

In youtube_extraction_english_43.json :

Title: The dark secret behind sexist advertisements. | Natalia Ortiz Hazarian | TEDxYSMU

- Table 1: Summary of the results per comment;
- [Table 2](#): Summary of the results per sociolinguistic variable;

Table 1: Summary of the results per comment

Comment	KeyWords	Sociolinguistic variables (Hiper - Hipo)	Hate Speech Frequency	Hate Speech Fre-quency(%)
mmmm i met a woman awhile back who suddenly had a bad feminists attitude. i asked what happened n she told me she went out clubbing n met a nice goodlooking fella n swapped numbers. he called n made a date . they were to meet at a warf for a ride around the harbour then dinner .her problem was he didnt recognise her at the warf n she lost it and started yelling at him so he left. i asked what was so different n she said she didnt think there was anything different cept she had makeup on .ok so how much makeup ? well i covered my freckles n did my eyes n made my lips look fuller .i said ok n what did you wear n she said she had her new legin things that hold your belly up n she had high heels on .i told her thats the problem n she lost it with me .a fella can have a shave n do his hair he cant do much else besides nice clothes.she was a totally different looking person to the one he met at the club . n women wonder why men are weird ect its due to us not getting what we have seen which is what he wanted .maybe if women stopped trying to be what theyre not they might find someone who wants them for what they are .its not so much the advertising its the competition between women to outdo eachother.all a fella can do is try n have a bigger boat or bike or have better paying job n yes we all would like a beauty hanging off our arm but thats not always possible unless the partner is plastic	Weird, Woman	Gender - General, Physical Identity - Physical (and Mental) Impairments	2/292	0.685
Yes. That’s why if you are a woman you should stop caring for others. It’s a waste of time, you will never get anything back.	Woman	Gender - General	1/25	4.0

<p>A sad but much needed talk. I notice misogyny everyday in movies, ads and more. Imagine if African Americans were still treated the way they were treated 200 years ago. Sadly women are still being mistreated and objectified today. The sexism needs to be called out just as much as racism is being called out. Both are incredibly destructive. Humans need to evolve and it matters greatly how you treat others. Always be kind and compassionate. Golden rule rules.</p>	African, Misogyny, Racism, Sexism	Ethnicity - Black, Ethnicity - General, Gender - General	4/79	5.063
<p>Mariana Beatrizthere are already enough studies done. Subliminal advertising alone, plus the overt sexism and misogyny in movies, especially older movies. It's destructive and creates biased behavior. Imagine blacks still being treated the way they were 200 years ago. Yet women still haven't reached that level of equality especially in many parts of the world.</p>	Misogyny, Sexism	Gender - General	2/56	3.571
Now, let's tackle ageism , too!	Ageism	Age - General	1/5	20.0
<p>Ads aren't meant to make you feel good about yourself, they're meant to sell a product. If that involves women (or men) having a crisis about their identity of appearance, that's what they'll do. Women are targeted more for ads aimed at their insecurity because women are generally raised to care more about their appearance, to appeal to others. Ads for products claiming to help guys "get it up" in the bedroom are equally willing to prey on insecurity if that's what it takes to sell a product. These ads aren't sexist, they're just exploitative. Not any better really, but we live in a world where money rules and products must sell, no matter about privacy or self esteem of the customer.Edit: Yes, sexism and other forms of discrimination are widespread, and in many places affect women and minorities much worse than non-minorities. I just don't think that targeting advertisements created by cynical corporations interested only in selling products to the gullible through whatever means necessary, is a good place to start. The problem with sexism is deeper than that. It's ingrained into our culture, and in more extreme cases such as the culture of traditionalist Islamic countries, can result in women being systematically cut off from the outside world as a method of control. Human trafficking exists and thrives even in modern, first world countries because people aren't aware of it, or just don't see any way to stop it. Sexist ads are a symptom of a problem that pre-dates modern culture. We should fight not just for equality, but also for the sake of basic human decency, no matter how it be distributed. I respect anyone who truly tries to make a positive change in the world.Also, to clarify, as I mispoke earlier, these ads may indeed be sexist, but the propagation of sexism is not the purpose of the ads.</p>	Sexism	Gender - General	1/315	0.317

And these same people can't take it when they see Muslim women in modest attire. They keep calling them oppressed and backward. Well, if this is what you call being modern and civilised, then you keep your modernity and civilisation to yourself. Nowhere is woman more honoured than In Islam.	Woman	Gender - General	1/50	2.0
Bitches have been creating all there own misery as long as I am old . Thank feminism & feminists for that. Destruction all by Jewish design	Old	Age - Over 65s	1/25	4.0
She missed the obvious, a child's head is disproportionately large to their body. Indeed the photo shopped photo makes this grown woman look 11 years old . Why do this?	Old, Woman	Age - Over 65s, Gender - General	2/29	6.897
Beauty is power and women seek to be beautiful and maintain that beauty to retain that power. Ads that appeal to men are no better. You are only manipulated as much as you let yourself be. What about ads that tell a man he is worthless unless he can win a beautiful woman ? All feminists see is the woman being "exploited," even though the female model usually makes more than the man.	Woman	Gender - General	2/72	2.778
Marvelous Mrs. Mazel is a show that makes me feel less than as a woman and wife. Because it shows a perfect (inside and outside) woman that does everything perfectly. The only 'mistakes' she does is in her hobby- stand up comedy.	Woman	Gender - General	2/42	4.762
Do men get all that fuss about objectification? Perhaps they've grown a pair. Of course it can be seen as misogyny as everything that doesn't fit in this victimhood card women like to play so often. Women are empowered to do those adds, they are as much responsible as everyone else, and that's thing women don't like, responsibility towards their own actions, it's way better to blame all world instead	Misogyny	Gender - General	1/70	1.429
And what makes this sexistist just Because a Woman has a problem a man do not have it doesn't mean its sexist	Woman	Gender - General	1/22	4.545
Well if women are easily influenced by advertisements, suggestions and other people's opinions, like the Woman in this Video said.Why should we assume that the majority of women are strong willed and confident?	Woman	Gender - General	1/34	2.941
Sadly, it's still more difficult to get to those positions as a woman . Women are not encouraged to achieve them and they might not be hired as easily for being women. In general the types of qualities associated with high positions like leadership skills, being loud with your opinion etc. are often perhaps unconsciously frowned upon when it comes to women.	Woman	Gender - General	1/61	1.639

