

168
72

To the Graduate Council:

I am submitting herewith a thesis written by Melissa J. Eskridge entitled "How the Psychology of Women is Presented in Women's Magazines: An Examination of Selected Articles from Ms., Cosmopolitan, Seventeen, Ladies' Home Journal, and Working Woman." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communications.

June N. Adamson
June N. Adamson, Major Professor

We have read this thesis
and recommend its acceptance:

Cheryl B. Laver

Kelly Luter

Accepted for the Council:

Cowminkel
Vice Provost and
Dean of the Graduate School

HOW THE PSYCHOLOGY OF WOMEN IS PRESENTED IN WOMEN'S MAGAZINES:
AN EXAMINATION OF SELECTED ARTICLES FROM MS., COSMOPOLITAN,
SEVENTEEN, LADIES' HOME JOURNAL, AND WORKING WOMAN

A Thesis
Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

Melissa J. Eskridge

June 1986

DEDICATION

To my parents, Woodrow and Lyda Mae Eskridge, who taught me to think for myself, do what I believe is right, and pursue the best. And special appreciation to my father, who gave me my love of learning.

ACKNOWLEDGEMENTS

In appreciation for their interest, support and guidance, I want to thank the members of my thesis committee--Professor June N. Adamson, Dr. Kelly Leiter, and Dr. Cheryl Travis. I could not have worked with a more encouraging and enlightening group of faculty members. Special thanks to Dr. Cheryl Travis for introducing me to the psychology of women.

ABSTRACT

This study examined the thematic content of 91 articles on the psychology of women selected from five popular women's magazines: Cosmopolitan, Ladies' Home Journal, Ms., Seventeen, and Working Woman. A sample of 50 college women judged the content of the articles for suitability, usability and accuracy. Subjects also judged the image of women presented by the articles and determined whether or not women's magazines seemed to be a good source of information. The study was conducted using questionnaires to assess both the thematic content of the articles and the subjects' perceptions of the information.

Results showed that approximately one-third of the subjects did not consider women's magazines a good source of information, and only 44 percent considered the image of women presented by the articles to be positive. The majority of subjects found the information to be suitable, usable and accurate.

Results indicated a need to further evaluate how involved women are as magazine readers and how credible they perceive women's magazines to be. If the subjects are representative of female magazine readers as a whole, then a significant number of women may not be interested in women's magazines as an information source. Because the majority of magazine consumers are women, the magazine industry has a vested interest in studies of this nature that examine the content and effect of women's magazines.

TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION	1
II. LITERATURE REVIEW	4
Women's Magazines	4
The Psychology of Women	15
III. METHODOLOGY	24
Expectations and Hypotheses	24
Operational Definitions	25
Selection of Magazines	28
Article and Coder Selection	31
Subject Selection	32
Procedures	32
IV. RESULTS	35
Thematic Content Analysis	35
Reader Attitude Questionnaires	42
V. CONCLUSIONS AND RECOMMENDATIONS	47
LIST OF REFERENCES	52
APPENDICES	56
APPENDIX A. MAGAZINE ARTICLE TITLES AND AUTHORS	57
APPENDIX B. THEMATIC CONTENT ANALYSIS QUESTIONNAIRE	60
APPENDIX C. READER ATTITUDE QUESTIONNAIRE AND SCORES	83
VITA	91

LIST OF TABLES

TABLE	PAGE
1. Distribution of Articles Selected for Reader Attitude Questionnaire Booklet	33
2. Overall Reliability Scores Per Question for Thematic Content Analysis Questionnaire	38
3. Thematic Content Analysis Questionnaire Results	38
4. Distribution of Subtopics by Magazine	41
5. Suitability/Usability Concordance Scores	43
6. Positive Image/Control Concordance Scores	46

CHAPTER I

INTRODUCTION

This study assesses the thematic content of 91 articles on the psychology of women selected from five women's magazines. In addition, a sample of 50 college women judged the articles on a number of dimensions for the purpose of examining the attitudes of female readers about the information presented in the articles. The primary hypothesis of this study is that women do consider women's magazines a good source of information about the psychology of women and that the information presented is perceived as suitable, usable and accurate.

The study is limited to an examination of magazine articles about two main topics, the psychology of women's ego functioning and of women's interpersonal social functioning. The main topics are divided into five subtopic categories for the purpose of defining areas of experience included in the main topics. The subtopics are Internal Ego Conflicts (I/E), Romantic/Sexual Interests (R/S), Family/Spouse Relations (F/S), Friend/Associate Relations (F/A), and Professional/Personal Lifestyle Conflicts (P/P). The subtopics are not mutually exclusive.

Articles were selected from each of the 1985 issues of five of the top revenue/circulation women's magazines listed in the 1985 edition of The Folio 400. The magazines and their typical content

and audience are: 1) Cosmopolitan, general lifestyle content for women 18-35; 2) Seventeen, general lifestyle content for young women 13-19; 3) Ladies' Home Journal, home lifestyle for adult women; 4) Working Woman, career lifestyle for adult women; 5) Ms., news and social issues for adult women.

Only articles written for and targeted to women were selected, as distinct from articles written for and targeted to the general public, men, couples, or any cross-sexual group, or to institutions and other nonpersonal entities. Each article is listed by the magazine table of contents as an article or feature and is not a regular/monthly advice or letter column.

The need for this study is demonstrated by the lack of current research on the content of women's magazines and how that content is perceived by a female audience. A review of the major communications journals indicates that, historically, such research has been minimal, though the majority of magazine readers, 89.9 percent, are women who read an average of 9.8 issues per month (MPA Magazine Almanac, 1984). Studies of magazine content and readership in general have been minimal, though magazine circulation has increased by 107 percent since 1950 (MPA Magazine Almanac, 1984).

