

AN EXPERIMENTAL ANALYSIS OF THE EFFECTS  
OF EDITORIAL CONTEXTUAL PRIMING ON ADVERTISING

by

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(Under the Direction of Tom Reichert)

ABSTRACT

The overall purpose of this study was to investigate if and how sexual editorial content primed a subsequently viewed advertisement. Specifically, this study examined how a sexual magazine article primed the interpretation and evaluation of the subsequently viewed ambiguous ad. In addition, the role of a sex-related personal variable (Sexual Self-Schema; SSS) was assessed to determine if it influenced ad evaluation and message processing. The results of the experiment indicated that sexual editorial content enhanced the accessibility of sexual attributes which contributed to participants interpretation of an ambiguous ad more sexually than did non-sexual editorial content. Also, this study found that participants with a high (positive) SSS were more likely to interpret the ambiguous ad sexually than did low (negative) SSS participants but only in the non-sexual prime (or control) condition. The findings also indicate that SSS did play a role in evaluations of the ad and brand. For example, high (positive) SSS in the primed

condition had significantly higher advertising attitude-toward-the-ad, attitude toward brand, involvement of ad, brand interest, and purchase intention than did low (negative) SSS. These results and their implications for theory and practice, as well as suggestions for future research, are discussed.

INDEX WORDS: Priming, Priming effects, Media effect, Sexual Self-Schema

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## DEDICATION

For my parents and brother

For all my friends, especially Younghee Park

&

For all my teachers, especially Dr. Reichert

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## CHAPTER 1

### INTRODUCTION

Today, many people are exposed to mainstream forms of sexual content through mass media. Recent analyses of prime time television programs indicate that sexual content is prevalent, appearing in 70% of prime-time television programs (Kunkel, Eyal, Finnerty, Biely, & Donnerstein, 2005). Also, television programs contain sexual themes and images of sexual behavior and innuendo (Manganello, Franzini, & Jordan, 2008; Pardun, L'Engle, & Brown, 2005). In leading mass-circulation magazines such as *Cosmopolitan* and *Maxim*, articles discuss detailed relationship and sexual techniques (Menard & Kleinplatz, 2008). In addition to conducting analyses of sexually themed programming and editorial content, researchers have sought to determine the effects of this form of content on viewers. For example, recent media effects studies have found that sexual content is associated with sexual behavior patterns (Brown, L'Engle, Pardun, Guo, Kenneavy, & Jackson, 2006)

More important for the purposes of the present research, several studies have reported investigations of the effects of sexual programming content on advertising. Generally, these studies indicate that sexual elements in programming have a negative effect on advertising and advertised products. For example, Park and McClung (1986) found a negative relationship between TV program and commercials. One explanation for such finding is that sexual stimuli draw attention away from advertising or brand information, and this is supported by findings that sexual content actually increases processing of ad execution factors, while undermining processing of brand information (Reid & Soley, 1981; Severn, Belch, & Belch, 1990). In related research, Bushman and Bonacci concluded that viewers who watched sexual content think about

more the content than the advertising messages (Bushman & Bonacci, 2002). Similarly, sexual content in TV programming can inhibit memory for advertised brands and reduce intention to buy the advertised products (Bushman, 2005).

Nevertheless marketers continue to advertise within sexually-themed programs—usually widely viewed shows—because industry believe that sexual contents generate viewer interests, and people are naturally exposed to advertising. Consequently, one purpose of this study is to investigate the effects of sexually-themed editorial content on cognitive responses and evaluations of subsequently viewed advertising.

None of the previously identified studies, however, considers if and how sexual editorial content primes subsequently viewed advertising. Priming is facilitated when the relation of prior relevant association with the target is consistent with what the subject expects, and inhibited when it is not (Logan, 1980). Research in priming has found that an ambiguous stimulus is often interpreted or primed by preceding contextual factors (Wyer & Srull, 1989). In addition, priming is especially important to consider because of advertisers' strategic use of ambiguity or indirect advertising message. According to Smith and colleagues, “communicators [and] practitioners strategically or intuitively design the ambiguous advertising to bring different interpretations of the same set of meaning within and across different audience segments” (Smith, Atkin, & Roznowski, 2006, p. 2). The use of ambiguous verbal or non-verbal components in advertising supports the idea of diverse interpretations. These interpretations can evoke a variety of emotions or attitudes depending on the predispositions of consumers and the meanings constructed by the viewers.

Interpretations of ambiguous ads embedded in sexual programming and editorial content have the potential to be interpreted sexually within a given context. Articles about sexual aspects

of relationships or sexual behaviors and norms should activate a semantic network of related associations in memory to make sexual thoughts more accessible to retrieval (Wyer & Srull, 1989). Also, priming demonstrates that judgments and related attitudes are sensitive to the context in which they are made (Herr, 1989; Meyerslevy, 1989).

In addition, media context such as programming or editorial is important to advertising and marketing practitioners because of its implications for media selection decisions. Media context is increasingly recognized as a key moderator of persuasion in communication.

Other than the nature of editorial content, the present study considers other factors that influence interpretation of sexual content. According to Eastman (2000), audiences are relatively homogenous. Manis, however, states that “interpreting an ambiguous statement or opinion, the average person would be more strikingly influenced by his own views than he would be when interpreting a non-ambiguous statement” (Manis, 1961, p. 76). As such, the present study assesses people’s sexual predispositions and the role of these predispositions on advertising evaluation and processing. Specifically, this study employs a measure of Sexual Self-Schema (SSS), a unidimensional sex-related personality variable that assesses subjects’ positive/negative reactions to sexual behavior, sexual media, and sexual thoughts (Andersen & Cyranowski, 1994; Andersen, Cyranowski, & Espindle, 1999). In the present study, it is assumed that people with a high (positive) SSS would like to interpret ads as sexual and be more likely to process them than people who are low (negative) SSS.

The purpose of this study is to examine the priming effect of sexual editorial information, in general, and in conjunction with different levels of SSS. In addition, the study helps to examine the impact of these factors on cognitive responses (interpretation of ad) as a way of better understanding the processing of sexual content. As such, this study includes traditional

effectiveness measures such as advertising and brand attitudes, involvement of ad, brand interest and purchase intention.

The results from this study have the potential to inform the advertising literature in the areas of priming and contextual effects. Also, these findings may be helpful to advertisers with regard to the effects of message creation and placement within media when sexual editorial content is present.

## CHAPTER 2

### LITERATURE REVIEW

#### **Priming**

There has been much experimental research about the effects of priming in various fields. Priming is “the process through which spreading activation in the brain’s neural network from the locus representing an external observed stimulus excites another brain node representing a cognition, emotion, or behavior” (Huesmann, 2007, p. 7). In other words, exposure to information can influence interpretation of subsequent information. Once a trait concept is primed in memory, related nodes are activated and these trait concepts become most easily accessible and most likely to be used to make judgments at some later point in time.

It should be noted, however, that priming does not require conscious rehearsal. In other words, no conscious strategy is necessary for priming effects to occur. For example, stimuli such as words or images used in a priming experiment are not consciously memorized by respondents. Thus, priming is the mechanism by which a latent or forgotten memory again becomes accessible and can subsequently be retrieved by an appropriate cue (Spear & Parsons, 1976).

Bruner (1957) was once of the first to research priming. He sought to determine the importance of contextual information on impression formation. Specifically, Bruner wanted to see if a person who receives information about a target person's behavior will interpret that behavior to an overall personality trait. Those traits were then used by respondents to interpret the target’s behavior in other situations. Several researchers, especially in the field of cognitive psychology, cite Bruner’s work in their priming research. Much of this work shows that



perceptions of other people are primed by previously activated knowledge (Higgins & King, 1981; Higgins, Rholes, & Jones, 1977; Srull & Wyer, 1979, 1980; Wyer & Srull, 1981). This work and other relevant priming work in the fields of media, marketing, and advertising are reviewed in the following sections.

### **Priming effects in social context**

In the social psychological literature, priming has demonstrated a powerful influence on individuals' perceptions and behavior of others (Higgins, Bargh, & Lombardi, 1985; Higgins & King, 1981; Srull & Wyer, 1979, 1980). In a typical study, subjects are presented with various frequencies of words related to a specific trait (negative or positive) in a first task. Next, they read a behavioral description about a target person, who is ambiguously relevant to the central trait dimension.

In a study by Higgins and colleagues (Higgins, et al., 1977), for example, participants were asked to judge a target person after reading a behavioral description. Prior to this task, subjects were exposed to either positive or negative terms which could be used to evaluate the target person. The authors concluded that prior exposure to either positive or negative terms influenced subsequent judgment of the target person only when the terms were relevant to the behavior description. In other words, exposure to relevant terms before decision making primed or activated related trait categories which now more accessible. Therefore, when the subjects were asked to read ambiguous information about the target person, they judged that person on the available personality characteristics.

Srull and Wyer (1979, 1980) examined the priming effects by testing behavioral examples of either a positive (kind) or a negative (hostile) trait. After exposure to one of two

attributes, participants were asked to read a description of a target person that was ambiguous with respect to the trait primed in the first task. Srull and Wyer concluded that evaluations of the target person were influenced by prior exposure to the behavioral examples. Although Higgins et al. found that a triggered trait category only affected priming of the relevant-information, Srull and Wyer examined that the priming could influence judgments of other trait dimensions as well (1979). In addition, they found that accessibility of the trait category was increased as the number of exposures increased.

Srull and Wyer's (1979) study was partially replicated by Bargh and Pietromonaco (1982). In this study, participants were unaware of the relation between the two tasks. Subjects were unknowingly exposed to single words—either 0, 20, or 80% of the words related to the trait of hostility—and then were asked to read a description of a target person who was uncertain with respect to the trait of hostility. Following these two tasks, subjects evaluated and rated the target person on a set of traits. Bargh and Pietromonaco found that “the greater the proportion of hostile words presented, the more negatively the stimulus person was perceived, both in terms of hostility-related and hostility-unrelated traits” (p. 447). This finding suggests that once appropriate stimulus information activated, primed traits of categories can influence subsequent judgments whether subjects are aware of the connection or not (Bargh & Pietromonaco, 1982; Erdley & Dagostino, 1988; Higgins, et al., 1977; Srull & Wyer, 1979).

In a following study, Herr (1986) examined the judgmental and behavioral consequences of priming a social category. In that study, a primed memory determined the expectancy of another person's behaviors consistent with the judgment. This study demonstrated that the perceived traits of a target person, for example, depend on whether this person is evaluated in comparison to a set of the perceived traits.

Priming also extends to emotion when traits are activated unconsciously and when priming effects extend to unrelated trait categories (Erdley & Dagostino, 1988). Erdley and Dagostino (1988), in a study conducted similarly to one conducted by Bargh and Pietromonaco (1982), examined affective explanations of automatic priming effects. Subjects were unknowingly exposed to a positive (honest), a negative (mean), both traits, or neither trait (control). Participants then were asked to read a behavioral description of a female target person that was ambiguous with respect to the trait of positive and negative. Following the second task, subjects rated the target person on a set of trait dimensions. The researchers found that relative to the control group, subjects who were subliminally exposed to the positive words judged the target person as more honest, and those presented with the negative words evaluated the target as more mean. Erdley and Dagostino concluded that “the automatic processing of trait primes activated relevant trait categories, and these readily accessible knowledge structures influenced how subsequent information about the target was processed and interpreted”(1988, p. 746). That is, if the priming stimulus triggers a specific trait category, then the impact is limited to those trait judgments associated with this knowledge structure.

Bargh, Chen, and Burrows (1996) examined if participants primed with traits related to rudeness interrupted a conversation much faster than participants primed with traits related to politeness. They found that, as expected, participants primed with rudeness-related concept interrupted conversation faster and more frequently than did those who primed with politeness-related concept. Various studies were associated with this priming effect on behavior (Dijksterhuis, Aarts, Bargh, & van Knippenberg, 2000; Dijksterhuis & Bargh, 2001; Dijksterhuis & Van Knippenberg, 1998; Wheeler & Petty, 2001).

An additional priming study looking at activation of the trait “helpful” was undertaken by Macrae and Johnson (1998). In the experiment, half of the participants were primed with the concept of helpfulness through the use of a scrambled sentence task, whereas the remaining participants were not primed. Upon finishing the task, the experimenter picked up her belongings from a desk (books, a paper, a bag, pens) and asked participants to follow her to another experimenter. As she approached the door, she “accidentally” dropped some of the items she was carrying. As expected, participants primed with helpfulness picked up more items from the floor than did control participants.

Aarts and Dijksterhuis (2002) examined if priming participants with animals associated with speed had any perceptual effects. In the first experiment, participants were assigned to either a fast animal exemplar or slow animal exemplar through the use of a scrambled sentence task. After all participants completed the scrambled sentence task, they were asked to view a picture of a man walking down the street. As predicted, animal exemplars primed judgments: Participants primed with slow animal exemplars judged the moving speed of the target person lower than did participants primed with the fast animal exemplar.

In their second experiment, participants were presented with one of two different texts including the animal exemplars. They were asked to read one of two stories in scientific journals. One story indicated that animals cannot be compared with humans (low comparability) with animal names (either three slow or three fast animal exemplars were listed in the story), and another story was about the animals can be easily compared with humans (high comparability) with animal names (either three slow or three fast animal exemplars were listed). After the reading task, participants were asked to engage in a brief unrelated task: Leaving the room to retrieve an instructional envelop. Participants then estimated the speed of the walking task. As

hypothesized, participants primed with slow animal exemplars estimated slower walking speeds than participants primed with fast animal exemplars. From this study, Aarts and Dijksterhuis demonstrated effects of exemplar activation not only on judgments but also on behavior.

Recently, Nelson and Norton (2005) showed that exposure to superheroes increased people's degree of helpfulness. They primed participants with the category "superhero" in various experiments. Nelson and Norton showed that participants demonstrated more commitment to future volunteer work when primed with the superhero category. Although Macrae and Johnson (1998) investigated the effect of priming on behavior in spontaneous helping situations, Nelson and Norton examined long-term effects of primes on behavior. Importantly, willingness to do volunteer work in the "superhero" condition was still reported 90 days after the priming experiment.

To summarize, although these experiments were conducted by different researchers in the similar social contexts, it is clear that traits can be activated through priming. When people receive information about a target and form an impression of the target, they encode this impression by assigning it to a trait category or concept. Once encoding has been undertaken, these impressions influence subsequent inferences, judgments, and behaviors.

### **Priming and aggressive entertainment content**

Five decades of research about exposing to violent television and movies have resulted in increasing the aggressive behaviors among subjects. The vast majority studies focused on violent and media have shown that, as expected, exposure to violent media is positive related to subsequent aggressive expression (e.g., Bandura, 1973; Carlson, Marcus-Newhall, & Miller, 1990;

Eron, 1982; Huesmann, 1986; Paik & Comstock, 1994). Even brief exposure to violent TV or movie causes significant increases in aggression.

Unfortunately, there has been little focus on understanding the nature of how media priming works. Traditional definition of priming focuses on the network of memory, otherwise, media priming refers to the “effects of the content of the media on people’s later behavior or judgments related to the content” (Roskos-Ewoldsen, Roskos-Ewoldsen, & Dillman Carpentier, 1994, p. 97).

Anderson (1997) investigated how violent movie affect the state of hostility. Participants were randomly assigned to view one of two movie clips about 15 min long. One contains violent scenes and another includes non violent scenes. After viewing the assigned movie clip, they read a series of 96 words (aggressive, anxiety, escape, and control category) on computer screen loudly, and then finished the State Hostility scale. The result showed that participants who watched the violent movie clip reported greater state hostility than did those who had watched the less violent movie clip. Anderson concluded that the violent media might increase aggression by increasing hostile feelings and the accessibility of aggressive thoughts.

Some meta-analyses have shown the effects of media violence. Two particular analyses by Paik and Comstock (1994) and Anderson and Bushman (2001) focused on violent TV and films and violent video games, respectively.

More than 200 studies published from 1957 and 1990 demonstrated that children who watch more violence on TV and in the movies behave more violently and express beliefs more accepting of aggressive behavior (Paik & Comstock, 1994): a greater tendency toward aggressive and antisocial act after viewing violent TV.

Given the similarity of the processes activated by various types of media, research shows playing violent video game increases aggressive behavior (Anderson & Bushman, 2001). In their meta-analysis, they analyzed 35 research and report about video or computer game and lists of negative words such as angry, attack, aggressive, violent, and hostile. Anderson and Bushman's meta-analysis concluded that exposure to the violent video game is positively associated with aggressive behavior, aggressive cognition (aggressive thought, beliefs, and attitudes), aggressive affect, and physiological arousal and negatively related to pro-social behavior. Therefore, it is reasonable say that "the aggressive ideas suggested by a violent movie can prime other semantically related thoughts, heightening the chances that viewers will have other aggressive ideas in this period" (Berkowitz, 1984, p. 411).

As if the violent media content influences the aggressive consequence, exposing to aggressive sport names could prime in the same way. Wann and Branscombe(1990) examined the priming effect after exposing to aggressive sports (e.g., boxing, football, etc.) or nonaggressive sports (e.g., golf, billiards, etc.). Subjects in the aggressive names of sports and the nonaggressive names of sports condition were ask to make a complete sentence from scrambled sentences. Following the priming phase, an ambiguous behavioral description about unrelated target person presented to the respondents. After they read the description, the subjects formed and rated the target person on several dimension sets. Wann and Branscombe concluded that subjects in aggressive-sports priming condition rated the unrelated target person as more hostile, aggressive, and punishable than did subjects in the nonaggressive-sports priming condition. That is, individuals faced with a repeated certain attribute (hostile) would be influenced to later perceive person whose actions were ambiguous as more hostile because the trait of hostility was continually primed and more accessible.

