

A Thesis Presented to
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Women and Sex: Messages Popular Women's Magazines Present to Readers

Kelly McNamara

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Under the Supervision of:

Chair: Dr. Karen Porter

Committee Members:

Dr. Arthur L. Greil

Dr. Robyn Goodman

Introduction

This study will examine the portrayals of women's sexuality and sexual behaviors appearing in popular women's magazines. Through the analyzation of feature articles from popular women's magazines, the study will demonstrate how feminist and modern the messages about women's sexuality are. The study will consider *Seventeen*, *Cosmopolitan* and *Ms. Magazine*, as they represent three very different demographics of readership. In addition, the sample articles will be selected for the years 1977, 1987, 1997 and 2007. Therefore it can be determined if the magazine messages have changed over the years.

The purpose of this sociological study to is to examine the portrayals of women's sexuality and sexual behaviors appearing in popular women's magazines. The study will examine messages that magazines have sent to readers for the past thirty years about sexual scripts, norms and behaviors. This study will consider the changes brought on by the women's rights movement and the sexual revolution, as a backdrop for contextualizing the meta-messages on sexuality and sexual empowerment found in women's magazines.

A number of useful studies on the content of women's magazines conclude that the messages are fairly consistent. Many popular women's magazines such as *Seventeen* and *Cosmopolitan* present patriarchal and traditional messages telling women to be submissive and to ignore their sexual desires (Joshi, Peter and Valkenburg 2011: 464). For example, though *Cosmopolitan* offers stories encouraging women to desire sex, they still support the importance of finding the "right guy" (Farvid and Braun 2006: 306). *Seventeen* often offers an assortment of viewpoints, based on their advertiser's needs and parents of readers, who serve as their source of income (Carpenter 1998: 160). Therefore, the majority of their messages encouraging traditional

views and abstinence (Carpenter 1998: 160).

The problem that arises is that most readers believe these messages align with other's viewpoints and how society believes women should think and act (Peirce 1997: 591). This is what researcher Kate Peirce (1997) calls the "spiral of silence theory" (p. 591). Assuming messages are true, readers then adopt those beliefs and behaviors in their life (Peirce 1997: 591). In addition, studies have shown that the behaviors and norms that people learn as teens stay with them throughout their life (Peirce 1997: 591). Consequently, the content *Seventeen* is presenting to readers could be the ideas they believe for the rest of their lives (Peirce 1997: 591).

What are the predominant messages in women's magazine content? Do they vary by the type of magazine? Do the messages change over time? Numerous research studies conclude that media has an important socializing effect on audiences. What if the messages found in a content analysis of magazines are messages that limit rather than liberate women? What if the messages found are restraining women's sexual self-concept and self-confidence? From their results we can infer what the magazine content is suggesting and how women's lives may be influenced, positively or negatively, on account of the content.

Literature Review

Mass media outlets and messages can be seen all around us in society. Since mass media are readily available, people can learn and acquire messages fairly easily from them (Brown 2002: 42). A study in 2002 stated that young people spend 6-7 hours absorbing media each day (Brown 2002: 42). With children spending close to 1/3 of their day using media, it plays a significant role in their life and development. Media messages reinforce and highlight the

actions, attitudes and emotions deemed appropriate for individuals (Peirce 1997: 581). Their reinforcing messages create a socially constructed reality (Peirce 1997: 581). Media reinforces the perception of reality by presenting the prevailing norms about culture and people in society (Gadsden 2000: 49). Essentially, mass media and messages define the appropriate and acceptable ways for members to live in society.

The media frequently present messages regarding sexuality and gender roles. Researchers Panteá Farvid and Virginia Braun (2006) say sexuality and sexual practices are not learned purely by nature, but through dialogue and language (p. 297). According to researcher Jane Brown (2002: 44), media are used to educate people about sexuality by teaching the norms regarding sex and relationships. The messages explain to members of society the “normal gender roles and sexuality” (Gadsden 2002: 50). The media are also recognized as a primary influence on the socialization of adolescents’ sexuality, and therefore helps inexperienced adolescents to learn more about sexuality and sexual experiences (Joshi et al. 2011: 463; Brown 2002: 44).

Through viewing media messages, individuals are able to “learn cognitive scripts for sexual behavior” (Brown 2002: 44). University of Pennsylvania researcher Laura Carpenter (1998) says the sexual scripting approach supports the idea that “sociocultural processes are fundamental in determining what is perceived as sexual and how individuals behave sexually” (p. 158). Suchi Joshi (2011) and researchers from the University of Amsterdam discussed another type of script: a cultural script. The cultural script represents views of a particular culture, and tells people “when, where, with whom, why and how to engage in sexual interactions” (Joshi et al. 2011: 464). Cultural scripts are presented by institutions such as schools, mass media and religion (Carpenter 1998: 158). Through those institutions, we learn the

culturally accepted norms and behaviors when it comes to sex and sexuality.

A specific form of media that supplies content about sex and sexuality is women's magazines. Advice and information for women about sex and relationships can be found in most of these magazines (Farvid and Braun 2006: 295). They are incredibly popular, easily available, and sold all around the globe (Farvid and Braun 2006: 296). This means that their messages are seen by a large audience of readers.

Farvid and Braun (2006) generated a thematic analysis study about sexuality content found in *Cleo* and *Cosmopolitan* magazines. The results of the study showed that these magazines mainly focus on fashion, beauty and "how to get a man" (Farvid and Braun 2006: 296). Due to content and the vast number of readers, these magazines have been criticized by feminists as "ideologically manipulative" (Farvid and Braun 2006: 296). Farvid and Braun's study supported feminist beliefs that the messages created by these magazines reflect a prevailing patriarchal viewpoint. The study found that women's magazines reflect U.S. culture, where male sexuality is considered dominant and women sexuality is submissive (Farvid and Braun 2006: 297). For example, males are often described as motivated by sexual wants and as using women as sexual objects (Joshi et al. 2011: 464).

Also, excerpts from *Cosmopolitan* and *Cleo* magazine supported women's submissive behavior as they presented women as "needing" men (Farvid and Braun 2006: 299). Women were often viewed as desiring serious and monogamous heterosexual relationships with "the one" (Farvid and Braun 2006: 299). Farvid and Braun contended that magazines represent women as relational and men as sexual and that they created a "traditional 'masculine' model of sexuality" (p. 306). When analyzing an article about cheating partners, Farvid and Braun found

that magazines said, in order to be desired and maintain a monogamous relationship, women are expected to provide great sex (p. 303).