Hildegard von Bingen the talk doesn't say women are easily influenced by ads. It points out how the ads affect society as a whole, which then teaches women to act like or accept being treated as objects. By your reasoning, since men are in powerful positions and are the ones running society, they are the weak willed ones being swayed by the ads. How could such an easily influenced gender be trusted to be in charge of making important decisions? If men are really so much stronger than women they should be capable of running society fairly and not disregarding the privileges they were born with.	Gender	Gender - General	1/106	0.943
im not pro sjw, but as a woman i agree with this talk. many men are visual and they get influenced by non stop bs from advertisement and videoclips. Many men aren't that smart to divide fantasy from reality. as a woman i constantly see this bs and i can't see commercials. learned to ignore the bs. sometimes i get angry but i try to ignore it. especially now i know most of the 'women' are trans i don't feel bad about myself	Woman	Gender - General	2/83	2.41
more victim talk... I don't really see anything wrong with the beer add. how is it harmful for women? it's an add FOR men, men like to look at women, so it succeeds in capturing male attention, therefore it works as an add. stop being a sensitive snowflake . adds aren't harmful to women, what is harmful is the lack of education kids get nowadays and the social networks.	Snowflake	Ideological and Political Identity - General	1/68	1.471
Guys don't feel we have anything in common with ads either, none of us look like those guys...it's just that we don't care.	Common	Social Class - Working class	1/23	4.348
What to make of this talk? It's as if this woman woke up one day and realized that there's this system that presents aspects of reality as problematic, and attempts to convince people to purchase solutions to these largely imaginary problems, and now she's on a mission to educate the world. Um, ya that's advertising. Convince a group of people that there is a problem - real or imaginary, offer a solution for a cost. She speaks as if she's blowing everyone's mind, as if it's all so new and shocking. I'm pretty sure we all get what advertising is.	Woman	Gender - General	1/100	1.0
I just thought that sexism existed in India even in the 21st century, but little did I know that it is such a strong and emotionally disturbing issue worldwide. Kudos to Natalia, this video deserves much more views. It should reach as many people as possible.	Sexism	Gender - General	1/46	2.174

Imagine the psychological impact of the objectification of women have on younger women. Because of the way men generally objectify them for their outer looks they think every man is objectifying them. I was walking around where I live and I decided to wave to the people I'd come across. One was an elderly lady and she gladly waved back, smile and everything and the other was a young woman ...she blatantly ignored me and didn't want to wave back...she's probably been objectified by many men and didn't want to talk. It's sad when you think about it.	Elderly, Woman	Age - Over 65s, Gender - General	2/97	2.062
She is strongly suggesting that men are to blame for the CEOs of companies with marketing departments abusing women whilst they are trying to sell their products. This is not the case whatsoever. Take a look at all the Gillette shaving products that say 'The best a man can get'...? It is always with a beautiful woman who is portrayed as his girlfriend or wife who feels his face and then approves he is now acceptable to her. If you look it is everywhere but this woman cannot acknowledge this because she has cognitive bias hard wired in her brain and is blind to see this happens to Men and Women also!! She thinks she is right and is trampling all over men by suggesting men are to blame for the marketing tactics that all manufactures use and have used from the beginning of T.V !!! Even if you layed this out for her in multiple instances she would never accept this to be so!	Blind, Woman	Gender - General, Physical Identity - Physical (and Mental) Impairments	3/165	1.818

<p>Men are victimised in the same extent as women are. Men are told to be the head of the house and they must bring in money to pay for the bills and rent or mortgage and this all starts from day one at school. When men leave the classroom and enter into the job markets they are faced with the reality that there isn't enough work out there and what is out there is below the poverty level. This puts a huge stress on the body and men feel inadequate from the get go. Men have problems just as severe as women do only we are told to bottle it up and never cry about it. In my country the No1 cause of death for young men is suicide and all men understand why this is so!!! Let that sink in real hard. It is at epidemic levels and is a growing crisis yet the tabloids and news outlets NEVER EVER speak about this. It is covered up because if it was to be talked about in the media there would be a backlash and a demand for this horrifying truth to be put right.</p> <p>Men are abused and sexualised and worse ignored in a far deeper extent yet women refuse to acknowledge this completely. I know several people who have committed suicide and some are from my school going back to our first day at school. I am not a unusual case but I am typical man who just have been sickened that this has been happening for as long as I can remember. Men have problems too but they are just different. It is acceptable for this beautiful woman to talk about this but when have you seen a man get up there and do the same thing. Never is the right answer because we are not allowed to complain simply because it would be perceived as a weakness. Men are not allowed to cry and share their struggles in life which is a terrible crime against men. Men have problems too but they are different problems and even this truth is beyond taboo and is not allowed in society!!</p>	Woman	Gender - General	2/362	0.552
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I'm gonna be honest dude, I didn't read this whole thing. I'm sure it has great points, and I probably agree with most if not all of them, but I have to say that these things are not taboo. Sure, your personal experiences might have led you to come across horrible women in the past who downplay male problems, but most, of not all people are ready to admit men have significant disadvantages in some aspects of life. However, this has absolutely nothing to do with the video. The video is not attacking a men's right to victimhood, it is not here to highlight how men have it better, it's not trying to silence anyone with issues, it's just trying to point out a specific problem that has to do with sexism towards the female gender in particular. That is all. Shouting men have problems too on a video about women is not going to help your point get across. And also men get abused and sexualized way worse then women? Have you ever SEEN the statistics on domestic abuse? Or talked to a women about their experiences with cat callers and men on the street? Have you ever talked to a women before? That's all. Have a nice day I guess.	Gender, Nothing, Sexism	Age - Youngsters, Gender - General	3/212	1.415
Is Houston Sexism is committed by sexist people Women and Men! Men are sexualised just as much as women and if you say that isn't true then look in the mags and TV commercials. Women are not sexualised by Men but by sexist people who are the few. My points were valid that we cannot complain but here we go again another woman complaining or at least I'm saying she can stand up and say this but a man can must not.	Sexism, Woman	Gender - General	2/82	2.439
came back to this video today when i heard about the new law that Great Britain is about to install from next June on!!! yaaaaaay!!!! no more gender specific commercials allowed!!! one step in the right direction i'd say!!! eventhough it seems like a huge detour for humanity itself... but better late than never!	Gender	Gender - General	1/54	1.852
Makes me wonder why as a woman , most of my jeans don't have actual pockets while most or all of men's jeans have pockets.	Woman	Gender - General	1/24	4.167
People saying guys should also get paid paternity leave. dude. Are you saying if a woman is pregnant, she shouldn't be able to get a leave and continue work, because equality right? Unless guys get the same treatment? You're basically telling your daughter, gf, wife, mother, grandmother, aunts, to work while they're heavily pregnant because.. men doesn't get the same treatment. Wow. Nice.	Woman	Gender - General	1/63	1.587

Yes that is right. Men are victimised in the same extent as women are. Men are told to be the head of the house and they must bring in money to pay for the bills and rent or mortgage and this all starts from day one at school. When men leave the classroom and enter into the job markets they are faced with the reality that there isn't enough work out there and what is out there is below the poverty level. This puts a huge stress on the body and men feel inadequate from the get go. Men have problems just as severe as women do only we are told to bottle it up and never cry about it. In my country the No1 cause of death for young men is suicide and all men understand why this is so!!! Let that sink in real hard. It is at epidemic levels and is a growing crisis yet the tabloids and news outlets NEVER EVER speak about this. It is covered up because if it was to be talked about in the media there would be a backlash and a demand for this horrifying truth to be put right. Men are abused and sexualised and worse ignored in a far deeper extent yet women refuse to acknowledge this completely. I know several people who have committed suicide and some are from my school going back to our first day at school. I am not a unusual case but I am typical man who just have been sickened that this has been happening for as long as I can remember. Men have problems too but they are just different. It is acceptable for this beautiful woman to talk about this but when have you seen a man get up there and do the same thing. Never is the right answer because we are not allowed to complain simply because it would be perceived as a weakness. Men are not allowed to cry and share their struggles in life which is a terrible crime against men. Men have problems too but they are different problems and even this truth is beyond taboo and is not allowed in society!!	Woman	Gender - General	1/366	0.273
1:50 to 2:10 This happens to men all of it happens to men it's just that people freak out if it's a woman	Freak, Woman	Gender - General, Physical Identity - Physical (and Mental) Impairments	2/23	8.696
Why are you using Brazil as a basis in the US?It is ADVERTISING, created to appeal to the unconscious to get people to part with their \$\$Go whine in a country where nobody cares like Syria.What are you crying to me about Armenia for? Go there and complain.	Nobody	Age - Youngsters	1/51	1.961

