

A2 Part 1: Participatory activity

By

Aishwarya Kumar and Sailee Khaparde

Planning the Participatory activity

AIM

To enquire about the role impact of advertisements and media in perpetuating exclusion, within the topic of fairness creams.

PARTICIPANTS

- A diverse group of people – of different ages, gender, ethnicity, financial & educational background.
 - Anybody who has seen a fairness cream AD

What is beauty?

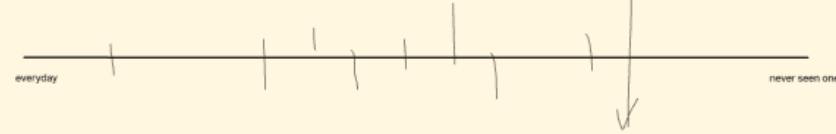


who do you think is the most beautiful among them?

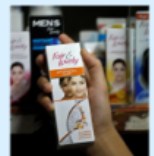
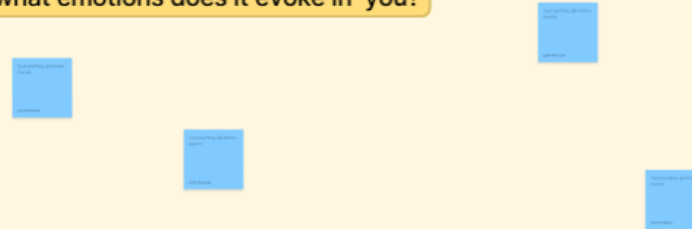


how often do you come across fairness cream ad's?

mark wherever your ans lies



what emotions does it evoke in you?



any fairness cream campaign that stood out to you...



what are some common stereotypes associated ...

Executing the Participatory activity

Title of the Participatory Activity: Fairness creams and Social Impact.

Location : Within College campus, and online

Number of Participants : 20

Number of Questions in activity : 6

Duration: Approximately 5-7 minutes per participant

Participant Requirements: Should have come across a fairness cream Ad at some point in their life

Description: We guided the participants through the activity – went question by question, explained each question. Participants were then required to write their answer on a post-it and paste it on the board.

WHAT IS BEAUTY?

(ANSWER IN ONE WORD)



HOW OFTEN DO YOU COME ACROSS FAIRNESS CREAM ADVERTISEMENT



ANY FAIRNESS CREAM CAMPAIGN THAT STOOD OUT TO YOU - POSITIVELY/NEGATIVELY?



Who do you think is the most beautiful among them?



WHAT EMOTIONS DOES IT EVOKE IN YOU?

WHAT ARE SOME COMMON STEREOTYPES POTRAYED IN FAIRNESS CREAM ADVERTISEMENTS?

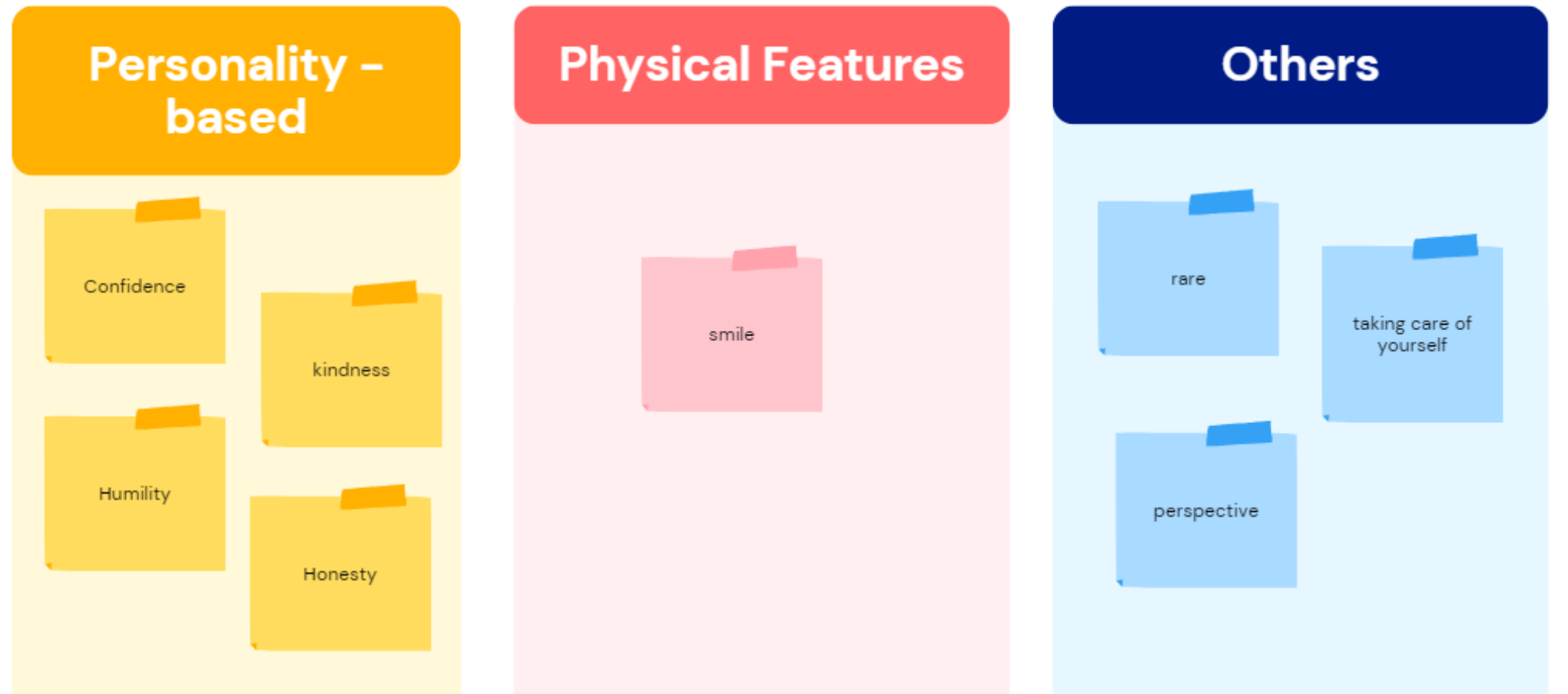
NUMBER OF PARTICIPANTS	AGE BRACKET	GENDER	OCCUPATION
7	15- 20	female	student
5	15-20	male	student
3	30-50	male	faculty
2	30-50	female	faculty
1	40-50	female	housemaker
1	50-60	male	government service
1	40-50	female	corporate

