So this is interesting because I would have thought the way this conversation has gone with how far you all think women have come that your answers would be doctors and CEOs.”

Sarah Clyde: “Yeah, but the jobs we said are all very similar to what women had back then.”

Researcher: “Right. So, what do you all think about that?”

Carole Frazier: “Yeah, but I think their treatment is very different now. They aren’t treated like that anymore.”

Sarah Clyde: “Yeah there is a small percentage of women who are picked, but they are treated better... They have more opportunities to climb higher up the corporate ladder if they do get those jobs to begin with.”

Samuel Hager: “And they get the same money now too.”

Sarah Clyde: “Yeah.”

Eric Warren: “That’s true.” (*The rest of the group nods their heads.*)

Nancy Gibbs: “And there might be more women in those professions, but they have the option to do something else. They can be an engineer; they can do whatever they want. They don’t have to be a teacher.” (*Group agrees.*)

Sarah Clyde: “Yeah it is not limited to just those three now.”

Researcher: “Okay so they are not limited to those kind of jobs, but...”

Sarah Clyde: “But they are still the most popular.”

Researcher: “Okay that makes sense... Do you guys think there is a reason for that? That those jobs would be the most popular today?”

Carole Frazier: “I think they are still coming out of that era. Their parents were born in the Sixties, they kind of encourage them, and they kind of do what they did. They go into nursing. They go into teaching. But I think now, a lot of my girlfriends, my friends that are girls, are pre-med and are doing things that guys normally do.”

Alice Graham: “Maybe it also has to do with taking care of children, because being a teacher... It is kind of... You go to school and they go to school... You can come back home early and take care of them.”

Researcher: “So with that said, do you think women should still be taking care of kids? Or is it an even role now?”

Anna Pangle: “I think it is very situational. There are a lot of families where the wife works more and the husband takes care of the kids more. It is just how it works out today.”

Travis Sullivan: “But I would still say predominantly women take care of children.”

Anna Pangle: “Predominantly, yeah.”

Alice Graham: “I think it is more that women want to take care of their children.”

Eric Warren: “Yeah.”

Anna Pangle: “That motherly instinct.”

9. MALE INFIDELITY

Researcher: “Okay so I kind of want to go backwards a little bit, we probably should have talked about this when we talked about the rape and sexual harassment, but what do you guys think about the male cheating that goes on in the shows? In *Mad Men* there is definitely a lot of cheating where the women cannot do anything about it. In *Pan Am* it is a little more balanced, where the women actually get mad and do something about the man cheating. And, for those of you who saw *Playboy Club*, there was definite cheating and there was nothing she could do about it. So what do you guys think about that compared to today, where there is obviously still cheating, we know that, as far as women’s reactions and the acceptability of it?”

Nancy Gibbs: “I think it a lot of ways it was more accepted because a lot of women were housewives, so they didn't really have any options if their husband cheated, they just had to deal with it, because if they tried to divorce them they wouldn't have a job or money or anything, so they had no option. They just had to stay.”

Anna Pangle: “Also divorce wasn't socially acceptable.”

Carole Frazier: “I’m sorry we spoke earlier I have to leave now, is there anything I have to do or sign?”

Researcher: “No, if you put your name, address, and everything on the sign in sheet in the beginning you are good to go. Thank you so much for coming. Here is a debriefing sheet if you

want anymore information about the study or this focus group... And if anyone wants more pizza or a drink, now is a great time for a mini break, so go ahead.”

(One participant leaves due to time restrictions. The rest of the group takes a 3 minute food, drink, and bathroom break.)

10. OBJECTIFICATION OF WOMEN

Researcher: “So staying on this same kind of topic of sex and cheating, what do you guys think about the shows depictions of women as these sexual objects? I mean, in *Pan Am* their job is to be pretty, in *Mad Men* how Peggy is judged for not being pretty like Joan...”

Sarah Clyde: “Yeah. In *Pan Am* they weigh them to make sure they are the perfect size.”

Anna Pangle: “My grandma was an airline stewardess, and she talks about it sometimes... How she had to keep the perfect figure and all this stuff.”

Researcher: “Really? So I didn't realize how realistic that part of *Pan Am* was.”

Anna Pangle: “Yeah. She... I mean, it was a huge deal. She was so excited to have that job. She said everyone wanted to have that job. And you can tell there are lasting effects... She still has the uniform, and I wore it for a Halloween costume in middle school or something, and she was really disappointed it didn't fit her anymore. She seemed like she still wanted it. But that is just my grandma too.” *(Group laughs.)*

Researcher: “Interesting. How about this side of the table? Do you guys think that is comparable to how things are today, how women feel in their jobs or in life general?”