Ads has never forced me to violent a woman . Frankly, I'm surprised to hear that men may transmit the "objectiveness" of women in ads into the real life. If it's so, it's horrible: it makes me think that sexism is everywhere and comes even from things seem to be so far from it. We shouldn't divide women into "beautiful" and "not beautiful": this is different for all people. And of course we shouldn't push women to be "beautiful" to us: they were not born to be a decoration.	Sexism, Woman	Gender - General	2/88	2.273
I divide people into what they can do.And there is nothing wrong with that.	Nothing	Age - Youngsters	1/15	6.667
Why did I get an advertisement for how a woman should properly kiss a guy?	Woman	Gender - General	1/15	6.667
How a woman should properly kiss a guy: be willing. That's really all there is to it, to what a guy wants out of a kiss.	Woman	Gender - General	1/26	3.846
TEDx Talks are delighting us to understand deeply our nature and world. The unexamined life isn't worth living. These talks change my perception and thanks for those women who come and talk about who women are really. I like to hear and listen to a woman talks about what is a woman than listening to the prejudices of society.	Woman	Gender - General	2/59	3.39
+Ayanna"...they saw them as a whole person."How could they have known that. At best current technologies allow to see differences in brain activities. For all we know men were actually perceived as less than objects.Additionally. What would you suggest we do with than information? You suggest we program everyone's brain to perceive men and woman identically?	Woman	Gender - General	1/59	1.695
It would be interesting to be in a public place (a store) and casually, yet loud enough, say I am not going to buy (this deodorant) because this brand uses sexist ads. Since most buyers around you are women (if statistics are right), they will hear you. They make say nothing , but they will hear. The same with children - they may act as if they are deaf , but hear everything their parents say. Or say something funny to the same effect (works even better) - "I'm not going to buy this deodorant because it only works for "bones + skin" ("skin on bones) types). I'm too beautiful and too curvy, so, no, it's not for me (was not designed with me in mind). Women bond immediately - it takes one person to step up - and a few will say the same.	Deaf, Nothing	Age - Youngsters, Physical Identity - Physical (and Mental) Impairments	2/143	1.399
Boehoe, playing the victim card. Evolution shaped men's brain, they do not think like women, but we want to turn them in to soyboys. We are human animals and being civilised is just a thin sugar coating on human animalistic behaviour. What motivates us is search for resources and procreation. The world will never change only the way how we attain our goals. Honestly women do not like smelly men either.	Thin	Physical Identity - Physical Features	1/71	1.408

Ay, I just saw someone in an 'Old Spice' advertisement where someone blew up, so I'll just be a terrorist now.	Terrorist	Religious Identity - Muslim	1/21	4.762
What's wrong with her lecture? Ah, the nagging. TED and even TEDx are supposed to be nagging-free zones for educated exchange of facts. She does not meet that basic requirement I'm afraid, not even the lower TEDx-ones.This even might derive from the fact that there are no facts other than "alternative facts" declared to facts by gender study professional harpyies only.Having some meaningless keynote graphics together with 15 minutes to display them or having one's ducks in a row for real are two very different kinds of approach.	Gender	Gender - General	1/90	1.111
Keep in mind that advertising tries to give people what they think they want. That is what the advertisers think is most likely to get you to buy their products. So a pretty good argument can be made that they follow more than lead. To then make the leap to connecting it to all these gender inequality issues is.. well.. a leap. Meh. Males are pretty hectically stereotyped as well in advertising for the simple reason that stereotyping is more effective. I don't agree that it has the predictive effect that you're arguing for. If you don't like an add, don't buy the product. Promise nothing will be more effective. I don't like most adds directed at men but I find it sufficient (other than a snigger at the perpetual stereotypes) to simply ignore them. It's an essential skill in the modern world.	Gender, Nothing	Age - Youngsters, Gender - General	2/143	1.399
It's not Her story. She's not a protagonist. She is an "object" ...talking to women. How they can make themselves feel -look more beautiful. Nothing dark or secret behind advertisements. Definitely don't shape Armenian culture or global misogyny .Her expertise in communication and branding is tainted with toxic ideology.	Misogyny, Nothing	Age - Youngsters, Gender - General	2/49	4.082
Feminists are just flat out crazy . They want to censor everything....	Crazy	Physical Identity - Physical (and Mental) Impairments	1/11	9.091
I love that there are men in the comments saying they've never thought about this before. Like I hardly ever see American ads that the average woman can relate to	Woman	Gender - General	1/30	3.333

single white unemployed male looking for a woman to marry and have kids with so I can stay home and raise them while you work and take care of the finances and treat me to shopping, diner out twice a week etc and so I can nag and complain about all the stuff you're not doing around the house when you are home (even if you are), and that you dare to want to spend some time in your own interests or with friends of your own and so I can complain to my friends how you don't make enough money to support the lifestyle I expect, or that would be enough to keep me around and not split with the kids and in the process take 80 or greater of everything you have ever worked for. And also I can perpetuate the social myths about you never being able to do anything right in the raising of children or any other household task. Thus fulfilling my house-husband expectations and being applauded by much of society, for my self-centered self-interested attitude, and showered with sympathy for my plight in life, and offered all kinds of social assistance to leave my bread winning spouse, and to relieve my justified sense of victimization.	Woman	Gender - General	1/211	0.474
nobody forces you to look a certain way or meet a standard if you feel offended or insulted by an AD at not been looking a certain way its your own insecurities which are to be blamed...its just plain common-sense to understand that its just human nature that we get stimulated by something which is more visually pleasing or aesthetically pleasant and advertisement is just making money out of this very attribute of ours...its natural that a magazine or a product will have a model who is visually pleasing than the opposite and this holds true for both genders....will u buy a product or magazine which is not visually appealing...its just a marketing strategy nothing personal nor sexist....	Nobody, Nothing	Age - Youngsters	2/118	1.695
Roy D Dearest, as a woman who's been through quite a lot, you must understand how the men they look towards these perfect women, and look down upon what the ladies tend to try and be on their own without a goal of finding a man (such as wearing no makeup or plain/unrevealing clothes). From an early time were told to seek a man, and if it's easier to do that with rigorous makeup routines and such, well, it's what they're taught to know and do.	Woman	Gender - General	1/86	1.163
Displaying this unnaturally good-looking woman with tons of make-up helps kill emotionally unstable female teenagers. We must protect them and take down this video, which promotes sexist beauty ideals and thusly objectification of wamen.	Woman	Gender - General	1/34	2.941
Newsflash: Men didn't invent beer, women did, as they were often the ones who collected berries and fruits in early civilizations while the men went hunting. They would then store the berry/fruit juice in containers and let them ferment, turning the liquid alcohol .	alcohol	Behavioural Addiction - Alcohol	1/43	2.326