In addition, several studies examined effects of aggressive music videos. Johnson, Jackson, and Gatto (1995) examined the effect of rap music video on attitude and perception. Males were randomly assigned to the conditions (e.g., violent rap music video, nonviolent rap music video, and not music video), and then they were asked to read two interpersonal behavior descriptions. Results indicated that males who had been randomly assigned to violent rap music videos became more accepting of the use of violence and in dealing with interpersonal problems, expressed greater acceptance of the use of violence toward the woman, and would involve in violence. In addition, college students exposed to rock music videos with antisocial themes produced a greater acceptance of antisocial behavior (Hansen & Hansen, 1990).

Recently, Anderson and colleagues (2003) investigated the idea that processing aggressive words can infer aggressive behaviors. In various experiments, violent songs led participants, who listened to music with aggressive lyrics, to interpret ambiguous words more aggressively, increase the speed of reading aggressive words, and increase the rate of aggressive word completions. Importantly, this effect held across different songs and song types.

Although the result after exposing various violent entertainment sources could be due to arousal process (e.g., excitation transfer) or mimicking of specific behavior, priming process plays a significant role that activates concepts and makes aggressive behaviors more likely to occur. Therefore, anything from violent entertainment sources can be primed so that it is possible to make people behave violently. Proved psychological inquiry is used not only in psychology but also in other fields such as advertising and marketing which would be addressed in the next section.

### **Priming and Advertising and Marketing**



Consumer behavior researchers have examined the impact of advertising on indirect measures of memory which differs from traditional direct measures of memory such as free recall and recognition of message. One of the procedures that measures indirect or implicit memory is priming which prior exposure to information increases the accessibility of the primed information. Priming is facilitated when the relation of prior relevant association with target is consistent with what the subject expects, and inhibited when it is not (Logan, 1980).

More recently, communication message includes not only direct information (explicit) but also indirect information (implicit) such as ambiguous non-verbal information about the product or service in advertising. Ambiguous information could yield several ways of interpretations. That is, these multiple interpretations would result from the given circumstance which surrounds the target ad, such as editorial context in magazines or programs in TV, and station identifications on radio (Chook, 1985). For instance, product placement (PPL) in TV programs or movies might influence consumers in state of unaware and could result in priming effect. People store PPL, seen in the TV programs or movies, in their memory, and later, it could be retrieved when they see the additional advertising. People do not remember everything, but they could retrieve their memory about something seen before in the past. Priming, therefore, is that a person is affected by the preceding influence, and could have an impact on later decisions.

Herr (1989) extended category priming in cognitive and social psychology to a consumer domain. Subjects were asked to complete the priming task included the cost of primed car with real or hypothetical car names. For example, two hypothetical cars were primed with the moderately priced group which consisted of four real car names from moderately inexpensive group (e.g., Tercel) and moderately expensive group (e.g., RX-7). Then, subjects were asked to make an ostensibly unrelated judgment about the fictitious cars on price, quality, reliability, and

prestige. Herr found that priming could be a function of the prior knowledge so that participants who exposed to a certain price category of car evaluated the subsequent cars in the same price range. Therefore, information from previously acquired or exposed to affects consumers' initial level of quality for products. In other words, priming, in this study, served as the prior knowledge affects information processing for the products.

Some studies have shown that priming of media source such as editorial context in magazine can affect the interpretation of ambiguous product information in advertising, and priming activates a semantic network of related material that guides attention and determines the interpretation of the ad (Schmitt, 1994; Yi, 1990a, 1990b, 1991, 1993). For example, consumers exposed to the concept of safety in editorial context interpreted a large car in advertising safer than those who exposed to the editorial article about oil (Yi, 1990a, 1993). The study suggested that the prime increases the accessibility of certain attributes for information processing.

Relatively similar studies by the same author (Yi, 1990b, 1991) investigated that priming could be used in judgment processing for the ambiguous product in print advertising. Each subject was exposed two PC advertisements, one target advertising and one primed advertising. For example, half of subjects were exposed one of two attribute primed advertising: emphasizing numerous functions, Versa-Com or focusing on ease of use, EZ-Com. Then, all subjects saw the same target advertising about the fictitious brand (PC-3000) focused on the numerous features. As expected, people who had seen the Versa-Com earlier rated the target brand more functional, whereas people who had read EZ-Com judged the target brand easier to use than who had been exposed to Versa-Com. This study supported that the primed attribute was activated so it could be used in judgmental processing for the subsequent advertising. From Yi's (Yi, 1990a, 1990b, 1991, 1993) studies, it clearly shows that the target attribute might be primed through the

advertising or editorial context, and consumers could retrieve the activated attribute for making product judgment.

In addition, in another study, Meyers-Levy and Sternthal (1993) examined the relationship between advertising and priming. Subjects were exposed to the restaurant advertising. In the advertising, there was the name of the previous occupant of restaurant at the same location as the priming condition. For example, subjects read one of two target advertising with the information that previously owned at the same location (e.g., McDonalds or Le Francais). They found that subjects evaluated the target restaurant advertising as elegant when primed with the information that the former restaurant had been elegant. This study suggests that advertising in the similar trait and the same category information is likely to be effective.

Moreover, in the study of priming and advertising, Schmitt (1994) first examined the priming by using visual components of advertising. In the first experiment, subjects were assigned one of two conditions; the personal values (e.g., a sense of accomplishment and self-respect) or social value (e.g., true friendship and family security). Then, subjects were asked to see a picture of drug commercial at work to see whether earlier exposing to personal or social consideration made the change. Schmitt demonstrated that depending on the primed condition, subjects interpreted the same advertising differently. For example, people who were in personal value condition interpreted the commercial by reference to the personal consideration, whereas subjects in the social value condition understood the commercial by reflecting the social consideration. This experiment showed that priming could be a specific meaning to interpret the ambiguous information in advertising. In his second experiment, subjects were randomly assigned one of three primed adjective conditions with images, positive image terms (e.g., elegant and refined), negative image terms (e.g., exaggerated and pretentious), and control image

terms (e.g., religious and ironic). Then, subjects read a print advertisement for a clothing product. The results, as predicted, subjects who were primed with positive image terms were more likely to bring positive responses to the advertising than those who were primed with negative image terms. More important, this study showed that non-verbal information could be affected by both positive and negative priming equally because negative priming seemed to be more powerful in verbal information than positive priming (Yi, 1990a, 1993). From those two experiments, Schmitt conclude that priming could determine the interpretation and evaluation of not only the verbal components but also non-verbal component of advertising.

Recently, Harris, Bargh, and Brownell (2009) examined the priming and food advertising. They hypothesized that exposure to food advertising during TV viewing may affect eating behaviors. Children were randomly assigned to watch a 14-minute cartoon, “Disney’s Recess” that included four 30-second food commercials during two advertising breaks. These commercials suggested snack and breakfast foods using a fun and happiness message. The other half watched the same cartoon with the games and entertainment product commercials (non food commercials). The subjects in two conditions received a bowl of cheddar cheese crackers and a glass of water and were allowed to have a snack while watching. After it, the weight of each food consumed was recorded. The result showed that, as predicted, regardless of the children characteristic, children who saw the cartoon with food advertising ate more cracker while watching than did children who saw non-food advertising. Researchers demonstrated that food advertising primed the eating behavior. Generally, this priming study proved an automatic link between perception and behavior and consistent with other recent demonstrations of behavioral priming effects.

From above all studies about the priming and advertising, they have shown that priming could facilitate the judgment processing of the product in advertising later on. The result of the various studies above provided support for priming. Although researchers had different purposes to use priming, it plays a significant role to enhance or facilitate judgments of the subsequent behavior based on priming.

### **Media contextual effect**

Advertising does not occur in a vacuum: TV programming and editorial content that surrounds advertising can play an important role in how that advertising is interpreted. For example, the peripheral route of persuasion articulated in Petty and Cacioppo's (1981) Elaboration Likelihood Model describes how the source of a message or contextual factors can be more influential than actual message content. As Berkowitz (1984) noted, "how people react to the message they read, hear, or see depends considerably on their interpretations of the message, the ideas they bring with them to the communication, and the thoughts that are activated by it. It is therefore advisable to study media effects in a way that gives explicit attention to these matters" (p. 411).

Context effects are important to consider because advertising is normally embedded in or surrounded by non-advertising content such as TV programs or editorial content in magazines and newspapers. Chook (1985) and Schultz (Schultz, 1979) both argue that the impact of advertising context should be a research priority for advertisers. Contextual variability refers to "differences in physical and social circumstances that tend to cause differences in the accessibility of particular constructs for any person in the situation" (Higgins & King, 1981, p. 83).

Various researchers have shown the importance of contextual effects. For example, research indicates that several contextual variables influence advertising evaluations and interpretations, including: contextual involvement (Norris & Colman, 1992), program involvement (Clancy & Kweskin, 1971; Kennedy, 1971; Krugman, 1983; Menneer, 1987; Soldow & Principe, 1981; Tavassoli, Shultz, & Fitzsimons, 1995), program induced-affect (Goldberg & Gorn, 1987; Kamins, Marks, & Skinner, 1991), program liking (Murry, Lastovicka, & Singh, 1992), and cognitive and affective priming (Yi, 1993). Although Coulter and Punj (1999) stressed the important influence of viewing context on advertising, the present study focuses on priming in a print media context. It is important to note that priming and media context have a similar characteristic which it influences people's perceptions in memory. Media contextual effect, however, is one of the subcategories of priming effect. For instance, people are influenced by not only general stimulus such as words, visual, sounds but also specific sources such as editorial context in magazine and TV program.

The surrounding context affects subsequent memory in advertising. For example, a well-being life article in a newspaper can activate certain attributes (e.g. healthy) within readers, and guide interpretation of product information in an adjacent ad (e.g. using gym or taking vitamins). This process can be considered "cognitive context" because it increases the accessibility of attributes (Yi, 1990a). In a related sense, it is reasonable that Coca Cola Company may not want to air commercials immediately following negative news programs because negative news could negatively influence how Coke brand perceptions.

Although several studies suggest that ad context affects the audience's perception of advertising and its effectiveness (S. N. Singh & J. G. A. Churchill, 1987), they have often yielded conflicting results. Kennedy (1971) and Soldow and Principe (1981) found that

interesting programs reduced advertising effectiveness, while Clancy and Kweskin (1971) and Krugman (1983) found that interesting program enhanced advertising effectiveness.

Even studies have examined the link between program involvement and advertising effectiveness, little attention has been given to the role of editorial context on advertising and brand perceptions. Therefore, the current study seeks to inform this area by examining how exposure to sexual information in print editorial content influences subsequent processing and interpretation of an ambiguous print advertisement.

### **Sexual Self-Schema**

Priming and media context effects should be moderated by individual differences which could influence the accessibility of particular constructs (Higgins, et al., 1977). Individual schemas or self-views affect how people process social cues. Therefore, in the present study, it is important to assess a sexual self-concept defined as “an individual’s perception of his or her ‘qualities’ in the sexual domain” (Buzwell & Rosenthal, 1996, p. 490). Among the sex-related concepts, the present study focuses on Sexual Self-Schema (SSS) defined as a person’s conception of the sexual nature of him or herself (Andersen & Cyranowski, 1994; Andersen, et al., 1999). “SSS is derived from past experience, manifest in current experience, influential in the processing of sexually relevant social information, and they guide sexual behavior” (Andersen & Cyranowski, 1994, p. 1092).

For example, young women with a High (positive) SSS would have a broader range of sexual activities, be more easily aroused, have more positive attitudes regarding sex in general, and have longer lasting sexual and affective relationships (Andersen & Cyranowski, 1994). Also, young men with High (positive) SSS would report more positive attitudes about sexuality and

sexual behaviors in general. They are likely to not only report higher levels of sexual arousal but also be more likely to become romantically involved and experience feelings of intimacy and love (Andersen, et al., 1999).

According to Higgins (1996), the degree of overlap between a stored concept and a stimulus directly influences the probability that the stimulus would activate the stored concept. For example, a given sexual stimulus in editorial content may be positively presented to high (positive) SSS people, but in opposite way for those with Low (negative) SSS people. Hence, the interpretation of subsequent advertising is more likely to be affected by the stimulus with the stored concept associated with sexual self-schema.

In the past decade, research has shown that SSS is able to predict individual behavior such as current sexual behavior and satisfaction (Carpenter, Andersen, Fowler, & Maxwell, 2009) and psychological functions such as depression and anxiety (Meston, Rellini, & Heiman, 2006). For example, Carpenter et al. (2009) observed that gynecologic cancer survivors with positive sexual self-schema might suffer less from depressive symptoms and heighten survivor's risk for psychological distress than those with negative sexual self-schemas.

Recently, sexual self-schema has been incorporated in advertising studies. For example, Reichert, Fosu, and Xue (2004) examined sexual self-schema and responses to advertising. Subjects were exposed to both a non-sexual commercial and a sexual commercial. Between the non-sexual ad and sexual ad, respondents completed a set of dependent measures regarding their emotional responses to the ad, attitude-toward-the-ad, brand interest, and purchase intention. After viewing the sexual ad, respondents were told to finish the same set of dependent measure for sexual advertising. Reichert, Fosu, and Xue found an important link between advertising response and sexual schema. For example, people with positive sexual self-schema liked a sexual



commercial than those with negative schema. However, there was no relationship between sexual self-schema and brand interest and purchase intention.

Relatively similar work by Reichert and Fosu (2005) examined women's responses to a sexual commercial. Female respondents watched two commercials: one for non-sexual and another for sexual advertising. They found that women with positive sexual self-schemas also reacted more favorably to ads with sexual information on measures of attitude toward the ad and brand interest than women with negative sexual self-schemas. However, there was no significant link between sexual self-schema and purchase intention. These two studies support a direct relationship between sexual self-schema and positive responses to sexual commercials.

In addition, SSS could be used as a minor, moderate, or heavy influence in the accessibility for sexual cognition, affect, response and behavior. Reichert, LaTour, and Kim (2007) examined how sexual predispositions (SSS) affect emotional responses to sexual advertising. Subjects completed the SSS profile first, and each subject was then asked to view two commercials: a non-sexual commercial followed by a sexual one. Eleven sexual commercials were divided into three categories: sexually-suggestive female, male, and both men and women. The models in sexual commercials were represented in sexual manner such as dress and engagement in sexual behavior. The researchers concluded that SSS affects emotional responses to sexual stimuli in advertising. For example, subjects who responded favorable to sexual commercials were also favorable and open to sexual information.

Recent work by Ye and Zhou (2007), however, revealed different effects of sexual self-schema. They tested levels of sexual content and sexual self-schema on consumers' attitudes toward sexual advertising for TV programming (i.e., network promos). Participants were randomly assigned to one of three conditions (i.e., low, medium, or high sex) and were told to

watch some promotions in TV programs. Overall, level of sex appeal was found to be influential, but sexual self-schema had no effect on attitude toward the perception of promotion, program, or self-reported arousal.

Davies, Zhu, and Brantley (2007) examined how positive or negative SSS played a role in judgments. Participants completed basic demo information and the SSS, and then were randomly assigned to view one of two fragrance advertisements: non-sexual or sexual. After viewing the ads, subjects completed a sexually ambiguous word lexical decision task in one of two conditions: delayed exposure or immediate exposure. They found that negative SSS produced inhibition that decreased accessibility of sexual constructs in memory because they were conservative or embarrassed about sexual information.

Although this study only investigated the reaction time of sexually ambiguous words, the present study examines how SSS plays in interpreting or evaluating ambiguous information. Therefore, people with High (positive) SSS should interpret ambiguous information in sexual way because High (positive) SSS will enhance accessibility the sexual constructs in memory, whereas people with Low (negative) SSSs will evaluate the ambiguous image in non-sexual way or less sexual than High (positive) SSS (Andersen & Cyranowski, 1994).

To summarize, sexual self-schema is a trait that “guides current processing of sexually relevant information and influences sexual affect and behavior” (Reissing, Laliberte, & Davis, 2005, p. 82). High (positive) SSS may accelerate the interpretation of subsequent advertising in a sexual way after exposure to sexual editorial content. However, Low (negative SSS) may inhibit the accessibility of sexual information which should result in less ability to interpret ambiguous advertising sexually. Therefore, the degree of fit between sexual content and SSS will determine the range of a priming effect.

## CHAPTER 3

### RESEARCH QUESTION AND HYPOTHESIS

Three hypotheses derive from the preceding discussion. Guided by prior studies on priming, media context, and Sexual Self-Schema, the following hypotheses are proposed.

First, specifically, it is proposed that sexual content will influence the interpretation of subsequent advertising. Based on the priming and media context effect, editorial content should prime or activate stored attribute conceptions influence the interpretation of ambiguous advertising. This leads to the following hypothesis:

H1: Sexual information in editorial content leads to more sexual cognitive responses (interpretation) toward subsequent advertising than non-sexual information editorial content.

Second, from the previous studies, it is expected that sexual self-schema will influence how people respond to sexual information. For example, positive SSSs should facilitate primed associations, whereas negative SSSs should inhibit sexual interpretations. This leads to the following hypothesis:

H2: Sexual self-schema influences priming such that sexual interpretations are more likely to occur for viewers with positive SSS compared to those with negative SSS.

Third, regarding the characteristics of High (positive) SSS from the previous research (Andersen & Cyranowski, 1994; Andersen, et al., 1999), SSS reasonable to predict how person processes sexual information. Since people with High (positive) SSS are easily aroused and have positive attitude toward sexual information, their sexual trait category in memory are still positively activated at later points in time. That is, the following ambiguous events or information should

be affected and encoded positively by primed trait concepts. Therefore, people with High (positive) SSS should rate sexual information in subsequent ambiguous ad more positively than people with Low (negative) SSS. As the result, people with High (positive) SSS will tend to have positive attitude regarding sexual information and following ad and brand then people with Low (negative) SSS who will have less positive attitude toward sexual information and the subsequent ad and brand. Hence, the research question “does SSS influence evaluation of and ad and brand after priming?” leads to following hypothesis:

H3: There is a positive relationship between people’s SSS (High (positive) and Low (negative)) and their responses to the subsequent ad and brand after exposing to sexual information as indicated by (1) attitude-toward-the-ad, (2) attitude toward brand, (3) involvement of ad, and (4) purchase intension.