The magazines also occasionally had articles with male authors. In *Cosmopolitan* male contributors provided specific ways women should act, be dressed, and perform sex (Farvid and Braun 2006: 300). Farvid and Braun stated that in these articles “women were (still) represented as judged and selected as sexual partners based on their appearance” (p. 300). Farvid and Braun concluded that the magazine content is a result of the present-day dialogs about gender and sexuality (p. 307). When magazines like *Cosmopolitan* continue to exhibit strict gender role behaviors, it helps further oppress and degrade women (Farvid and Braun 2006: 303).

Another study by Kate Peirce, from Southwest Texas State University, focused on fictional stories in popular women’s magazines (p. 585). The study included *Cosmopolitan*, a fashion and beauty magazine targeting 18-34 old women, and *Ms. Magazine*, the “voice of the feminist movement” (Peirce 1997: 585). Like in Farvid and Braun’s study, Peirce (1997: 591) also found that *Cosmopolitan* displayed stereotypical messages about women and their gender roles. Peirce’s study proved Farvid and Braun’s results true, that relationships were a primary focus for women, when her results showed that the problem *Cosmopolitan*’s fictional characters faced was romance 72% of the time (p. 589). The content that *Cosmopolitan* presents helps to “reinforce existing thoughts and actions” (Peirce 1997: 591). Therefore, when stories center on romance, women believe that it should be a priority in their life as well.

Ms. Magazine, on the other hand, confronts problems about finances and personal fulfillment (Peirce 1997: 589). In 60% of these fictional stories the protagonist had a career, and in 88% of the stories had no children (Peirce 1997: 588). Personal fulfillment was the goal of

characters in the *Ms. Magazine* stories the majority of the time. This goal was classified in the study as the most feminist option out of all of the goals in the magazine stories (Peirce 1997: 590). According to Peirce, compared to the other magazines in the study, *Ms. Magazine* sent the strongest feminist messages (p. 590).

While concluding her study, Peirce discussed reinforcement theory and the “spiral of silence theory.” Reinforcement theory says that while media may not necessarily shape and transform people’s viewpoints, it still reinforces dominant cultural perspectives. For example, Peirce says “if the socially constructed reality with which women come to the magazines is a traditional one, then the magazine will further reinforce that reality”. The spiral of silence theory says that because of culmination, ubiquity and consonance, media is incredibly powerful. Readers assume that the information they receive from magazines correlates with other people in society’s views as well. People believe that the things that are important and accepted in these magazines are also important in society. Therefore, the stereotypes and messages about gender roles and sexuality are reinforced and accepted as true by readers (Peirce 1997: 591).

Peirce concludes in her study, that “the power [magazines] hold is the power to reinforce to readers that this is who they should be, this is what they should be doing, and these should be their concerns” (p. 591). Peirce says that in order to eliminate the constant portrayal of stereotypes all magazines would need to unite and change their content’s messages (p. 592). Though it is highly unlikely, she believes that “any effect is better than no effect,” and that small changes by individual magazines “would not rid the world of stereotypes...but change must begin somewhere” (p. 592).

Teen magazine content is also worth studying, as it is a source of information to young adults about sex (Joshi et al. 2011: 463). Laura Carpenter completed a content analysis study of 244 *Seventeen* articles relating to sexuality and romance from 1974-1994 (p. 158). She found that magazines which were targeted toward teenage girls presented messages about transformation into womanhood and how to be a “proper lady” (Carpenter 1998: 160). The magazine acted as a reference, besides their parents or teachers, for young girls to learn about changes within their life (Carpenter 1998: 160). Carpenter quoted former *Seventeen* editor-in-chief Caroline Miller: “A lot of girls don’t talk to their parents, and it has traditionally been the role of *Seventeen* to answer questions our readers are too embarrassed to talk to mom about” (p. 160). An example of these issues is romantic problems involving boys. Carpenter found magazines encouraged girls to fix a relationship with one boy rather than fix heterosexual relationships as a whole (Carpenter 1998: 167).

Carpenter’s study also revealed that sexual scripts represented in *Seventeen* have changed throughout the years (p. 167). Now the magazine acknowledges homosexuality, female desire, oral sex, masturbation, safe sex approaches and young women’s own ambivalence about sexuality (Carpenter 1998: 167). Articles discussing sexual desire increased from 15% in the 1974 articles, to 23% in 1994 (Carpenter 1998: 162). While there were some positive changes in magazine content from the 1970’s to the 1990’s, Carpenter pointed out that they still “resolve controversies in accordance with dominant norms” (p. 166).

Researchers Suchi Joshi, Jochen Peter and Patti Valkenburg, from the University Of Amsterdam School Of Communication Research, also completed a study involving *Seventeen* (p. 463). They analyzed how U.S. and Dutch teen magazines discussed sexual desire (Joshi et al. 2011: 463). In U.S. magazines *Seventeen* and *CosmoGirl!* (2006-2008) sexual wanting was

expressed and shown more often by boys than by girls (Joshi et al. 2011: 471). The content relating to sexuality and sex kept to traditional norms (Joshi et al. 2011: 471).

Joshi and fellow researchers also found magazine content promoting equal levels of sexual pleasure for boys and girls, which contradicted prior studies (p. 471). These results were surprising because magazines frequently advise women to focus on pleasing their partner, not fulfilling their own desires (Joshi et al. 2011: 464). For example, magazine content suggested that female teens diminish their personal interests (Joshi et al. 2011: 464). Female's sexuality is considered dangerous and girls are considered straying from the norm when they seek sexual pleasure (Gadsden 2000: 55; Joshi et al. 2011: 464). Joshi and fellow researchers concluded that despite these tendencies they saw a positive change toward portrayals of girl's sexual desire and sexual activity, and now teen magazines also exhibit and promote girl's sexual pleasure (p. 471).

Joshi's study was completed more than ten years after Carpenter's study of *Seventeen*. This may indicate why there were more positive portrayals about women's sexuality in teen magazines presented. However, one could argue that the data provided in Joshi's study only compares the gender differences of sexual desire, not changes in sexual scripts over the years. For example, Joshi's study did not show how often the content involved a girl expressing sexual desire in comparison to relationship problems, school issues or beauty tips. Carpenter's study, however, solely focused on changes in sexual scripts over twenty years. It can be argued that her study gives a better representation of the change in messages to women about sexuality within women's magazines than Joshi's.