Total Participants - 20

Insights from the Participatory activity

QUESTION 1

BEAUTY IS.....



(broadly classifying the answers)

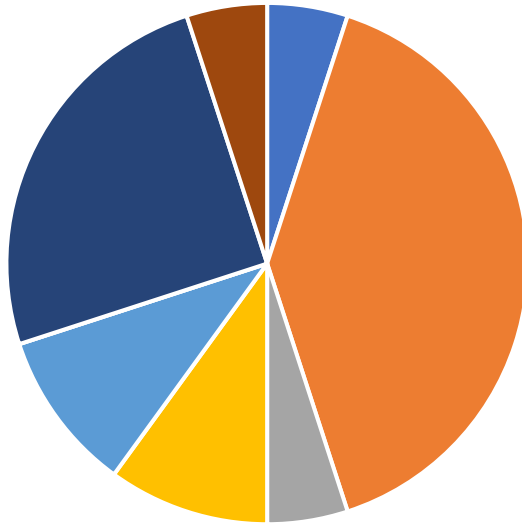
OBSERVATIONS AND INSIGHTS

- factors like gender, age did not play a role in this, everybody had a unique idea of what beauty means to them.
- very few people's answers included a physical feature

QUESTION 2

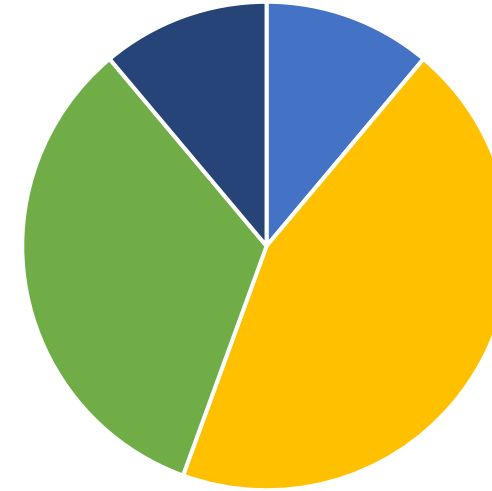
WHO IS THE MOST BEAUTIFUL OF THEM ALL?

FEMALE ACTRESSES



■ Rani Mukherji ■ Alia Bhatt ■ Kajol ■ Katrina Kaif
■ Rdhika Apte ■ Yami Gautam ■ Aishwarya Rai ■ Bipasha Basu

MALE ACTORS



■ Dhanush ■ John Abraham ■ Ajai Devgn ■ Shah Rukh Khan
■ Rajkumar Rao ■ Vicky Kaushal ■ Hritik Roshan ■ Ranbir Kapoor

OBSERVATIONS AND INSIGHTS

- Answers to this were greatly influenced by age and generation. E.g. – many of the participants from older age bracket gravitated towards Aishwarya Rai, while younger to Alia Bhatt.
- Participants definition of beauty did impact this – e.g. some chose alia bhatt because she has a nice smile, while some chose Shah Rukh Khan because he is witty, it was about more than just physical features.
- Interestingly, None of the participants chose Yami Gautam, who is the face of Fair and Lovely.

QUESTION 3

How Often do you come across Fairness Cream Ad's?

- Most participants concurred that as children, or a few years back, it was much more common to see them. They aren't that common in today's day and age.