## CHATER 4

### REASERCH METHOD

Based on the above literature reviews and theoretical framework, the present study is designed to examine the effects of priming and an individual difference variable in a print advertising context. For this study, two magazine articles (sexual, nonsexual) were tested to determine if they primed sexual interpretations in a sexually ambiguous advertisement.

A pretest was conducted for stimulus selection. A key part of the pretest involved choosing (1) sexual and non-sexual magazine articles and one (2) sexually ambiguous advertisement for use as stimuli in the main experiment.

#### **Experimental Design**

The present study employed a 2 x 2 factorial between-subjects design with two factors: (1) *individual difference*: Sexual Self-Schema: high (positive) and low (negative), and (2) *contextual priming*: sexual article and non-sexual article (see Table 1).

Considering the interaction between Sexual Self-Schema (SSS) and priming conditions, two levels of SSS were classified as High SSS (positive; high SSS in both sexual and non-sexual conditions) and Low SSS (negative; low SSS in both sexual and non-sexual conditions).

#### **Pretest: Selection of Articles and an Advertisement**

*Subjects.* Fifty undergraduate students, in the Grady College of Journalism and Mass Communication at the University of Georgia, participated in a pretest survey. They received extra credit for participation. However, the data from 10 participants were excluded because

several responses were skipped. In addition, another 11 participants submitted either incomplete or incoherent information. Therefore, results were based on the remaining 29 participants ( $N = 29$ ; 75.9% were female, 24.1 % were male). No student who participated in the pretest participated in the main study.

### **Pretest: Procedure and Measurement**

Pretest subjects were randomly assigned to one of two conditions (sexual or nonsexual). Each subject viewed and evaluation three different ads, and then, two different magazine articles by conditions. A questionnaire followed each ad and article (see APPENDIX A for the complete pre-test questionnaire). Therefore, a subject in the sexual condition rated three ads and two sexual articles, and subjects in the non-sexual condition evaluated the same three ads and two non-sexual articles.

*Selecting Advertisements.* Before exposure to either the sexual or non-sexual articles, each subject was asked to evaluate three advertisements for three different product categories (pickle, travel, and milk). Subjects rated the ads along two dimensions: attitude-toward-the-ad (see Table 2) and affective responses toward the ad (see Table 3).

The ambiguous visual component of the three ads was selected because they had the potential to be interpreted sexually. All three ads made no direct sexual reference through either the headline, copy, or slogan. However, people could interpret the visual component sexually in some situations. The ambiguous images in the ads were selected because they matched definitions used in previous research: “ambiguous stimuli allow multiple interpretations; one interpretation can be supplanted by another with slight fluctuations in attention and subtle

priming manipulations” (Hoch & Ha, 1986, p. 224). Therefore, ads with ambiguous images were selected that had several potential interpretations.

Seven items of attitude-toward-the-ad were measured on 7-point semantic differentials; good/bad, unfavorable/favorable, interesting/boring, dislike/like, pleasant/unpleasant, uninformative/informative, convincing/unconvincing. Since each subject evaluated three ads and two articles, a repeated measured within-subject ANOVA with between-subject factors was performed to examine the difference of ad responses between the conditions for the within-subjects responses.

The total mean value of attitude toward the pickle ad was 5.04 ( $SD = .83$ ), travel ad 3.75( $SD = 1.11$ ), and 4.62 ( $SD = .87$ ) for the milk ad. Mauchly’s test indicated that the assumption of sphericity had been violated,  $\chi^2(2) = 6.759, p < .05$ , therefore degrees of freedom were corrected using Huynh-Feldt ( $\epsilon = .891$ ). The results showed that there were significant effects between the mean value of attitude-toward-the-ad,  $F(1.781, 48.095) = 14.286, p < .001$ . These results suggested that with regard to attitude-toward- ad, the ads were significantly different from each other. A Bonferroni pairwise comparison test also indicated that the difference between the pickle ad ( $M = 5.04, SD = .83$ ) and milk ad ( $M = 4.62, SD = .87$ ) were marginally significant at the 90% level.

In addition, subjects were asked to rate affective responses to the ad (exciting, appealing, enjoy) on a Likert 7-point scale, with endpoints 1 (not at all) to 7 (very much). The total mean value of the affective dimension for the pickle ad was 3.82 ( $SD = 1.03$ ), 3.37 ( $SD = 1.65$ ) for the travel ad, and 4.46 ( $SD = 1.42$ ) for the milk ad (see Table 3).

For the affective evaluation, Mauchly’s assumption test was met,  $\chi^2(2) = 1.027, p > .1$ . The results showed that the ads differed from each other with regard to affective evaluations,  $F$

(2, 54) = 4.520,  $p < .05$ . A Bonferroni pairwise comparison test indicated that the difference between the pickle ( $M = 3.82$ ,  $SD = 1.28$ ) and milk ads ( $M = 4.46$ ,  $SD = 1.42$ ) were not statistically significant at the 95% level.

For the manipulation check, participants checked one item, “sexy” by using a Likert scale. Lower ratings represented that the ad was rated as intended. The mean value of pickle, travel, and milk ads were 2.34 ( $SD = 1.37$ ), 3.55 ( $SD = 1.64$ ), and 2.59 ( $SD = 1.82$ ), respectively.

Based on pretest results, the pickle ad was selected for the main study. Although the milk advertisement had better affective value than the pickle ad, the more important factor for ad selection was that the ad should have higher attitude- toward- the-ad and lower “sexy” mean value because the ad was supposed to be ambiguous. It was anticipated that the potential sexual innuendo within the image of the pickle ad would only be present when primed with a sexual article.

*Article Selection.* After exposure to the ads, subjects were asked to read two articles from a magazine website. Some profanity in the sexual articles was omitted to avoid offending participants.

Two sexual articles were evaluated along two dimensions by 14 subjects. The two dimensions were (a) a reaction profile about articles, and (b) sexual arousal for the manipulation check. The remaining 15 subjects were asked to rate two non-sexual articles along two values, (a) the reaction toward articles, and (b) sexual arousal for the manipulation check.

For reaction profile about article (Ra), five seven–point semantic differential items, good/bad, convincing/unconvincing, meaningful/meaningless, important/unimportant, and fresh/stable, were adapted from Wells’ Reaction profile regarding advertising (Wells, 1964). The profile was modified to assess the reaction-toward-the-article instead of ad. Again, each subject evaluated



two articles so repeated measured within-subjects ANOVAs was used to select appropriate articles for each condition.

The sexual article titled “Lip service: Hot tips to talking dirty” had a mean rating 4.67 ( $SD = .98$ ; Cronbach’s alpha = .86), and “His favorite time to have sex” was rated 4.99 ( $SD = .59$ ; Cronbach’s alpha = .78). From the repeated measure within-subjects ANOVA, the two sexual articles’ mean values were not significantly different,  $F(1, 13) = 1.845$ ,  $p > .1$ . For the manipulation check, subjects were asked to respond to the following statement, “this article was sexually arousing,” on a 7-point Likert scale with endpoints labeled “strongly disagree” and “strongly agree.” The first article had a higher sexual value ( $M = 4.71$ ,  $SD = 1.44$ ) than the second article ( $M = 3.79$ ,  $SD = 1.12$ ).

From the results, the first and second had not different mean value for attitude-toward-the-article, but the first article had marginally higher mean value for sexually arousing variable,  $F(1,13) = 3.207$ ,  $p < .1$ . In addition, it was possible that the second sexual article received a different rating because it followed the first sexual article. The sexual article in the present study was hoped to have clear and more sexual words, depictions, and obvious sexual appeals to get subjects more sexually primed. Therefore, the first article titled “Lip service: Hot tips to talking dirty” was selected for the priming stimulus.

Two non-sexual articles were evaluated by 15 subjects. The first non-sexual article titled “Breakfast of Champions” had a mean rating of 3.86 ( $SD = 1.13$ ; Cronbach’s alpha = .84). The second non-sexual article “How to work less and get wayyy more done” had a mean rating of 4.69 ( $SD = 1.38$ ; Cronbach’s alpha = .93). The first article had a lower sexual value ( $M = 1.20$ , and  $SD = .41$ ) than the second article ( $M = 1.33$ ,  $SD = .49$ ), although these differences were not significant.

Given these pretest results, “Lip service: Hot tips to talking dirty,” which chosen to represent the sexual condition while “How to work less and get wayyy more done,” was selected to represent the nonsexual condition in the main study.

### **Main Experiment: Participants, Procedure, & Materials**

*Participants.* The experiment was conducted during April, 2010 at the University of Georgia. Respondents received extra credit in their course for participation. Among the total 209 participants, data from 21 participants were excluded because of incomplete or incoherent responses. Therefore, results were based on the remaining 188 participants ( $N = 188$ ). When analyzing the influence of SSS, high and low SSS groups were analyzed ( $N = 127$ ). A majority of respondents were female (79.8%), and most were in the second or third years in college (75.6%; see Table 4). Although various racial or ethnic groups were also included ( see Table 5), racial or ethnic background was not a factor in the selection process.

*Procedure.* The current study was a web-based experiment. Every participant was asked to connect to the study’s web page (<http://nahray.myweb.uga.edu/>) where they were randomly assigned to one of the two priming conditions (sexual or non-sexual article condition) located in an online survey website ([www.surveymonkey.com](http://www.surveymonkey.com)). Subjects were asked to complete all the questions concerning their feelings and thoughts about the articles and advertising with no right or wrong answers. After general instructions, subjects were asked to complete either the male or female version of the SSS scale depending on their reported gender. After completing the SSS scale, each subject was asked to read a magazine article. Participants were informed that they would be asked a few questions about the article. Next, all subjects were exposed to the pickle

advertisement. Participants then completed a questionnaire about the ad. After responding to the questionnaire, subjects were then asked about their consumption of sexual media.

*Materials: Article & Advertising Stimuli:* As described in the previous section, the pickle ad was selected as the sexual ambiguous ad. In addition, “Lip service: Hot tips to talking dirty” and “How to work less and get wayyy more done” were selected as the sexual and nonsexual priming stories, respectively.

*Priming condition:* A magazine article was used to prime the respondents. Because this study examines individual differences and contextual priming, subjects began by completing the Sexual Self-Schema profile. After they finished the profile, subjects were then asked to read one of the articles. Half of the subjects read a sexual article adapted from a magazine website. The other respondents read a nonsexual article similar in length, attitude, interest, and reaction evaluation to the sexual article. The non-sexual article did not include any words or allusion related to sexual meaning.

*Sexual Self-Schema:* The SSS scales for both women and men used because SSS, a cognitive representation of the self as derived from past experiences, has repeatedly been identified as a strong predictor of sexual responses to a broad range of sexual stimuli in both women and men regardless of age (e.g., Andersen & Cyranowski, 1994; Andersen, et al., 1999; Cyranowski & Andersen, 2000). The Sexual Self-Schema scale is a veiled measure, meaning that subjects are generally unaware that the questionnaire measures a sex-related personality variable (Reichert, et al., 2007).

The shortened version for females was measured with 26 trait adjectives (e.g. uninhibited, cautious, loving) self-rated from 1 (not at all descriptive of me) to 7 (very descriptive of me). The adjectives divide into three dimensions: passionate/romantic, open/direct,

and embarrassed/conservative. To acquire a general sexual self-schema score, the negative dimension (embarrassed/conservative) was subtracted from the sum of the positive factors (passionate/romantic and open/direct). In previous research (Andersen & Cyranowski, 1994), factor analysis revealed high test-retest reliability (two week,  $r = .89$ , 9-week  $r = .88$ ), and high internal consistency ( $\alpha = .82$ ) has been reported. A positive sexual self-schema is defined by characteristics of openness, warmth, directness, and romance whereas a negative sexual self-schema is defined by inexperience, conservative attitudes, and self-consciousness (Cyranowski & Andersen, 2000).

The shortened male version of the scale includes 27 adjective items that are different from those used in the female version but the way but the response scale (e.g., 1 – 7) was the same. A foundational article (Andersen, et al., 1999) revealed that a sexual males varied on three factors: (1) passionate/loving, (2) powerful/aggressive, and (3) open-minded/liberal. Although the scale of men's sexual self-schema is a unidimensional construct which differs from the women's scale, it still has provided a powerful tool in the prediction of men's sexual behaviors, responses, and attitudes. Andersen et al. (1999) reported that men's sexual self-views are also derived from past experience, explain current experience, affect the judgment of sexually relevant information, and are able to generate a framework for sexual behavior, responses, and affects.

Male and female SSS scores were calculated based on each gender's criteria described in the original SSS literature. After calculating a SSS scores, below 33.3% of the SSS scores were assigned to Low (negative) SSS group and above 66.6% was assigned to High (positive) SSS group. These groups were then grouped by gender.

In this study, for females, the overall mean SSS was 69.96, ranging from a low of 32 to a high of 95 ( $SD = 11.97$ ). For the Low (negative) group, the range of bottom third was from 32 to 62 ( $N=48$ ) and for the High (positive) group ( $N = 53$ ), the range of top third was 71 to 95.

For males, the overall mean SSS score was 126.05, ranging from a low of 92 to a high of 157 ( $SD = 17.06$ ). Using the one third split of data, male subjects were divided into three groups, and then classified into one of two groups: Low (negative) group (range from 92 to 116,  $N = 13$ ) and High (positive) group (range from 134 to 157,  $N = 13$ ). Both schema groups had almost the same percentage of the sample (48% of participants for Low (negative) SSS groups and 52% of participants for High (positive) SSS group).

*Dependent Measure:* After viewing the ad, participants completed the questionnaire used to measure advertising effectiveness. The main dependent measure to assess any priming effect was cognitive response (interpretation). The main measure—interpretation of the ad—was measured with open-ended questions. Immediately after exposure to the ad, participants were asked to complete three thought lists, and then they were asked to complete two blank sentences with the following questions; “It looks like\_\_\_\_\_” and “I believe the ad that I just saw\_\_\_\_\_.” The interpretation of ad measure was designed to assess if the sexual story primed a sexual interpretation of the target ad. Subjects completed 5 open-ended questions, and each answer was coded 0 (non-sexual meaning) or 1 (sexual meaning). The answers were summed, ranging from a low of 0 to a high of 5. Two coders, who are blind to the purpose of the study, were employed. They were trained through group discussions, in which each coder shares meanings and nuances about the code variables (see APPENDIX B for the coding schema). Total 500 (half from the sexual content condition and the rest from the non-sexual content condition) thought lists and sentence completions were encoded by two coders. After they coded, the answers were summed

and compared. For inter-coder reliability computation, Perreault and Leigh's (1989) Index (P/L Index) was adapted. The P/L Index is appropriate when there are only two coders and items are in nominal scales. For this study, inter-coder reliability was .93. Therefore, results of this study could be acceptable.

The overall five open-ended question mean value was 1.74 ( $SD = 1.54$ ). Specifically, the mean of five interpretation was 2.44 ( $SD = 1.50$ ) for sexual condition, and .98 ( $SD = 1.19$ ) for non-sexual condition. A chi-square test of goodness-of-fit was performed to determine whether the five open-ended questions for interpreting of ad were equally distributed in the population,  $\chi^2(5) = 42.47, p = .000$ .

The additional questionnaire assessed the participants' attitude-toward-the- ad, attitude toward brand, involvement of ad, and purchase intention (see APPENDIX C for the complete main experiment questionnaire).

Five items on 7-point semantic differential scales—good/bad, favorable/unfavorable, boring/interesting, uninformative/informative, convincing/unconvincing—were used to measure attitude-toward-the-ad (Aad) (Mackenzie & Lutz, 1989). Four items were used to access the attitude toward the brand—favorable/unfavorable, positive/negative, pleasant/unpleasant, and dislike/like. Eight semantic differential scale items—important/unimportant, relevant/irrelevant, means nothing to me/means a lot to me, appealing/unappealing, fascinating/mundane, worthless/valuable, involving/uninvolving, and not needed/needed—were modified and used to measure involvement of ad (Zaichkowsky, 1985). Purchase intention was measured with two items, “I would think about trying this brand in the future,” and “The next time I purchase in this product category, there is likelihood that I would consider the advertised brand,” with a 7-point, Likert-type answers with endpoints labeled as “strongly disagree” and “strongly agree.” For the

additional analysis, gender, involvement of ad, involvement of article, and media habit were used as a covariate to control for individual differences on all dependent measures. Cronbach's alpha tests were performed to examine the reliability of the items in each of the measures. All alpha scores for the items across Sexual Self-Schema and priming conditions demonstrated high levels of internal consistency (all alpha scores  $> .82$ ) (see Table 6).

### **Main Experiment: Analysis**

For the background measures, the SSS scales were divided and classified three groups: group 1 (Low or negative SSS), group 2 (Median SSS), and group 3 (High or positive SSS). However, the middle group was dropped from the analyses to compare High (positive) and Low (negative) SSS participants on the variables of interest. The main dependent measure, interpretation of ad (Iad), was summed. The rest of the dependent measures, subjects' mean ratings on the multiple-item scores for each dependent index were employed—attitude toward the advertisement (Aad), attitude toward brand (Ab), involvement of ad (IVad), and purchase intention (PI). Each dependent measure compared across the conditions and SSS groups by using two-way ANOVAs and following step-down analyses were performed in order to test the research hypotheses

## CHAPTER 5

### RESULTS

#### **Priming Conditions**

Subjects were randomly assigned to either the sexual or non-sexual condition. According to conditions, subjects were presented with either a sexual or non-sexual article: “Lip service: Hot tips to talking dirty” or “How to work less and get wayyy more done.” Tables 7 and 8 indicate the number of respondents per condition and SSS distribution.

#### **Priming conditions and Interpretation of Ad**

Hypothesis 1 predicted that a sexual magazine article would be more likely to prime sexual interpretations of a subsequently viewed ambiguous ad than would a nonsexual magazine article. A two-way between-subjects ANOVA was conducted to examine the difference between the sexual and non sexual article condition on priming. There was a significant interaction effect between priming condition and SSS (Iad),  $F(1,123) = 4.05, p < .05$ .