Based on the feminist movement advancements in society in the 1960's and 1970's, some would expect to see changes in the portrayals of women in magazines (Peirce 1997: 585). Since

the 1960's women have been presented as much more progressive and promiscuous than ever before (Carpenter 1998: 159). However, there are still underlying messages which say otherwise. In particular, Farvid and Braun address this point; "since the so-called sexual revolution, women's magazines have openly described and celebrated an 'active' female sexuality; *Cosmopolitan*, in particular has pushed the notion of 'egalitarian' and 'emancipated' sex and constructed the 'fun, fearless female'" (p. 296). Yet, the studies analyzing *Cosmopolitan* say women are still seen as "needing" men, expected to behave and look certain ways and still focused on their "love life" and relationships with men.

The magazines targeting teenage girls provide scripts that tend to correlate with traditional scripts. As Pierce said, reinforcement theory states that readers will assume that magazine content and messages represent other members in society (p. 591). The young readers will continue to believe the magazine messages for the rest of their lives (Carpenter 1998: 158). As a result, according to the research literature, stereotypical beliefs about patriarchy, sex and sexuality are presented in *Cosmopolitan* and *Seventeen* and are consumed in large doses and huge quantities. Theories suggest that consuming these stereotypes could reinforce in women ideas about themselves that oppress them.

This researchers study will be different from the previous studies in a few ways. While the researcher mirrored many concepts and practices from these studies, this study most closely mirrors Carpenter's study. It will look at magazines from the 70's, 80's and 90's, but also the 00's. In addition, it will consider articles from *Seventeen*, but also *Cosmopolitan* and *Ms. Magazine*. Finally, this study will analyze content in feature articles which relate to sex or sexuality. Therefore this study will be different from others because it encompasses thirty years of feature article content from three magazines with very different readership. This should

provide interesting findings based upon the nature of the magazine and the year it was published.

Concepts & Measures

The four concepts that will be measured in this study include stances toward women's sexuality, encouragement of women's sexual desire, feminist content and support of patriarchal content among magazine articles selected for study.

An article's stance toward women's sexuality is defined as either traditional or modern. Traditional messages include practicing abstinence, remaining a virgin and waiting until marriage to have sex. Modern messages emphasize sexual behavior as a fun and pleasurable activity. An indicator that shows that the article's stance is traditional would be an article about why women should refrain from having sex until marriage. Using a coding sheet located in Appendix A, stance toward women's sexuality were measured by answering questions #3-5. The researcher marked each time a positive or negative reference is made to any of the following terms: abstinence, virginity, waiting until marriage, monogamous relationships, "one night stands," "hook up" and sex. If the article does not present a significantly positive or negative message it was marked as "neutral." This measurement deciphered the modern or traditional stances toward women's sexuality in each article.

Encouragement of women's sexual desire is defined as the supportive messages about a woman's wanting to engage in any sort of sexual activity that an article conveys. An indicator of the encouragement of sexual desire is an article describing how women can achieve orgasm during sex. The same coding sheet (Appendix A, Question #6) was used to collect data about sexual desire from the magazine articles. Reading the article thoroughly, the researcher

recognized if the author was guiding women toward how to please their partner or how they can receive pleasure. When the article did not encourage or discourage women seeking sexual pleasure, I coded the article as “not applicable.” Analyzing the article helped the researcher determine if women are being encouraged or discouraged by magazines to feel sexual desire.

Feminist content is defined as messages conveyed by featured magazine articles which support equality of women and men in reference to power, sexuality and sexual desire. An indicator of feminist content is if a magazine article encouraged women’s rights. Feminist content was measured by using the coding sheet (Appendix A, Question #1) to analyze the manifest content in women’s magazine feature articles by noting the number of times feminism is mentioned in a woman’s magazine. When it was mentioned in a negative way, that reference was not counted. The measurement established which articles displayed feminist views.

Patriarchal content is defined as the conveyed messages that support a society in which men have control and power. A patriarchal society also states that men seek sexual pleasure while women remain passive and submissive. A magazine article which tells women how to “please your man” was an indicator of patriarchal content. Patriarchal content was measured by coding both latent and manifest content (Appendix A, Question #7), first by noting any male characters and then determining if male characters were referenced in a positive or negative way, if they were encouraged to seek sexual pleasure and if they yielded power. These questions helped identify if the article’s overall message supported the patriarchal concept.

This study investigated the portrayal of attitudes toward women’s sexuality and sexual behavior which are presented in popular women’s magazines. Therefore, the portrayal of women’s sexuality and sexual behavior was the study’s dependent variable. Patriarchal content,

feminist content, stances toward women's sexuality and encouragement of women's sexuality all served as multi-dimensional dependent variables. This study examined how these portrayals and attitudes are a result of three independent variables; the article's publication year, the author's gender and the nature of the magazine the article was published in.

The article's publication year is an independent variable in this study because it impacted the messages of the feature article. Farvid and Braun explain in their study that magazines provide information and guidance about a multitude of issues and sociocultural topics (p. 295). The advice and messages provided reflect the current cultural norms of a society. Therefore, the publication year will most likely determine the norms and beliefs represented in that article. As time advances, these norms and behaviors will change, and therefore the content will too. This study analyzed this relationship.

Another independent variable in this study is the gender of author. This researcher believes that a person's gender may greatly impact their views and opinions about women's sexuality and sexual behavior. By documenting an author's gender, the study examines whether men or women write more patriarchal content, feminist content, if they encourage women's sexual desire and what their stances on women's sexuality are.

The nature of the magazine, or how the magazine is defined, and who the target audience is, was the final independent variable. *Cosmopolitan* is read by over three million "fun, fearless female" readers (Hearst "Cosmopolitan" 2013). On the other hand, *Ms. Magazine* is known as a feminist magazine for older women (Peirce 1997: 583). It is recognized as the "media expert on issues relating to women's status, women's rights, and women's points of view" (Ms. Magazine 2013). The third magazine in this study, *Seventeen*, is targeted to strictly teenagers (Joshi et al.

2011: 467). It “reaches more than 13 million readers every month and is today's largest selling teen beauty and fashion magazine (Hearst “Seventeen” 2013). Their average reader is 16 years old, and they reach over 3,600,000 females ages 12-19 (Seventeen Media Kit). Since these three magazines have different audiences and content focuses, they will most likely send different messages to their readers and significantly influence the feature article’s content and messages it provides to readers.

Expectations

There are certain expectations of what this study will determine. It is expected that in regard to women’s sexuality, *Seventeen* and *Cosmopolitan* articles will use “traditional” terms such as “waiting until marriage” and “abstinence.” It is believed that *Ms. Magazine* articles will use “modern” terms such as “sex,” “one night stand” and “hookup.” This is based on the belief that the magazine messages represent their readership. *Ms. Magazine* is known to be a feminist magazine focusing on modern topics. *Seventeen* is for teenage girls, who are most likely funded by their parents. Therefore, it is assumed that their messages need to align with parent’s conservative beliefs when it comes to their daughter’s sexuality. Finally, *Cosmopolitan* is for the “everyday” woman, yet has been known to focus on the needs of readers’ men. Therefore, based upon the magazines reputations and assumptions about their readership, this result was expected.

