

Gender Representation, Diversity and Advertising

Introduction

Gender and advertising plays a vital role in encouraging consumers to purchase the promoted product. The diversity of race within advertising can also affect the way consumers decide to purchase the product. Different genders are used to represent stereotypical gender roles within society for example women are typically used to represent doing housewife activities and men used to promote construction projects. It is important to realise the significance of the use of gender and diversity and how they are depicted in the modern world and it's effect on consumers, and how certain strategies used provide a better outcome than others.

We will also briefly look at how gender and diversity in advertising is represented in London. London is an extremely diverse city, yet they still fail to represent men and women around us and even fail to represent diversity appropriately. This research project will provide analysis of the effects and uses of gender and diversity within advertising and how specific roles used provide a better understanding to consumers. I will also provide methods to showcase the problems advertisers face and offer methods to overcome them.

Problem Statement

In the last 10 years, the importance of gender equality and diversity within advertising has changed, where by consumers are not held back with old mindsets and according to a study, more than half of consumers are more likely to purchase a product from a company that is more inclusive and diverse in their advertising.

Gender Representation within advertising has proven to be a sensitive subject all over the world, but more specifically within London, UK. London is very diverse with a vast amount of different races that co-exist together, so making sure the correct use of gender and race used to depict a specific role or product is important. Specifically women are targeted in having harmful advertisements created that can portray a very stereotypical role. This can have adverse effects in young women and even children and restrict their choices, aspirations and opportunities.

A specific example of this occurred in London, where by a advert was placed in a busy underground train station with an of a women and the words “ You can do the girl boss thing, we’ll do the SEO thing” for a company called People Per Hour that connects businesses to freelancers. This advert received over 19 complaints, with the suggestion that the advert represents women unable to run a business or offer SEO (Search Engine Optimisation) essentially suggesting that women cannot use technology. As a result the advert was banned by the ASA (Advertisement Standards Authroity)

The following research questions will need to be tackled:

1. What problems can advertisers face when using stereotypical roles in their adverts?
2. Why is the use of women in advertisements can be problematic for young women?
3. What percentage of different races are use within advertising?

Objective

The objective of this research proposal is to find the issues faced within advertising in London, UK and provide ideas and solutions to be more gender inclusive and more diverse when advertising and not limiting a gender or race to a specific role or product. I will provide an all-inclusive study regarding the obstacles advertisers face as well as issues consumers have to face within advertising.

Specifically, I will address the following sub-objective within the study:

- Show the importance of inclusion of diversity and appropriate gender representation within London
- Review the current advertising methods use within London and how gender is represented.
- Outline alternative methods for advertisers in order to avoid stereotypical roles for genders and race

Preliminary Literature Review

A preliminary literature review displays certain past studies on the research subject have mainly looked at how women are depicted within advertising. How women are typically used in certain roles as sex objects or even as stereotypical roles such as a housewife. These studies are not inclusive of men and their role in advertisements. Some studies have been conducted to showcase the percentage of consumers that are willing to purchase a product from companies are more diverse inclusive and more gender equal. These studies however do not provide data on whether companies are better off using these types of advertisements. There is limited research on how both gender and diversity are currently represented within advertising both play a important role in society.

Methodology

The main methodology that will be used for this study would be literature review. The use of surveys as well as government data will also be used to provide a broad outline of results regarding the gender representation in advertising, as well as how diverse the advertisement market is. The first step would be literature review, and would include the review of current advertising methods used and how gender is represented. I will also briefly study this in a very complex city, London. The next step is to provide data in the form of surveys by the general public showing how consumers will be effect their purchasing rate if appropriate gender representation and diversity inclusive is used in adverts. The final step would be in the form of a presentation, and will outline alternative processes for advertisers and present ways to avoid the use of stereotypical roles for gender and race when creating an advertisement.

Reference

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