What women's magazines are saying about the psychology of women is of particular interest at this time. The psychology of women is a newly emerging specialization in the field of psychology. Women report using magazines as the primary information source

about self-improvement, which includes psychological topics (MPA Study of Media Involvement, 1982). Both the magazine industry and psychology professionals should have an interest in how women's magazines are serving as a "lay source" of information on the psychology of women.

The findings and recommendations of this study provide quantitative results of a descriptive nature. The qualitative evaluation of magazine content expands the groundwork of research on women's magazines. The study focuses more attention on the importance of women's magazines, the women's magazine market, and the need for further examination of both.

CHAPTER II

LITERATURE REVIEW

Women's Magazines

The consumer magazine industry has experienced dynamic growth since 1977, and the majority of magazine readers, 82.9 percent, are women who read an average of 9.8 issues per month (MPA Magazine Almanac, 1984). The almanac reported that new magazine titles proliferated at the rate of 200 a year between 1977 and 1985. Magazine circulation increased by 107 percent after 1950, but daily and Sunday newspaper circulation increased by only 16 and 22 percent respectively. The almanac also reported that, whether male or female, the average magazine reader is between 18 and 44 years of age, college-educated, and holds a professional or managerial occupation, with a household income of \$30,000 or more.

Although most Magazine Publishers Association (MPA) studies are concerned with trends and objectives in advertising, a special 1982 report examined reader habits and preferences. The Study of Media Involvement (MPA, 1982) was conducted by the Opinion Research Corporation and reported that women listed magazines as the medium that best fits their personal needs and lifestyles. The study presented nineteen topics of interest and asked female subjects to select the medium that was most effective in providing information and usable ideas about each topic. Women chose magazines as the

best information source for eighteen of the nineteen topics, the exception being automobiles. Other topics included self-improvement concerns (psychology), career preparation and advancement, consumer education, cultural interests, and mental and physical health.

In spite of the dynamic growth of the consumer magazine market and the importance of women as magazine consumers, a review of major communications journals indicates that research on the content of women's magazines has been minimal. Two works that provide a historical review of magazine market development are Magazines in the United States (Wood, 1971) and American Magazines for the 1980s (Taft, 1982). Both works include chapters on women's magazines.

Wood (1971) wrote that current magazine market trends seem to follow a precedent set years ago by women's magazines. Women's magazines were the first to achieve the huge circulations that became typical of consumer magazines when, within six months of its inception in 1883, Ladies' Home Journal equaled or surpassed the circulation of established publications. Wood (1971) presents Edward Bok, editor of the Journal from 1889 to 1919, as the creator of the mass magazine market. Bok increased advertising, elaborated upon the magazine's design and format, and initiated an active campaign to involve readers with the publication through surveys and prizes. Bok also recruited contributors from among the finest literary talents of the day and considered himself an editorial trailblazer. In 1906 he began a series of articles on venereal

disease, insisting "that the time had come when women should learn the truth, and that, so far as it lay in his power, he intended to see that they did know" (p. 113).

The influence of women's magazines on American society is examined by Wood (1971) in Chapter 12 of his history:

They (women's magazines) gave women, not yet politically enfranchised, a chance to see the opinions and desires of women expressed and acted upon. They acknowledged the importance of women, which gratified their readers. Paradoxically, though they were first directed to women as housewives and homemakers, their development accompanied the emergence of women from the confines of the domestic sphere into the world of jobs, community activities, and politics; in fact, magazines were largely instrumental in forwarding it. Bok, as reactionary in some directions as he was modern in others, protested against the entrance of women into what he considered masculine affairs, but his magazine and other women's periodicals did more perhaps to make it possible and even inevitable than any other single factor. They applied a social force and achieved a fundamental social change on which some of them at least had not counted. (p. 117)

Other women's periodicals that boomed during the early twentieth century were McCalls, Woman's Home Companion, Harper's Bazaar, Vogue, and Good Housekeeping (Wood, 1971). Wood wrote that all of the publications proved to be successful when judged by the standards they set for themselves. All of them, with the exception of Woman's Home Companion, remain mass circulation publications today. Wood, however, failed to anticipate the further growth and change that would occur in the women's magazine market when he wrote that:

The mass women's magazines have been consistently in favor of motherhood, and generally of God. Dutifully they support

freedom, civil rights, and all popular generalizations, but their crusading days seem to be over. Possibly all of the ideal ends for which they could campaign have been achieved. Certainly the social reforms can now be accomplished at least equally well by other means and sometimes by other communications media. Whatever the reason, the crusade seems to have disappeared, at least temporarily, from their pages.... Despite their changed appearance, the magazines now are not fundamentally different from what they were more than a century ago, and they are more and more alike. (pp. 125, 457)

Taft (1982) made a more contemporary, and accurate, assessment of this segment of the magazine market when he wrote that more changes have occurred in women's magazines than in any other area of magazine publishing. The women's magazine market was dominated for years by the "Seven Sisters," a group of editorially similar publications that include Ladies' Home Journal, McCalls, and Good Housekeeping, but the market now includes hundreds of new, diverse and competitive magazines. Many of the new titles appeared during the 1970s, after Wood (1971) had completed his study.

Taft (1982) reviewed the development of Ladies' Home Journal to illustrate how dynamic recent changes have been. He begins his review with a quote from Edward Bok, who, in 1900, stated:

They (women) have never trained for business and do not and cannot understand its essential requirements. They can't stand the physical strain of the keen pace. The twentieth century will in no other aspect be so marked as in the natural and divine division of the world's labor which America is destined to present to the world, men for business and women for the home. (p. 103)

Bok clearly did not anticipate that, by 1985, 51 percent of the nation's women would be working outside the home, with 56 percent

considering their work a "career" rather than "just a job" (MPA Newsletter of Research, October 1985, p. 1). By 1985, women would be more important than ever to advertisers because of the increased power of women as wage-earners and consumers.