I've always found the advertising on Mother's/Father's day terrible. Get mum a bunch of flowers or a generic household item for Mother's day. I'll be the first one to use your coffee machine! Breakfast is on me! Not sure what you're going to do after breakfast but hey, do you like your new dressing gown? Dad: You get the power tools and the alcohol to spend the entire day locked up in the shed making stuff and drinking beer!	alcohol	Behavioural Addiction - Alcohol	1/79	1.266
Mother's day isn't your birthday tho. Nor is it a day to recognize the individual. It recognizes the act of mothering a child, and honors mothers for parenting their child/children. What she misinterprets as the ad chauvinistically demanding the woman to "go back to working around the house" is actually saying "celebrate the day for what it's actually being honored for... Mothering.". It's hard for humans as a whole to pull ourselves out of our own personal opinion of reality, and recognize it for how it really is. So like "we all shape our own reality", and "your reality is different than mine" have indoctrinated themselves into our minds, and culture, suggesting there are multiple realities. But there aren't. The line between facts and opinions have been blurred heavily by this notion that our feelings are just as important (if not more important) than the actual reality of something. As a species we need to encourage intellectual thought process, and reduce the amount of negativity spreading that plagues our media, education systems, social media platforms, and interactions. Otherwise we'll be trapped in the downfall of our own delusions.	Woman	Gender - General	1/188	0.532
I think Natalia's points about Armenia are totally legitimate, however I do take issue with her trying to guilt trip more western cultures. I address each of her example advert below: 1. This ad is from the 1950's. It is now 2017. 2. This is high level fashion industry, which virtually every right thinking western person regards as a freak show. 3. This advert's point is the job that actually matters is MOTHERHOOD, not being a housewife. To think otherwise would seem to be willfully misinterpreting the intent of the creator. 4. Brazil is an incredibly misogynist society... you're preaching to the choir. 5. This advert was designed within the same perverse bubble as outlined in 2, but then rejected by all decent societies, an outcome that should be rejoiced! You ask the audience "what if this was your daughter" when in fact anyone to whom you might be posing that question probably is among the crowd that complained about it. And by the way, this happened 10 years ago. The title of this talk should have been "The Dark secret behind sexist advertisements in Armenia and Brazil". She gives the Talk in Yerevan, Armenia, so surely that more specific title would be more pertinent, instead of trying to say that this toxic sexism is tolerated in advertising in the US and western European countries, which it really isn't.	Freak, Misogynist, Sexism	Gender - General, Physical Identity - Physical (and Mental) Impairments	3/229	1.31

<p>...your argument about the mother's day advertising is problematic. Even saying that motherhood is the "job" it's still pretty damn sexist. I'll skip talking about the issues surrounding the societal expectations for women to become mothers for obvious reasons lol. But the bothersome thing is that it's still implying that she should be doing the work on the day meant to be for her. It begs the question, where's the dad in this scenario? If she's supposed to be a single parent that's fine but I'm assuming not because products aimed at single parents usually go out of their way to take advantage of the extra selling point. Doesn't it feel just a little insulting towards men too, the implication that the dad is either A. Not present or B. So useless at cleaning OR parenting that the woman just didn't bother getting his help? Ads like this are common and most have messages that are a slap in the face to men and women alike but are so subtle both will try to defend it saying it meant something else. Even when the "something else" is as bad or worse than what was assumed.</p>	Common, Woman	Gender - General, Social Class - Working class	2/195	1.026
<p>Everyone!Any Age, Kultur, Gender, IQ, Financial Status, Religion, Health condition. Everyone! Must find their goals/Ideals/life's purpose, believe in them and communicate them to others in order to Start creating synergically toward them.Everyone!</p>	Age, Gender	Age - General, Gender - General	2/34	5.882
<p>There's no gender inequality in Armenia bitch. Don't advocateOr propagate such problem. You should not be given visa to visit homeland you're banned. How much \$\$\$\$\$\$ were you paid to put down Armenia or its people. ???</p>	Gender	Gender - General	1/38	2.632
<p>Considering how old "beer" is, as it was around in prehistoric times, we have no way of knowing if a "guy" invented it. It's possible that if women were responsible for making bread and cooking in the specific circumstances of that time, they would have been the ones to invent beer. So where did the idea of "the guy that invented beer" come from when we know nothing certain of its invention?</p>	Nothing, Old	Age - Over 65s, Age - Youngsters	2/72	2.778
<p>For all human history sex sells. And as much as everybody likes to go up like this woman and point out how woman are used to this purpose. Men, are also used in these fashions to sell to women. The body issues that get instilled in girls and women, also apply to boys and men that do not live up to the "ideal perfect" men portrayed for the eye candy of women. The only thing I get annoyed at, is its always women or minorities that can be victims. If an issue is relevant, its relevant to protect everyone from it, or no one.</p>	Sex, Woman	Gender - General	3/104	2.885

<p>the dark secret is any ads is greed. not sex, unless it sells. greedy. nothing else. just greed. falling for the adds is your responsibility. anyone hear of the lawsuit of the vastly overweight dude suing the fast food for his obesity. lots of adds to get you to go buy fast food for greed. that guy ate himself to death for his own greed of food. any women giving in to these adds is their own fault, its their choice. this women is acting like these adds are forced on her like drugs and now she is an addict and cant resist. thats stupid to think that.</p>	Nothing, Sex	Age - Youngsters, Gender - General	2/108	1.852
<p>These ads are evertwhere. You claim that it´s womens owns fault that they ”choose to give in” to these ads, then I have to wonder; is it also all small girls and small boys ’own fault’, that they are being exposed to these ads? And that they are buying into the idea that girls whole point of existance is to be fuckable to men, and that girls don´t have any value of their own, outside of pleasing men with their looks or niceness? Are the small children to be blamed, because they´re not able to think for themselves, and that their brains are immature? These ads are being planted into young kids minds early on. They are, and we all are, being programmed into the idea that men are superior to women, that men are powerful and women beautiful. Men are often entitled, and most men don´t even notice this fact, only the oppressed part of this equation notice this, in other words the women. Men have blind spots atbout this fact and live in denial. And the more men fight womens views of their experiences, the more blind they become. Yes, these ads are being forced to all members of a society, noone can escape them, unless you keep your eyes closed all the time, and that´s impossible. These pictures of ’attractive’ (fake) people are attacking us from everywhere. And yes, they become like drugs to immature brains in environments where these subjects never are being discussed, which is mostly all environments. They tell us all how to see ourselves and others. Until we start to think for ourselves, and realise that they only sell fantisies, illusions, and that they have nothing to do with reality. Ads hypnotizes our brains, the colours, the music and people in them are alluring, only to fool us into buying stuff we don´t want or need. Young brains are very receptive to the manipulations that ads are bringing to the table. So, it´s a huge problem that is global, and has nothing to do with a single individuals choice of what to buy or not. We are all affected by the ads, whether we admit it or not, in our values and views of who we are.</p>	Blind, Nothing	Age - Youngsters, Physical Identity - Physical (and Mental) Impairments	4/374	1.07

