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Improving Representation over Time?

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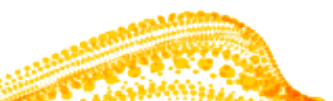
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Improving Representation Over Time? Assessing Intersectional (In)Visibility of Masculinity and Diversity in Print Ads

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Masculinity and Diversity in Print Ads

✓ Sample

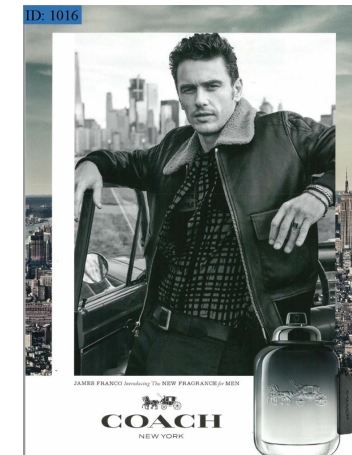
- 1,181 print ads from 2010 and 2018 across 40 magazine issues
- Genres – Men’s Sport, General Interest, Gay Men’s Interest

✓ Analysis

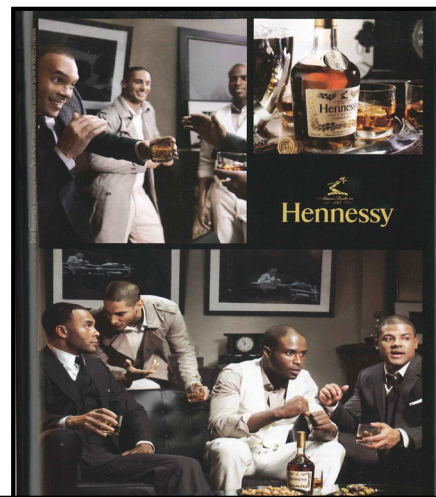
- Content analysis - masculinity and race/ethnicity over time
- Intersectional quantitative analysis - masculinity, race, ad characteristics, non-verbal cues, etc. (diversity)

✓ Results content analysis

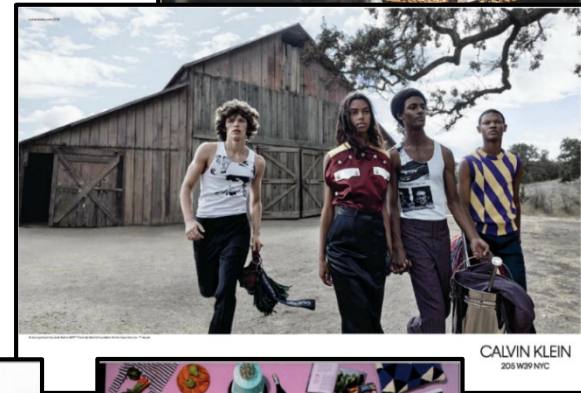
- Ads - more diverse in terms of masculinity and race/ethnicity in 2018 vs. 2010
 - More Urban Man and Outdoorsman
 - Race/ethnicity diverse - 12.6% in 2010, 21.8% in 2018



Intersectional Qualitative Analysis



- ✓ “All or nothing”
 - Invisibility of diversity within groups
- ✓ “Together but apart”
 - Visibility of superficial diversity within groups
- ✓ “Same but different”
 - Visibility of differences within groups and couples



→ ***Diversity in ads increased over time but separation continues to prevail***

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