Given the interaction effect, the effect of condition was not independent of SSS. Therefore, a follow-up analysis was undertaken to compare levels of condition within each level of SSS (see Table 9).

To investigate the main effect of condition, a one-way between-subjects ANOVA was conducted at each SSS level. At the Low (negative) SSS level, the observed  $F$  was statistically significant  $F(1,123) = 32.08, p < .000$ , meaning that the mean value of interpretation of ad in the



sexual condition ( $M = 2.55$ ,  $SD = 1.43$ ) and in the non-sexual condition ( $M = .60$ ,  $SD = .97$ ) was significantly different.

At the High (positive) SSS level, the observed  $F$  value was also significant,  $F(1,123) = 8.90$ ,  $p < .05$ , meaning that the mean difference of sexual condition ( $M = 2.34$ ,  $SD = 1.57$ ) and non-sexual condition ( $M = 1.35$ ,  $SD = 1.28$ ) was statistically different (see Table 10 for means for interpretation of Ad).

Based on the two-way ANOVA and simple effect analyses, **H1** was supported. Sexual editorial content generated greater cognitive priming that resulted in greater sexual interpretations of an ambiguous ad, than did a non-sexual magazine article.

### **Sexual Self-Schema and Interpretation of Ad**

Hypothesis 2 predicted the relationship between SSS and evaluation of ad such that high (positive) SSS respondents would be more apt to interpret a subsequent ad more sexually than low (negative) SSS respondents. Based on the two-way ANOVA results displayed in Table 9, it was necessary to examine the conditions separately to determine the independent main effects of SSS. Therefore, follow-up simple effects tests were conducted at both the sexual and non-sexual condition levels.

When investigating the simple effect of SSS, one-way between-subjects ANOVA was conducted at each condition level. At the sexual condition level, the observed  $F$  was not statistically significant, meaning that the mean value of interpretation of the ad for High (positive) SSS participants ( $M = 2.34$ ,  $SD = 1.57$ ) and Low (negative) SSS participants ( $M = 2.55$ ,  $SD = 1.43$ ) was not significantly different,  $F(1,123) = .39$ ,  $p > .1$ . However, for the non-sexual condition, the observed  $F$  value was significant, meaning that the mean difference of High SSS

(positive;  $M = 1.35$ ,  $SD = 1.28$ ) and Low SSS (negative;  $M = .60$ ,  $SD = .97$ ) was statistically different,  $F(1,123) = 4.82$ ,  $p < .05$  ( see Table 10).

Based on the two-way ANOVA and simple effect analyses, **H2** was partially supported but not as expected: High (positive) SSS were more likely to sexually interpret the ambiguous ad than Low (negative) SSS respondents only when priming was absent. When both High (positive) and Low (negative) groups were primed, there was no difference between the groups. This finding suggests that High (positive) SSS are more likely than Low (negative) SSS to interpret stimuli sexually without being primed.

### **Priming and SSS and Evaluation of Ad and Brand**

Hypothesis 3 predicted that High (positive) SSS people would have more positive affective responses, (1) attitude-toward-the-ad, (2) attitude toward brand, (3) involvement of ad, and (4) purchase intension, after exposing to sexual information than would Low (negative) SSS.

*Attitude-toward-the-Ad (Aad)*. Two-way ANOVAs were used to examine how priming condition and SSS influenced attitude-toward-the- ad (Aad). The interaction effect on Aad was significant,  $F(1,123) = 4.58$ ,  $p < .05$ . Since the interaction effect on Aad existed, the follow-up simple effect analyses were tested at each condition and SSS level (see Table 11). From the condition simple effect tests, High (positive) SSS respondents in the sexual condition liked the ad better than ( $M = 4.72$ ,  $SD = .98$ ) High (positive) SSS in non-sexual condition ( $M = 3.85$ ,  $SD = 1.14$ ; see Table 12). The difference between two conditions at H SSS level was statistically significant,  $F(1,123) = 12.58$ ,  $p = .002$ . From the SSS simple effects, there was a significant difference between High (positive) SSS ( $M = 4.72$ ,  $SD = .99$ ) and Low (negative) SSS ( $M = 3.99$ ,  $SD = .87$ ; see Table 12) only in the sexual condition,  $F(1,123) = 7.82$ ,  $p < .05$ . From the ANOVA

result, High (positive) SSS participants in sexual condition had higher mean value for Aab than did High (positive) SSS participants in non-sexual condition, and in sexual condition High (positive) SSS participants had better Aab value than did Low (negative) SSS participants.

*Attitude toward Brand (Ab).* Two-way ANOVAs were used to examine how condition and SSS influenced attitude toward brand (Ab). Overall, the interaction effect on Ab was significant,  $F(1,123) = 5.73, p < .05$  (see Table 13). The follow-up analyses were used to access the simple effects at the condition and sexual self-schema levels. From the condition simple effect tests, High (positive) SSS respondents in sexual condition liked the brand better ( $M = 4.76, SD = 1.27$ ) than High (positive) SSS participants in the non-sexual condition ( $M = 3.79, SD = 1.44$ ; see Table 14). The difference between the two conditions at High (positive) SSS level was statistically significant,  $F(1,123) = 10.10, p = .005$ . From the SSS simple effects tests, there was a marginal difference between High (positive) SSS ( $M = 4.76, SD = 1.27$ ) and Low (negative) SSS ( $M = 4.25, SD = 1.16$ ; see Table 14) in only the sexual condition  $F(1,123) = 4.35, p < .1$ . From the ANOVA result, only High (positive) SSS participants in sexual condition had highest Ab mean score.

*Involvement of Ad (IVad).* Two-way ANOVAs were used to examine how condition and SSS influenced involvement with the IVad. There was an interaction effect on IVad,  $F(1,123) = 4.51, p < .05$ , so follow-up simple effect tests were conducted (see Table 15). From the condition simple effect tests, High (positive) SSS respondents in the sexual condition had higher mean value of PI ( $M = 4.05, SD = .98$ ) than High (positive) SSS participants in non-sexual condition ( $M = 3.38, SD = .85$ ). The difference between the two conditions at High (positive) SSS level was statistically significant,  $F(1,123) = 7.51, p < .004$ . From the SSS simple effects tests, there was a significant difference between High (positive) SSS ( $M = 4.05,$

$SD = .98$ ) and Low (negative) SSS ( $M = 3.25$ ,  $SD = 1.06$ ; see Table 16) but only in the sexual condition  $F(1,123) = 10.43$ ,  $p < .002$ . Regarding the ANOVA results, High (positive) SSS participants in sexual condition had higher mean value for IVab than did High (positive) SSS participants in non-sexual condition, and in sexual condition High (positive) SSS participants had better IVab value than did L SSS participants.

*Purchase Intension (PI)*. Two-way ANOVAs were used to examine how condition and SSS influenced purchase intention. The interaction effect on PI was significant,  $F(1,123) = 24.62$ ,  $p < .05$ . The follow-up simple effect analyses were at condition and sexual self-schema level (see Table 17). From the condition simple effect tests, High (positive) SSS respondents in sexual condition had higher mean value of PI ( $M = 4.94$ ,  $SD = 1.30$ ) than High (positive) SSS participants in non-sexual condition ( $M = 3.73$ ,  $SD = 1.91$ ; see Table 18). The difference between the two conditions at High (positive) SSS level was statistically significant,  $F(1,123) = 11.39$ ,  $p < .003$ .

From the SSS simple effects tests, there was a significant difference between High (positive) SSS ( $M = 4.94$ ,  $SD = 1.30$ ) and L SSS ( $M = 4.00$ ,  $SD = 1.08$ ) in only the sexual condition  $F(1,123) = 6.84$ ,  $p < .002$ . Regarding the ANOVA results, only High (positive) SSS participants in sexual condition had higher mean value for PI than did High (positive) SSS participants in non-sexual condition, and in sexual condition High (positive) SSS participants had better PI value than did Low (negative) SSS participants.

### **Additional Analyses**

A 2 by 2 between-groups analysis of covariance was conducted to assess the priming of two conditions in enhancing of individual difference for High (positive) and Low (negative) SSS

groups. The independent variables were the type of conditions (sexual and non-sexual) and SSS groups (high and low). The dependent variable was the means of Interpretation of Ad. Gender, involvement of Ad, involvement of article, and media habit on all dependent measures were used as a covariate to control for individual differences. Preliminary checks were conducted to ensure that there was no violation of the assumptions of normality, homogeneity of variances, and reliable measurement of the covariate.

Covariate, involvement of article and involvement of ad, predicted the interpretation of Ad, because the significance value was greater than .05. Therefore, the interpretation of ad was not influenced by involvement of article and involvement of ad. When the effect of involvement of article and involvement of ad were removed, the effect of condition and SSS became statistically significant,  $F(1, 122) = 5.186, p = .025$  and  $F(1, 122) = 5.480, p = .021$ , respectively. However, the ANCOVA results showed that other dependent variables did not affected after controlling for the effect of the covariates. In addition, media consumption was used the covariate on all dependent measures. Only on the involvement of ad, there was a significant effect of condition and SSS after controlling for the effect of media consumption  $F(1, 122) = 4.898, p < .05$ .

## CHAPTER 6

### CONCLUSION AND DISCUSSION

Sexual content is commonplace in media, especially in media targeted to young adults. The goal of this study is to examine if and how media contextual effect primes subsequently viewed advertisements. That is, how the subordinate concept of priming, the media context, influences people's cognitive and affective responses toward the subsequent ad and brand. Specifically, this study examines how a sexual magazine article influences the interpretation and evaluation of a subsequently viewed ad. In addition, Sexual Self-Schema (SSS), a sex-related personality variable, is measured and examined to determine if it too affects cognitive responses and evaluation of an ad. Overall, the findings are mixed. As predicted, there was a significant priming effect (H1). However, the findings involving SSS were more complex such that a SSS effect only was evident in the non-sexual condition. In addition, ancillary analyses reveal that SSS does play a significant role in predicting ad and brand evaluation, as well as purchase intention. These findings and their implications are discussed in the following sections.

#### **Hypothesized Findings**

The first hypothesis (H1) predicted that exposure to sexual content would influence the interpretation of a subsequently viewed ambiguous advertisement. Based on priming theory, editorial content should prime or activate stored attribute conceptions and influence the interpretation of advertising viewed afterward. This prediction is clearly supported in the present

research as evident by a main effect for priming. Sexual information enhances the accessibility of sexual constructs which results in respondents interpreting an ambiguous ad more sexually than after exposure to nonsexual editorial content. There is an interaction, however, between priming and SSS. Simple effects tests did confirm a priming effect but SSS does influence the pattern of findings.

The second hypothesis (H2) predicted that SSS would influence priming such that High (positive) SSS participants would react to priming by being more apt to interpret an ambiguous ad sexually than would Low (negative) SSS participants. As predicted, there is an interaction effect between SSS and priming, but it is opposite expectations. Simple effects tests reveal no difference between High (positive) and Low (negative) SSS in the sexual article condition, but a significant difference is evident in the non-sexual condition. Based on the results, without being primed High (positive) SSS are more likely to interpret the ambiguous ad sexually than are Low (negative) SSS. This finding suggests that High (positive) SSS may be constantly primed with regard to sexual information, stimuli and events, and thus more likely to interpret an ambiguous ad as sexual.

The third hypothesis (H3) expected that High (positive) SSS would rate more positive attitude toward ad and brand than would Low (negative) SSS after exposing sexual information. As expected, there is an interaction effect between SSS and priming on all dependent measures, such as attitude-toward-the-ad (Aad), attitude-toward-brand (Ab), involvement of ad (IVad), and purchase intension (PI). Interestingly, Aad, Ab, IVad, and PI also all have the same simple effect results. For example, simple effects tests show that there is a significant mean difference sexual and non-sexual conditions in High (positive) SSS participants. Also, a significant difference

between High (positive) and Low (negative) SSS participants on Aad, Ab, IVad, and PI is obvious in the sexual condition (see Figures 1, 2, 3, and 4).

Based on the results, sexual article condition and High (positive) SSS have the highest positive attitude toward the general measures of ad and brand. This finding tells us that when High (positive) SSS people are primed with sexual contents or information, they may evaluate better about the subsequent ad and brand than did High (positive) SSS people primed with non-sexual information.

## **Discussion**

The present research demonstrates that the editorial context may affect cognitive responses toward subsequent ad by priming a particular attribute. Despite the fact that only one of the hypotheses was supported exactly as predicted, the result obtained from this study still tells an important story.

Since a trait concept is primed in memory, related nodes are activated and these trait concepts become most easily accessible and most likely to be used to make judgments at some later point in time. Therefore, exposure to sexual editorial content resulted in activation of sexual constructs in a person's memory, and the primed concept influenced the interpretation of a subsequently viewed ad. When subjects read the sexual information, the sexual trait was activated and became highly accessible. As a consequence, sexual attributes were highly accessible when respondents subsequently viewed the target ad. The activated attribute was therefore likely to be used when interpreting the subsequent ambiguous ad.

The results support research in social psychology showing that construct accessibility because of recent activation can temporarily enhance people's perceptions of a target object (Higgins, et al.,



1985; Higgins & King, 1981; Srull & Wyer, 1979, 1980). In addition, these results also maintain the findings that editorial context in magazine can influence the interpretation of subsequent advertising, and activates a primed semantic network that guides attention, and determines the interpretation of advertisements (Schmitt, 1994; Yi, 1990a, 1990b, 1991, 1993).

Conceivably, the priming process is similar to the way behavior is followed by predisposed attitudes. That is, the activated trait may be assessable when a person monitors ongoing events, and ambiguous events may be perceived consistently with the activated trait. That is, the trait-activated person should conclude that these events are consistent with his or her expectancy and response.

Contrary to expectation, individual difference (SSS) did play an interesting role when enhancing the cognitive responses of a subsequent ad. For example, in the sexual content condition, SSS did not affect ad interpretation. However, SSS did affect the interpretation after exposure to non-sexual information. This finding is intriguing because since High (positive) SSS are more likely to be exposed or open to sexual-related information and events, they may be immune to sexual information due to frequent exposure to sexual stimuli. Therefore, High (positive) SSS people may need higher levels of sexual stimulus to get affected than Low (negative) SSS people when they are exposed to the same sex-related information. High (positive) SSS people could be easily activated sexual traits category in memory after they see the ambiguous target ad without primed. That is, High (positive) SSS people have more possibilities to come up with sexual thinking than do Low (negative) SSS people.

Most important, behavioral outcome (purchase intention) and affective evaluation of the ad and brand were positively related to High (positive) SSS and sexual information. This result supports the proposition that attitude-toward-the-ad is related to the sexual concept (Reichert &

Fosu, 2005) and priming. The result, also, finds another important value that involvement of ad and purchase intention are also positively related to the High SSS and sexual content.

### **Implications**

This research has two theoretical implications. First, this study incorporates research on priming effects in the area of contextual materials influencing ad interpretation (Herr, 1989; Meyerslevy, 1989; Yi, 1990b). The present study has found that contextual factors such as sexual editorial content can influence the cognitive responses toward a subsequently viewed ad. The same advertising can be interpreted in different ways depending on the adjacent material.

Second, this study links sexual contextual effects, priming, and individual difference effects within a single framework. Many studies have shown that ad context affect advertising effectiveness (e.g. Chook, 1985; S. N. Singh & G. A. Churchill, 1987; Soldow & Principe, 1981). In addition, studies have also shown that once a concept is primed, its relative accessibility is enhanced, and the likelihood its use increases in encoding subsequent information (Wyer & Srull, 1981). Last, studies of SSS suggest that this sex-related personality variable may have predictive power (Reichert & Fosu, 2005; Reichert, et al., 2004; Reichert, et al., 2007). This study first used sexual context and its effects on cognitive and evaluative advertising effectiveness with SSS. That is, contextual effects would be enhanced by examining individual differences, and that those predispositions can then positively affect subsequent advertising. The present research suggests that an integration of the three streams of research is effective.

The present study also helps advertisers and practitioners better understand strategies of media selection and the indirect role of editorial priming on advertising messages. First, as previously noted, sex is a prominent feature in most media. People can easily access sexual

information not only via internet but also via other media. Sexual information itself is not necessarily positive or negative but if people respond negatively to unexpected of sexual content; they may reject and turn off the content and feel negative toward such content and subsequent materials like advertising.

However, obviously, some people are open to the sexual information, and they are less likely to respond negatively toward such information. It should be possible with the SSS measure to determine people who are open to sexually-related information. Therefore, according to the personality construct, marketers could consider the SSS for their products (e.g., condom) in a specific medium because there was a positive link with purchase intention and the High (positive) SSS group in this study.

Second, editorial context is not only a background for ads, it can also become an important factor to the success of advertising. By positioning and understanding context effects, researchers can expand the scope of both strategic and tactical approaches to persuasion. For the sex-relevant products such as fashion and perfume, the advertising visual component does not necessary use explicit sexual images. In other words, if advertisers understand context effects, the ambiguous images in ads could be interpreted sexually if placed within sexualized editorial content.

### **Limitations and Future Research**

Despite the priming findings of the current studies, some limitations should be acknowledged and ideas for future research set forth. First, since the study was designed to compare High and Low Sexual Self-Schema, the middle sexual self-schema group was eliminated from the data. Inclusion of the middle range may have had a different effect of the

pattern of findings. Therefore, future research should be designed to include the middle group of SSS participants so that all data are included. In addition, the small pool of participants in this study was limited to college students, especially female students. As such, the limited gender and age variation of the sample may not be large and diverse enough to allow a full test of the concept.

Second, although the Sexual Self-Schema scale is considered as an unobtrusive and reliable measure for predicting how a person processes sexual information (Andersen & Cyranowski, 1994; Andersen, et al., 1999), SSS had a limited effect on sexual priming in this study. Therefore, when investigating priming of sexual information, future research should consider other multidimensional measures of sexuality that have demonstrated stronger effects.

In addition, the online experiment environment may have reduced the study's predictive power. In other words, respondents they used their personal computers to access the experiments so there was potential for students to not read or focus on the magazine articles used as treatments in this study. In addition, the small pool of participants in this study was primarily limited to female college students. As such, the limited gender and age variation of the sample may not be large and diverse enough to allow a full test of the concept.