Portrayals of women’s sexual desire and sexual activity will be encouraged and more positively referenced more often in recently published issues. This includes views toward vaginal sex, oral sex and masturbation. These assumptions are based on Carpenter’s findings. She found that sexual scripts have changed over the years, resulting in more content about female sexual

desire and activity (Carpenter 1998: 167). In addition, based on the magazine demographics it is expected that sex will be positively portrayed in *Cosmopolitan* and *Ms. Magazine* and negatively portrayed in *Seventeen*. Though *Cosmopolitan* is assumed to typically have a patriarchal spin on its content, they do often talk about sex and sexuality in a positive way. For this reason, it is also expected that *Seventeen* and *Cosmopolitan* will advise women to fulfill their male partner's sexual desire. *Ms. Magazine* will advise women to fulfill their own desires.

Finally, it is also expected that articles written by female authors will present more positive and modern messages about women's sexuality, than articles authored by males. In addition, articles published by "feminist" magazines (*Ms. Magazine*) will have the most modern portrayals about women's sexuality and behaviors. Articles published in magazines written for teenagers (*Seventeen*) will portray traditional terms and negative views toward women's sexuality. Finally, fashion and beauty magazines (*Cosmopolitan*) will have patriarchal portrayals of women's sexuality and have more positive views toward sexual desire and activity for men.

Methods

Sample

The data in this study are from issues of *Ms. Magazine*, *Cosmopolitan* and *Seventeen* in the years 1977, 1987, 1997 and 2007. These magazines were handpicked and purposely chosen based upon different demographics of female readers they represent. *Seventeen* is targeted to teenagers and read by over 13 million readers (Joshi et al. 2011: 467). *Ms. Magazine* is recognized as a feminist magazine with an average reader age of 41 (Peirce 1997: 583). *Cosmopolitan* provides content about fashion and beauty to 18-34 year old women (Peirce

1997: 585). The longitudinal nature of the data will allow for comparison of messages presented over time. This mirrors Carpenter's study, which analyzed women's magazines in 1974, 1984 and 1994 (Carpenter 1998: 161). Beginning with 1977, the earliest year articles were available, following in 10-year intervals, I have selected magazine issues from the years 1977, 1987, 1997 and 2007.

The unit of analysis in this study is the feature article from each of the selected issues. It is defined as an article whose title appears on the cover of the magazine and relates to women's sexuality or sex. *Cosmopolitan* and *Seventeen* magazines published monthly issues in all four years, and *Ms. Magazine* published 12, 12, 6 and 4 issues in each of the study years. There were 129 total issues published in the four year period by the three magazines. A simple random sample of 2 issues was chosen for each year for the three magazines yielding a sample of 24 issues (See Appendix B and C).

Procedure

Every cover of the selected issues was examined by the researcher and the feature article which referenced sex, sexually or related issues was selected for the study. Each article in the sample was carefully read and analyzed using a code sheet created by the researcher (Appendix A). The researcher was the only coder of the article data. The numeric data results were inputted into SPSS, where the researcher was able to use cross tabulations to compare results.

Magazine Cover Analysis

Upon beginning my research I decided to complete two forms of analysis. I would fulfill a qualitative analysis of the feature articles, yet in addition, I also decided to complete a quantitative study of the magazine covers. I chose to analyze the covers (n=129) to obtain a better understanding of the topics the magazines featured. I viewed the headlines on each cover of every magazine's issue that I could find from 1977, 1987, 1997 and 2007 and noted the topics featured on each. The covers use "headlines" or one-liners to alert readers to the magazine's content. A single cover could include as many as seven or eight "headlines." Each headline was coded and entered data into a SPSS file. Upon viewing the 129 covers I noticed that each magazine had a unique distinction. *Ms. Magazine* focused on timely and newsworthy women's issues. The covers featured stories typically based on news events. *Cosmopolitan* tended to always have articles about sex, relationships, health and beauty. *Seventeen* featured stories about health, beauty and relationships.

Since this study aims to analyze messages about sex and sexual behaviors in magazine content, I first considered the amount of covers which discussed "sex tips" and "sex stories." The results showed in 42% of the *Cosmopolitan* issues covers presented a feature article about "sex tips," only one issue of *Seventeen* and zero issues of *Ms. Magazine*. Cover articles identified as "sex stories," was present on 92% of *Cosmopolitan* covers, only 15% of *Seventeen*'s covers and 33% of *Ms. Magazine* covers. The data revealed that *Cosmopolitan* cover story content focused mainly on sex.

I considered the rest of my data in order to determine what other topics *Seventeen* and *Ms. Magazine* focused on. *Seventeen*, a magazine for teenage girls, had many issues with cover

articles about “beauty/fashion” (94%), “relationships” (77%) and “marriage/bride” (65%), and was less concerned with providing material defined as “brains” (4%) and “politics” (2%). The topics that are featured on these covers tell readers what issues are important and worth talking about. Peirce’s “spiral of silence theory” explains that magazine viewers acquire the messages and beliefs that are presented within magazines and adopt them as their own (Peirce 1997: 591). Consequently, the content *Seventeen* is presenting is important to readers. The readers, who were typically 16 years old, learned to value beauty, fashion, relationships and marriage.

Issues from *Ms. Magazine* presented feature articles about “brains” (70%) and “politics” (64%). This finding helped support the idea that *Ms. Magazine* is a magazine which focuses on current women’s issues. *Ms. Magazine* never featured cover articles about “sports” or “sex tips,” and only one cover featured a story about “beauty/fashion.” While *Ms. Magazine* may not specifically address “sex tips,” they did have 33% of covers featuring “sex stories.” Therefore, *Ms. Magazine* did provide some sex related material to readers, just not in the same context as *Cosmopolitan*; *Ms. Magazine*’s emphasis was on political and intellectual issues.

Though an overwhelmingly large pool of *Cosmopolitan* covers featured “sex stories” (92%), a large percentage of covers also talked about “relationships” (73%). Even so, only 27% of *Cosmopolitan* covers talked about “marriage.” In addition, another surprising finding was that only 44% of covers included a story about “beauty/fashion.” As a popular women’s magazine, I assumed that there would be a larger amount of feature articles which talked about hair, beauty and fashion. In fact, the magazine had more cover stories about “sex stories” than “beauty/fashion”. This statistic clearly shows that the primary topics that *Cosmopolitan* chooses to explore are relationships, sex and sexuality.