Travis Sullivan: “Well I think in popular culture women are extremely sexualized. If you think about pop music in general, it is female dominated and all the females are hyper-sexualized

because girls want to be that and guys like to watch that. So I think to say that girls are still not... Girls are frequently still seen as sexual objects, just in a classier, cleaner way.”

William Lafferty: “Yeah, kind of in a more politically correct way, I guess.”

Travis Sullivan: “Yeah.”

William Lafferty: “But I think there is still definitely the classless stuff. That kind of stuff is still out there, but it is not as in the open... Definitely not as prevalent as it was in the Sixties.”

Sarah Clyde: “I think it is just not spoken of. You just know it is there.”

Alice Graham: “Yeah it is more subtle and psychological. It is just psychologically. It is not that you think that...”

Sarah Clyde: “Yeah everyone knows it is there, but nobody is talking about it as much.”

Researcher: “So to me it seems like every single women in these shows is a sexual object, whether she is Peggy or Joan. Do you think today it is the same way? Or is it more that a girl sets herself up to be looked at that way? I mean we talked about pop icons, and them posing almost naked. It seems they are trying to be sexualized. But what about women in a work place today? Do you think if a girl walks by guys still make comments?”

Travis Sullivan: “Oh it definitely goes on. Even as a gay male I do that. Not in like a joking way either. It is like, ‘Oh she has a great rack.’ Like, dead ass, ‘She has a great butt.’ But I guess I don’t say it in a demeaning way. I say it in the same way I would say, ‘She has beautiful hair.’”

Sarah Clyde: “Yeah it is... complimentary.”

Travis Sullivan: “But I guess I have talked to my straight friends, and they have gone on about how someone has a great rack and it turns into a derogatory thing.”

Researcher: “So I guess what is the fine line between complimentary and derogatory?”

Sarah Clyde: “I mean it is just how far they take it.”

Nancy Gibbs: “And their intentions.”

Travis Sullivan: “Yeah.”

William Lafferty: “I mean it is keeping your mouth shut really. That is really what it is.” (*Room laughs.*)

Researcher: “So do you think it is guys still have those thoughts, but they are restrained? Or is it a whole different way of thinking about women today?”

Travis Sullivan: “I think men still have the same thoughts, but perhaps overtime these thoughts have become less derogatory... Less vial.”

Sarah Clyde: “Society has made it so those thoughts aren’t really the norm.”

Travis Sullivan: “But if you think about frat life...”

Anna Pangle: “I was going to say something about that.”

Travis Sullivan: “If you think about how men treat women in sororities. I am not saying all...”

Anna Pangle: “It’s not all men.”

Travis Sullivan: “But stereotypically, for the most part. They are like, ‘Oh she has a great rack! I totally would tap that!’ That is derogatory to me.”

Anna Pangle: “I think there is a lot more of that in college than say the workplace.”

Eric Warren: “Yeah.”

Anna Pangle: “I think it is something people grow out of more. It is not a mature reaction. You can control it more.”

Researcher: “Do you think the show could make people less apt to control those thoughts and words?”

Anna Pangle: “I think it is the environment they are in. It just fosters those kind of ideas all the time.”

Sarah Clyde: “It depends. I guess it is situational.”

Researcher: “So does it have to do more with the way the times were and the way the men were thinking or more to do with the women and how they were acting? For example, I think Joan wants that attention, and some of the stewardesses, and the way they dress in *Playboy Club* they were dressed to be sexual objects. So is it girls wanting to be looked at like that or guys acting like that?”

Travis Sullivan: “Both! For example...”

Eric Warren: “It is hard to tell.”

Sarah Clyde: “There is a very fine line between whose fault it is.”

Researcher: “I mean there is no right or wrong answer to this. I’m just curious what you think.”

Travis Sullivan: “I think in college settings... When you asked that question I just imagined a pack of girls in the middle of winter with their short skirts on and high heels on. You are not doing that to be warm or comfortable. So what are you doing that for? And it is to appeal to men.” (*All the guys in the room nod and agree.*)

William Lafferty: “Exactly.”

Travis Sullivan: “But to say that is women’s fault is wrong.”

Anna Pangle: “I think it is equal.”

Researcher: “At the time of the shows do you think it was equal too?”

Anna Pangle: “No I think then it was more men.”

Sarah Clyde: “Yeah it was more the men then.”