Dat is inderdaad een van de probleem waar mannen tegenaan lopen, daarom is het belangrijk dat we samenwerken om de problemen die vrouwen én de problemen die mannen ondervinden aanpakken. Gelijkheid geldt voor ons allemaal. Mannen hoeven geen "krachtpatser" te zijn, ze mogen minder verdienen dan hun partner zonder zich bezwaard te voelen, ze mogen emotioneel zijn (ook in het openbaar), ze zouden meer tijd moeten hebben met hun baby na de geboorte, maar ook met hun kinderen na een scheiding, enz. Er is nog veel te doen tegen zowel de stereotypen tegen vrouwen als mannen.	Hun	Nationality - German	3/96	3.125
Toasty McGriddle, secondary moral of the story, beyond misogynistic and sexist (to mainly women, but also in that they reinforce the male misogynist stereotypical mindset) adverts: marketing companies too often use the power of put-downs, of backhanded compliments, of passing passive-aggressive judgement, all in service of making you (the viewer of the advert) feel inadequate and unattractive and unsuccessful and unloved and so that you will subsequently buy their product in order to make those painful feelings of inadequacy, unattractiveness, lack of success (y'know, like it's a singular thing with only one cookie-cutter face), and lack of love...go away...and so that you will continue buying that thing to get another hit of feeling like you're worth something, attractive, successful, loved.Advertisement doesn't have to be like that; it isn't always. Sometimes people make a product they believe in and they want it to be available to you so you can solve a problem or relieve an irritation or inconvenience that impedes your daily life; it happens. But there's too much marketing research showing that consumers buy faster and buy more of a product and buy more often when adverts compel negative emotions in them. Seriously: the marketing industry could and should act much more truthfully, compassionately, and effectively if its power-holders so chose.	Misogynist	Gender - General	1/213	0.469
Bibs Bits "that image for men is created by men, not women" That's open for debate. But let's take it at face value for the sake of argument... what's your point?" it is rare to see a man objectified in the media" Either that, or possibly men are so objectified in the media, (even) you don't even register it as objectification.p.s."if you use this you are a man"... because only if you are 'real' man woman will like you.	Woman	Gender - General	1/81	1.235

Nicole Taylor "the worst that happens to men is that they are overlooked" For some reason you make it sound like an occasional wolf whistle to some people (despite some men experiencing the same) is worse than being DENIED access to help from (for example) domestic violence. Or MOCKED for being victims on account of the narrative men cannot be victims, or should be able to handle themselves. You seem to be downplaying all of men's issues to less significant than something rather trivial most people (men and woman) experience.	Woman	Gender - General	1/90	1.111
You know, I can see as to why you'd say that, figuring that you don't seem to see or hear anything at all. Seriously, mate. Are you deaf to the voices of society? Of course these things will affect us when we're taught to swallow them from day one.	Deaf	Physical Identity - Physical (and Mental) Impairments	1/49	2.041
The consumer has the ultimate power, My advice would be to publish a list of companies that do this type of advertising and a few examples of their adds and boycott their products. Not just until they change their adds but " FOREVER" . And by forever, I mean never buy a single item from them! When a multi million dollar business goes bankrupt it will send a message to the next company that offers products for women... But Every woman needs to do it not just some! This should apply to all aspects of life from the drunk guy in a bar to the judge that gives a 10 day sentence for rape. The judges photo and name as well as address should be in the local papers! The next time this judge was in a restaurant or a store where he needed assistance from a female he should not receive and assistance at all. And never stop! People do dumb shit and then say oops sorry my bad and all is forgiven. Why should they not be held accountable for thier actions?	Dumb, Woman	Gender - General, Physical Identity - Physical (and Mental) Impairments	2/184	1.087
Thumbs down for: "thats why woman dont feel represented" none does!!! like men feel represented by old spice or Hugo boss ads lolShe talks like its a woman only issue, this TED is sexist lol funny? not	Old, Woman	Age - Over 65s, Gender - General	3/39	7.692
"They so forced to look perfect" - she said - well THEY(woman) so forced to use their face and body to manipulate man RIGHT??? SO FORCED TO GET FREE STUFFOMFG ANOTHER BITCH COMPLAINING WE NEED MOAR PUSSY PRIVELEDGE IN THE WORLD MOAR!!!! STOP EXPLOITING MEN WTF	Woman, pussy	Gender - General, Nationality - Chinese	2/47	4.255

shes so pretty but the topic was boring and weird	Weird	Physical Identity - Physical (and Mental) Impairments	1/10	10.0
Nice car, nice job, nice bank account, BUT these charms may be wasted if he uses the WRONG PENIS ENLARGEMENT PILL :/It's very sexist to think such a thing affect only women. Oh, btw, lot's of women have secret rape fantasies (yeah, people have f'up fantasies, boys and girls) so maybe the ad agencies are only playing on that. You know there is nothing logical about seduction, the ads is made to appeal to the subconscious, just saying...	Nothing	Age - Youngsters	1/78	1.282
Think before you speak. How many men are there are told that their handsome face, muscular body, and wealth are for nothing if their penis is not big? You are nothing but a whiner who seek out an extreme, imaginary example to dismiss a widespead phenomenon. On the other hand, go search for every interview video on youtube about "your ideal partner." Most women, after listing common desirable traits in a male, all end with the conclusion that it's the personality that matters in the end, Whereas males are all about looks. So if we're talking about shallowness, males are no doubt the champion. You really don't have any rights to complain, until you fix yourself. Fix your victim-complex, sympathize with the real victims, and throw away your sense of self-entitlement. Be a human.	Common, Nothing	Age - Youngsters, Social Class - Working class	3/134	2.239
DBR, oh shut up. Women, historically and conventionally, seek resources while men seek physical attractiveness in their mate priorities, generalized. This is not to say that men don't seek other traits, and neither do women. Women will concede looks to resources more often, while men will concede personality to looks. Each gender has its problems with shallowness. But it's stupid to say that a man wouldn't want their partner to have looks AND a great personality. Just like a woman could want a great personality AND looks/money. If we could pick we would make sure every box is checked off...It's just human nature to want it all. More money. More looks. More personality. Not less. No one wants a loser. You get the best you can get and it's as simple as that.I think it's hilarious that you are an apologist for the ENTIRETY of women that they are so saintly as to not care about looks or money if the man has a nice personality! Sureeee. Yet you are quite alright on dumping on men for generalizing in your GENERALIZATION of men. lol stfu	Gender, Woman	Gender - General	2/187	1.07

In some countries, like Armenia, many jobs like doctors and such are very unequally paid	doctors	Nationality - General	1/15	6.667
This woman has too much time to think about herself .	Woman	Gender - General	1/11	9.091
Yes...this is true but the only thing that can be accepted is equal rights to both gender and not special rights to women which "FEW WOMEN TAKE ADVANTAGE TO HARASS MEN.	Gender	Gender - General	1/31	3.226
Study the perspective of both genders, and you will realize the bigger picture. It's a two sided coin. Men are suffering from just as much as women, and I am not meaning to undermine women or feminism. Nonetheless we as men are suffering under expectations from other men to be hard and without love and emotions, "men don't cry". We as men, on the other hand, don't talk about it, especially not to other men. One of the big reasons for sexual assaults is this.I'm really into this stuff at the moment, and we have to combine both masculine and feminine problems to get a correct picture. We have to learn to understand our opposite sex , not become it ;)Lastly, please excuse my english. I love this discussion, so please comment if you think I am wrong :3	Sex, Sexual	Gender - General	2/140	1.429
You should check out the TED talk that explains the "man box" I think you'd enjoy it as it goes more in depth about the issues you just mentioned. And I think you're right antiquated gender norms are culturally toxic to for everyone.	Gender	Gender - General	1/43	2.326
Filip That's still the product of sexism against women though. The reason it's "bad" for men to cry is because it's feminine. It's also a theory as to why homophobia exists, because men are afraid that they will be treated how they treat women.	Homophobia, Sexism	Gender - General, Sexual Identity - General	2/44	4.545
Alex Noa "The reason it's "bad" for men to cry is because it's feminine"Men being forbidden (by woman) to wander into that forbidden realm (by woman) sounds to be more like sexism against men and masculinity."It's also a theory...men are afraid that they will be treated how they treat women. "Source? That sounds more like a hypothesis, an unproven one.	Sexism, Woman	Gender - General	3/63	4.762
drachenfriedhof Well, yes. The adverts that show how men would design skirts, women's changing rooms or beach football are also depicting men as one-dimensional sexual predators. I'd love to see men stand up against that form of dehumanizing too.	Sexual	Gender - General	1/39	2.564