Third, each subject read only one sexual magazine article. The presence of one stimulus limits the generalizeability of sexual media priming. This is because it is difficult to make a general statement about a medium's effect when people are exposed to various types of sexual content throughout various types of media. For example, some participants may focus more on sexually visual components of media such as TV or movies, but others may imagine more sensitive or non-visual editorial content delivered via radio, novels, or articles. Therefore, future

sexual priming research should be broadened beyond the magazine context employed in the present study.

In addition, future research should employ several levels of stories to gain external validity. For instance, this study used only one level of a nonviolent sexual story. The level of sexual content can be varied in future research by designing a study in which the article either provides low, medium, or high levels. Such variation may result in greater levels of priming. For example, very explicit stories may result in higher levels of sexual interpretation of subsequent advertising.

Fourth, along with various types of priming stimulus, the target ad should be also considered the product and consumer involvement because they are the major determinant of motivation to process product information (MacInnis, Moorman, & Jaworski, 1991; Petty, Cacioppo, & Schumann, 1983). The pickle could be the low-involvement product which is generally considered as the frequently purchased item and the low unit cost of the product. In addition, the consumer involvement which defines “a consumer’s level of involvement with an object, situation, or action is determined by the degree to which s/he perceives that concept to be personally relevant” (Celsi & Olson, 1988, p. 211) would be limited to specific target audiences due to the characteristics of pickle. Therefore, for the future research, the high-involvement product and high-consumer involvement category are considered to be used for the general impact of priming and processing of sexual information before the target advertising.

Last, theoretically, the results can only be generalized to short-term effects. The duration of long-term effect is unknown. It is important to clarify if and how long priming effects begin to diminish. The effect of recency on priming remains an important variable for media selection. Future research could incorporate multiple time points to test such effects.

## **Conclusion**

The current study employed an experiment to test the priming effects of a sexual magazine article on a subsequently viewed advertisement. The results indicate that priming did in fact occur as anticipated: Respondents were more likely to interpret an ambiguous ad as sexual. Interestingly, a person's predisposition to sexual information and behavior had no effect in the primed condition but did in the control condition. In the study, High SSS participants interpreted the ambiguous ad more sexually than Low SSS participants only when they were exposed to non-sexual information. Therefore, the personal sexuality value (SSS) comes to the front when they are faced with non-sexual information. In addition, participants showed higher advertising and brand evaluation within the sexual condition and High (positive) SSS. In the sexual condition, participants rated more positive ad and brand evaluation than in the control or non-sexual condition. Also, regardless of priming, High (positive) SSS had a positive predicting role towards evaluation of ad and brand.

TABLES

Table 1: Experimental Design

Sexual Self-Schema	Contextual Priming
2	2
High (positive) / Low (negative)	Sexual / Non-sexual context
Between subjects	Between subjects

Table 2:  
Pretest: Mean, Standard Deviation, and Cronbach's Alpha for Attitude-toward-the-ad

	<i>M</i>	<i>SD</i>	<i>α</i>
Pickle Ad	5.04	.769	.83
Travel Ad	3.75	1.11	.85
Milk Ad	4.62	.874	.85

Table 3:  
Pretest: Mean, Standard Deviation, and Cronbach's Alpha for Affective Response toward Ad

	<i>M</i>	<i>SD</i>	<i>α</i>
Pickle Ad	3.82	1.28	.90
Travel Ad	3.37	1.65	.94
Milk Ad	4.46	1.42	.91

Table 4: Participant Profiles: Sex and College Year

	College Year				Total
	First	Second	Third	Fourth	
Male	1	11	9	5	26
Female	10	62	16	13	101
Total	11	73	25	18	127
	8.7%	57.5%	19.7%	14.2%	100.0%

Table 5: Participant Profiles: Gender and Ethnic

	Ethnic					Total
	Caucasian	Asian	Hispanic	African	Biracial	
Male	24	0	1	0	1	26
Female	87	4	3	1	6	101
Total	111	4	4	1	7	127
	87.4 %	3.2%	3.2%	0.7 %	5.5%	100.0%



Table 6: Reliability Statistics on Dependent Measures

	Cronbach's Alpah based on	
	Number of Items	Standardized Items
Attitude toward Ad	5	.82
Attitude toward Brand	4	.95
Involvement of Ad	8	.90
Brand Interest	3	.88
Purchas Intention	2	.91
Interpretation of Ad	6	.93

Table 7: Participants by Gender and Condition

	Conditions		Total
	Sexual	Non-sexual	
Male	14	12	26
Female	52	49	101
Total	66	61	127
	52.0%	48.0%	100.0%

Table 8: Participants by Sexual Self-Schema and Condition

Sexual Self-Schema	Conditions		Total
	sexual	Nonsexual	
Low (Negative)	31	30	61
High (Positive)	35	31	66
Total	66	61	127
	52.0%	48%	100.0%

Table 9:  
ANOVA including the Simple Effects of Condition and SSS on Interpretation of Ad.

Factor	SS	df	MS	F	p
C	68.205	1	68.205	37.813	.000
SSS	2.387	1	2.387	1.323	.252
C X SSS	7.296	1	7.296	4.045	.046
C at Low SSS level	57.88	1	57.88	32.08**	N = 61
C at High SSS level	16.05	1	16.05	8.90*	
SSS at Sexual Level	.69	1	.69	.39	N = 66
SSS at Nonsexual Level	8.69	1	8.69	4.82*	
Error	221.860	123	1.804		

Note: (N = 127)

C = Condition

SSS = Sexual Self-Schema

- The mean difference is significant at the levels of \*p<.05 and \*\*p<.001

Table 10: The Means (Standard Deviation) for SSS and Condition on Interpretation of Ad  
Level of Sexual Self-Schema

		L**	H*	Total
Conditions	Sexual	2.55 (1.43)	2.34 (1.57)	2.44 (1.50)
	Nonsexual*	.60 (.97)	1.35 (1.28)	.98 (1.19)
Total		1.59 (1.56)	1.88 (1.51)	

Note: (N = 127)

L = Low (Negative)

H = High (Positive)

-Values enclosed in parentheses represent standard deviation.

-The mean difference is significant at the levels of \* p<.05 and \*\* p<.001

Table 11: ANOVA including the Simple Effects on Attitude toward Ad

Factor	SS	df	MS	F	p
SSS	3.36	1	3.36	3.03	.084
C	7.12	1	7.12	6.42	.013
SSS x C	5.08	1	5.08	4.58	.034
C at Low SSS level	.08	1	.08	.07	N = 61
C at High SSS level	12.58	1	12.58	11.35*	
S at Sexual Level	8.68	1	8.68	7.82*	N = 66
S at Nonsexual Level	.09	1	.09	.08	
Error	136.40	123	1.11		

Note: (N = 127)

C = Condition

SSS = Sexual Self-Schema

-The mean difference is significant at the levels of \*p<.05.

Table 12: The Means (Standard Deviation) for SSS and Condition on Aad

		Level of Sexual Self-Schema		Total
		L	H*	
Conditions	Sexual*	3.99 (.87)	4.72 (.98)	4.38 (.99)
	Nonsexual	3.92 (1.21)	3.85 (1.14)	3.88 (1.17)
Total		3.95 (1.04)	4.31 (1.14)	

Note: (N = 127)

L = Low (Negative) SSS

H = High (Positive) SSS

-Values enclosed in parentheses represent standard deviation.

-The mean difference is significant at the levels of \*p<.05.

Table 13: ANOVA including the simple effects on Attitude toward Brand (Ab)

Factor	SS	df	MS	F	p
SSS	.007	1	.007	.004	.95
C	6.27	1	6.27	4.06	.05
SSS X C	8.84	1	8.84	5.73	.02
C at Low SSS level	.11	1	.11	.07	N = 61
C at High SSS level	15.59	1	15.59	10.10**	
S at Sexual Level	4.35	1	4.35	2.81*	N = 66
S at Nonsexual Level	4.50	1	4.50	2.91	
Error	189.92	123	1.54		

Note: (N = 127)

C = Condition

SSS = Sexual Self-Schema

-The mean difference is significant at the levels of \*p&lt;.1 and \*\*p&lt;.05.

Table 14: The Means (Standard Deviation) for SSS and Condition on Ab  
Level of Sexual Self-Schema

		L	H**	Total
Conditions	Sexual*	4.25 (1.16)	4.76 (1.27)	4.52 (1.24)
	Nonsexual	4.33 (1.07)	3.79 (1.44)	4.06 (1.29)
Total		4.29 (1.11)	4.31 (1.43)	

Note: (N = 127)

L = Low (Negative)

H = High (Positive)

-Values enclosed in parentheses represent standard deviation.

-The mean difference is significant at the levels of \*p&lt;.1 and \*\*p&lt;.05

Table 15: ANOVA including the simple effects on Involvement Ad (IVad)

Factor	SS	df	MS	F	p
C	2.84	1	2.84	2.82	.10
SSS	5.60	1	5.60	5.55	.02
C x SSS	4.54	1	4.54	4.51	.04
C at Low SSS level	.10	1	.10	.10	N = 61
C at High SSS level	7.57	1	7.57	7.51*	
S at Sexual Level	10.51	1	10.509	10.43*	N = 66
S at Nonsexual Level	.03	1	.03	.03	
Error	123.97	123	1.008		

Note: (N = 127)

C = Condition

SSS = Sexual Self-Schema

-The mean difference is significant at the levels of \*p<.05.

Table 16: The Means (Standard Deviation) for SSS and Condition on IVad

		Level of Sexual Self-Schema		Total
		L	H*	
Conditions	Sexual*	3.25 (1.06)	4.05 (.98)	3.68 (1.09)
	Nonsexual	3.33 (1.11)	3.38 (.85)	3.35(.98)
Total		3.29 (1.08)	3.73 (.98)	

Note: (N = 127)

L = Low (Negative)

H = High (Positive)

-Values enclosed in parentheses represent standard deviation.

-The mean difference is significant at the levels of \*p<.05 and \*\*p<.001

Table 17: ANOVA including the simple effects on Purchase Intension (PI)

Factor	SS	df	MS	F	p
C	13.72	1	13.72	6.42	.01
SSS	4.67	1	4.67	2.19	.14
C x SSS	9.87	1	9.87	4.62	.03
C at Low SSS level	.15	1	.15	.071	N = 61
C at High SSS level	24.35	1	24.35	11.39*	
S at Sexual Level	14.61	1	14.61	6.84*	N = 66
S at Nonsexual Level	.46	1	.46	.22	
Error	263.01	123	2.14		

Note: (N = 127)

C = Condition

SSS = Sexual Self-Schema

-The mean difference is significant at the levels of \*p<.05.

Table 18: The Means and Standard Deviation for SSS and Condition on PI

		Level of Sexual Self-Schema		Total
		L	H*	
Conditions	Sexual*	4.00 (1.08)	4.94 (1.30)	4.50 (1.28)
	Nonsexual	3.90 (1.46)	3.73 (1.91)	3.81 (1.69)
Total		3.95 (1.27)	4.37 (1.71)	

Note: (N = 127)

L = Low (Negative)

H = High (Positive)

-Values enclosed in parentheses represent standard deviation.

-The mean difference is significant at the levels of \*p<.05.