Anna Pangle: “I think the women were reacting more to the way men treated them.”

Sarah Clyde: “I mean, if you think about the time before that, women were... dead silent about everything. That is just the time that they were just starting to even be able to work period with men. So I think it is the men in the shows in that time period more than the women.”

Researcher: “Yes definitely. They did have women for the first time next to them in the office. Before the only way they ever thought about women was at home. I guess it changes the way you try to make sense of things as a man.”

Travis Sullivan: “But I think the image that women try to portray now, which they feel will attract men, was created by men.”

Eric Warren: “Yeah it is different...”

Sarah Clyde: “It is a circle.”

Alice Graham: “And sometimes it is not even about how appealing a woman is to men, I think it also has to do with confidence.”

Anna Pangle: “Yeah, female empowerment.”

Sarah Clyde: “Yeah if you dress nicer, you feel better.”

Researcher: “But do you feel better because you are more attractive to men? Like Travis said, you aren’t dressing that way to be warm or comfortable.”

Nancy Gibbs: “True”

Sarah Clyde: “Yeah...”

Anna Pangle: “It is just an endless circle.”

11. “HOW DO YOU THINK THE OPPOSITE SEX VIEWS SIXTIES-BASED SHOWS?”

Researcher: “So one thing I want to know from the guys and girls separately, is the way you think the opposite sex would take these Sixties-based shows. So guys how do you think women view the shows, and women how do you think men view the shows?”

Sarah Clyde: “I have watched the shows with a bunch of guys, and they are all like, ‘Wow I wish we could do that.’ But they don’t say they would do that, but they say if it was socially acceptable they would do that. But since it is not, they just wish they could be Don Draper.”

Researcher: “Right. Well guys do you have any comments back to that?”

William Lafferty: “I think it is all about wish fulfillment for us.”

Travis Sullivan: “Yeah, true.”

William Lafferty: “But I think you could pretty much say that with any popular TV show character. It is just a wish fulfillment. Don Draper is just that guy... He is the coolest dude out there pretty much.”

Travis Sullivan: “A part of it is how he is a womanizer, but I want to be Don Draper simply because he is... What’s the word... Can I say ‘swagged out’? He just has that... I don’t know.”

(Whole group laughs.)

William Lafferty: “He pretty much invented swag.”

Researcher: “I agree that guys watch the show and think it is cool. They don’t really know if they would want to go back to those times, but it is cool to think about.”

Samuel Hager: “I mean it is kind of a catch 22 with Don Draper, because it is so awesome, but the whole thing is predicated on nothing... It is just so... There’s that... His upbringing. You’d have to deal with that too, but it is more that he is just awesome.”

Anna Pangle: “I mean even on the show everyone wants to be Don. Everyone looks up to Don. Don is where you want to be. That’s where you want to go with your life.”

Researcher: “Is it because he is so successful?”

Sarah Clyde: “Well I think it is that, but just the lifestyle. You want to be able to smoke and drink in the workplace. To be able to sit and just have whatever you want.”

Anna Pangle: “To take a nap at work and have your secretary watch out for you.”

Travis Sullivan: “And when you think about the other male characters, like Pete, his marriage is completely just crappy in comparison to Betty and Don... But Betty and Don’s relationship is complete crap, but it still in some ways is seen as more successful.”

Sarah Clyde: “Better...”

Travis Sullivan: “Yeah... Pete is just seen as a pitiful character.”

Samuel Hager: “Yeah, but he can dance!” (*Room laughs.*)

Researcher: “So it is the character or the time, like the smoking and drinking?”

Sarah Clyde: “I think it is both. The time in general is just... everyone wants to live this. It was just such a cool time and Don Draper is just super awesome.”

Researcher: “So even as a girl, you would say you would want to go back?”

Sarah Clyde: “Oh for sure! Like wearing all those dresses! I would be all over that.”

Researcher: “Even if you had to deal with getting coffee and stuff.”

Sarah Clyde: “Yeah. I would love to wear those dresses.” (*Room laughs.*)

Researcher: “So we have only heard from a few people on how they think the opposite sex would view the show, does anyone else have any thoughts on that?”

William Lafferty: “This might even be sexist, but I think girls really like the style of the show. I would have thought this before this group, but this group really confirmed it, that the girls are

really into the dresses and stuff, and the look of the show. I mean, I like the look of the show too. I think that is a main reason anyone would like the show, because it is really well made.”