Feature Article Analysis

After analyzing the magazine covers, I continued with my content analysis of feature articles. The study analyzed stances toward women's sexuality, encouragement of women's sexual desire, feminist content and support of patriarchal content in popular women's magazines. The coding sheets I completed while reading each article helped me to compile data about each key concept.

The first concept I analyzed was feminist content. This was measured by counting the number of times that the writer used the term "feminist" in a positive way. This would signify articles that were clearly representing feminist messages. The data revealed that *Ms. Magazine* was the only publication to use the word feminist. It was used in two articles, "Teen Lust" and "What Do Our Masochistic Fantasies Really Mean?" and mentioned four and seven times respectively. This finding implies that feminism is an important component for *Ms. Magazine*.

The stance toward women's sexuality concept was measured through the traditional and modern messages presented about sexual behavior. When an article positively used the words abstinence, virginity, "waiting until marriage" and monogamy, they were coded as having traditional meaning. If they positively referenced sex, "one night stands" or "hook ups" then they were coded as modern. If they had a mix of traditional and modern terms they were coded as "both." This helped determine how positively or negatively sexual activities were portrayed by the magazines and throughout the years analyzed in the study.

The results showed that more articles in the study used positive modern terms (35%) than traditional terms (20%); 45% of the articles used both messages. Of all of the articles in the study, the terms abstinence, virginity and "waiting until marriage" each appeared in only a single

article. However, the traditional term monogamy was used in half of the articles. These traditional terms only appeared in *Seventeen* and *Cosmopolitan*. When comparing modern terms, “one night stand” and “hook up” were used in only one article and only in *Cosmopolitan* and *Seventeen*. However, the modern term sex was used in 63% of the study’s articles, and in all of the magazines. We see that out of all the terms, sex and monogamy were the terms used most often.

While it was expected that *Ms. Magazine* would be the only magazine to use modern terms, findings showed that *Cosmopolitan* did as well. *Ms. Magazine* and *Cosmopolitan* both had the highest percentage of articles with modern terms (38%). None of their articles used strictly traditional terms. *Seventeen* had a higher percentage of traditional messages (50%) than modern messages (13%). In Appendix D, the average number of times a term was used in an article from each magazine is listed. On average, *Cosmopolitan*, *Ms. Magazine* and *Seventeen* used the term, “sex,” in articles 15, 14 and 8 times respectively. From all of the terms in the study “sex” was the only word that *Ms. Magazine* used. *Seventeen* was the only magazine that used the traditional terms “waiting until marriage” and “virginity” on the average of one and five times, respectively. In addition, it was the only magazine to use the modern term “hookup,” though it was referenced in a negative way. Our results show a frequent usage of the terms “sex” and “monogamy,” expressing that these topic areas are ones which women are often reading about. In addition, modern terms are used more often in *Cosmopolitan* and *Ms. Magazine*, and traditional terms in *Seventeen*. This finding suggests to the idea that *Cosmopolitan* and *Ms. Magazine* are more modern women’s magazines, while *Seventeen* is more traditional.

It was expected that the study results would find modern terms used more often in recent years and traditional terms used in older years. The highest percentage of articles using only

modern terms (50%) were published in 2007. That was an increase from the 33% of articles with only modern messages in 1977 and 17% of articles in 1987. However, when considering the usage of traditional terms, 33% of issues published in 1997 used them. This was the same percentage of articles in 1977 with only traditional messages. While this appears to contradict the expectation, Appendix E shows that the only traditional term used in 1997 was monogamy. The traditional terms in 1977 also included abstinence. Though traditional terms were used in the same percentage of articles in '97 and '77, the articles in '77 can be defined as more traditional because they used more terms. Appendix E reveals that through the years the articles have used fewer traditional terms. This implies that a more modern and feminist view is being presented in the magazines.

Based on the assumptions of the demographics of the magazines, it was expected that sex would be positively portrayed in *Cosmopolitan* and *Ms. Magazine*, but negatively portrayed in *Seventeen*. This expectation was found to be correct, as every applicable article from *Cosmopolitan* and *Ms. Magazine* expressed positive views toward sex. In addition, the articles sampled from *Seventeen* had negative views toward sex. One of those *Seventeen* articles, "The Spontaneity Trap" had "both" views. It was the only *Seventeen* article that promoted open communication with male partners and the use of birth control. However, it also negatively referenced sex if girls "weren't ready." While birth control content was informative, *Seventeen* did not define what it meant to "be ready," and did not provide a clear message to readers about how to make that decision. The researcher concluded that these results showed *Cosmopolitan* and *Ms. Magazine* presenting modern context, and *Seventeen* providing mixed messages about sex.

It was assumed that sexual activities (vaginal sex, oral sex and masturbation) would be

positively portrayed in recent years and negatively portrayed in older articles. On the contrary, the results revealed that messages toward sex were not more positive in recent years compared to older years. In 1977, 100% of articles had positive views of sex, while only 67% of articles in 2007 did. In 2007, one article presented a negative message about sex. This article, “Get to Know His Body” (*Seventeen*: 2007) expressed to readers that sex was a bad idea if they “weren’t ready.” The researcher concluded however, that the negative message was not caused due to the year it was published, but rather because of the traditional magazine it comes from. It is important to see in Appendix E that in the 1977 articles many sexual activities were discussed. Yet, every sexual activity was discussed in 2007. The chart also shows which activities were represented in positive or negative ways. The results conclude that sex and masturbation were viewed positively in more articles published in 1977 than in 1997 and 2007. However, oral sex has been more often positively portrayed in 1997 and 2007 than earlier years. This finding suggests that sexual activities are still discussed today, but were also a hot topic in 1977. The researcher believes that this is because those articles were published during the Sexual Revolution. Women’s sexuality was a new discussion topic, and therefore many magazines were focusing on it. Since other topics have taken the forefront over the years, we have seen less discussion across the board about sexual activities.

The encouragement of women’s sexual desire, or messages which support a woman’s desire to engage in any form of sexual activity, was also measured in the study. While qualitatively analyzing the data, the researcher coded if there were positive messages about women engaging in sexual activities, who (male or female) sought and encouraged sexual behavior and who (male or female) had sexual desires. It was projected that *Seventeen* and *Cosmopolitan* would advise women to fulfill their male partner’s sexual desire and that *Ms.*

Magazine would advise women to fulfill their own desires.

In reference to sex, women were advised to fulfill their own desires in 57% of the applicable articles from *Cosmopolitan* and in 100% of those from *Ms. Magazine*. In addition, *Cosmopolitan* advised women to fulfill both their desires and their partners in 14% of their articles. In total, 71% of their articles advised women to at least fulfill their own desires. Only one *Seventeen* article was applicable to this concept, and it encouraged women to seek sexual pleasure.

