

SIS, Pune

Course: SLDM

Warm Up Task-I: Learning from Data

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Marks:20 (To be adjusted suitably)

Group size 2

Data of submission: 17 th Aug,2022

Case Study: Perceptions of Gender Roles in the Advertising Industry

Jamie Drout is interested in perceptions of gender stereotypes within beauty product advertising, which includes soap, deodorant, shampoo, conditioner, lotion, perfume, cologne, makeup, chemical hair color, razors, skin care, feminine care, and salon services; as well as the perceived benefits of empowerment advertising.

Gender stereotypes specifically use cultural perceptions of what constitutes an attractive, acceptable, and desirable man or woman, frequently exploiting specific gender roles, and are commonly employed in advertisements for beauty products.

Women are represented as delicately feminine, strikingly beautiful, and physically flawless, occupying small amounts of physical space that generally exploit their sexuality; men as strong and masculine with chiselled physical bodies, occupying large amounts of physical space to maintain their masculinity and power.

In contrast, empowerment advertising strategies negate gender stereotypes and visually communicate the unique differences in each individual. In empowerment advertising, men and women are to represent the diversity in beauty, body type, and levels of perceived femininity and masculinity.

Her project is focused on understanding consumer perceptions of these advertising strategies. Jamie conducted a survey using the following questionnaire (* questions are in the attached Excel sheet)

Assignment: Jamie received 105 responses, which are given in the Excel file *Drout Advertising Survey*. Review the questionnaire and do the following

- i. (Use R or Python) . Analyse data to seek answers to the relationship between stereotype versus empowerment advertising.

Your presentation is a business presentation and so be brief and report interesting 'insights' extracted from your analysis

To perform the analysis, set up 'relevant' hypothesis i.e. questions that you need to answer related to empowerment advertising (What is to be done here is to form different

'hypotheses or objectives (Problems that you want to solve using the data)) and Indicate what tools you want to use here.

Other than basic statistical tools, check whether you can use two-sample tests, ANOVA, and/or Chi-Square tests for independence as appropriate and suitable models . Write up your conclusions in a formal report, or add your findings