As women gained more status in the consumer market, they began to demand more from women's magazines, attempting to shake women's magazines out of the slump that Wood (1971) wrote about during the late 1960s. Taft (1982) wrote that in 1970 a group of more than 100 feminists staged a sit-in at the editorial office of Ladies' Home Journal, demanding magazine space to present their views to the public. The editor was convinced and granted them eight pages. The feminist message called for "an immediate stop to the publication of articles that are irrelevant, unstimulating and demeaning to the women of America" (p. 103). The event was symbolic of the impact the feminist movement of the 1970s would have on the development of women's magazines, from broadening the scope of magazine coverage to increasing the number and types of specialized publications for women.

In 1974, a woman became editor of Ladies' Home Journal for the first time since its inception in 1883 (Taft, 1982). Louisa Knapp Curtis stated her new objectives for the magazine in a special message to readers, saying, "We will continue to provide you with help and guidance in almost every aspect of life...from the world of the home to the world of business to the wider world of ideas and values" (p. 103).

Ladies' Home Journal, though still a predominantly home-centered publication, had to integrate new interest areas to accommodate the changing women's magazine market.

During the 1960s, Cosmopolitan became the forerunner of the general lifestyle women's magazine, incorporating both the personal and professional interests of the "liberated" woman (Taft, 1982). Taft wrote that few magazines have changed as drastically as Cosmopolitan, which was founded in 1886 as a general literary monthly. By the 1890s it had become a muckraker, campaigning with several other contemporary publications for business, social and political reform in America. In 1925 the magazine became part of Hearst International and acquired a sensational, entertaining format. In 1965 Helen Gurley Brown became the editor of Cosmopolitan and transformed the publication in the image of her 1962 book, Sex and the Single Girl. The magazine's circulation was less than 800,000 when Brown took over and exceeded 2 million by 1985. Brown created the genre of the "Cosmo girl," designing a format that, Taft quoted, "got to be synonymous with the new morality" (p. 107).

Simmons readership studies reported that by the end of the 1970s Brown had exactly the audience she wanted; the majority of Cosmopolitan's readers were female, between 18 and 34 years of age, well-educated, employed, and living in metropolitan areas (Taft, 1982). Though only half of the readers were single, all

expressed an interest in Brown's subject matter--articles covering everything from sexual relationships to careers, from fashion to the latest fiction. Brown proved that a general lifestyle magazine could excel in the women's magazine market.

In 1971, the sensational, entertaining format of Cosmopolitan was countered by a feminist publication of social conscience, designed to include news of social and political significance to women. Taft (1982) described the impact of Ms. on the magazine market:

Gloria Steinem changed the women's magazine business, probably more than any individual in this area. As a contributing editor to New York magazine in 1970, she developed her concept for a national feminist publication with a staff retaining editorial control, with advertisements carefully scrutinized to eliminate any demeaning inferences about women, and with some of the profits utilized to assist the women's movement. Her magazine would contain two-thirds editorial content, exceptionally high among magazines. (pp. 109-110)

Steinem's concept was given a trial run in the year-end 1971 issue of New York. Editor Clay Felker permitted her to include a 44-page insert, which proved to be phenomenally successful. The issue broke all previous New York newsstand sales records, and newsstands sold out within eight days. The first independent issue of Ms., January 1972, also sold out, with 36,000 subscriptions secured from that issue (Taft, 1982).

Women in Media: A Documentary Source Book (Beasley & Silver, 1977) gives an assessment of Ms. by its editors, who reported that because of their insistence on retaining 51 percent of the magazine's

stock, using a percentage of profits to create a "foundation" to help finance the women's movement, and implementing a democratic management system, it was almost impossible to get "backers."

After the success of the initial issues, support from Katharine Graham, publisher of The Washington Post, and from Warner Communications Inc. enabled the magazine to succeed. The success of the publication could be measured in sales and in letters--each issue received an average of 20,000 letters to the editor, an unprecedented number when compared to the letters received by other major women's magazines. The editors initiated a letters column as a feature of each issue in order to include more of their readers' ideas and opinions. Although circulation has not reached the massive figures experienced by the "Seven Sisters," it has continued to grow as the magazine maintains the devotion of its segment of the female audience (Taft, 1982).

Working Woman entered the magazine market in 1976 as one of several new specialized women's publications. Its focus is on "women who want to get ahead in their careers," and its regular features include career options, consumer advice, legal advice and career success profiles (Taft, 1982, p. 114). The magazine experienced initial financial difficulty, but, as of 1985, its paid circulation exceeded 600,000.

Among young women, Seventeen has been popular since the first issue was published in 1944 (Taft, 1982). The magazine covers

many of the same general lifestyle topics included in Cosmopolitan, with articles slanted toward a younger audience. The format of Seventeen has experienced few changes since the 1940s, but editors have kept abreast of changing interests through a consumer panel of 10,000 girls between 13 and 19 years of age (Taft, 1982). Each year, several questionnaires are mailed to the members of this panel to inquire about priorities concerning relationships, fashion, career preferences, sports, hobbies, and home furnishings. The readership of Seventeen exceeded 6 million in 1985, with many young women continuing to subscribe to or purchase the magazine throughout their college years.

The author of this study believes these magazines--Ladies' Home Journal, Cosmopolitan, Ms., Working Woman, and Seventeen--are representative of the most successful magazines covering the female lifestyle in today's magazine market.

A review of articles and abstracts submitted to the major communications journals indicates that women's magazines are seldom studied when compared to the number of studies listed for other areas of the mass media. Research of the nonfiction, nonadvertising content of women's magazines during the past twenty years has been especially limited. The following scholarly studies are those considered relevant to the type of research being conducted for this study.