Researchers: “So one thing in my research that I found really interesting was, looking at television show ratings, that the biggest audience for *The Playboy Club* was women, which I would have thought would have been the opposite, that men would have really liked the show with the Playboy Bunnies and Hugh Hefner narrating it. Why do you guys think women were so attracted to the show?”

Anna Pangle: “I think it really makes women feel empowered because of how much better things are now. And it doesn't bother them to watch things that they know happened in the past, and it kind of makes them appreciate them more.”

Travis Sullivan: “And I'd like to bring it back to what William said about wish fulfillment, I think there is a large percentage of women who would love to be looked at and appreciated by men and validated by the fact that, ‘Oh I'm a Playboy Bunny. So I am beautiful, and I am sexy, and I attract men, and that's my job.’ A lot of women would love to live through that by watching a television program.”

Sarah Clyde: “Yeah I think we wouldn't necessarily want to go back and be that, but we like looking at it.”

Researcher: “Okay, so it is fun to vicariously live through it, but not actually to live it.”

Sarah Clyde: “Yes.”

12. “HOW DO YOU THINK RIGHTS FOR WOMEN ARE TODAY?”

Researcher: “So it definitely fascinates me how much women are attracted to these shows, and then to hear how you have all said it gives you an appreciation for how far women have come.

So I am curious, do you all think that rights for women are good, or do you think there is still a long way to go?

Travis Sullivan: “I still think there is a way to go, but I wouldn't say a long way. There is not as long of a way as portrayed the Sixties.”

Alice Graham: “I don't know, I still think there is a long way to go. When you look at politics, there aren't even... There is one female to a hundred, or something like that.”

Sarah Clyde: “Yeah if you look at...”

William Lafferty: “Like, Congress. I think it is 90% or 85% men.”

Anna Pangle: “I just read something on this, but I forgot...”

Sarah Clyde: “Yeah and on the board... For birth control and all that stuff... The entire board is men, there aren't any women on there.”

Researcher: “Well that is good to know that while you recognize how far we have come, you still recognize there is a lot more to do. Even going back to the jobs, how the top jobs are still very similar to those in the 1960's, there is still a lot of progress to be made. I think you have answered all my questions. You have all been so helpful. I have a debriefing sheet for you all that has some contact information and resources if you have any questions about the things we talked about today. Also, if anyone is interested in seeing my research when it is done, please email me and I would be happy to provide you with that. Make sure before you leave that you have filled out the sign in sheet with your contact information so that you can receive your payment for participating. Thank you so much for your time, and I will hang around if anyone has anymore questions right now.”

****All names in this transcript were changed using a random name generator.**

APPENDIX 7

ONLINE SURVEY AS SEEN BY PARTICIPANTS

Consent to Participate in a Research Study

Welcome to the Retro-Sexism Media Study

Invitation

Julianne Pipoly a student at the University of Michigan in the Department of Communication, invites you be part of a research project that she is conducting in order to complete requirements for an Honors Senior Thesis. She is supervised by Nicholas Valentino. The purpose of the study is to better understand the effects of various media content's portrayal of women on the audience's perceptions of women's roles in society and relationships.

Description of your involvement

If you agree to be part of the research study, you will be asked to complete a computer survey about your media behavior and gender views. We expect this survey to take 30 minutes to complete.

Risks and discomforts

Some of the survey questions ask about your views and emotions related to women and sexual or emotional abuse and may be distressing to you as you think about your experiences. If you need to talk to someone about these feelings, a resource list of community counseling agencies will be provided at the end of the survey.

Compensation

If you are completing this as part of the University of Michigan Communication Studies Pool, you will be compensated with .5 hours of participation. If you are completing this from Amazon Mechanical Turk, you will be paid the agreed amount (\$.60) for completing the entire survey. If you exit before the survey ends, you will not be compensated. If you have accessed this survey by any other recruiting means there will be no direct compensation.

Benefits

While you may not receive any other direct benefit for participating, we hope that this study will contribute to the understanding of the effects of media's portrayals of women.

Anonymity and Confidentiality

Researchers will not be able to link your survey responses to you, but they will know that you participated in the research because you will be asked to log in. The survey software keeps your identifying information separate from the answers you provide to the survey. We plan to publish the results of this study, but will not include any information that would identify you.

Voluntary Study

Participating in this study is completely voluntary. Even if you decide to participate now, you may change your mind and stop at any time.

Questions and Concerns

If you have questions about this research study, you can contact Julianne Pipoly, jpipoly@umich.edu, or her supervisor, Nicholas Valentino, nvalenti@umich.edu.