The selected *Cosmopolitan* articles from 1977 and 1987 advised women to fulfill their own desires, yet both articles in 2007 had a strong emphasis on fulfilling the partner's desires. This suggests that messages about sexual desire and fulfillment have changed over time in *Cosmopolitan*. Yet, this does not align with the results about modern terminology in *Cosmopolitan*. The two articles which advised the partner's fulfillment, "Give Him Full Body Bliss" and "10 Sexual Cravings All Guys Have," had a very strong emphasis on sex, mentioning the term 15 and 35 times respectively within each article. In addition, terms such as "sex," "oral sex" and "masturbation" were used positively within these articles. The cover analysis results uncovered that a large percentage of the *Cosmopolitan* issues exhibited "sex story" articles. Therefore, the researcher believes that *Cosmopolitan* is not presenting a patriarchal message; the magazine's articles predominantly focus on sex.

Ms. Magazine also yielded interesting findings. The *Ms. Magazine* articles from 1977 and 1987 advised women to fulfill their own desires and presented women expressing sexual desire. The rest of the articles from *Ms. Magazine* were not applicable for either topic. The cover analysis data showed 70% of their covers featured "brain" stories. In 2007 alone, all of the

magazines had “brains” and “politics” topics. There was a shift in *Ms. Magazine* content throughout the years because they focus on newsworthy political and intellectual stories. While topics relating to sex in the ‘70s and ‘80s dealt with issues discussed during the sexual revolution, the recent articles focus on abortion legislation and sex trafficking. In comparing the cover data and feature article data, the researcher deduces that *Ms. Magazine* is a magazine that does support women’s sexuality, but also current women’s issues as well.

The study also considered any differences between the messages presented in articles written by males or females. It was presumed that articles authored by women would provide more feminist content and positive messages about sex and women’s sexual fulfillment. However, the study findings showed that the author’s gender did not make much of a difference in terms of whether the article viewed women’s sexuality positively or negatively. All of the sampled articles authored by males viewed sex positively, advised women to fulfill their own sexual desires, and supported women’s sexual desire. In addition, a majority of articles written by women also did the same.

In *Seventeen* there was one article written by a man. That article featured traditional terms and discussed ways in which girls get “reputations.” Out of the five articles written by a female two had traditional messages, one had modern messages and two had both types of messages. This suggests that the gender of the author did not impact the type of messages presented, both gendered authors presented both types of messages. *Cosmopolitan* articles also did not present different messages based on the author’s gender. Of the *Cosmopolitan* articles that advised women’s fulfillment and the fulfillment of both partners, 75% of the authors were men. This proved that in *Cosmopolitan* the author’s gender did not impact how modern or traditional the article’s messages were.

The final concept analyzed was patriarchal content. This was measured by determining if male characters were present in these articles, if they sought pleasure, if they wielded power and if they would reciprocate pleasure for women. This was a very important concept to analyze to determine if traditional messages about men and women still existed.

In *Ms. Magazine*, there was only one article, “Sex,” which had a male character. However, in the article, the man did not wield power. Instead, the article discussed sex within relationships of older couples. The article, which appeared in 1987, featured a man who sought pleasure, but also wanted to provide pleasure for his female partner as well. This relationship encompasses the most ideal depiction of a sexual relationship between a man and woman. These results express a representation of equality and prove that *Ms. Magazine* is the magazine with the most feminist messages about sex and sexuality.

In contrast to *Ms. Magazine*, all of *Seventeen*’s applicable articles talked about men, included a man or was authored by a man. Of those articles, 50% featured a man with power. The article “How to Get Your Ex Back” gave the male characters power by expressing which behaviors a girl should follow to get her guy back. In “How Girls Get Reputations” the male author told girls ways they must act in order to not be called “fast.” Finally, “The Boyfriendless Wonder” shows examples of boyfriends who wield control over their girlfriends. Furthermore, men sought pleasure in 50% of the *Seventeen* articles. These articles show how girls need to act to attract boys, discuss the male body and how it reacts to sexual behavior and also explains that marriages do not last when couples move in together because they wish to have premarital sex. In addition to those findings, there were no *Seventeen* articles in which a male character wished to provide sexual pleasure for their female partner. These outcomes show that *Seventeen* articles provide messages to girls that they need to act in specific ways in order to attract and impress

men.

All eight *Cosmopolitan* articles featured a male character. Only two of those articles featured men with power, “The Need for Macho Men” in 1977 and “12 Sexual Husbands” in 1987. “Macho Men” expressed that in order to be seen as sexy or attractive, men must hold status or power. “12 Sexual Husbands” discussed ways in which men approach and control sex. In the most recent published year, 2007, all of the *Cosmopolitan* covers featured sex stories, but none of the featured articles had male characters wielding power over women. This shows that in the past forty years *Cosmopolitan* has created a shift in power representation when dealing with sex. In all of the *Cosmopolitan* articles, except for an article about making men commit, men seek sexual pleasure. A high percentage (75%) of the articles suggests that men should provide pleasure for females. The two that do not, “10 Sex Cravings Guys Have” and “Give Him Full Body Bliss,” can be defined as “sex tips” in the sense that they clearly explain ways for women to please their men. Though they do not provide pleasure for women the earlier findings need to be recognized; that *Cosmopolitan* is a magazine focused on discussing sex. These articles are not saying men should have power over women, or that women need to behave in certain ways so they will be attractive to men. Instead, they are providing tips for how to satisfy their male partner. Therefore, the researcher concludes that *Cosmopolitan* has become a magazine which openly discusses all aspects of sex and sexuality.

Summary and Implications

The findings from this study present many interesting implications about the messages presented by magazines, and how they have changed in the 30 year span. It is important to

consider what the data implies and what it says about the magazines in this study, and how readers might react to these findings.

The first area to consider is the representation of modern or traditional terms during particular publication years. The study found that over the years there was an increase in the percentage of articles which featured modern terms, but not a decrease in the use of traditional terms. Initially, this finding was surprising. Upon the analysis of feature articles it was determined that monogamy was the traditional term used in 1997 and 2007. In addition, the covers of *Seventeen* and *Cosmopolitan* featured stories about relationships for 77% in 1997 and 73% in 2007. After reflecting on these two findings, the researcher realized that monogamy and relationships have been a topic regularly discussed in women's magazines during the study's time span. Additionally, monogamy and relationships have transformed from having traditional implications about women's sexuality. Therefore, monogamy should not have been defined as traditional. The study results have reflected increases in modern messages. *Ms. Magazine* provides articles about current women's issues, *Cosmopolitan* now primarily discusses sex and *Seventeen* no longer discusses abstinence as much as it had previously. By eliminating monogamy as a traditional term, Appendix E shows how magazine messages have become more modern overall from 1977-2007.

