1. **Overview of Image Analysis**

* Four Magazines: *Essence*, *Cosmopolitan*, *Good Housekeeping*, *Seventeen*
* May 1998 - May 2018
* 12 issues a month, 20 years, 960 covers
* At least 2 people per cover
* Analyze and subjectively code each cover on several indices

1. **Detailed Image Analysis Plan**

**Group A: Alexis and Nathan**

* **May 1998 - Jan. 2005**

**Group B: Alexis and Sandra**

* **Feb. 2005 - Oct. 2011**

**Group C: Sandra and Nathan**

* **Nov. 2011 - May 2018**

1. **Key Word Scales:**
2. Body Diversity
3. Perceived Domestic Activities
4. Perceived Gender Diversity
5. Perceived Racial Diversity
6. Perceived Sex Appeal
7. Perceived Socioeconomic status
8. **Key Word Scale Facets (Items and Coding Schemes):**
9. Image Racial Diversity: Continuous, 1-5
   1. Not diverse: All white
   2. Diverse: More women of color than white women
10. Image Gender Diversity: Discrete/Categorical. 0 for female, 1 for mixed, 2 male
    1. Female: All female cover
    2. Mixed: Mix of females and males
    3. Male: All male cover
11. Image Gender Diversity: Discrete/Categorical. 0 for female, 1 for mixed, 2 male
    1. Female: All female cover
    2. Mixed: Mix of females and males
    3. Male: All male cover
12. Image Location/Environment. 0- domestic, 1- posing, 2- leisure. 3, professional
    1. Domestic: in a kitchen, in the household, in a garden, taking care of people, homes, houses
    2. active: riding a bike, exercising, interacting with characters
    3. Professional: in an office, school
    4. Styled: posing, modeling, photo shoot,
13. Image Beauty Diversity
    1. Conventional - perhaps this def should be set after we look at racial diversity too. Will probably mean thin, white, no blemishes
    2. Somewhat conventional - Does not have one of the above standards
    3. Unconventional - breaks two or more standards
14. Image Fashion
    1. Sexy: lingerie, bathing suit
    2. Feminine: short dress or skirt, shows a lot of skin, cleavage
    3. Active: sportswear
    4. High fashion
    5. Professional: suit, pants
    6. Casual: jeans, top that covers midriff
15. Color: Run color coding of whole image
    1. 10 most salient RGB Codes (delta = 25) ⇒ convert to HSL
    2. Obtain saturation and lightness values
16. Occupation- who are they?
    1. Entertainment: Actor/Actress, Singer, Comedian
    2. Business/Education: teacher, politician, CEO
    3. Beauty: Model, Fitness guru, athlete
    4. Unknown - just a random model
    5. Outlier - transgender
17. Age
18. Range 1
19. Range 2
20. Range 3
21. Range 4
22. Range 5

**Text: Textual Analysis**

1. Text Racial Diversity: names a person of color on cover, slogan, etc) divided by total blurbs (minus title)
   1. Not diverse: no mention, white pop culture
   2. Somewhat diverse: mentions a POC
   3. Very diverse: most names listed are of POC
2. Text Gender Interaction
   1. Other women mentioned
      1. In what kind of context?
         1. Who are they?
            1. Models? Astronauts? Housewives?
         2. Female-female friendship
         3. Female-female competition?
   2. Men mentioned
      1. In what kind of context?
         1. Work
         2. Dating
         3. Marriage
         4. Sex
3. Text Activities
   1. Domestic: Homes and gardens are mentioned
   2. Vacation: vacation or travel is mentioned
   3. Professional: workplace is mentioned, work life
   4. Active: fitness, diets, exercise is mentioned
4. Text Sex
   1. Sex talk is in context of men’s perspective and male pleasure
   2. Sex talk is in context of women’s pleasure
   3. Sex talk in in context of sexual health, STI, condoms, birth control
   4. Sex is in context of family and children
   5. New sex tricks/unusual/uncommon sex preferences/ideas/bringing spice in sex life
5. Text Relationship
   1. Relationship is assumed to be heterosexual
   2. Dating/Casual
   3. Marriage/Formal
   4. Affairs/infidelity
6. Text Health
   1. Losing weight or cutting calories is mentioned
   2. Mental health is mentioned in a positive way
   3. Women’s health is mentioned - periods, pregnancy, PMS, breast cancer
   4. Body is sexualized and feminized: focus on bigger breast, bigger butt, smaller waist
7. Text Consumer Goods
   1. Items for sale/advertised are:
      1. Beauty products
      2. Electronics
      3. Health products
      4. Professional products
      5. Natural/Organic
      6. Socioeconomic status
         1. Prices named are above $100
         2. 50-100
         3. Below 50 ????
8. Text Empowerment/Feminism
   1. Personal Finance is mentioned
   2. Education is mentioned
   3. Sexism is mentioned
   4. Empowering other women, Sisterhood
   5. Examples: date rape

For each category, the lower the number the more it reinforces gender stereotypes and the higher the number, the less it adheres to traditional gender stereotypes.