If it's like any other industry, there will be more men than women in positions of influence and decision.I don't know where this kind of talk fits in with focus groups and other market research. Most companies are doing what they can to reach their target audience. Loads of marketing people will say that they don't dictate the prevailing cultural norms they just pander to them.People say that " sex sells" but somehow this has been converted to " sexism sells".	Sex, Sexism	Gender - General	2/81	2.469
you did not get the point f my question. And btw sexism was always around. it is not new. but yes, in a world we have computer with the size of a spoon we treat each other still like we were apes.	Sexism	Gender - General	1/42	2.381
That image she was talking about... it didn't remind me of gang rape. Men in that picture is objectified as well... A fantastic body and an amazing face. I'm yet to see a guy look like that in real life. If she's talking about gang rape, here men are represented as rapists!The only difference is between men and women are that women compare themselves to that girl and probably get insecure and talk in TEDx wearing make up to enhance the beauty. While men just ignores it and take a big gulp from their beer cans and go out without taking a shower or shaving in their dirty shoes and smelly socks. Again, if somebody has a problem with your appearance it's a woman (his girlfriend/mom/friend/sister). And your guy friends will accept you without any hesitation. How many women can say that your friends will accept if you go out with them wearing no make up/dirty and smelly. Or didn't get her hair done like the speaker in the video?This problem is created by you, for you and suffered by only you. Just don't bring men into this whole problem and play victim. 'You' are those who got problem with it men or women. Rest of us don't care. Stop following stereotypes and save everyone from the whole negativity.	Woman	Gender - General	1/221	0.452
Stéphane Roche But it wouldn't be a bad thing if they talked about sexism . It would actually be a great thing if a man talked about the impact of advertising on men.	Sexism	Gender - General	1/32	3.125
they aren't suffering as much as women are, AND there are men who talk about sexism on TEDx stage	Sexism	Gender - General	1/19	5.263
Why should I listen to this talk from a woman with painted nails, make up, lipstick and hair that has seen more chemicals than a highschool student could recount?This is perposterous and hypocrit!Also why is she talking about shopping?	Woman	Gender - General	1/41	2.439
sex sells... period.	Sex	Gender - General	1/3	33.333
Is NOBODY bothered WHY women make 80 of the buying decisions? was the statistic just for the one ad or...?	Nobody	Age - Youngsters	1/20	5.0

Ironically, most of the beer makers and probably the inventor of beer was most likely a woman . Another reason to show respect to women, at least in beer ads.	Woman	Gender - General	1/29	3.448
Well it´s an assumption. Nobody really knows.	Nobody	Age - Youngsters	1/7	14.286
Beer wasn't really invented, it was an accident.Also, I don't know where you are, but the distillery near me are run exclusively by men, there was a woman there but she moved away to try going off the grid, might have gotten eaten by a gator.	Woman	Gender - General	1/47	2.128
The ad is insulting and demeaning to the potential customer.The product is dangerous to her physical and mental health.Objectification. It's more likely her partner needs to buy that product.	Mental	Physical Identity - Physical (and Mental) Impairments	1/31	3.226
Crazy that all this "equalization" hasn't created more harmony	Crazy	Physical Identity - Physical (and Mental) Impairments	1/9	11.111
Acelya Would you provide a precise example of a job where a woman is paid 31 less money occupying the exact same functions. I really need that information for an argument...	Woman	Gender - General	1/31	3.226
and they make different decisions because men and women are expected to act differently. Women are shown to not be encouraged as often to be leaders or have more confidence in the work they do (from the time they are little). Moreover in many countries women are still expected to be the primary caregivers to children. What does this lead to? It leads to women working less hours and therefore not being considered for a raise or a promotion. Even if a woman does get a promotion, she may feel forced to reject that promotion because she would have to work longer hours or work in an extensive project that will not leave her any time to pick her kids up from school or do any other thing that mothers are expected to do. And in a lot of societies not placing motherhood above all gives you the title of "greedy"	Woman	Gender - General	1/151	0.662
If the gender pay gap did exist then maybe we could narrow it a little by giving fathers 52 weeks paid paternity leave as mothers get.	Gender	Gender - General	1/26	3.846
PEPE LIVES It should have been done. But sexism in our society puts childcare only on weman shoulders. Men get the breadwiner place. Everyone unhappy	Sexism	Gender - General	1/25	4.0

Hard to understand why people disliked this talk. Does it hit too close to home? Personally, I appreciated her helping me see the subject from a different perspective. Made me think about a lot of things to which I never really paid attention. No, no one forces models to pose. No, no one forces shoppers to make purchases. Neither does anyone force that guy on the corner to be a bum , or that girl (usually) to stick around and let her boyfriend abuse her. People make bad decisions all the time. Doesn't change the fact that media has power. Ads shape thought patterns and behaviors. That is their raison d'être. Good talk.	Bum	Social Class - Destitute	1/112	0.893
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Jay, your response is bringing up a car commercial? One that promotes men wearing their wealth (resources) on their sleeves by owning said car? The type of consumerism that promotes the idea that men are only as useful as their accumulation of wealth utility? Partly (mostly?) because women seek out resources (or at least it's a deciding factor) when seeking a mate/partner? Boo-hoo. Men seek out physical attraction (signs of reproductive resources) while women seek out hard assets (resources able to foster reproduction). And ads are targeted as such. Boo-hoo, biology and psychology. Men are soooo bad/stupid/dogs insert whatever completely acceptable attack on men here while completely ignoring/apologizing for women's contemptible behavior all the same !How well do you think a TEDTalk about how dumb women are for raising men to treat them like shit would go? EVERY man comes from a woman , raised in a gynocentric society (from mothers to after-school care to teachers etc) their entire formative years (and many now without a father figure). Yet the product is always the same? Maybe that TEDTalk could discuss women's shitty resource allocation abilities, generally speaking, and their desire to chase men with wealth (thus further incentivizing men to seek out more resources to acquire female attention). Or how dumb they must be to keep buying and buying and buying and consuming all these goods they are marketed towards (yet complain about the ads lol)? Or the host of other things women do that are equally terrible (pushing for larger social programs that are unsustainable, pussification of their bubble-children, contemptuous behavior towards other women based on looks/resources, etc)? That would go over well I'd imagine. It's just so much easier and more acceptable to lay all the blame at the feet of men. Because we take it. Rather, because we CAN take it. Not that we should have to. Fact is EACH gender has inadequacies. Each gender is shallow in its predictable behavior. Each gender is comprised of individuals that many could do better. Yet all you hear is how MEN'S society has failed women the world over. Women are simultaneously victims and yet they are told they are completely capable people. They raise the men and comprise of more than half the population, yet everything is the fault of men. Women have no agency. Bleh	Dumb, Gender, Woman	Gender - General, Physical Identity - Physical (and Mental) Impairments	6/385	1.558
"Salihah Aakil everyone is abuse, not just women. but men are made to be responsible for their actions women aren't."that is just so damn stupid i don't have to read any further.did you ever heard some male excusing his actions with his alcohol consumption? on the same level women are made resposible for the actions men did to them because they got drunk.	alcohol	Behavioural Addiction - Alcohol	1/65	1.538
Jay Morgan honestly dude, you see a beautiful woman with a cute accent and you want to defend her; be her white knight. It's natural to feel that way.	Woman	Gender - General	1/29	3.448