The findings about how sexual activities have been presented over the years can be linked to changes in magazine content over the years. In 1977 there were more positive references to vaginal sex and masturbation than in 2007 in all three magazines. Appendix F shows a listing of how many articles per year wrote about the various sexual activities, and if it was a positive or negative representation. In the 1970's the sexual revolution and women's sexual liberation movement were prominent topics. Therefore, the magazines wrote articles about sex and

sexuality. This may be why there was more discussion and support towards sexual activity in the 1970's. In addition, because other social issues have taken the forefront, across all magazines we have seen a decrease in the coverage of women's sexuality and consequently, sexual activities. The issue cover findings explain that since the sexual revolution *Ms. Magazine* now focuses on current issues and *Seventeen* emphasizes beauty and health. *Cosmopolitan* remains the only magazine which primarily presents content about sex.

All three magazines yielded different results and findings. *Ms. Magazine* was the most feminist magazine, as it was the only magazine to positively use the term "feminist." In addition, the data showed that it was the only magazine which had the objective of presenting information on current, political and intellectual women's issues. *Ms. Magazine* presented a high percentage of modern terms, conveyed positive views of sex and sexual activities, and encouraged women to fulfill their own sexual desires. In the only article in the sample in which *Ms. Magazine* featured a male character, he sought sexual pleasure for himself and his wife and was a part of a relationship in which open communication about sex occurred. This was the epitome of what an equal relationship is. Based upon this study, I concluded that *Ms. Magazine* had the most egalitarian representation of sex and sexuality for women.

At the start of this study, I expected that *Cosmopolitan's* central focus was to tell women how to please their men. I assumed that their messages supported the patriarchal theme of men wielding power over women. Farvid and Braun's study found in *Cosmopolitan* that "women were encouraged to be (sexually) confident; they were also encouraged not to speak their minds directly and to take a subtle approach in relation to sexual (performance) communication" (Farvid and Braun 2006: 306). However, I found this was not the case in my study. In the article "10 Sex Cravings All Guys Have" male sex therapist Sandor Grados, PhD, said "Your libidinous

longings can be baffling. That's why a guy loves it when you're able to guide him without barking out orders" (Benjamin). The researcher took this comment to mean that women should be vocal with their male partners and create a dialog about what they want to experience in the bed room. Men would rather know what women want, rather than have their female partner remain unsatisfied or negatively "lash out." *Cosmopolitan* articles showed strong support for the fulfillment of both sexual partners.

I was surprised to find that throughout the years *Cosmopolitan* has provided positive messages about sex, sexual behaviors and the fulfillment of women's sexual desire. *Cosmopolitan* had the same percentage of articles with modern terms as *Ms. Magazine* did, and had 63% of articles advising women to fulfill their sexual desires. When their articles did use a traditional term, it was "monogamy." This term was not a negative reference or discouragement to women fulfilling their own desire. In addition, though their articles in 2007 advised them to fulfill their partner's desire, those articles did not present men wielding power over women. Therefore, I inferred that *Cosmopolitan* is not promoting patriarchal messages. *Cosmopolitan* has become a magazine which provides women with tips or conversations about sex and sexuality.

Ideally, if *Cosmopolitan* and *Ms. Magazine* could combine into one magazine that featured articles about politics, current women's issues and sexuality, that would be a magazine for the everyday modern woman. Both magazines focus on issues and topics that are important to women. However, *Ms. Magazine* is losing readership and therefore had to cut back on the amount of issues that it publishes. In addition, because the majority of *Cosmopolitan* articles are about sex, it could send messages to its readers that sex is more important than occupational success. Therefore, if both magazines could come together, they would create the most positive and informative women's magazine.

On the other hand, I was discouraged by the findings from *Seventeen*. Based on Carpenter's study, which found that *Seventeen* "moved from portraying young women solely as sexual objects and victims to recognizing them as agents who experience sexual desire," (Carpenter 1998: 162) I expected over time that *Seventeen* would present more positive views about women's sexuality. However, the magazine only discussed sexual health in 1977. In all following years there were no articles in the sample which featured information about birth control. Even as a young adult, I believe that as a parent I would want my daughter to read articles which provide accurate information on sexual health. Since *Seventeen* provides mixed messages about sex, young girls are likely to search for it on television, movies, music or friends they choose. If readers obtained information about sex from *Seventeen*, parents could read the content that was presented and initiate a conversation with their daughter about it.

The *Seventeen* findings are problematic for women. The study shows that our daughters and younger sisters who read *Seventeen* are not receiving messages about sexual health. Young girls receive mixed messages about knowing when they're "ready" to have sex, but clear instructions on how to "get an ex back." The finding is crucial because it highlights the messages that teenage girls have been receiving for the past 40 years from *Seventeen*.

The messages in *Seventeen* are the most important because they are presented to young girls who may be easily persuaded. The information that *Seventeen* articles offer to girls influence the values and beliefs they adopt. Like Gadsden said, the messages media present reflect prevailing norms within society. Does *Seventeen* help girls recognize how to determine when and with whom they should have sex? Do they inform readers of how to stay safe from STD's and pregnancy? Based upon the findings from the *Seventeen* cover analysis, we found that the magazine has shifted to focus mostly on beauty and health in recent years. These readers will

adopt values based on these articles. Eventually they will grow up and begin to read *Cosmopolitan*. If they have obtained a patriarchal viewpoint from reading *Seventeen* and believe that they need to behave and look attractive to men, how will they process the articles in *Cosmopolitan*? Will they acknowledge the articles which express women fulfilling their own desire, or will they just see “Give Him Full Body Bliss” (Cosmopolitan: 2007) to learn ways to please their boyfriend? With such a large readership *Seventeen* should be providing these young girls with helpful and informative messages about sexuality and sexual health. *Seventeen* must recognize how pivotal it is for their readers need to be provided informative articles about sexuality and sexual health, because the messages they receive from *Seventeen* will stay with them for their life.