## FIGURES

Result from ANOVA: Condition and Sexual Self-Schema

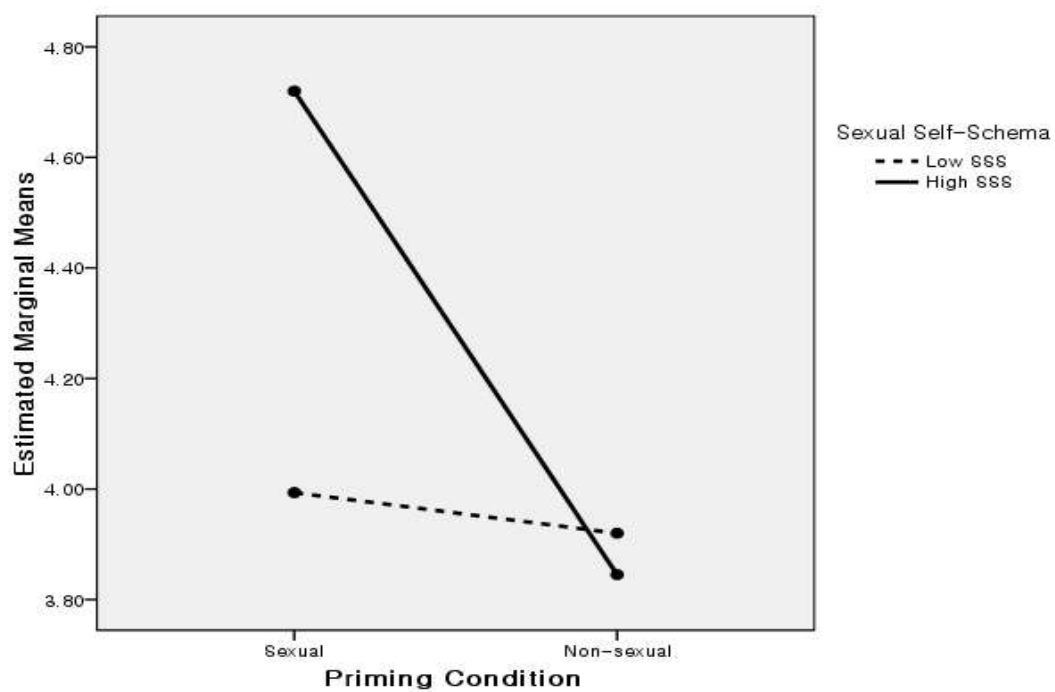


Figure 1: Means for Attitude-toward-the-ad by Condition and Sexual Self-Schema



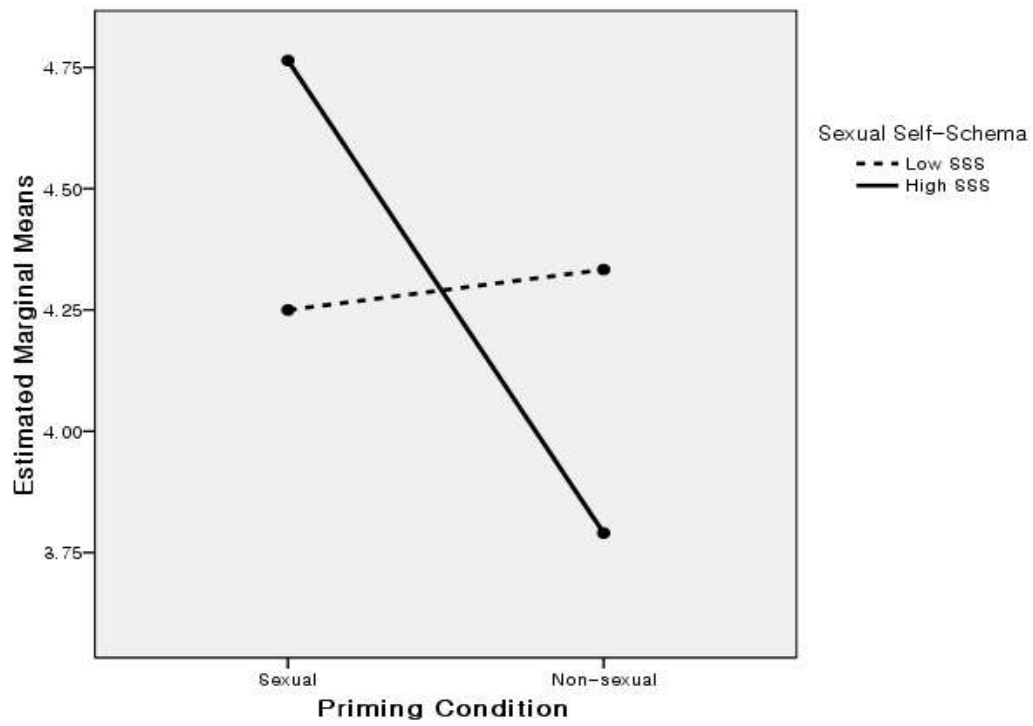


Figure 2: Means for Attitude toward brand by Condition and Sexual Self-Schema

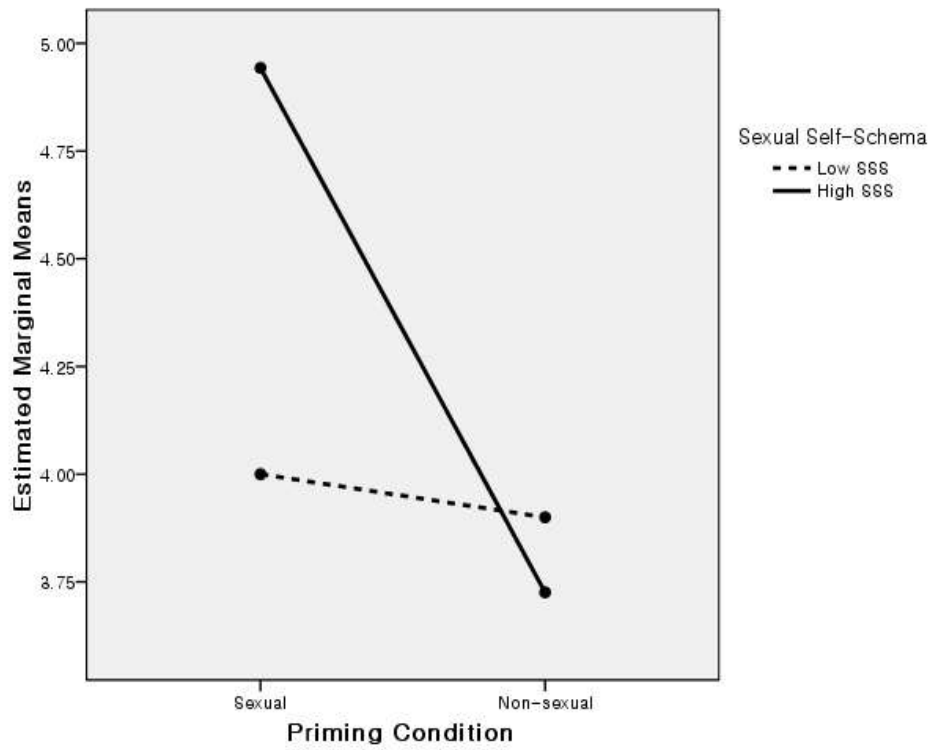


Figure 3: Means for Purchase Intention by Condition and Sexual Self-Schema

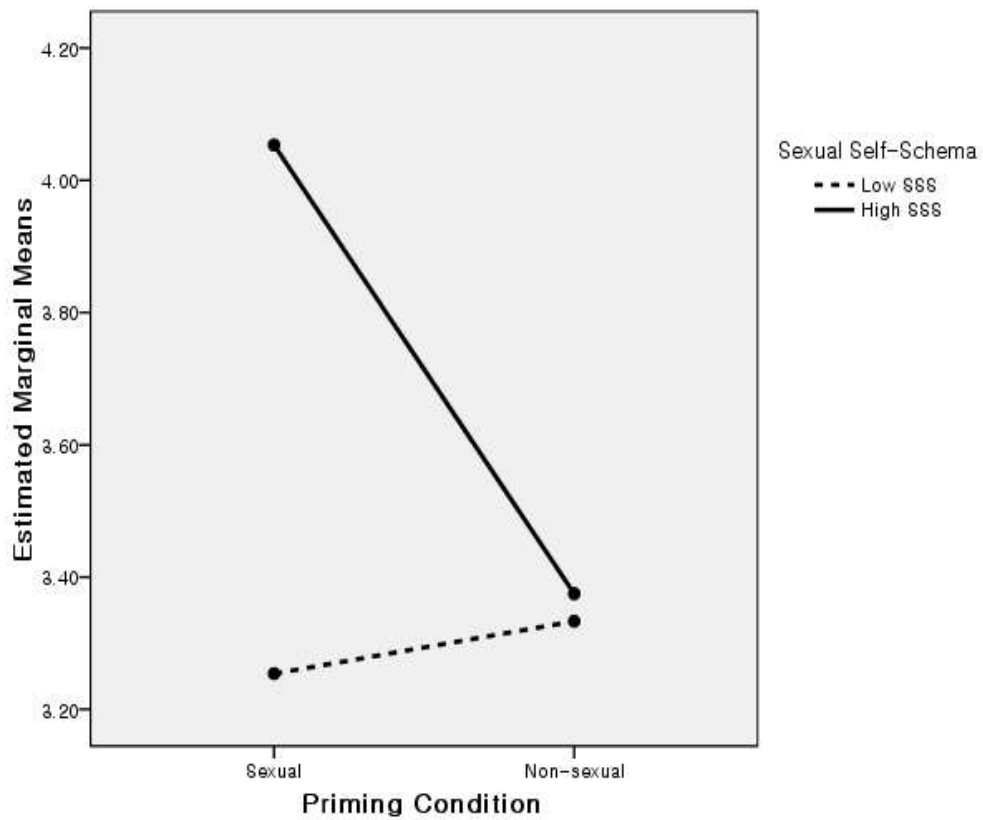


Figure 4: Means for Involvement of Ad by Condition and Sexual Self-Schema

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APPENDIX A  
QUESTIONNAIRE FOR PRETEST

Hello, my name is Nah Ray Han and I am a master student in the Grady College of Journalism and Mass Communication. I am working on research titled "Contextual Priming on Advertising" which is being conducted under the direction of Dr. Reichert in the Grady College of Journalism and Mass Communication at the University of Georgia.

The purpose of the research is to explore the effect of priming on advertising. Here, we would like to collect some preliminary data for the main experiment. Most of the following questions concern your perceived sensitivity toward an advertisement and an article. You may be asked to read a sexual article. There might be potential psychological discomfort arising in the process of reading the sexual article.

You can refuse to participate without penalty or loss of benefits to which you are otherwise entitled. Your participation is voluntary. Your participation may earn you an extra credit for the course in which you sign up for the study, at the discretion of the instructor. If your instructor decides to provide an extra credit to the participants, please understand that there will be alternative methods of obtaining the equivalent credit. Therefore your grades and class standing will not be affected whether you choose to participate or not to participate. While you may not benefit directly from participation, your participation in this research project may contribute to advancing knowledge that will be helpful in developing effective advertising strategies for consumer behavior and psychology. Through participation, you will have a great experience with respect to academic stand point and learn the protocol of social science research. The completed script of this study will be given to the participants who want to receive it.

It will take about 15 minutes to complete this questionnaire. If you do not feel comfortable with a question, skip it and go on to the next question. You have the right to discontinue your participation at any time without penalty or loss of benefits to which you are otherwise entitled. Closing the survey window will erase your answers without submitting them. You will be given a choice of submitting or discarding your responses at the end of the survey.

While you may not benefit directly from participation, your participation in this research project may contribute to advancing knowledge that will be helpful in developing effective advertising strategies for consumer behavior and psychology. Through participation, you will have a great experience with respect to academic stand point and learn the protocol of social science research. The completed script of this study will be given to the participants who want to receive it.

Please note that Internet communications are insecure and there is a limit to the confidentiality that can be guaranteed due to the technology itself. However, once we receive the completed surveys, we will store them in a locked cabinet in my office and destroy any contact information that we have by 7/1/2010. If you are not comfortable with the level of confidentiality provided by the Internet, please feel free to print out a copy of the survey, fill it out by hand, and mail it to me at the address given below, with no return address on the envelope. Any individually identifiable information about you will not be linked to your survey information and will be immediately erased from the database once the data gathering



is conducted. Your identity will not be associated with your responses in any publication resulting from this research.

The investigator will answer any further questions about the research, now or during the course of the project (706-614-3295). Additional questions or problems regarding your rights as a research participant should be addressed to the Chairperson, Institutional Review Board, University of Georgia, 612 Boyd Graduate Studies Research Center, Athens, Georgia 30602-7411; Telephone (706) 542-3199; E-Mail Address [IRB@uga.edu](mailto:IRB@uga.edu)

If you have any questions about this research, please contact:

Nah Ray Han  
Grady College of Journalism and Mass Communication  
University of Georgia Athens, 30602  
Phone: (706) 614-3295

What is your gender?

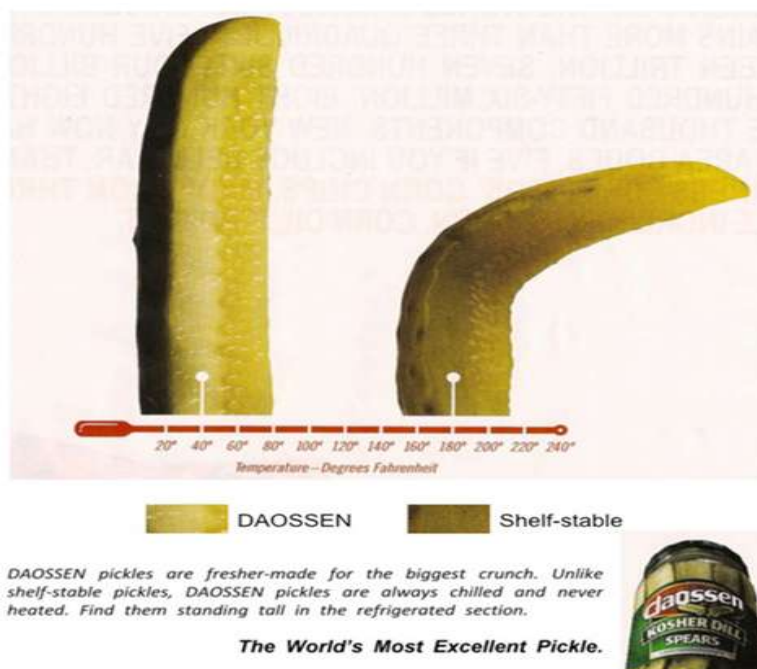
Male \_\_\_\_\_

Female \_\_\_\_\_

(Next)

Please take a look at this advertisement, and then, please answer the questions.

## Our Pickles stand for **FRESHNESS.**



Below is a set of word pairs. Please mark in the space closest to the word that best reflects your feelings about the ad you saw. For example, if you think that the ad is believable, you might respond like this:

Example: Believable \_\_\_\_ : \_V\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ Unbelievable

Good	1	2	3	4	5	6	7	Bad
Dislike	1	2	3	4	5	6	7	Like
Favorable	1	2	3	4	5	6	7	Unfavorable
Boring	1	2	3	4	5	6	7	Interesting
Pleasant	1	2	3	4	5	6	7	Unpleasant
Uninformative	1	2	3	4	5	6	7	informative
Convincing	1	2	3	4	5	6	7	Unconvincing

On a scale ranging from 1 (strongly disagree) to 7 (strongly agree), please select the answers that best reflect your feelings about the ad you just.

(1= Strongly disagree, 7= Strongly agree)

It relaxed me	1	2	3	4	5	6	7
I loved it	1	2	3	4	5	6	7
I embarrassed me.	1	2	3	4	5	6	7

Please indicate your feelings about the ad you saw by checking the space that most reflects your opinion to the questions below. There are no right or wrong answers.

	Not At All					Very Much	
Involving	1	2	3	4	5	6	7
Arousing	1	2	3	4	5	6	7
Appealing	1	2	3	4	5	6	7
Exciting	1	2	3	4	5	6	7
Enjoyable	1	2	3	4	5	6	7
Sexy	1	2	3	4	5	6	7
Disgusting	1	2	3	4	5	6	7

(Next)

Please take a look at this advertisement, and then, please answer the questions.



Below is a set of word pairs. Please mark in the space closest to the word that best reflects your feelings about the ad you saw. For example, if you think that the ad is believable, you might respond like this:

Example: Believable \_\_\_\_: V \_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_: \_\_\_\_ Unbelievable

Good	1	2	3	4	5	6	7	Bad
Dislike	1	2	3	4	5	6	7	Like
Favorable	1	2	3	4	5	6	7	Unfavorable
Boring	1	2	3	4	5	6	7	Interesting
Pleasant	1	2	3	4	5	6	7	Unpleasant
Uninformative	1	2	3	4	5	6	7	informative
Convincing	1	2	3	4	5	6	7	Unconvincing

On a scale ranging from 1 (strongly disagree) to 7 (strongly agree), please select the answers that best reflect your feelings about the ad you just.

(1= Strongly disagree, 7= Strongly agree)

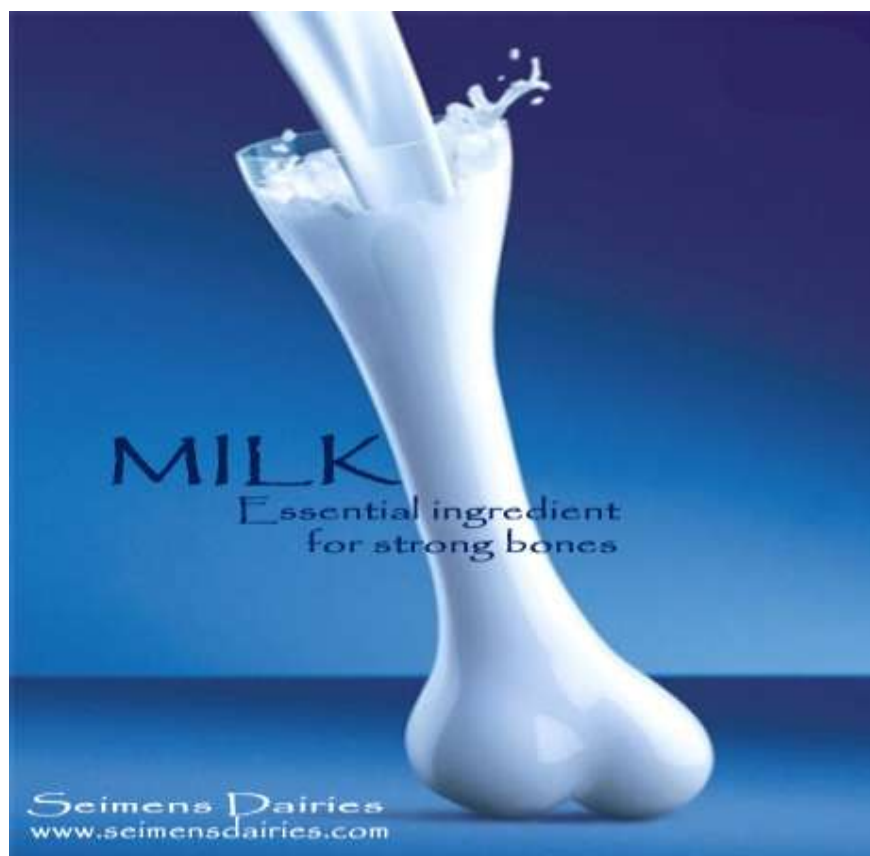
It relaxed me	1	2	3	4	5	6	7
I loved it	1	2	3	4	5	6	7
I embarrassed me.	1	2	3	4	5	6	7

Please indicate your feelings about the ad you saw by checking the space that most reflects your opinion to the questions below. There are no right or wrong answers.

	Not At All						Very Much
Involving	1	2	3	4	5	6	7
Arousing	1	2	3	4	5	6	7
Appealing	1	2	3	4	5	6	7
Exciting	1	2	3	4	5	6	7
Enjoyable	1	2	3	4	5	6	7
Sexy	1	2	3	4	5	6	7
Disgusting	1	2	3	4	5	6	7

(Next)

Please take a look at this advertisement, and then, please answer the questions.



Below is a set of word pairs. Please mark in the space closest to the word that best reflects your feelings about the ad you saw. For example, if you think that the ad is believable, you might respond like this:

Example: Believable \_\_\_:\_\_\_ V\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_ Unbelievable

Good	1	2	3	4	5	6	7	Bad
Dislike	1	2	3	4	5	6	7	Like
Favorable	1	2	3	4	5	6	7	Unfavorable
Boring	1	2	3	4	5	6	7	Interesting
Pleasant	1	2	3	4	5	6	7	Unpleasant
Uninformative	1	2	3	4	5	6	7	informative
Convincing	1	2	3	4	5	6	7	Unconvincing

On a scale ranging from 1 (strongly disagree) to 7 (strongly agree), please select the answers that best reflect your feelings about the ad you just.

(1= Strongly disagree, 7= Strongly agree)

It relaxed me	1	2	3	4	5	6	7
I loved it	1	2	3	4	5	6	7
I embarrassed me.	1	2	3	4	5	6	7

Please indicate your feelings about the ad you saw by checking the space that most reflects your opinion to the questions below. There are no right or wrong answers.

	Not At All					Very Much	
Involving	1	2	3	4	5	6	7
Arousing	1	2	3	4	5	6	7
Appealing	1	2	3	4	5	6	7
Exciting	1	2	3	4	5	6	7
Enjoyable	1	2	3	4	5	6	7
Sexy	1	2	3	4	5	6	7
Disgusting	1	2	3	4	5	6	7

SEXUAL CONDITION

**This article is from a magazine website. Please carefully read this magazine article, and then, you will be asked to answer a few questions.**

### **Lip Service: Hot Tips to Talking Dirty**

Talking dirty in bed is one of the best ways to turn ordinary sex kinky and wild. But it's clearly a lot tougher to pull off than it might seem. When a slew of filth is tumbling out of your mouth, it's easy to say things that are embarrassing, offensive, or just plain weird. Plus, everyone's comfort level is different.

**The Allure of Lip Service** Bringing filthy words into the bedroom feels extra naughty—and exhilarating. Of course, dirty talk doesn't consist strictly of four-letter words. One of the greatest things about it is the variety of deliciously nasty things you'll hear, from the standard curses to sexual commands to descriptions of bodily functions and detailed fantasies. And there's a seemingly endless list of helpful verbs—"lick," "suck," "bite," "smack," "rub," "squeeze," "grab"—that in other contexts might be totally innocent, but in bed take on a whole new meaning.

**When Foot Meets Mouth** Before you go breaking out the hardcore language, know there are limits to what's acceptable. For example, not a lot of women are cool being referred to as your "dirty slut. That said, don't try too hard to be polite, either. For example, the P-word is the gold standard when referring to a woman's anatomy, and most girls agree even the C-word is preferable to the clinical-sounding "vagina." We want this to feel like wild, horny sex, not a visit to the gynecologist. Above the belt, feel free to refer to her "breasts" or "tits," but never use "boobs," "boobies," or, God forbid, "titties." Sometimes dirty talk backfires because it's just totally bizarre. The trickiest dirty talk of all might be sharing your fantasies. Some women love talking through a smutty scenario, but some things are probably best left unsaid. Explains Megan Fleming, founder of the sexual health program at Beth Israel Medical Center in New York City, "Dirty talk can go south if one partner feels scared by what the other is into. Sometimes, even in a monogamous relationship, fantasy should be private." So if your fantasy is, say, her and your ex in a threesome with a paraplegic midget, keep it to yourself.

**The Good Dirt** Some types of sex talk are virtually no-fail. One is narrative: simply and vividly describing what's happening—or about to happen—in the sack. "I love when a guy says I look sexy when I'm going down on him," says Amy, 25. "Even though he's the one getting the pleasure, it makes me so hot to hear him tell me how hard I make him." This puts the focus on the moment, magnifying your every move and our every reaction. Similarly, any conversation that involves instruction is guaranteed to heat up the action, too. Now, if you're on the receiving end of these commands and suggestions, don't take them as criticism. Giving instruction lets us have control, too, which is a major turn-on. Ultimately, we want to please you as much as you want to please us. Just be sure to speak with confidence.

**The Last Word** Even if you and your girlfriend are comfortable sharing all your nasty thoughts with each other, there's one more thing you should bear in mind: What's said in bed stays in bed. For many women dirty talk provides that last push over the edge; it's the thing that brings us to orgasm after all our other senses have been worked up and we're ready to explode. We may not want to act on the things we say, but hearing them out loud enhances



our fantasies and lets us get filthy between the sheets—ideally, without any consequences outside of them. So go ahead and open your mouth, and don't get freaked if she opens hers. After all, she won't bite. Unless, of course, you ask her to.