**Tentative Examples of Categories**

* White female gender stereotype
  + Ethnicity: white
  + Age: young
  + Location: Non-professional, non-athletic
  + Activities: Non-professional, non-athletic
  + Beauty: thin, no wrinkles, no blemishes
  + Fashion: revealing, non-professional clothes
  + Occupation: non-professional
  + Color: Feminine colors like pink, purple, yellow, pastel colors
  + Racial diversity: no racial diversity
  + Gender interaction: men mentioned only in context of sex and relationship
  + Sex: sex aimed at male pleasure
  + Health: aimed at losing weight quickly
  + Emotion: aimed at “feminine” emotions like jealousy, sensitivity, happiness
  + Consumer goods: advertisements for beauty products, gifts for others
  + Feminism: no mention of authentically supporting other women
  + Empowerment: aimed at increasing beauty, fertility, or sexuality
* Black Female Stereotype
  + Ethnicity: black
  + Age: young
  + Location: Non-professional, non-athletic
  + Activities: Non-professional, non-athletic
  + Beauty: curvy, no blemishes, light skin, straight/wavy hair
  + Fashion: revealing, none professional
  + Occupation: non-professional
  + Color: Feminine colors like pink, purple, yellow, pastel colors
  + Racial diversity: light-skin
  + Gender interaction: men mentioned only in context of sex and relationship
  + Sex: sex aimed at male pleasure
  + Health: aimed at losing weight quickly
  + Emotion: aimed at “feminine” emotions like jealousy, sensitivity, happiness
  + Consumer goods: advertisements for beauty products, gifts for others
  + Feminism: no mention of authentically supporting other women
  + Natural/Wigs? → Eurocentric hairstyles (straight/wavy, no tight curls)
  + Other factors unique to black experience
  + Empowerment: aimed at embracing beauty, making positive change
* White Male Gender Stereotype
  + Ethnicity: White
  + Age: Older
  + Location: Professional, athletic
  + Activities: Professional, athletic
  + Beauty: strong, chiseled facial structures and muscular body
  + Fashion: business-oriented, suit-and-tie
  + Occupation: Financially stable, powerful, womanizer
  + Color: bold, masculine colors like red, blue, black/gray, darker colors
  + Racial diversity: none
  + Gender interaction: women mentioned only as sexual exploits, protected possessions, or social tools
  + Sex: sex aimed at domination and objectification
  + Health: aimed at improving virility, strength
  + Emotion: aimed at “masculine” suppression of emotion’s weakness
  + Consumer goods: advertisements for energy, fitness, sex appeal
  + Empowerment: higher salary, bigger muscles
* Parent/Lifestyle Stereotypes:

**Final Categories:**

**Index**

**Racial Diversity**

**Number of Women**

**Number of Men**

**Activity**

**Beauty**

**Fashion**

**Color**

**Identity**

**Perceived Age**

**Total Text Blurbs**

**Total Race Mentioned**

**Total Sex Mentioned**

**Sex - Male Pleasure**

**Sex - Female Pleasure**

**Sex - Male Health**

**Sex - Female Health**

**Women’s Issues**

**Self Improvement**

**Dating/ Casual Relationship**

**Marriage**

**Mental Health**

**Beautification**

**Losing Weight**

**Fitness/Health**

**Work/Professional**

**Education**

**Finances**

**Homecare**

**Childcare**

**Category Assumptions**

**Racial Diversity**

The perceived Racial Diversity of cover models is understood as skin tone and facial features, ranging from pale to dark and white-looking to non-white looking. We chose to use skin tone and facial features as a primary measure of racial diversity rather than ethnicity (by researching said cover model or accounting for biracial identities) because “race” is often a quick, visual judgement based on skin tone and facial features.

We measured racial diversity on a continuous scale from 1-5, where 1 is “white-passing” and 5 is non-white passing or a person of color, including lighter-skin Asian, Hispanic, or other models so long as they are recognizably non-white. In cases where one model is a POC and one is white-passing, then that might score a 4.