The most recent research examined 20 years of change in Cosmopolitan, Ladies' Home Journal, McCalls, Redbook, and Woman's Day (Hoffman, 1984). Hoffman and her coders read a total of 667 articles, categorizing them under one of six main topics: Family, Health, Education, Legal, Business or Money Management. The articles were then analyzed to determine if women were being encouraged to improve homemaking skills or to seek improvement in jobs outside the home. It was found that the thrust of the articles had changed significantly between 1960 and 1980, with the number of "homemaking" articles decreasing from 48 to 28 percent. But Hoffman also discovered that none of the five magazines published any articles opposed to women working outside the home. Hoffman concluded that the magazines did not depict women in a realistic manner as homemakers or professionals. The magazine image of each type of woman was considered stereotypical and difficult to live up to.

Matkov (1972) conducted a study to determine if certain social trends between 1960 and 1970 were reflected in women's magazines. These trends included the falling birthrate, the increasing number of employed women, the rising median educational level of women, and the roles and rights of women. Heroines, themes of short stories, and the authors of nonfiction articles were evaluated in McCalls and Ladies' Home Journal. Matkov concluded that the magazines had begun to reflect new trends

through variation of themes and by focusing more attention on financial and career topics.

The "old" and "new" in women's magazines were examined by Kline (1972) through a comparison of the articles in Ladies' Home Journal and New Woman published between June 1971 and May 1972. The hypothesis that the magazines published different types of articles proved true. The Journal published more first person narratives and essays. New Woman published more professional, investigative articles. The topics covered were not included in the findings.

Mookerji (1976) analyzed the relationship between the American woman and women's magazines by comparing magazine content to the contemporary social position of women. The 1946, 1956, and 1966 issues of Good Housekeeping, Harper's Bazaar, Ladies' Home Journal, McCalls, and Vogue were examined. Seventeen topic categories were included along with a report of the space allotted to each. It was then possible to determine, for example, that current events information decreased by one-fifth between 1946 and 1956. Mookerji concluded that the contents did parallel the position of American women in society, with 1946 being a time of female supremacy, 1956 being a time of family togetherness, and 1966 being a time of female achievement and perfection.

McBride (1966) conducted a historical study of women's magazines in America from 1830 to 1956. She examined Godey's Ladies' Book, Peterson's Magazine, Arthur's Magazine, Ladies'

Home Journal, Good Housekeeping, McCalls, and Woman's Day. The content was analyzed to determine how it attempted to shape women's tastes in literature, the arts, appearance and fashion, and personality and social roles. McBride recorded the types of standards set by women's magazines and how they were altered after the political enfranchisement of women. She found that enfranchisement only fostered an attitude of good citizenship for women. It did not encourage an editorial emphasis on the controversial political and legal aspects of women's lives. McBride concluded that this lack of controversial material indicated a lack of concern by magazine publishers about the issues affecting their readers; publishers were, primarily, concerned about profits.

The review of these and other abstracts and articles shows that no studies have been conducted to determine how the psychology of women is presented in women's magazines.

The Psychology of Women

The psychology of women as an area of specialization is relatively new, with the majority of current research and literature appearing in the early 1970s, building upon revisionist trends that occurred much earlier. Helene Deutsch, Karen Horney and Alfred Adler are among the early revisionists. Their work represents initial changes and findings in psychoanalytic, social psychological, and personality theories. Williams (1974)

examined the work of Deutsch, Horney, and Adler in her book, Psychology of Women: Selected Readings.

Williams (1974) reviewed Deutsch's two-volume work, published in 1944 and 1945, and entitled, Psychology of Women. Deutsch worked closely with Sigmund Freud from 1918 until the early 1930s when she began writing her revisions of Freudian theory. Although she stayed within the Freudian framework, she revised two of its major concepts about female personality development: penis envy and the resolution of the Oedipal conflict. Deutsch believed that penis envy was a secondary development of a general human tendency to envy what one considers to be another's attributes. Penis envy could be resolved, Deutsch wrote, when the woman learned to accept that her sexuality was inherently different from man's, that the locus of her sexuality was the vagina and not the clitoris (an undeveloped version of the male penis). Deutsch outlined three central components of female sexual development: narcissism, passivity and masochism. These characteristics were considered intrinsically "feminine" and of equal, though different, worth when compared to "masculine" characteristics. Deutsch sought to establish the female personality as something "unto itself" and not simply a deviation from or reaction to male sexuality.

Deutsch defined healthy narcissism as acceptance of and caring for the self through self-esteem and self-respect (Williams, 1974). Passivity was defined as a woman's tendency to identify herself

through a response to the needs of others in marriage and childbirth. Deutsch did not incorporate the role of cultural or social factors, but maintained that passive or nurturing characteristics were biologically determined. Whether a woman married or had children, Deutsch wrote, she must accept and appreciate her nurturant instincts in order to experience healthy female development. Masochism was defined by Deutsch as the ability to experience pleasure in spite of pain, not as the desire to inflict pain upon oneself. Because of the masochistic "instinct," a woman could readily sacrifice her own needs or desires for the sake of her family or others who were dependent upon her.

Deutsch, Williams (1974) explained, established the feminine "psyche" as something separate from, but involved with, the masculine "psyche." But Deutsch also inferred that women who departed from feminine characteristics and roles were not "normal" or psychologically healthy. By emphasizing biological determinism, Deutsch ignored the influence of cultural and societal factors and laid the groundwork for a female psychology that would continue to trap women in traditional female roles.