What story is represented in article?

Travel\_\_\_\_\_ Beauty/Hair\_\_\_\_\_ Financial \_\_\_\_\_ Alcohol\_\_\_\_\_ Education\_\_\_\_\_

Automobile \_\_\_\_\_ Restaurant/Food\_\_\_\_\_ Sport\_\_\_\_\_ Sexual tip\_\_\_\_\_

Insurance \_\_\_\_\_ Electronics\_\_\_\_\_ Health\_\_\_\_\_ Book\_\_\_\_\_

What's the main point of the story? Please summarize it. Do not worry about spelling or punctuation. \_\_\_\_\_

Please indicate your feelings about the article you read by checking in the space that most reflects your opinion to the questions below. There are no right or wrong answers.

	(1 = Not At All, 7 = Very Much)						
I would discuss and/ or recommend the article to a friend.	1	2	3	4	5	6	7
I would consider reading the article when it's available.	1	2	3	4	5	6	7
I liked the story	1	2	3	4	5	6	7
This article was interesting	1	2	3	4	5	6	7
This article was relevant to me	1	2	3	4	5	6	7
This article had high quality	1	2	3	4	5	6	7
This article was sexually arousing	1	2	3	4	5	6	7

Circle the number that best correspond with your feelings and perceptions of the article you just read.

Good	1	2	3	4	5	6	7	Bad
Unbelievable	1	2	3	4	5	6	7	Believable
Convincing	1	2	3	4	5	6	7	Not Convincing
Meaningful	1	2	3	4	5	6	7	Meaningless
Important to me	1	2	3	4	5	6	7	Unimportant to me
Fresh	1	2	3	4	5	6	7	Stale
Lifeless	1	2	3	4	5	6	7	Lively

**This article is from a magazine website. Please carefully read this magazine article, and then, you will be asked to answer a few questions.**

### His Favorite Time to Have Sex

Sure, most guys will take sex whenever they can get it. But there's one time of day that guys really, truly crave it. "Many men are at their horniest first thing in the morning," says sex

therapist Arlene Goldman, PhD, coauthor of *Psychology Today Here to Help: Secrets of Sexual Ecstasy*. And while you may feel more like Megan Mullally than Megan Fox when that alarm goes off, getting it on in the a.m. can be amazing for you too. We asked top experts to explain why the hour after he first wakes up is so hot for him and suggest a few tricks for making it just as satisfying than sex after dark.

### **Blame Testosterone**

There's a biological reason that men are so revved up for sex after a night's sleep. "That's when testosterone levels peak," says Harry Fisch, MD, author of *Size Matters*, "and testosterone is a leading contributor to sexual feelings in men." Beyond that, most men wake up with a giant breakfast sausage between their legs because blood circulation to the penis increases overnight. But a guy doesn't look down and think *Oh, that's just my junk doing its thing*. He sees an erection and wants to put it to use instead of letting it, er, deflate.

### **Why You Should Wake and Quake**

Between stanky breath and hair that's flying in 10 directions, sex is probably the furthest thing from your mind in the morning, but it does have its benefits. "When a man has higher testosterone and is well-rested, he has more energy during sex," says Goldman. "That energy will help him last longer." The key is to figure out ways to banish those unsexy I-just-woke-up feelings so that you can enjoy it. "Freshening up a bit will make you more alert and ready to get in the mood," says Goldman. Before the action starts, tell him you're going to give him 30 seconds to get ready for some mind-blowing sex, then slip into the bathroom to take care of whatever it is that's making you feel unfoxy.

### **Morning Moves to Try**

Just because he has lots of energy for sex doesn't mean you do. So opt for positions that are easy but still hit all the right spots. "Spooning is an ideal a.m. position," says sex counselor Trina Read, author of *Till Sex Do Us Part*. "Many people sleep in this position, so he can just reach around to fondle your breasts and stimulate your clitoris." Or try this: Have him lie on his side, facing you. Then lie on your back with your legs over his hips and have him enter you. "Your bodies will form a 't' shape, and this position is nice if you haven't brushed your teeth yet because you aren't all up in each other's faces," says Read. Bonus: It puts him at the perfect angle to hit your G-spot. Now that's what we call a good morning.

What story is represented in article?

Travel\_\_\_\_\_ Beauty/Hair\_\_\_\_\_ Financial \_\_\_\_\_ Alcohol\_\_\_\_\_ Education\_\_\_\_\_

Automobile \_\_\_\_\_ Restaurant/Food\_\_\_\_\_ Sport\_\_\_\_\_ Sexual tip\_\_\_\_\_

Insurance \_\_\_\_\_ Electronics\_\_\_\_\_ Health\_\_\_\_\_ Book\_\_\_\_\_

What's the main point of the story? Please summarize it. Do not worry about spelling or punctuation. \_\_\_\_\_

Please indicate your feelings about the article you read by checking in the space that most reflects your opinion to the questions below. There are no right or wrong answers.

(1 = Not At All, 7 = Very Much)

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I would consider reading the article when it's available.	1	2	3	4	5	6	7
I liked the story	1	2	3	4	5	6	7
This article was interesting	1	2	3	4	5	6	7
This article was relevant to me	1	2	3	4	5	6	7
This article had high quality	1	2	3	4	5	6	7
This article was sexually arousing	1	2	3	4	5	6	7

Circle the number that best correspond with your feelings and perceptions of the article you just read.

Good	1	2	3	4	5	6	7	Bad
Unbelievable	1	2	3	4	5	6	7	Believable
Convincing	1	2	3	4	5	6	7	Not Convincing
Meaningful	1	2	3	4	5	6	7	Meaningless
Important to me	1	2	3	4	5	6	7	Unimportant to me
Fresh	1	2	3	4	5	6	7	Stale
Lifeless	1	2	3	4	5	6	7	Lively

(Thank you)

NON-SEXUAL CONDITION

This article is from a magazine website. Please carefully read this magazine article, and then, you will be asked to answer a few questions.

### **Breakfast of Champions**

Back when I was a child, all the way through when I got out of high school, my mom woke me for school every morning. Until I started wearing dungarees, she would iron my pants right before I left so I could walk to school on freezing Massachusetts mornings with warm legs. She would offer to cook me anything I wanted for breakfast. I could have had bacon and eggs, pancakes, or porridge.

When I'm living right, I take a bowl of minute oatmeal, add some maple syrup and almond milk, and throw my bowl in the microwave for three minutes. Then I cut up a banana on top, and I call that breakfast. But reader wanted to transport me back to my youth by having me eat a ton of cold breakfast cereals and pick my 5 favorites. Eating bowl after bowl was a reminder that way back when, my mom loved me enough to give me all the sugar and plastic I wanted.

### **5. Grape-Nuts**

Grape-Nuts is the egg cream of cereals (no egg, no cream; no grapes, no nuts). It has to be one of the most satisfying foods. It sure isn't sweet enough, but it definitely feels like you're eating food. I haven't had it in a while, but I'm going to start eating it again. I ate it for this article with milk, but I'm going to start putting it in yogurt with jam again. Lots of jam. They say the difference between jam and jelly is I can't jelly my cock up your ass...but I think I can. I like Grape-Nuts.

### **4. Frosted Mini-Wheats**

I love the feeling of shredded wheat. I love healthy bird food with a fun-to-eat feel. Then you spray them with sugar, and I'm there. I love the way they interact with milk; they get soggy in a cool way. And I like them dry right out of the box, too. My friend Jessie says that being an adult means being able to eat candy for breakfast. Some people can't admit that they want candy for breakfast, so there are a lot of cereals, like this, that just give candy a different name and put it in a box for breakfast.

### **3. Cinnamon Toast Crunch**

I had never tried it before this article, so there's no nostalgia for the cereal, but a lot of nostalgia for my mom's cinnamon toast. Man, it's the perfect cinnamon-sugar toast taste. Once again, I've learned that if you put enough sugar on packing peanuts, I'll eat them.

### **2. Frosted Flakes (of Corn)**

It's hard to be fair in this article because it's all about comfort and nostalgia. Man, when I taste "Sugar Frosted Flakes"—and they are sugar-frosted—I'm just happy. Have a bowl now. Man, they're good. My sister-in-law, who works in advertising for General Mills, said, "Do you know how much sugar is in that cereal?" Like it was a bad thing. Maybe it is, but I like sugar. What bothers me is, why do you need a parenthetical in the name of a cereal? Why is "of corn" parenthetical? It's the "(You Gotta) Fight for Your Right (to Party)" of cereal

names.

### 1. Cocoa Krispies

These are the best; they taste like food and candy together, but more like candy. Truthfully, Count Chocula has a much better name and a better box. With Cocoa Krispies, there's that rice vibe that makes it seem like it might be food, but that chocolate candy vibe is the most important part. Man, it's just great. When I wake up hungry in the middle of the night, this is what I want. I had a box by the bathtub for a while, and I would get up in the middle of the night to take a bath and read and eat these by the handful like a naked wet giant ravenous hairy missing link. (Maybe not the image you want in your head, but I have to live it.) Little escaped Krispies would fall into the bathwater, and the next morning there would be washed-out, dried-up bunches of rice around the drain, which proves the caloric content of my bathwater could have nourished Asia. This is good eating.

What story is represented in article?

Travel\_\_\_\_\_ Beauty/Hair\_\_\_\_\_ Financial \_\_\_\_\_ Alcohol\_\_\_\_\_ Education\_\_\_\_\_

Automobile \_\_\_\_\_ Restaurant/Food\_\_\_\_\_ Sport\_\_\_\_\_ Sexual tip\_\_\_\_\_

Insurance \_\_\_\_\_ Electronics\_\_\_\_\_ Health\_\_\_\_\_ Book\_\_\_\_\_

What's the main point of the story? Please summarize it. Do not worry about spelling or punctuation. \_\_\_\_\_

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This article was sexually arousing	1	2	3	4	5	6	7

Circle the number that best correspond with your feelings and perceptions of the article you just read.

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Unbelievable	1	2	3	4	5	6	7	Believable
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Important to me	1	2	3	4	5	6	7	Unimportant to me
Fresh	1	2	3	4	5	6	7	Stale

This article is from a magazine website. Please carefully read this magazine article, and then, you will be asked to answer a few questions.

### How to Work Less and Get Wayyy More Done

**You know those (extremely) rare workdays that just seem to fly by? A new book says it's possible to recreate that feeling, all day, every day. Here's how...**

Imagine that your boss offers you \$100 to complete a challenging new project as quickly as possible. He then asks your co-worker to complete the same project, but without any kind of cash reward or time constraint. Who is more likely to finish first? According to the theory in Daniel Pink's fascinating new book, *Drive: The Surprising Truth About What Motivates You*, your co-worker is.

What the what? We'd think that extra wad of cash would be a serious motivator. But it turns out that intrinsic motivation — the drive to do something because it is interesting, challenging, and absorbing — is far more effective in producing results than extrinsic motivation — the “if you do this, then I'll give you that” model that most businesses use with their employees. This is because when a reward is offered, as it is in the scenario above, you become more focused on those shiny new pumps that \$100 would afford you, rather than on the best way to complete the task. *Drive* says that the secret to being more productive and feeling more fulfilled is to enjoy what you're doing, and to feel rewarded by the work itself.

We know — easier said than done. But *Drive* takes into consideration that even if you're not 100 percent in love with your job, you can still be more successful and feel happier just by figuring out which tasks truly engage you — aka those rare moments of, “Ohmigod, I missed lunch I was so caught up in my work.” *Drive* refers to these moments as “flow,” and offers up nine strategies to produce flow more often, and for longer periods of time. Here's one of them:

#### Give Yourself a “Flow” Test

**Here's how:** Set a reminder on your computer or cell to go off forty random times in a week. Each time it beeps, write down what you're doing, how you're feeling, and whether you're in “flow.” Record your observations, look at the patterns, and consider the following questions:

- \* Which moments produced feelings of “flow?” Where were you? Who were you with?
- \* Are certain times of day more flow-friendly than others? How could you restructure your day based on your findings?
- \* How might you increase the number of optimal experiences and reduce moments when you felt disengaged or distracted?

What story is represented in article?

Travel\_\_\_\_\_ Beauty/Hair\_\_\_\_\_ Financial \_\_\_\_\_ Alcohol\_\_\_\_\_ Education\_\_\_\_\_

Automobile \_\_\_\_\_ Restaurant/Food\_\_\_\_\_ Sport\_\_\_\_\_ Sexual tip\_\_\_\_\_

Insurance \_\_\_\_\_ Electronics\_\_\_\_\_ Health\_\_\_\_\_ Book\_\_\_\_\_

What's the main point of the story? Please summarize it. Do not worry about spelling or punctuation. \_\_\_\_\_

Please indicate your feelings about the article you read by checking in the space that most reflects your opinion to the questions below. There are no right or wrong answers.

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This article was relevant to me	1	2	3	4	5	6	7
This article had high quality	1	2	3	4	5	6	7
This article was sexually arousing	1	2	3	4	5	6	7

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Meaningful	1	2	3	4	5	6	7	Meaningless
Important to me	1	2	3	4	5	6	7	Unimportant to me
Fresh	1	2	3	4	5	6	7	Stale
Lifeless	1	2	3	4	5	6	7	Lively

(Thank you)



## APPENDIX B

### CODING SCHEMA AND OPERATIONAL DEFINITION OF SEXUAL MEANING

## **Sexual Meaning Category**

0) Non-sexual meaning

1) Sexual meaning

### **The Operational Definition of Sexual Meaning**

1. Any words with "sex"

i.e., sex, sexual, sexual connotation, sexual suggestive

2. Obvious body parts for sex

i.e., genital, sex organ, pennies, dick, men's anatomy

3. Indirect expression of body part for sex

i.e., fallicPhallus, Boner,

4. Any words related sexual activity

i.e., Limp, limpy, erect (ion), erectile dysfunction, flacid

5. Any adjective related to sexual innuendo

i.e., inappropriate, not appropriate, bad way,

6. etc., Viagra

APPENDIX C  
QUESTIONNAIRE FOR MAIN EXPEIMENT

Hello, my name is Nah Ray Han and I am a masters student in the Grady College of Journalism and Mass Communication. I am working on research titled "Contextual Priming on Advertising" which is being conducted under the direction of Dr. Reichert in the Grady College of Journalism and Mass Communication at the University of Georgia.

The purpose of the research is to explore the priming effect on advertising. Most of the following questions concern your perceived sensitivity toward an advertisement and an article. You may be asked to read a sexual article. There might be potential psychological discomfort arising in the process of reading that article and answering questionnaires about your consumption of sexual media.

You can refuse to participate without penalty or loss of benefits to which you are otherwise entitled. Your participation is voluntary. Your participation may earn you an extra credit for the course in which you sign up for the study, at the discretion of the instructor. If your instructor decides to provide an extra credit to the participants, please understand that there will be alternative methods of obtaining the equivalent credit. Therefore your grades and class standing will not be affected whether you choose to participate or not to participate. While you may not benefit directly from participation, your participation in this research project may contribute to advancing knowledge that will be helpful in developing effective advertising strategies for consumer behavior and psychology. Through participation, you will have a great experience with respect to academic stand point and learn the protocol of social science research. The completed script of this study will be given to the participants who want to receive it.

It will take about 30 to 35 minutes to complete this questionnaire. If you do not feel comfortable with a question, skip it and go on to the next question. You have the right to discontinue your participation at any time without penalty or loss of benefits to which you are otherwise entitled. Closing the survey window will erase your answers without submitting them. You will be given a choice of submitting or discarding your responses at the end of the survey.

Please note that Internet communications are insecure and there is a limit to the confidentiality that can be guaranteed due to the technology itself. However, once we receive the completed surveys, we will store them in a locked cabinet in my office and destroy any contact information that we have by 7/1/2010. If you are not comfortable with the level of confidentiality provided by the Internet, please feel free to print out a copy of the survey, fill it out by hand, and mail it to me at the address given below, with no return address on the envelope. Any individually identifiable information about you will not be linked to your survey information and will be immediately erased from the database once the data gathering is conducted. Your identity will not be associated with your responses in any publication resulting from this research.

The investigator will answer any further questions about the research, now or during the course of the project (706-614-3295). Additional questions or problems regarding your rights as a research participant should be addressed to the Chairperson, Institutional Review Board, University of Georgia, 612 Boyd Graduate Studies Research Center, Athens, Georgia 30602-

7411; Telephone (706) 542-3199; E-Mail Address [IRB@uga.edu](mailto:IRB@uga.edu)

Thank you for your participant. If you have any questions about this study, please contact:

Nah Ray Han

Grady College of Journalism and Mass Communication

University of Georgia Athens, GA 30602-3018

Phone: (706) 614-3295

I understand and agree with the statement to take part in this research project.

☉ I Agree

(next)

The following section is to identify your participation in the survey and will not be used for any other purpose.

Name (identification for extra credit)

Last: \_\_\_\_\_

First: \_\_\_\_\_

The course for which you want extra-credit (enter only one ) by completing this survey:

Course Number (e.g., ADPR 3100) \_\_\_\_\_

Name of Professor (or Instructor) \_\_\_\_\_

What is your ethnic background? Please choose one that is the most appropriate for you.

Caucasian American \_\_\_\_\_ African American \_\_\_\_\_ Asian American \_\_\_\_\_

Spanish/Latino/Hispanic American \_\_\_\_\_ American Indian or Alaska Native \_\_\_\_\_

Biracial or multiracial \_\_\_\_\_ Other (please specify) \_\_\_\_\_

What year are you in the university?

First year \_\_\_\_\_

Second year \_\_\_\_\_

Third year \_\_\_\_\_

Fourth year \_\_\_\_\_

Fifth year and above \_\_\_\_\_

What is your gender?