Róża Kołodziejska There were more than 100k people counted (by signs given and many people didn't manage to give their signs) and 6 million is a number of people estimated to support the protest, not take a part in it. For example when I was marching with the crowd in Gdynia, there were many men and women looking at us through windows and shop doors showing their support like wearing black clothes and waving a Polish flag. Those people alone weren't counted, so how about all the rest who lived couple of streets farther or couldn't take a day off or couldn't join for other reason like living too far away? Those numbers are approximated but are not completely made up, so calling it a lie is way too much of an accusation.	Black	Ethnicity - Black	1/133	0.752
also with the much higher amount of boys why is it that more girls are going through school that seems like a massive issue but no sexism against men doesn't matter	Sexism	Gender - General	1/31	3.226
Have you ever heard of psychology? Ads, logos, commercials... every marketing collateral has something to do with psychology. They deal with the subconscious. You can't stop your subconscious. It's why you do things you don't understand. Nobody forces women? MEN and other WOMEN force women to do this and that FOR THEM. "Buy this shirt. I want it on you." They buy products because of the emotional return they get from loved ones. Abuse happens. Some people do stick around with abusive partners/family because if they buy or do these things for them, they'll get this approval.It's not the money. It's not the force. It's the REWARD people get when they get these things. Why do a lot of people buy Starbucks coffee despite it being expensive? It gets them in the radar; Popularity. Yes, nobody is forcing anybody, but emotional needs exist.	Nobody	Age - Youngsters	2/144	1.389
Matushka Aki Women will have to choose one day: either they are strong independent women or they are eternal victims. If you are strong and independent, then acknowledge your subconscious mind, realize these ads are only trying to play on it, and just don't act according to the ad like you are a victim of the ad.Weak men fall for stupid shit too, the Irish Spring deodorant will not give you a horse, diamond, greek gods muscles and an instant harem. The "gangbang fantasy rape ad" is in fact probably just playing on women's rape fantasies, cause as a man, let me tell you those 3 half naked gay looking guys don't really appeal to my subconscious mind...	Gay	Sexual Identity - General, Sexual Identity - Male homosexuality	2/119	1.681

<p>She said herself that she was doing it herself and doesn't like it either. the problem is like women are raised in the consciousness that they are rarely the main character of their own story, men don't experience this and also don't experience how the person must feel. sometimes the only way to get their attention is by making it to their personal thing.it disgusts me too. i mean i support homosexuals for example without gaining something myself from this matter (in the first place, sure everything gains something from giving right to minorities!) but men sadly often don't think that way about womens rights because they never were one. that i support homosexual rights dosen't mean i am aware of all their daily problems in our society and thats ok as long as i listen and believe what they have to say. (and so should everybody)</p>	Homosexual	Sexual Identity - General	1/148	0.676
<p>I wouldn't give up on someone just because they said one thing you didn't again with. To me, when you ask men to think about a woman as though she were they're daughter you're trying to get them to see that women are not objects which is very effective in snapping them back to reality.</p>	Woman	Gender - General	1/55	1.818
<p>Rebecca Hubery as an example for what nobody should say?</p>	Nobody	Age - Youngsters	1/10	10.0
<p>Yap it's always "I'm a woman you are not, you don't understand me you just have to believe me. Now let me tell you about men...."</p>	Woman	Gender - General	1/26	3.846
<p>Exactly. Nobody should be raped. There are women who WANT and CHOOSE to have sex with more than one man. "What if this was your daughter?" The man is either being blamed by women because he wants to have an orgy with a hot woman AND he is being blamed by women if he does not support his daughter's lifestyle choices!! This just screams daddy, daddy, I hate my daddy. Women are such children. Women make their own choices and they create their own realities.Stop blaming men for EVERYTHING. Women need to take responsibility for their own actions. How many women go out baring most of their breasts or wearing 1mm fabric over their arse cheeks and then have the audacity to say that they feel objectified by men? Well, durrgh, obviously most men are biologically programmed to be attracted to the female form. Showing it off and then being like don't look is moronic.</p>	Nobody, Sex, Woman	Age - Youngsters, Gender - General	3/155	1.935
<p>COMMON SENSE sorry but i can't take you serious for a second</p>	Common	Social Class - Working class	1/12	8.333

Oh okay. So you are an idiot feminist then? So you are saying that every single woman who has had sex was raped or coerced by wicked, evil men? I've been in nightclubs when I was younger and had girls just grab my genitals and I have never reported them to the police. Women get away with a lot more than men. They are treated like children by the police. Women love to sell sex , they do it every single day. Stop blaming men for your low self esteem or bitterness.	Sex, Woman	Gender - General	3/91	3.297
I understand that she is addressing the men in the crowd because women already get that those ads are problematic. And she did pointed out a few sentences later that even if she was a complete stranger we should all care. However, I wish she asked the men 'what if that was YOU?' instead of 'what if that was your daughter?' Because men have a tendency to see women as 'other.' Something they are not. Men rarely see a woman and identify with her. But the truth is, women are human beings as much as men are. Just like women are able to identify with a MLK's speech simply because of humanity without imagining him as her son or her father, so should men be able to identify with a woman's plight without imagining her as his significant other or family.	Woman	Gender - General	1/141	0.709
Joschua Brinkmann did you really see the video?? Nowhere did she express in this way... And why is it every time a woman is trying to make a point, some jump at her throat??? What is triggering in what she is saying that you are so offended???	Woman	Gender - General	1/47	2.128
I just realized this video is a demonstration of sexism 10k views 3mil subs other vids on average have 1 mil this is a demonstration that people are avoiding these videos	Sexism	Gender - General	1/31	3.226
It's called tomboy and it's nothing new, infact it's everywhere.	Nothing, Tomboy	Age - Youngsters, Sexual Identity - Female homosexuality	2/10	20.0
I would like to amend my comment. In Canada (where Im from), our gender equality stats are way better. I just realized the ted talk is from an Armenian University. I kinda get the whiny tone now.	Gender	Gender - General	1/37	2.703
How about thinking around the message and the idea, instead of focusing on what kind of voices people are born with and solving mysteries you know nothing about?	Nothing	Age - Youngsters	1/28	3.571
Catherine Patton thank you Catherine. if women "got over it" there would be no advertisements for wrinkle creams, hair color for grey hairs, etc.... no matter what age women are targets for some product that will somehow make them "better" and that affects how each woman views herself	Age, Woman	Age - General, Gender - General	2/48	4.167

