

OUTSTANDING STUDENT POSTER

Gordon, B., Turner, L., & Perko, M.: Examination of sexual content of minority preferred magazines.

ABSTRACT

Background: Little data exist regarding the sexual content of advertising and less is known about the sexual content presented to adolescents in magazines. Data on the sexual content presented in the media has focused solely on television which decreases in importance to adolescents as they age. Purpose: The purpose of this study was to determine the prevalence of sexual advertisements in four of the most widely read magazines by at-risk adolescents. Methods: Advertisements were coded for sexual dress and sexual interaction. Non sexual dress included models in everyday attire. Sexual dress included revealing clothing, implied nudity, partially dressed, or partial nudity. When more than one model was present, sexual interaction was coded. Non sexual interaction included holding hands, playing, etc. Sexual interaction included hugging, caressing, kissing, or more. The unit of analysis was a single advertisement or advertisement insert occurring in Ebony, Jet, Maxim, and Vibe magazines. Advertisements were coded if they were full, three quarters, half, or less of a page. Descriptive statistics were provided for the sexual content of each magazine evaluated. Results: Of a total of 261 advertisements 24% contained sexual content. Sexual dress accounted for 15%, sexual interaction accounted for 6%, and advertisements with both accounted for 3% of the sexual content found in magazine advertisements. Ebony, Jet, Maxim, and Vibe contained 21, 20, 35, and 21% of sexual advertisements, respectively. Discussion: Exposure to sexual content is likely to influence sexual attitudes and behaviors of adolescents. Advertisements must be evaluated in attempting to understand the sexual content adolescents are exposed to as marketers continuously use sex and sexism to sell products to adolescents.