Female \_\_\_\_\_

Male \_\_\_\_\_

(Next)

**Describing Yourself (For Male)**

**Directions:** Below is a listing of 27 adjectives. For each word, consider whether or not the term describes you. Each adjective is to be rated on a scale ranging from 1 = *not at all descriptive of me* to 7 = *very much descriptive of me*. Choose a number for each adjective to indicate how accurately the adjective describes you. There are no right or wrong answers. Please be thoughtful and honest.

**Question:** To what extent does the term \_\_\_\_\_ describe me?

	NOT AT ALL DESCRIPTIVE						VERY DESCRIPTIVE
1. conservative	1	2	3	4	5	6	7
2. soft-hearted	1	2	3	4	5	6	7
3. powerful	1	2	3	4	5	6	7
4. spontaneous	1	2	3	4	5	6	7
5. independent	1	2	3	4	5	6	7
6. inexperienced	1	2	3	4	5	6	7
7. domineering	1	2	3	4	5	6	7
8. loving	1	2	3	4	5	6	7
9. open-minded	1	2	3	4	5	6	7
10. feeling	1	2	3	4	5	6	7
11. arousable	1	2	3	4	5	6	7
12. broad-minded	1	2	3	4	5	6	7
13. passionate	1	2	3	4	5	6	7
14. aggressive	1	2	3	4	5	6	7
15. revealing	1	2	3	4	5	6	7
16. warm-hearted	1	2	3	4	5	6	7
17. exciting	1	2	3	4	5	6	7
18. direct	1	2	3	4	5	6	7
19. sensitive	1	2	3	4	5	6	7
20. reserved	1	2	3	4	5	6	7
21. experienced	1	2	3	4	5	6	7
22. romantic	1	2	3	4	5	6	7
23. compassionate	1	2	3	4	5	6	7
24. liberal	1	2	3	4	5	6	7
25. individualistic	1	2	3	4	5	6	7
26. sensual	1	2	3	4	5	6	7
27. outspoken	1	2	3	4	5	6	7

We are interested only in your likes or feeling, not in how others feel about these things or how one is supposed to feel. There are no right or wrong answers as in other kinds of tests. Be frank and give your honest appraisal of yourself.

(1= Strongly disagree, 7= Strongly agree)

I would like to explore strange places.	1	2	3	4	5	6	7
I like to do frightening things.	1	2	3	4	5	6	7
I like new and exciting experiences, even if I have to break the rules.	1	2	3	4	5	6	7
I prefer friends who are exciting and unpredictable.	1	2	3	4	5	6	7

### Describe Yourself (For Female)

**Directions:** Below is a listing of 26 adjectives. For each word, consider whether or not the term describes you. Each adjective is to be rated on a scale ranging from 1 = *not at all descriptive of me* to 7 = *very much descriptive of me*. Choose a number for each adjective to indicate how accurately the adjective describes you. There are no right or wrong answers. Please be thoughtful and honest.

**Question:** To what extent does the term \_\_\_\_\_ describe me?

	NOT AT ALL DESCRIPTIVE						VERY DESCRIPTIVE
1. uninhibited	1	2	3	4	5	6	7
2. cautious	1	2	3	4	5	6	7
3. loving	1	2	3	4	5	6	7
4. open-minded	1	2	3	4	5	6	7
5. timid	1	2	3	4	5	6	7
6. frank	1	2	3	4	5	6	7
7. stimulative	1	2	3	4	5	6	7
8. experienced	1	2	3	4	5	6	7
9. direct	1	2	3	4	5	6	7
10. broad-minded	1	2	3	4	5	6	7
11. arousable	1	2	3	4	5	6	7
12. self-conscious	1	2	3	4	5	6	7
13. straightforward	1	2	3	4	5	6	7
14. casual	1	2	3	4	5	6	7
15. prudent	1	2	3	4	5	6	7
16. embarrassed	1	2	3	4	5	6	7
17. outspoken	1	2	3	4	5	6	7
18. romantic	1	2	3	4	5	6	7
19. sympathetic	1	2	3	4	5	6	7
20. conservative	1	2	3	4	5	6	7
21. passionate	1	2	3	4	5	6	7

22.inexperienced	1	2	3	4	5	6	7
23.warm	1	2	3	4	5	6	7
24.unromantic	1	2	3	4	5	6	7
25.revealing	1	2	3	4	5	6	7
26.feeling	1	2	3	4	5	6	7

We are interested only in your likes or feeling, not in how others feel about these things or how one is supposed to feel. There are no right or wrong answers as in other kinds of tests. Be frank and give your honest appraisal of yourself.

(1= Strongly disagree, 7= Strongly agree)

I would like to explore strange places.	1	2	3	4	5	6	7
I like to do frightening things.	1	2	3	4	5	6	7
I like new and exciting experiences, even if I have to break the rules.	1	2	3	4	5	6	7
I prefer friends who are exciting and unpredictable.	1	2	3	4	5	6	7

(Next)



SEXUAL CONDITION

**This article is from a magazine website. Please carefully read this magazine article, and then, you will be asked to answer a few questions.**

**Lip Service: Hot Tips to Talking Dirty**

Talking dirty in bed is one of the best ways to turn ordinary sex kinky and wild. But it's clearly a lot tougher to pull off than it might seem. When a slew of filth is tumbling out of your mouth, it's easy to say things that are embarrassing, offensive, or just plain weird. Plus, everyone's comfort level is different.

**The Allure of Lip Service** Bringing filthy words into the bedroom feels extra naughty—and exhilarating. Of course, dirty talk doesn't consist strictly of four-letter words. One of the greatest things about it is the variety of deliciously nasty things you'll hear, from the standard curses to sexual commands to descriptions of bodily functions and detailed fantasies. And there's a seemingly endless list of helpful verbs—"lick," "suck," "bite," "smack," "rub," "squeeze," "grab"—that in other contexts might be totally innocent, but in bed take on a whole new meaning.

**When Foot Meets Mouth** Before you go breaking out the hardcore language, know there are limits to what's acceptable. For example, not a lot of women are cool being referred to as your "dirty slut. That said, don't try too hard to be polite, either. For example, the P-word is the gold standard when referring to a woman's anatomy, and most girls agree even the C-word is preferable to the clinical-sounding "vagina." We want this to feel like wild, horny sex, not a visit to the gynecologist. Above the belt, feel free to refer to her "breasts" or "tits," but never use "boobs," "boobies," or, God forbid, "titties." Sometimes dirty talk backfires because it's just totally bizarre. The trickiest dirty talk of all might be sharing your fantasies. Some women love talking through a smutty scenario, but some things are probably best left unsaid. Explains Megan Fleming, founder of the sexual health program at Beth Israel Medical Center in New York City, "Dirty talk can go south if one partner feels scared by what the other is into. Sometimes, even in a monogamous relationship, fantasy should be private." So if your fantasy is, say, her and your ex in a threesome with a paraplegic midget, keep it to yourself.

**The Good Dirt** Some types of sex talk are virtually no-fail. One is narrative: simply and vividly describing what's happening—or about to happen—in the sack. "I love when a guy says I look sexy when I'm going down on him," says Amy, 25. "Even though he's the one getting the pleasure, it makes me so hot to hear him tell me how hard I make him." This puts the focus on the moment, magnifying your every move and our every reaction. Similarly, any conversation that involves instruction is guaranteed to heat up the action, too. Now, if you're on the receiving end of these commands and suggestions, don't take them as criticism. Giving instruction lets us have control, too, which is a major turn-on. Ultimately, we want to please you as much as you want to please us. Just be sure to speak with confidence.

**The Last Word** Even if you and your girlfriend are comfortable sharing all your nasty thoughts with each other, there's one more thing you should bear in mind: What's said in bed stays in bed. For many women dirty talk provides that last push over the edge; it's the thing that brings us to orgasm after all our other senses have been worked up and we're ready to explode. We may not want to act on the things we say, but hearing them out loud enhances

our fantasies and lets us get filthy between the sheets—ideally, without any consequences outside of them. So go ahead and open your mouth, and don't get freaked if she opens hers. After all, she won't bite. Unless, of course, you ask her to.

NON-SEXUAL CONDITION

This article is from a magazine website. Please carefully read this magazine article, and then, you will be asked to answer a few questions.

### How to Work Less and Get Wayyy More Done

**You know those (extremely) rare workdays that just seem to fly by? A new book says it's possible to recreate that feeling, all day, every day. Here's how...**

Imagine that your boss offers you \$100 to complete a challenging new project as quickly as possible. He then asks your co-worker to complete the same project, but without any kind of cash reward or time constraint. Who is more likely to finish first? According to the theory in Daniel Pink's fascinating new book, *Drive: The Surprising Truth About What Motivates You*, your co-worker is.

What the what? We'd think that extra wad of cash would be a serious motivator. But it turns out that intrinsic motivation — the drive to do something because it is interesting, challenging, and absorbing — is far more effective in producing results than extrinsic motivation — the “if you do this, then I'll give you that” model that most businesses use with their employees. This is because when a reward is offered, as it is in the scenario above, you become more focused on those shiny new pumps that \$100 would afford you, rather than on the best way to complete the task. *Drive* says that the secret to being more productive and feeling more fulfilled is to enjoy what you're doing, and to feel rewarded by the work itself.

We know — easier said than done. But *Drive* takes into consideration that even if you're not 100 percent in love with your job, you can still be more successful and feel happier just by figuring out which tasks truly engage you — aka those rare moments of, “Ohmigod, I missed lunch I was so caught up in my work.” *Drive* refers to these moments as “flow,” and offers up nine strategies to produce flow more often, and for longer periods of time. Here's one of them:

#### Give Yourself a “Flow” Test

**Here's how:** Set a reminder on your computer or cell to go off forty random times in a week. Each time it beeps, write down what you're doing, how you're feeling, and whether you're in “flow.” Record your observations, look at the patterns, and consider the following questions:

- \* Which moments produced feelings of “flow?” Where were you? Who were you with?
- \* Are certain times of day more flow-friendly than others? How could you restructure your day based on your findings?
- \* How might you increase the number of optimal experiences and reduce moments when you felt disengaged or distracted?

What story is represented in article?

Travel\_\_\_\_\_

Beauty/Hair\_\_\_\_\_

Education\_\_\_\_\_

Automobile\_\_\_\_\_

Sport\_\_\_\_\_

Sexual Advice\_\_\_\_\_

Financial\_\_\_\_\_

Alcohol\_\_\_\_\_

Entertainment\_\_\_\_\_

Food/Restaurant\_\_\_\_\_

Insurance\_\_\_\_\_

Electronics\_\_\_\_\_

Circle the number that best correspond with your feelings and perceptions of the article you just read.

Good	1	2	3	4	5	6	7	Bad
Unbelievable	1	2	3	4	5	6	7	Believable
Convincing	1	2	3	4	5	6	7	Not Convincing
Meaningful	1	2	3	4	5	6	7	Meaningless
Important to me	1	2	3	4	5	6	7	Unimportant to me
Fresh	1	2	3	4	5	6	7	Stale
Lifeless	1	2	3	4	5	6	7	Lively

Mark in the space that best corresponds with your feelings and perceptions of the **article** you just read.

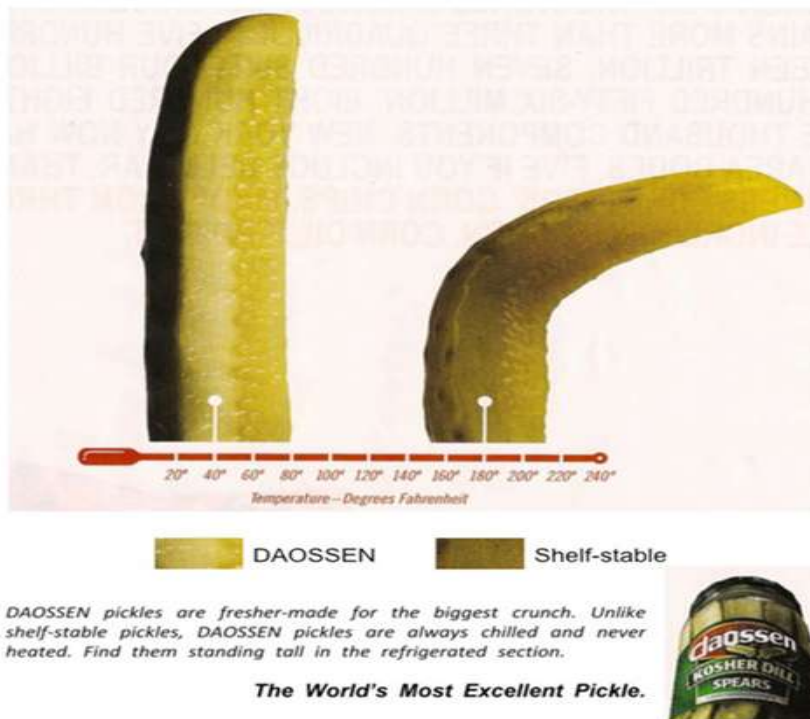
	(1= Not At all, 7 = Very Much)						
I found the article very entertaining.	1	2	3	4	5	6	7
I did not feel involved in the article.	1	2	3	4	5	6	7
I found the article interesting.	1	2	3	4	5	6	7
I did not enjoy the article at all.	1	2	3	4	5	6	7
I was not absorbed in the article.	1	2	3	4	5	6	7
I attended closely to the article.	1	2	3	4	5	6	7
The general quality of the article was high.	1	2	3	4	5	6	7
I would not discuss and/or recommend the article to a friend.	1	2	3	4	5	6	7
I would consider reading the article when it's available.	1	2	3	4	5	6	7

What's the main point of the story? Please summarize it. Do not worry about spelling or punctuation. \_\_\_\_\_

(Next)

**Please take a look at this advertisement, and then, please answer the questions.**

# Our Pickles stand for **FRESHNESS.**



What are the first three things come to mind when you see the ad? Do not worry about spelling or punctuation.

1. First \_\_\_\_\_
2. Second \_\_\_\_\_
3. Third \_\_\_\_\_

Please complete the sentences with the first thing you think of after seeing the advertising. Remember, list the thoughts that occurred to you during the viewing of the advertising. Do not worry about spelling or punctuation.

It looks like \_\_\_\_\_

I believe the ad that I just saw \_\_\_\_\_

Below is a set of word pairs. Please mark in the space closest to the word that best reflects your feelings about the ad you saw.

Good	1	2	3	4	5	6	7	Bad
Dislike	1	2	3	4	5	6	7	Like
Favorable	1	2	3	4	5	6	7	Unfavorable
Boring	1	2	3	4	5	6	7	Interesting
Pleasant	1	2	3	4	5	6	7	Unpleasant
Uninformative	1	2	3	4	5	6	7	Informative
Convincing	1	2	3	4	5	6	7	Unconvincing

Please indicate your feelings about the ad you saw by checking the space that most reflects your opinion to the questions below. There are no right or wrong answers.

	Not At All						Very Much	
Involving	1	2	3	4	5	6	7	
Arousing	1	2	3	4	5	6	7	
Appealing	1	2	3	4	5	6	7	
Exciting	1	2	3	4	5	6	7	
Enjoyable	1	2	3	4	5	6	7	
Sexy	1	2	3	4	5	6	7	
Disgusting	1	2	3	4	5	6	7	

On a scale ranging from 1 (strongly disagree) to 7 (strongly agree), please select the answers that best reflect your feelings about the advertising you just saw.

(1 = Strongly Disagree, 7 = Strongly Agree)

Stimulated	1	2	3	4	5	6	7
Excited	1	2	3	4	5	6	7
Aroused	1	2	3	4	5	6	7
Wide awake	1	2	3	4	5	6	7
Sexy	1	2	3	4	5	6	7

Below is a set of word pairs. Please make in the space closest to the word that best reflects your feelings about the ad you saw.

Important	1	2	3	4	5	6	7	Unimportant
Relevant	1	2	3	4	5	6	7	Irrelevant
Means nothing	1	2	3	4	5	6	7	means a lot to me
Appealing	1	2	3	4	5	6	7	unappealing
Fascinating	1	2	3	4	5	6	7	mundane
Worthless	1	2	3	4	5	6	7	valuable
Involving	1	2	3	4	5	6	7	Uninvolving
Not needed	1	2	3	4	5	6	7	needed

Below is a set of word pairs. Please mark in the space closest to the word best reflects your feelings about the brand you saw in the ad.

Good	1	2	3	4	5	6	7	Bad
------	---	---	---	---	---	---	---	-----



Dislike	1	2	3	4	5	6	7	Like
Favorable	1	2	3	4	5	6	7	Unfavorable
Positive	1	2	3	4	5	6	7	Negative
Pleasant	1	2	3	4	5	6	7	Unpleasant
Useless	1	2	3	4	5	6	7	Useless
Worthless	1	2	3	4	5	6	7	Valuable

On a scale ranging from 1 (strongly disagree) to 7 (strongly agree), please select the answers that best reflect your feelings about the BRAND you just saw in ad.

(1 = Strongly Disagree, 7 = Strongly Agree)

Are you intrigued by the advertised brand?	1	2	3	4	5	6	7
Would you like to know more about the advertised brand?	1	2	3	4	5	6	7
Are you a little curious about the brand?	1	2	3	4	5	6	7
I would think about trying this brand in the future	1	2	3	4	5	6	7
If I were in need of the product, I would NOT want to learn more about this brand.	1	2	3	4	5	6	7
The next time I purchase in this product category, there is likelihood that I would consider the advertised brand.	1	2	3	4	5	6	7

(Next)

Please indicate how often you looked at sexual content in the following media in the last 6 months. Sexual content refers to pictures or movies of naked people or people having sex. Please remember that all your answers remain anonymous.

(1= Not At all, 7 = Very Much)

Sexually explicit magazines	1	2	3	4	5	6	7
Sexually explicit videos or movies (e.g., DVDs or pay-per-view)	1	2	3	4	5	6	7
Sexually explicit pictures, movies or video on the Internet	1	2	3	4	5	6	7
Online erotic contact sites	1	2	3	4	5	6	7

Were you exposed to any sexual content yesterday?

Yes\_\_\_\_\_

No\_\_\_\_\_

Thank you for your participation. Your responses will make a valuable contribution to research on advertising education.