QUESTION 4

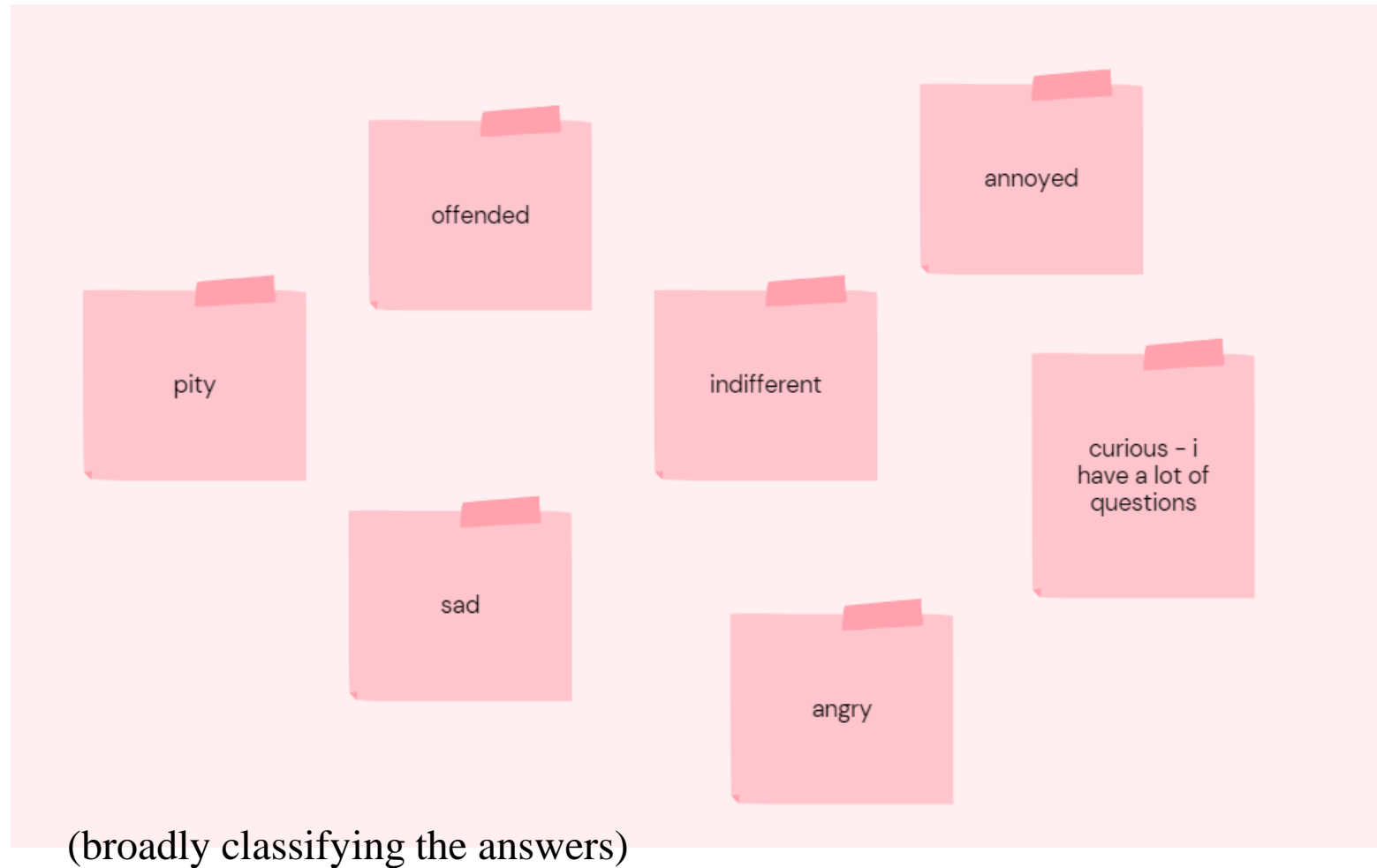
Any Campaign related to fairness creams/ piece of news that you remember distinctly – that stood out to you – positively or negatively

OBSERVATIONS AND INSIGHTS

- Many remembered the storyline of multiple fairness cream ad's
 - Fair and lovely changing its name to glow and lovely
- While most participants did not pay heed to these Ad's, many of them distinctly remember the ad's. most described the ad in detail – the setting, the storyline, the punch line, the actor etc – even though it has been a while since they saw it, the ads are etched in participants minds.

QUESTION 5

What emotions does it evoke in you?



OBSERVATIONS AND INSIGHTS

- Many participants, especially ones with dusky skin tones were indifferent towards these ad's, many of them also found it pitiful and funny.
- Overall, most participants did not pay any heed to these ad's, so did not feel offended or targeted.

QUESTION 6

What stereotypes do these AD's propagate?

OBSERVATIONS AND INSIGHTS

- most answers were along the lines of “fair skin is superior”
“fair skin equals to success and confidence”
- Many participants, especially female, noted that these ad's are targeted towards females more than males.

Due to our time constraints, the responses were majorly limited to the people around us, coming from a relatively privileged background. This impacted our understanding of the scenario.

OVERALL INSIGHTS

- While many participants don't pay heed to these ad's, they are etched in their memory. Most of them were able to describe these Ad's in detail despite it being a while since they last saw these ad's
 - The younger generation is indifferent towards it, while the older generation was actually impacted by it – some were impacted mentally, while some were influenced to go buy the product
- Females are targeted more by most ad's – even if they knew better, and were not “affected” by these ad's, they were more observant towards it and remembered and were more aware about it as opposed to males, who only had a general idea of the scenario.