In conclusion, the study has helped illuminate changes within messages about women’s sexuality that magazines have presented in the past thirty years. Since the sexual revolution we have seen there has been a decrease in coverage of women’s sexuality because it is no longer a popular and current issue. In addition, the study has shown what type of information and messages *Ms. Magazine*, *Cosmopolitan* and *Seventeen* have presented about women’s sexuality and sexual desires. *Ms. Magazine* has provided the most feminist content. *Cosmopolitan* has focused on sex, but not in a patriarchal manner. *Seventeen* has provided the least informative information, used traditional terms and provided mixed messages about sex and women’s sexuality. Future research should consider who are behind the decisions being made about the content presented within these magazines. Is it the editors? The advertisers? It is critical to find out who is behind these messages in order to determine how they can be changed. In addition, future studies should also examine if these messages are reinforcing ideologies and beliefs that readers already believe; or if the magazine messages are imposing their beliefs upon the readers.

If research is continued within this field, we will be able to better understand the effects and impacts that media makes upon its viewers.

Appendix A:

Coding for feature articles from women's magazines

Article Title: _____

Article Author: _____

Author Gender: Male=1 Female =2 Uncertain=3

Magazine: *Cosmopolitan*=1 *Ms. Magazine*= 2 *Seventeen Magazine*=3

Month/Year Published: _____

1. How many times is the term feminist used? (Disregard negative references to the word)

2. Which demographic of sexual preference is the magazine article targeted to?

Heterosexuals=1 Homosexuals=2 Bisexuals=3 Other=4 Not Specified=5

3. Were any of the following terms referenced within the article? (In a positive/supportive way)

Abstinence	=1
Virginity	=1
Waiting until marriage	=1
Monogamous relationships	=1
Sex (vaginal/anal, oral, masturbation)	=2
“One night stands”	=2
“Hook up”	=2

4. How many times are the following terms referenced within the article? (In a positive/supportive way):

Abstinence	_____
Virginity	_____
Waiting until marriage	_____
Monogamous relationship	_____
Sex (vaginal/anal, oral, masturbation)	_____
“One night stands”	_____
“Hook up”	_____

5. Were the following sexual activities referenced in a negative way (1) or positive way (2):

Vaginal Sex:	Negatively= 1 Positively= 2
Anal Sex:	Negatively= 1 Positively= 2
Oral Sex:	Negatively= 1 Positively= 2
Masturbation:	Negatively= 1 Positively= 2
“One Night Stands”:	Negatively= 1 Positively= 2

“Hook up” Negatively= 1 Positively= 2

Abstinence: Negatively= 1 Positively= 2

Monogamy: Negatively= 1 Positively= 2

6. When articles made reference to sex:

6a. Were women advised to:

Fulfill their male partner’s desires =1

Fulfill their own desires =2

Neither =3

6b. If the article discussed women’s sexual desires were they:

Negative/not encouraged=1

Encouraged/supported=2

6c. Did women in the feature articles express having their own sexual wishes or desires?

No=1 Yes=2

If yes, was the character:

Discouraged from pursuing them=1

Encouraged to pursue them=2

7. In the article is there a male character? Yes=1 No=2

7a. Does the male yield power? (In a job, relationship, etc.) Yes=1 No=2

7b. Does he have power over a woman? (Job, relationship, etc.)? Yes=1 No=2

If yes, was it in a: Job=1 Romantic relationship=2?

7c. Does the male seek sexual pleasure? Yes=1 No=2

7d. Do they, or are they encouraged to provide sexual pleasure for their female partner? Yes=2 No=1

Appendix B:

	Ms. Magazine	Seventeen	Cosmopolitan
1977	June & July	January & July	March & June
1987	April & July/August	July & September	October & November
1997	March/April & May/June	February & May	May & October
2007	Summer & Fall	February & May	January & May

Appendix C: Article Description

<u>1977 Article Titles</u>		
Seventeen	How Girls Get Reputations (January)	The Case Against Living Together (November)
Cosmopolitan	The Need for Macho Men (March)	Sex & the Formerly Married Woman (June)
Ms. Magazine	What do our Masochistic Fantasies Really Mean? (June)	Sexual Lives of Women Over 60 (July)
<u>1987 Article Titles</u>		
Seventeen	The Experience Gap (July)	The Spontaneity Trap (September)
Cosmopolitan	12 Types of Sexual Husbands (October)	12 Types of Sexual Wives (November)
Ms. Magazine	Sex (April)	Teen Lust (July/August)
<u>1997 Article Titles</u>		
Seventeen	7 Signs He Likes You (February)	The Boyfriendless Wonder (May)
Cosmopolitan	Men Admit Why They Love Foreplay (May)	Seal the Deal! (October)
Ms. Magazine	The Cult of Virginity (March/April)	Speaking Frankly (May/June)
<u>2007 Article Titles</u>		
Seventeen	Get Your Ex Back! (February)	Get to Know His Body! (May)
Cosmopolitan	Give Him Full Body Bliss (January)	10 Sex Cravings All Guys Have (May)
Ms. Magazine	1-2 Punch: A Major Blow to Roe (Summer)	Stopping New York Sex Addicts (Fall)

Appendix D:**Average # of Times Each Term Was Used in an Article BY MAGAZINE**

Magazine	<u>Abstinence</u>	<u>Virginity</u>	<u>Waiting Until Marriage</u>	<u>Monogamous Relationship</u>	<u>Sex</u>	<u>“One Night Stand”</u>	<u>“Hook Up”</u>
<u>Cosmopolitan</u>	1			7.67	14.63	2	
<u>Ms. Magazine</u>					14		
<u>Seventeen</u>		5	1	4	8		5
Total	1	5	1	5.83	13.13	2	5

Appendix E:**Average # of Times a Term Was Used in an Article BY YEAR**

Publication Year	<u>Abstinence</u>	<u>Virginity</u>	<u>Waiting Until Marriage</u>	<u>Monogamous Relationship</u>	<u>Sex</u>	<u>“One Night Stand”</u>	<u>“Hook Up”</u>
<u>1977</u>	1			3	16.40	2	
<u>1987</u>		5	1	11.67	6.40		
<u>1997</u>				4.75	11.50		
<u>2007</u>				3.33	20.00		5
Total	1	5	1	5.83	13.13	2	5

Appendix F:**Average # of Times Sexual Activity Terms were used in Articles PER YEAR**

Publication Year	<u>Vaginal Sex</u>	<u>Oral Sex</u>	<u>Masturbation</u>	<u>“One Night Stand”</u>	<u>“Hook Up”</u>
<u>1977</u>					
Mean	2		2	2	
+/- Message	+		+	+	
<u>1987</u>					
Mean	2				
+/- Message	+				
<u>1997</u>					
Mean	2	2			
+/- Message	+	+			
<u>2007</u>					
Mean	1.67	2	2	1	1
+/- Message	2+, 1-	+	+	-	-
<u>Total</u>					
Mean	1.93	2	2	1.50	1
+/- Message	5+, 1-	3+	3+	1+, 1-	1-

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