There was one TED talk that had comments disabled but it was about a woman from Iceland trying to get closure from her rapist. I understand why the comments were disabled because people can be arseholes but they had a link to a forum which could be moderated if anyone gets abusive.	Disabled, Woman	Gender - General, Physical Identity - Physical (and Mental) Impairments	3/52	5.769
or blaming others for not using more female protagonist when you already have very big hits?or blaming that this is what the audience expect?aren't you guys the ones who bring this BS?But yes in some areas it can be true, but for the creator? for the company leaders? what they are used to create? what and when they feel or found a good reason to use either of them?I am just saying blaming it on sexism get you NOWHERE!!!its blaming an illusion which something you could "Fix" by yourself.Try make a good female lead in such a movie just like that, and see how easy that turns out?Since you don't know many female leads is maybe because you haven't seen when it fails or feels forced (the new ghostbuster as an.. "example")It has been know through most media that the quite interesting female characters have been support characters and is that so bad? even if they could still be quite a developed or good character they have used a lot of money and time on?there are more female stuff in other medias if you really... want that...From drama/comedy series to movies (orange is the new black ?) there is a whole bunch more... so why being this ignorant to say that "we need more female leads" when most females are drawn to other medias or roles?ARE YOU then saying that females are sexist because they are different to male ones?Also disney had a bit of characters there too from either gender .	Black, Gender, Sexism	Ethnicity - Black, Gender - General	3/262	1.145

off topic. Movies are an entirely different industry with entirely different issues. There are plenty of movies with female protagonists, many of them very good. Hollywood has some sexism issues, but it's not as straightforward as not featuring female protagonists. This talk was about advertisements which are done by different people. Women are not usually the protagonists of the narratives featured in advertisements. This is a deliberate choice on the part of the advertisers, because they could be talking to women and featuring women as the protagonists of their ads. Movies and other forms of media have made that abundantly clear. As targeted ads become more common: I think you're going to see more ads that are empowering for women, minorities, etc. It makes sense if you are creating an ad for tv to make one that appeals to the widest possible audience: which is white, heterosexual, middle-class men. But if you are creating ads for the internet, this no longer makes sense because an algorithm is going to choose who sees your ad. you therefore have a financial incentive to create ads that target whatever the audience is who is probably going to buy your product.	Sexism	Gender - General	1/197	0.508
OrangeSoda if you research studio gibhli you will realize they choose girls on purpose, precisely because they know about gender inequality. besides that they choose ecological issues, anti war themes and technology abuse	Gender	Gender - General	1/33	3.03

<p>"objectified"...you can say that about a lot of things... even the things you guys would support... so I don't get you people.You can nit pick SOOO much you want, even some of the images she are using where nit picked for this sole reason.1 of them where removed and she doesn't talk much about the females that actually are in that business.But sure, depending on what ads and such things are different and to each country.Now I am coming from the most equal country in the world and we still photoshop images but don't really complain or make a huge deal out of it.But we also have "rules" in how things should be and some are just unwritten, and photoshopping mostly just happens for magazines that wants it and the most popular ones are often not photoshopped or not in your guys silly idea about it or views about it.Some girls or ladies don't want a ugly picture of themselves so why not let them have that?BUT yes it's just a "polish" to their image, but not for the sexual or "barbie" image just to look good public.Nothing more.And now you say that the "survey" says a lot... not really.Its sort of useless to make the point across.I know there are issues these things can have, but it seems like some of you want to rather suit it to prove that you guys have "right", media sterotype and being "sexist" against both men and women.Something we here have learned to ignore for the most part and some of it are taken as a joke.For 3rd world countries I can't really speak of their issues, but first world countries should know better and if there are issues in the ads it would dealt with in an adult manner.Not just because someone blames it to be "SEXIST!!!", "ITS AGAINST 1-15 OF THE PEOPLE!" or such.or that it somehow proves your propaganda.Also a lot of the times, again females often objectify each other in some places way more then some men.But yes some men can be quite awful too.</p>	Nothing, Sexual	Age - Youngsters, Gender - General	2/364	0.549
<p>do you?also a lot you could get around you, some have talked about it before and you are doing the same thing I do.Neither of us would maybe have "data" lol, to show to what or some bullsh*t.But the actions in like UK and others, where they ban, strike or make a lot of false accusations towards others ads or just awful propaganda.yes I have ranted a lot of... but I do very much dislike when people are outright attack each other or portray things that are not true about another.Like the easy use of blaming "it's all photoshopped"...Ofc some magazines does it to sell or attract something, if they succeed or not?Thats a different thing.About everything around us effect, that would effect us in some ways... ofc...I mean there is just too much nit picking in many of these scenarios and such to make it a vaild point?..."SEXISM", "ITS MEN's FAULT" and so on. -.-</p>	Sexism	Gender - General	1/167	0.599

<p>Freddy Ready you know, there is a whole book that talks about the problem with publicity and how it affects peoples minds without even talking about misogyny. I highly recommended, maybe that will be mire palatable for you. Have you seen junk food or soft drink adds ??? They are insidious...and you know who gets shaped by these?? The kids, so you can imagine, if to that you also include certain images of women that will on some level affect how you see them and treat them, and how they see. Themselves. And not everybody has a mom telling them ” oh comme on, the lady in that shampoo commercial has several stylists and makeup artists behind her to make her look so great”...man that speech was sobering to me as a teen. I am not anti publicity, but the people behind it should be more responsible.</p>	Misogyny	Gender - General	1/147	0.68
Well in Saudi Arabia there is basically Zero objectification of women in public.	Zero	Age - Youngsters	1/13	7.692

Table 2: Summary of the results per sociolinguistic variable

Sociolinguistic variables (Hiper - Hipo)	KeyWords	Number of occurrences	Frequency	Frequency(%)
Gender - General	Woman, Sexism, Misogyny, Gender, Misogynist, Sex, Sexual	119	119/23211	0.51
Physical Identity - Physical (and Mental) Impairments	Weird, Blind, Freak, Deaf, Crazy, Dumb, Mental, Disabled	17	17/23211	0.06999999999999999
Ethnicity - General	Racism	1	1/23211	0.0
Ethnicity - Black	African, Black	3	3/23211	0.01
Age - General	Ageism, Age	3	3/23211	0.01
Age - Over 65s	Old, Elderly	5	5/23211	0.02
Ideological and Political Identity - General	Snowflake	1	1/23211	0.0
Social Class - Working class	Common	4	4/23211	0.02
Age - Youngsters	Nothing, Nobody, Zero	25	25/23211	0.11
Physical Identity - Physical Features	Thin	1	1/23211	0.0
Religious Identity - Muslim	Terrorist	1	1/23211	0.0
Behavioural Addiction - Alcohol	alcohol	3	3/23211	0.01
Nationality - German	Hun	1	1/23211	0.0
Nationality - Chinese	pussy	1	1/23211	0.0

Nationality - General	doctors	1	1/23211	0.0
Sexual Identity - General	Homophobia, Gay, Homosexual	3	3/23211	0.01
Social Class - Destitute	Bum	1	1/23211	0.0
Sexual Identity - Male homosexuality	Gay	1	1/23211	0.0
Sexual Identity - Female homosexuality	Tomboy	1	1/23211	0.0

Result analysis:

- Taking into account the words that were detected, we can reach the conclusion these comments are associated with : : Gender - General;Physical Identity - Physical (and Mental) Impairments;Ethnicity - General;Ethnicity - Black;Age - General;Age - Over 65s; Ideological and Political Identity - General;Social Class - Working class;Age - Youngsters;Physical Identity - Physical Features;Religious Identity - Muslim;Behavioural Addiction - Alcohol;Nationality - German;Nationality - Chinese;Nationality - General;Sexual Identity - General;Social Class - Destitute;Sexual Identity - Male homosexuality;Sexual Identity - Female homosexuality;
- The percentage of hate speech related words is 0.8272.
- Considering that the variable **Gender - General** has the most occurrences in the post, we can interpret that this is the predominant hate speech.
- Overall there were 194/519 occurrences of hate speech related comments.