**Number of Women**

Number of females seen on cover, including babies, young girls, and transgender women. We chose to operate with a gender binary because it fits the current attitudes of gender in America and within the target audiences of these magazines.

**Number of Men**

Number of males seen on cover, including babies, young boys, and transgender men. e chose to operate with a gender binary because it fits the current attitudes of gender in America and within the target audiences of these magazines.

**Activity**

Perceived actions and activity of cover model(s) based on their posture, outfit, environment, and other context measures. We ask the question: “What is this person doing on the cover? What is their purpose?”

We measured “Activity” as a categorical variable. 1 is Domestic activity, such as cooking, cleaning, sewing, shopping, taking care of children. 2 is Posing, which is displaying no obvious kind of activity and set in a blank, photoshoot background. 3 is Leisure, such as being on a beach, on a boat, vacationing, sitting down for a meal, celebrating a holiday. 4 is Athletic, which includes playing sports, running, exercising. 5 is Professional, which includes working in an office, giving a speech.

For example. If Hillary Clinton is posing on the cover of Cosmo, then we would most likely rate her a 2 - Posing, although she is a politician, her actions on the cover do not explicitly demonstrate that.

**Beauty**

Beauty measures Beauty Conventionality, or how closely models follow conventional beauty standard. A conventional beauty standard for women is defined here as meeting most of these characteristics: Cosmo/Seventeen/GH: White/Light Skin; Young (GH?); Thin Waist, Thin legs; Big Breasts/Cleavage; High Cheekbones; Glossy Hair; Big Eyes; Clear Skin; Big, White Teeth; Small Nose; Full Lips

Essence: Lighter Skin; Straight Hair/Wig -most conventional is wig/straight hair, braided, dreads, than natural hair/afro; Curvy; Young (GH?); Thin Waist, Thin legs; Big Breasts/Cleavage; High Cheekbones; Big Eyes; Perfect Skin; Perfect Teeth; Small Nose; Full Lips; Light features

**Fashion**

Fashion refers to what the cover model is wearing, how “revealing” and “feminine” the outfit choice (where feminine refers to dresses, skirts, bras, lingerie, lace, pastel colors) to how professional or conservative an outfit is. 1 is Lingerie, Bikinis, and “sexy” outfits that portray women as sex symbols. 2 is revealing, highly-feminized and dressed up outfits like Daisy Dukes, short dresses and shorts, sparkles, high heels (but not lingerie). 3 is Athletic wear, including sports bras, running shorts, tights. 4 is casual-wear, such as jeans, tops - business casual, weekend wear like sundresses, longer shorts. 5 is professional wear, such as suits, buttoned-up shirts with collars, or occupational outfits.

This is a categorical variable, but also as numbers increase, the outfits are more “masculine”, “gender neutral”, and “professional”.

**Color**

A computer program will run an analysis on RGB make-up of magazine covers.

**Identity**

The occupation of known persons on cover or perceived occupation on cover. 1- 1 is Beauty industry, as a model or make-up artists, 2 Entertainment, like Actors and writers, 2 is Business/Education  
2 (Business/Education/Politics)  
3 (Beauty/Model/)  
4 (Athlete)  
5 (Mother/Wife/Caretaker)  
6 (Unknown)

**Perceived Age**

**Total Text Blurbs**

**Total Race Mentioned**

**Total Sex Mentioned**

**Sex - Male Pleasure**

**Sex - Female Pleasure**

**Sex - Male Health**

**Sex - Female Health**

Female sexual health refers to women’s health issues that largely do not apply to men, such as periods, pregnancy, and birth control. This also includes mentioning of STIs that do not explicitly refer to a male partner’s STI.

**Women’s Issues**

Women’s Issues refers to women’s cultural and societal issues that largely do not apply to men, such as date rape, sexual assault and harassment, intimate partner violence, sexism, feminism, #MeToo cultural movements, being the “first woman to”, challenging gender norms, and female-female friendships (for example, “girlfriends”).

**Self Improvement**

Self improvement refers to matters of psychological self-help, such as bettering oneself, increasing confidence, setting New Year’s resolutions. Men and women could read these blurbs and get the same message.

**Dating/ Casual Relationship**

**Marriage**

**Mental Health**

**Beautification**

**Losing Weight**

**Fitness/Health**

**Work/Professional**

**Education**

**Finances**

**Homecare**

**Childcare**

Family work refers