If you have questions about your rights as a research participant, or wish to obtain information, ask questions or discuss any concerns about this study with someone other than the researcher(s), please contact the University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board, 540 E Liberty St., Ste 202, Ann Arbor, MI 48104-2210, (734) 936-0933 [or toll free, (866) 936-0933], irbhsbs@umich.edu.

Consent

By clicking the next button below you consent to participate in this survey research.

If you do not wish to participate, click the "x" in the top corner of your browser to exit.

Below is a series of television shows. Using the scale below, please indicate how often you watch each program.

	I Have Never Heard Of	I Have Heard of, But Never Watch	Watched One Time	Watched A Few Times	Watch Some Times	Watch Most of the Time	Watch Every Episode
Mad Men	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pan Am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Playboy Club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jersey Shore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gossip Girl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modern Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grey's Anatomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Closer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Good Wife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

From the following list, please rank your favorite 3 television shows by typing "1", "2", and "3" into the given boxes. Do not rank a show if you have not seen at least one entire episode.

- Mad Men
- Pan Am
- The Playboy Club
- Jersey Shore
- Gossip Girl
- Modern Family
- Grey's Anatomy
- Bones
- The Closer
- The Good Wife

Which *Mad Men* character do you identify most with?



Don Draper



Roger Sterling



Pete Campbell



Joan Harris



Peggy Olson



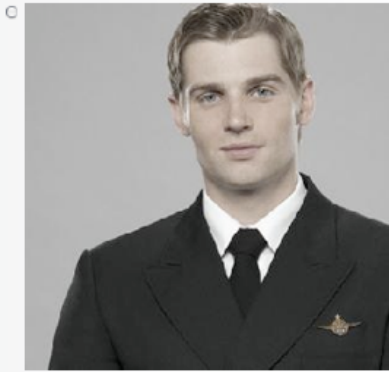
Betty Francis/Draper

I do not identify with any of these characters.

What do you like most about this character?

Please briefly explain why you like the show *Mad Men*.

Which Pan Am character do you identify most with?



Dean Lowrey



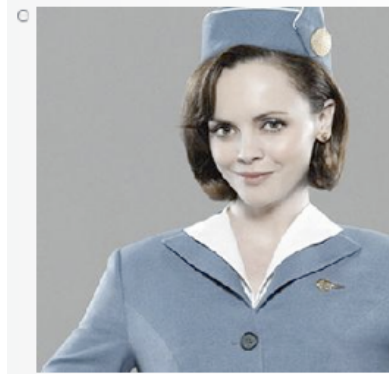
Kate Cameron



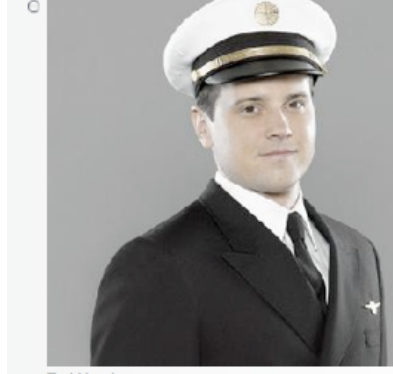
Colette Valois



Laura Cameron



Maggie Ryan



Ted Vanderway

I do not identify with any of these characters.

What do you like most about this character?

Please briefly explain why you like the show *Pan Am*.

Which *The Playboy Club* character do you identify with most?