Karen Horney, born almost thirty years after Freud and Deutsch, was encouraged by her mother to pursue an interest in medicine and become a physician (Williams, 1974). Horney first confronted Freudian theory in her paper, "The Technique of

Psychoanalytic Therapy." Horney redefined the approach to therapy in holistic terms, accepting the worth of psychoanalysis while including cultural and social factors. Horney denied Deutsch's claim that feminine characteristics were biologically determined. Horney outlined elements of Western society that conditioned women to avoid or be unfit for autonomous pursuits. These elements included economic dependence on men, a definition of the female role in terms of marriage and childbirth, and a restriction of women to roles based on emotional bonds. Horney was among the first to hold society responsible for and to women. By the time she published her last book in 1950, Neurosis and Human Growth, she had abandoned the Freudian framework. Williams (1974) summarized Horney's contribution to psychology:

Against the Freudian view of man as a creature born to conflict, whose best accomplishments in love and creativity were at the cost of renunciation of his basic instincts, she set her own vision of the person, whose best energies are affirmative strivings toward knowledge, toward developing spiritual powers and moral courage, toward achievements in all areas, toward the full use of intellect and imagination. (p. 71)

Alfred Adler incorporated individual psychology into Freudian theory in 1911 when he resigned from the Psychoanalytic Society and rejected the tenets that behavior is biologically determined and that instincts are primarily sexual (Williams, 1974). Adler believed that people are basically aware of what they do and want to do. He wrote that they are motivated by personal and

social interests and seek to negate any inferiority problems by "actualizing" the best they can be in relation to self and society.

Adler's accounts of female development are in his book, Understanding Human Nature (1927). He wrote that "all our institutions, our traditional attitudes, our laws, our morals, our customs, give evidence to the fact that they are determined and maintained by privileged males for the glory of male domination" (Williams, 1974, p. 123). Adler acknowledged societal prejudices against women, including the traditional roles that appeared to elevate the status of women but only benefited men. He stressed that it was normal for all human beings to strive for personal excellence and to develop individual personalities through goal achievement. His views were radical for his time, especially for a man. He established a trend in psychological theory that incorporated women and men as social individuals, and he wrote that "a subordination of one individual to another in sexual relationships is just as unbearable as in the life of a nation" (Williams, p. 145).

The revision of Freudian theory into a more holistic and nonsexist approach has been at the heart of the psychology of women since its inception. Statements from current revisionists indicate the course the specialization is now taking.

Gilligan (1982) in her book, A Different Voice, defined the need for new research goals to direct the psychology of women:

The disparity between women's experience and the representation of human development, noted throughout the psychological literature, has generally been seen to signify a problem in women's development. Instead, the failure of women to fit existing models of human growth may point to a problem in the representation, a limitation in the conception of human condition, an omission of certain truths about life.... My goal is to expand the understanding of human development by using the group left out in the construction of theory to call attention to what is missing on its account. Seen in this light, the discrepant data on women's experience provide a basis upon which to generate new theory, potentially yielding a more encompassing view of the lives of both of the sexes. (p. 3-4)

In their book, Understanding Women, Eichenbaum and Orbach (1982) explained the similarities and differences between traditional and current feminist psychoanalysis:

Psychoanalytically oriented feminist therapy is also concerned with trying to understand the workings of the mind, with the aim of relieving the distressing symptoms that prevent a woman from feeling comfortable with and within herself. However, in our examination of the underlying causes of distress, we see the relationship between the intensely private, internal world--the psychic reality of the individual woman--and the external world, a patriarchal world that shapes her and within which she lives and develops. (p. 69)

Some psychology of women theorists have broken completely with psychoanalytic theory in favor of social psychological approaches. But all psychology of women theorists maintain that the standard of the traditional patriarchal world is no longer the standard for the psychology of women, nor should it be the standard

for psychology in general. Lhsan Al-Issa (1980) wrote in her book, The Psychopathology of Women, that current research is leading to "a noticeable breakdown of rigid sex roles and sex stereotypes as well as the emergence of an androgynous person who can combine the best of both worlds of femininity and masculinity..." (p. 334).

The psychology of women as a field of study is gaining recognition in the academic community. Russo (1982) surveyed 520 program offerings from the graduate departments of psychology listed in the 1979-80 Graduate Study in Psychology. This listing includes educational programs responsible for producing the majority of researchers and practitioners in the field of psychology. The survey assessed the number of programs offering courses in the psychology of women, the nature of the courses, and professional opinions about the specialization. Three hundred and eighteen graduate departments responded, or 61 percent of those surveyed.

Russo (1982) found that 219 psychology programs stated an interest in research about the psychology of women. One hundred and twenty-five course outlines were returned, each including curricula for the psychology of women. One hundred and one programs offered courses at the undergraduate level, 46 offered courses at the graduate level. One hundred and thirty reported curricula in women's studies, with 41 psychology faculty members

serving as psychology/women's studies professors. The majority of these professors were women.

Russo (1982) also found that respondents in general viewed the psychology of women as "a blend of traditional scholarship and feminist advocacy" (p. 29). Fifty topics were listed within the curricula received, including sexism in psychology and biology, cultural issues and lifestyles, reviews of traditional psychological theories, and the study of life span events and the mental health of women.

Richardson (1982), in an article on teaching the psychology of women, offered a general scholastic definition of the specialization as "a specialized area of psychology which draws upon the approaches and methodologies commonly accepted in the discipline and applies them to the study of the particular phenomenon under investigation" (p. 46). Richardson considered the psychology of women both revisionist and feminist in nature, seeking to value both the emotional/personal and cognitive/impersonal aspects of research. The purpose of such research, she wrote, is to examine the validity of psychological theories about women and the effect of those theories on the lives of women.

Wallston (1981) wrote that the central issue is not who conducts research or what topics are studied. The critical factor "is the need to create a new terminology in discussing research approaches and also for new labeling of variables within

our research to increase precision and to decrease assumptions of sex differences" (p. 601). Wallston explained that the psychology of women should attempt to include both personal and situational variables and to stop confusing the two, to avoid sex bias in topic/subject selection, and to see sex as a place to start asking questions rather than as an explanation.

The review of these, and other, studies of the psychology of women indicates that no studies have been conducted to determine how "lay sources," such as magazines, are presenting information about the psychology of women to the female public.

CHAPTER III

METHODOLOGY

Expectations and Hypotheses

Thematic Content Analysis

The use of a Thematic Content Analysis Questionnaire was expected to provide information on article content. Ten questions were used to assess: 1) the article topic; 2) whether the article covered ego functioning and/or interpersonal social functioning and with whom; 3) who is the locus of control in the situation presented by the article; 4) who is the locus of response; 5) what recommendations are made by the article; 6) who wrote the article; 7) what sources are cited in the article; 8) what theories and therapies are cited in the article; 9) if the term "the psychology of women" is used in the article; 10) whether the article is primarily (but not necessarily exclusively) about the woman in relation to Romantic/Sexual Interests (R/S), Family Spouse Relations (F/S), Friend/Associate Relations (F/A), Internal/Ego Conflicts (I/E), or Professional/Personal Lifestyle Conflicts (P/P).

Reader Attitude Questionnaires

It was expected that female readers would rate women's magazines as a good source of information about the psychology of women. The examination of the magazines by readers was conducted by measuring the subjects' (readers') perceptions of several variables. The

variables were presented to the subjects in the form of a Likert Scale Questionnaire and included: 1) the subtopics included in the article; 2) the suitability of the article for self; 3) the suitability of the article for women in general; 4) the usability of the article for self; 5) the usability of the article for women in general; 6) the accuracy of the information presented in the article; 7) the image of women presented in the article; 8) the control exhibited by the woman in the article; 9) the use of the subtopics as areas of study in the psychology of women; 10) the use of women's magazines as a source of information about the psychology of women.

Concordance was expected between scores of suitability and usability for self and between suitability and usability for women in general. Concordance was expected between positive image and control scores. High positive image and control scores were expected to illustrate an overall positive presentation of women by the articles. Overall high suitability, usability, image, control, and accuracy scores were expected to indicate reasons why the subjects perceived the magazines to be a good source of information.

Operational Definitions

Operational definitions are necessary to determine the focus and scope of a study. A common terminology is necessary if a study is to be accurate and understandable. The following list provides

the operational definitions used in designing and implementing this study. The definitions are applicable to the text, the content analysis, the reader questionnaires, and the interpretation of data. The definitions were determined by the author for the purposes of the study and are based on academic and professional sources.

Accurate: factually correct, apparently free from error

Affective: related to emotional processes or perceptions

Article: magazine editorial copy, listed by the table of contents as an article or feature and not a regular/monthly advice or letter column

Cognitive: related to mental processes or perceptions

Concordant: in agreement

Convenience Sample: a group of subjects selected on the basis of subject availability and the author's discretion

Ego Functioning: an individual's awareness of self through both cognitive and affective processes

Family/Spouse Relations: (F/S); any interpersonal interaction between an individual and any family members

Friend/Associate Relations: (F/A); any interpersonal interaction between an individual and any friends or associates

Internal Ego Conflicts: (I/E); any mental and/or emotional dilemma an individual might experience in relation to self and/or others

Locus of Control: the primary or dominating influence(s) over the cognitive, affective and behavioral responses in a

given situation, which may include self, others, events or environments

Locus of Response: those who demonstrate the cognitive, affective and behavioral reactions in a given situation

Positive Image: a conceptual or actual presentation of an individual that enhances the individual's attributes and strengths

Professional/Personal Lifestyle Conflicts: (P/P); any dilemma between or about an individual's career/work life and family/social/private life

Psychology: the science dealing with the mind and its affective and cognitive processes as studied in human and animal behavior

Psychology of Women: a specialized area of psychological study that uses the approaches and methodologies common to the discipline and applies them to the particular phenomenon (women)

Romantic/Sexual Interests: (R/S); experiences that involve sexual behaviors and concerns and/or courting or mating interaction

Significant Other: a particular individual in relation to self, as distinct from the self in relation to anonymous others, such as unknown persons or nonpersons, groups, institutions, societies, etc.

Suitable: something one believes to be appropriate and acceptable

Systematic Random Sample: the selection of every "nth" component/member of a population so that every component/member has an equal chance of being included in the sample

Usable: something one believes to be useful

Women's Magazines: those magazines expressly published for female readers

Selection of Magazines

Magazines were selected from what the author considers the current most popular types of women's magazines that include articles about topics related to the psychology of women. Each of the five selected magazines is listed in the 1985 Folio 400, the annual ranking of the nation's top advertising revenue magazines. The magazines/types selected include Cosmopolitan, general lifestyle format; Seventeen, general lifestyle format for young women; Ladies' Home Journal, home lifestyle format; Working Woman, career lifestyle format; Ms., national news/social issues format. Each 1985 issue of each magazine was included in the study. The following list gives brief profiles of each publication based on the 1985 Folio 400 rankings.

Magazine ProfilesCosmopolitan

Folio 400 Rank: 18

Total Advertising Revenue: \$161,591,000

Average Paid Circulation: 2,907,126

Target Readership: Women, 18-35, single or married,
interested in self improvement, who want to make the
most of themselves

Typical Contents/Length: Relationships, beauty, food, health,
decorating, celebrity profiles, money tips, career advice,
fiction. Approximately 250-300 pages.

Ladies' Home Journal

Folio 400 Rank: 20

Total Advertising Revenue: \$136,600,000

Average Paid Circulation: 5,089,445

Target Readership: Adult women, with focus on working and
nonworking wives/mothers with family/homelife concerns

Typical Contents/Length: Career/homelife concerns, child
rearing, health and medical news, beauty, home improvement,
foods. Approximately 150-200 pages.

Seventeen

Folio 400 Rank: 42

Total Advertising Revenue: \$57,661,000

Average Paid Circulation: 1,719,909

Target Readership: Young single women, 13-19, interested in self improvement and making the most of themselves

Typical Contents/Length: Relationships, social and family concerns, health and beauty, fashion, fiction and entertainment. Approximately 150-200 pages.