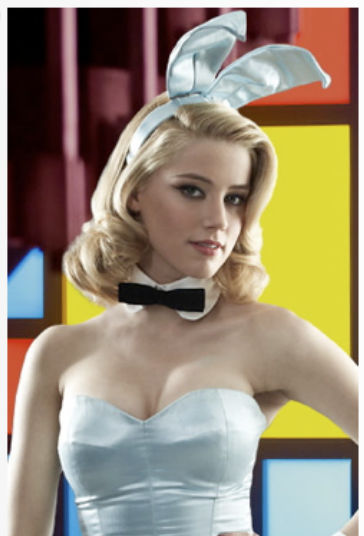
Nick Dalton



Brenda



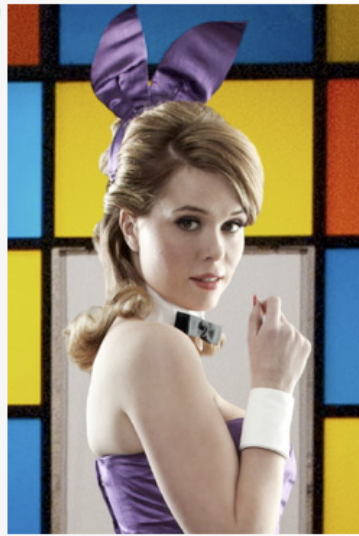
Billy Rosen



Maureen



Carol-Lynn



Alice

I do not identify with any of these characters.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
Women, compared to men, tend to have a superior moral sensibility.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men should be willing to sacrifice their own well being in order to provide financially for the women in their lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feminists are making unreasonable demands for men.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women, as compared to men, tend to have a more refined sense of culture and good taste.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The statements listed below describe attitudes toward the roles of women in society which different people have. There are no right or wrong answers, only opinions. You are asked to express your feeling about each statement by indicating whether you agree strongly, agree mildly, disagree mildly, or disagree strongly.

Swearing and obscenity are more repulsive in the speech of a woman than a man.

Agree Strongly
 Agree Mildly
 Disagree Mildly
 Disagree Strongly

Under modern economic conditions with women being active outside the home, men should share in household tasks such as washing dishes and doing laundry.

Agree Strongly
 Agree Mildly
 Disagree Mildly
 Disagree Strongly

It is insulting to women to have the "obey" clause remain in the marriage service.

Agree Strongly
 Agree Mildly
 Disagree Mildly
 Disagree Strongly

A woman should be free as a man to propose marriage.

Agree Strongly
 Agree Mildly
 Disagree Mildly
 Disagree Strongly

Women should worry less about their rights and more about becoming good wives and mothers.

Agree Strongly
 Agree Mildly
 Disagree Mildly
 Disagree Strongly

Women should assume their rightful place in business and all the professions along with men.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

A woman should not expect to go to exactly the same places or to have quite the same freedom of action as a man.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

It is ridiculous for a woman to run a locomotive and for a man to darn socks.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

The intellectual leadership of a community should be largely in the hands of men.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

Women should be given equal opportunity with men for apprenticeship in various trades.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

Women earning as much as their dates should bear equally the expense when they go out together.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

Sons in a family should be given more encouragement to go to college than daughters.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

In general, the father should have greater authority than the mother in the bringing up of the children.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

Economic and social freedom is worth far more to women than acceptance of the ideal of femininity which has been set up by men.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

There are many jobs in which men should be given preference over women in being hired or promoted.

Agree Strongly

Agree Mildly

Disagree Mildly

Disagree Strongly

Below is a series of statements about gender in America. For each statement, select the answer that comes closest to your opinion.

It's natural for women to care more about their appearance than men.

Strongly Disagree

Disagree

Somewhat
Disagree

Somewhat Agree

Agree

Strongly Agree

Abortion should be allowed under any circumstance.

Strongly Disagree

Disagree

Somewhat
Disagree

Somewhat Agree

Agree

Strongly Agree

There are certain circumstances when it is acceptable for a man to use force against a woman.

Strongly Disagree

Disagree

Somewhat
Disagree

Somewhat Agree

Agree

Strongly Agree

In general, when it comes to sexual harassment, I feel laws and punishments are:

Way Too Harsh

Somewhat Too Harsh

About Right

Somewhat Too Lenient

Way Too Lenient

Don't know what the laws and punishments are for people convicted of sexual harassment.

Discrimination against women is no longer a problem in the United States.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

There are an equal number of women in positions of power as men.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Since the 1960's, rights for women have:

Gotten Much Better Gotten Somewhat Better Stayed the Same Gotten Somewhat Worse Gotten Much Worse

Abortion should be prohibited under all circumstances, even when the pregnancy puts the mother's life at risk.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Women today have as much sexual freedom as men.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

A man should have just as much say in an abortion decision as a woman.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

It is normal for women to have more than one sexual partner.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Women who have multiple sexual partners are sluts.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

How much do you care if your partner/significant other had many previous sexual partners?

Do Not Care At All Care Very Little Care Somewhat Care a Great Deal

How important is it for you to be respected by your colleagues of the opposite sex?

Not at all Important Very Unimportant Somewhat Unimportant Somewhat Important Very Important Extremely Important

When a woman chooses to have plastic surgery, it is solely to be more sexual appealing to men.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Women with small children should not hold political office.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Women who dress provocatively should expect sexual advances by men.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

It is rare to see women treated in a sexist manner on television.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Full equality for women has been achieved.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Many women who report rape are lying because they are angry or want revenge on the accused.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

If a woman hits a man, how appropriate is it for him to hit her back?