Working Woman

Folio 400 Rank: 94

Total Advertising Revenue: \$27,852,000

Average Paid Circulation: 677,518

Target Readership: Adult women, single or married, in executive/professional careers, with interest in self improvement in the business/job market

Typical Contents/Length: Corporate lifestyle, professional/personal lifestyle conflicts, job advancement, profiles of executive women, career fashion, money/financial advice. Approximately 150-200 pages.

Ms.

Folio 400 Rank: 213

Total Advertising Revenue: \$11,371,000

Average Paid Circulation: 469,649

Target Readership: Adult women with interest in news and social issues affecting women.

Typical Contents/Length: Political/social issues, employment/career issues, health and medical concerns, relationships, personality profiles, news briefs, entertainment and book reviews. Approximately 95-120 pages.

Article and Coder Selection

As Chapter II indicates, the topics related to the psychology of women are numerous. For the purposes of this study, the author included only the two main topics thought most likely to occur in women's magazines: ego functioning and interpersonal social functioning. Five subtopic areas were defined by the author to delineate specific areas of experience included in the main topics: Romantic/Sexual Interests (R/S), Internal/Ego Conflicts (I/E), Family/Spouse Relations (F/S), Friend/Associate Relations (F/A), Professional/Personal Lifestyle Conflicts (P/P).

From the 1985 issues of the five magazines, the author selected 91 articles believed to fall within the topic/subtopic categories. The author then used a Thematic Content Analysis Questionnaire to determine what information was presented in the articles. To test the reliability of the analysis, three volunteer coders examined a systematic random sample of the selected articles using the same questionnaire. The author's and coders' responses were compared determine if the questionnaire was a reliable and accurate method for measuring the information presented in the articles.

Subject Selection

A reader audience was selected for the purpose of testing the perceptions of women's magazine articles about the defined topics/subtopics. The subjects were 50 college women (students and instructors) from two women's studies classes and two communications classes from the University of Tennessee, Knoxville. The classes were the Philosophy of Feminism, the Emergence of the Modern American Woman, Feature Writing, and Editorial Writing. Responses were anonymous and no demographics were recorded.

Procedures

Thematic Content Analysis Questionnaire

After the author answered the questionnaire for each article, intercoder reliability tests were conducted. All 91 articles were arbitrarily stacked together and every tenth article selected, providing a systematic random sample of 10 percent of the total articles.

The coders were trained by the author using three completed questionnaires and the corresponding articles. Using these as an example, the author explained how each question was answered and provided operational definitions for interpretation of terminology used. Each coder was then given three articles from the sample to read and evaluate using the questionnaire. The coders were free to ask questions as necessary.

Reader Attitude Questionnaires

The author selected 25 articles and paired each one with a Reader Attitude Questionnaire and an instruction sheet, creating 25 booklets. Five articles were selected from each magazine.

The author weighted the distribution of subtopics presented in the articles in order to: 1) provide a sample representation of subtopics comparable to the total representation; 2) provide subtopics from the magazines in which they were highly represented. Table 1 shows the numbers and percentages of articles selected by subtopic and by magazine.

Table 1
DISTRIBUTION OF ARTICLES SELECTED FOR
READER ATTITUDE QUESTIONNAIRE BOOKLET

Article Type	25 Articles		91 Articles	
	Number	Percent	Number	Percent
Internal/Ego Conflict	7	28.0	32	35.1
Family/Spouse Relations	3	12.0	13	14.2
Romantic/Sexual Interests	7	28.0	27	29.6
Friend/Associate Relations	3	12.0	6	6.5
Professional/Personal				
Lifestyle Conflicts	5	20.0	13	14.2
Ms.	5	20.0	16	17.5
<u>Ladies' Home Journal</u>	5	20.0	12	13.1
<u>Cosmopolitan</u>	5	20.0	39	42.8
<u>Working Woman</u>	5	20.0	10	10.9
<u>Seventeen</u>	5	20.0	14	15.3

In each of the four classes used in the study, the author distributed the 25 booklets and read over the instruction sheets with the subjects. The author referred to the operational definitions to clarify terminology. The subjects were free to ask questions as necessary and were given 30 minutes to complete the questionnaires after reading the articles. A total of 50 subjects completed questionnaires, thus, each article was read twice.

CHAPTER IV

RESULTS

Thematic Content Analysis

An overall reliability score of 94.4 percent was obtained, indicating that the Thematic Content Analysis Questionnaire was a reliable and accurate method of measuring the information presented in the articles. The author's and coders' responses, along with the entire questionnaire, can be reviewed in Appendix B. Listed below is a summary of each coded article. Each coder response that did not correspond with the author's response is labeled a "miss." All missed questions are referenced in the summaries below. With 10 questions per questionnaire and nine questionnaires, there were 10 possible misses per questionnaire and nine per question.

Articles Read by Coder One

"When Should You Say I Love You," Seventeen, Article Code: S-11:

The topic was described by both the author and the coder as the issue of who should say "I love you" first in a romantic relationship, the girl or the boy. The article examined the "sticky questions" that go along with those "three little words." There were no misses.

"Learning to Flirt at 37," Ms., Article Code: M-10:

The topic was described as a look at how a woman rediscovers the nearly lost art of flirting and finds it is nonsexist and fun. There was one miss, Question (10), which asked whether the article was primarily about the woman in relation to Romantic/Sexual Interests (R/S), Family/Spouse Relations (F/S), Friend/Associate Relations (F/A), Internal/Ego Conflicts (I/E), or Professional/Personal Lifestyle Conflicts (P/P). The coder answered

that the article was primarily about an Internal/Ego Conflict. The author answered that the article was primarily about Romantic/Sexual Interests.

"Marriage After 30," Cosmopolitan, Article Code: C-10:

The topic was described as advice on how to forget the image of the "old maid" and realize that getting married once you are past your twenties can lead to happiness in spite of inherent risks. There were no misses.