Very Inappropriate Inappropriate Somewhat Inappropriate Somewhat Appropriate Appropriate Very Appropriate

Abortion decisions should be made by a woman and her doctor with no government intervention.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

I would rather have a man for a boss at work than a woman.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Men are admired for having a large number of sexual partners.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

How often should women be allowed to take maternity leave when they have a child?

Never Rarely Sometimes Quite Often Very Often Always

How likely are you to take maternity leave if you, or your partner, becomes pregnant?

Very Unlikely Unlikely Somewhat Unlikely Somewhat Likely Likely Very Likely

Women today can rise to the top of any profession just as easily as men.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

To what degree do you believe women dressing more modestly, or in a less sexy way, could help prevent them from being raped?

Extremely Helpful Very Helpful Somewhat Helpful Somewhat Unhelpful Very Unhelpful Not Help At All

A man is never justified in hitting a woman.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

It is normal for men to have more than one sexual partner.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

A woman should quit her job once she has children.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

How much do you care if your female friends have more than one sexual partner?

Do Not Care At All Care Very Little Care Somewhat Care a Great Deal

A woman is more likely to get her way if she is attractive.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

If a woman is raped, her previous sexual history should be relevant evidence in the trial of the individual accused of the crime.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

How much do you care if your male friends have more than one sexual partner?

Do Not Care At All Care Very Little Care Somewhat Care a Great Deal

A woman being sexually attractive has nothing to do with her getting ahead in the work place.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Women are harshly judged for having a large number of sexual partners.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Women do not provoke rape by their appearance or behavior.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

I expect my life partner/spouse to have a full time job.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Compared to men, how much do you think women are paid for doing the same types of jobs?

A lot less than A little less than The same amount A little more than A lot more than

A person found guilty of sexual harassment or rape in a court of law is often actually innocent.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

Sexually attractive women should expect to be harassed in the work place.

Strongly Disagree Disagree Somewhat Disagree Somewhat Agree Agree Strongly Agree

How often should men be allowed to take maternity leave when their wife/partner has a child?

Never Rarely Sometimes Quite Often Very Often Always

Below is a series of demographic questions. For each question, select the answer that best describes you.

What is your gender?

- Male
- Female

What is your age?

- 18 to 21 years
- 22 to 25 years
- 26 to 29 years
- 30 to 33 years
- 34 to 37 years
- 37 to 40 years
- 41 to 44 years
- 45 to 48 years
- 49 to 52 years
- 53 to 56 years
- 56 to 59 years
- 60 years or older

What is your marital status?

- single/never been married
- married
- separated
- divorced
- widowed

Who do you normally watch television with? Check all that apply.

- Alone
- My partner, or significant other
- Small group of friends, or roommates
- Large group of friends
- Family
- Other
- I do not watch television

How do you normally watch television? Check all that apply.

- While doing homework or studying
- While doing household chores or cooking
- Socially, or in a large group of people
- While relaxing
- Other
- I do not watch television.

Generally speaking, do you consider yourself to be a(n):

- Strong democrat
- Not so strong democrat
- Independent leaning democrat
- Independent
- Independent leaning republican
- Not so strong republican
- Strong republican
- Other
- No Preference

What, if any, is your religious preference?

- Protestant
- Catholic
- LDS/Mormon
- Jewish
- Non-Denominational Christian
- Other
-
- No preference/No religious affiliation

Apart from events such as weddings and funerals, how often do you attend religious services?

- Never
- A Few Times a Year
- Less than Once a Month
- Once a Month
- 2-3 Times a Month
- Once a Week
- More than Once a Week

In what religion were you raised?

- Protestant
- Catholic
- LDS/Mormon
- Jewish
- Non-Denominational Christian
- Other
-
- No preference/No religious affiliation

Has there been a turning point in your life when you had a new and personal commitment to religion?

- Yes
- No
- Don't Know

Would you say you have been 'born again' or have had a 'born-again' experience, that is, a turning point in your life when you committed yourself to Christ?

- Yes
- No
- Don't Know

Has there ever been a turning point in your life when you became less committed to religion?

- Yes
- No
- Don't Know

How active do you consider yourself in the practice of your religious preference?

- Very Active
- Somewhat Active
- Not Very Active
- Not Active
- Prefer Not to Say

How would you describe your current employment status?

- Employed Full Time
- Employed Part Time
- Unemployed and Looking for Work
- Unemployed and Not Currently Looking for Work
- Retired

Which of the following best describes your occupation?

- | | |
|--|--|
| <input type="radio"/> Clerical | <input type="radio"/> Protective Services |
| <input type="radio"/> Construction and repair | <input type="radio"/> Sales |
| <input type="radio"/> Education | <input type="radio"/> Service |
| <input type="radio"/> Food service and lodging | <input type="radio"/> Transportation and outdoor |
| <input type="radio"/> Health Care | <input type="radio"/> Homemaker |
| <input type="radio"/> Manufacturing | <input type="radio"/> Other <input type="text"/> |

Which of the following best describes your father's current occupation?

- | | |
|--|---|
| <input type="radio"/> Clerical | <input type="radio"/> Service |
| <input type="radio"/> Construction and repair | <input type="radio"/> Transportation and outdoor |
| <input type="radio"/> Education | <input type="radio"/> Homemaker |
| <input type="radio"/> Food service and lodging | <input type="radio"/> Retired |
| <input type="radio"/> Health Care | <input type="radio"/> Unemployed |
| <input type="radio"/> Manufacturing | <input type="radio"/> Other <input type="text"/> |
| <input type="radio"/> Protective Services | <input type="radio"/> Don't Know or Cannot Answer |
| <input type="radio"/> Sales | |

Which of the following best describes your mother's current occupation?

- Clerical
- Construction and repair
- Education
- Food service and lodging
- Health Care
- Manufacturing
- Protective Services
- Sales
- Service
- Transportation and outdoor
- Homemaker
- Retired
- Unemployed
- Other
- Don't Know or Cannot Answer

What is your highest level of education?

- Some High School
- High School
- Currently Enrolled College Student
- 2 Year College Degree (Associates)
- 4 Year College Degree (BA.BS)
- Master's Degree
- Doctoral Degree

What is your father's highest level of education?

- Some High School
- High School
- Currently Enrolled College Student
- 2 Year College Degree (Associates)
- 4 Year College Degree (BA.BS)
- Master's Degree
- Doctoral Degree

What is your mother's highest level of education?

- Some High School
- High School
- Currently Enrolled College Student
- 2 Year College Degree (Associates)
- 4 Year College Degree (BA.BS)
- Master's Degree
- Doctoral Degree

How would you describe your race or ethnic identity?

- American Indian/Native American
- Asian
- Black/African American
- Hispanic/Latino
- White/Caucasian
- Pacific Islander
- Other

What do you expect your 2012 family income from all sources before taxes to be?

- Under \$25,000
- \$25,000-\$39,999
- \$40,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,000
- \$100,000-\$124,999
- \$125,000-\$149,999
- Over \$150,000

How did you hear about this survey?

- U of M Communications Study Pool
- Amazon Mechanical Turk
- U of M Campus, Flyer, or Email Recruitment
- Other

Purpose

The purpose of this research was to assess the possible effects of Sixties based media content on attitudes about women. You were therefore asked about your television viewing habits in combination with questions about the roles of women and men in society. The information you provided will hopefully help us to understand more about the ways in which television content effects the views people hold about women.

Contact Information

Thank you very much for your time participating in this project. If you have questions about this research, including questions about the scheduling of the focus group or your payment for participating, you can contact Julianne Pipoly, jpipoly@umich.edu, or her supervisor, Nicholas Valentino, nvalenti@umich.edu.

If you have questions about your rights as a research participant, or wish to obtain information, ask questions or discuss any concerns about this study with someone other than the researcher(s), please contact the University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board, 540 E Liberty St., Ste 202, Ann Arbor, MI 48104-2210, (734) 936-0933 [or toll free, (866) 936-0933], irbhsbs@umich.edu.

Resources

For more information in this research area please consult these references:

Douglas, S. J. (2010). *Enlightened sexism: The seductive message that feminism's work is done*. New York: Times Books

Glick, P., & Fiske, S. T. (1997 March) Hostile and benevolent sexism: Measuring ambivalent sexist attitudes towards women. *Psychology of Women Quarterly*. 21(1).

Whelehan, I. (2000). *Overloaded: Popular culture and the future of feminism*. London, Women's Press.

Also, below is a list of local agencies that can provide you with additional information or support if you are interested.

Sexual Assault Prevention and Awareness Center (SAPAC)

<http://sapac.umich.edu/>

24-Hour Crisis Line: (734) 936-3333

Confidential Email: theAdvocate@umich.edu

Counseling and Psychological Services (CAPS)

<http://www.umich.edu/~caps/>

Counselor: (734) 764-8312

Office of Student Conflict Resolution

<http://www.oscr.umich.edu/>

Phone: (734) 936-6308