Articles Read by Coder Two

"How to Get Your Life Off Hold," Ladies' Home Journal,

Article Code: L-6:

The topic was described as advice on how to get moving in the direction of what you want out of life. There were no misses.

"Coping With the Decision Not to Have Children," Cosmopolitan,

Article Code: C-29:

The topic was described as methods to cope with what it means to have or not have children. There was one miss, Question (3), which asked who was the locus of control. The coder answered that it was the woman, her instinct to procreate, and society. The author answered that it was the woman.

"The Maternity Backlash--Women vs. Women," Working Woman,

Article Code: W-4:

The topic was described as a look at the war between those who say "baby comes first" and "hard-nosed business types." The article suggested ways to find a sympathetic understanding between the two. There was one miss, Question (4), which asked who was the locus of response. The coder answered that the woman responded to the situation but her coworkers responded to her. The author answered that the woman and her coworkers responded to each other and the situation.

Articles Read by Coder Three

"The Sexual Addict," Cosmopolitan, Article Code: C-32:

The topic was described as a woman's account of becoming a "sexual addict" and how she sought help through a support group and therapy. There were no misses.

"When Your Boyfriend Gets Moody," Seventeen, Article Code: S-14:

The topic was described as advice on how to handle it when your boyfriend gets moody--how to let go and not blame yourself for his moods. There were two misses, Questions (3) and (5). Question (3) asked who was the locus of control. The coder answered that the boyfriend and his moods were the locus of control. The author answered that the girl should be the locus of control but may be letting her boyfriend's moods control her. Question (5) asked for a summary of suggestions made by the article. The coder listed the same suggestions as the author except the coder did not include the suggestion to "make sure the boy knows your moods are valid too and respects them." The author did include that suggestion.

"Most of All I Need A Little Rest," Ms., Article Code: M-3:

The topic was described as an account of the "hectic life of the student/mother/wife" and how to cope without an adequate support system. There were no misses.

Summary of Reliability Results and Content Analysis

The overall number and percent of hits and misses per question can be seen in Table 2.

Table 3 provides descriptions of the incidences and kinds of information presented in the total (91) articles as determined by the Thematic Content Analysis Questionnaire.

Table 2
OVERALL RELIABILITY SCORES PER QUESTION FOR
THEMATIC CONTENT ANALYSIS QUESTIONNAIRE

Question	Hits	Misses	Score
Number (1)	9	0	100%
Number (2)	9	0	100%
Number (3)	7	2	80%
Number (4)	8	1	90%
Number (5)	8	1	90%
Number (6)	9	0	100%
Number (7)	9	0	100%
Number (8)	9	0	100%
Number (9)	9	0	100%
Number (10)	8	1	90%
Totals	<u>85</u>	<u>5</u>	<u>94.4%</u>

Table 3
THEMATIC CONTENT ANALYSIS QUESTIONNAIRE RESULTS

Information Description	Incidences	
	Number	Percent
Locus of Control:		
Woman should be	39	42.8
Woman	31	34.0
Other/outside source	0	0
Woman and other/outside source	21	23.0
Total	<u>91</u>	<u>99.8</u>
Locus of Response:		
Woman to self	9	9.8
Woman to self and other/outside source	27	29.6
Woman and others to woman	28	30.7
Woman and others to outside source	0	0
Woman and other to each other	21	23.0
Others to woman	6	6.5
Total	<u>91</u>	<u>99.6</u>

Table 3 (Continued)

Information Description	Incidences	
	Number	Percent
References to Interpersonal		
Interaction With:		
Male romantic interest	50	28.7
Female romantic interest	1	.5
Friends in general	26	14.9
Male friends	6	3.4
Female friends	5	2.8
Associates	30	17.2
Family/spouse	45	25.8
Ego only--no interaction	11	6.3
Total	<u>174</u>	<u>99.7</u>
Authors:		
Female journalist/author	68	74.7
Male journalist/author	5	5.4
Female professional	13	14.2
Male professional	2	2.1
Female other	3	3.2
Male other	0	0
Total	<u>91</u>	<u>99.6</u>
Sources:		
Professional only	5	5.5
Experience only	25	27.4
Professional and experience	59	64.8
None	2	2.2
Total	<u>91</u>	<u>99.9</u>
Psychology of Women:		
Cited in article	1	100.0
Cited in title	0	0
Total	<u>1</u>	<u>100.0</u>
Theories/Therapies Cited:		
Psychoanalytic	4	40.0
Gestalt	1	10.0
Cognitive	1	10.0
Biological theory of stress	1	10.0
Agency in community	1	10.0
Behavioral	1	10.0
Group	1	10.0
Total	<u>10</u>	<u>100.0</u>

Summary of Subtopics. Internal/Ego Conflicts (I/E) constituted the most frequent subtopic presented as the primary theme and accounted for 35.1 percent of the total articles. The majority of I/E articles occurred in Cosmopolitan (59.3 percent). The second highest representation was in Ms. (15.6 percent).

Romantic/Sexual Interests (R/S) was the second most frequent subtopic and accounted for 29.6 percent of the total articles. Each magazine contained at least one article with a R/S primary theme. Cosmopolitan and Seventeen contained the majority of these articles, with 48.1 percent and 29.6 percent respectively.

Family/Spouse Relations (F/S) and Professional/Personal Lifestyle Conflicts (P/P) were equally represented as the primary theme, with 14.2 percent each of the total articles. Ms. and Cosmopolitan had the highest representation of F/S articles, with 30.7 percent in each magazine. Working Woman contained the majority of P/P articles, with 53.8 percent of the total.

Friend/Associate Relations (F/A) had the lowest representation, at only 6.5 percent of the total articles. The majority of F/A articles occurred in Ms. (50.0 percent).

Table 4 provides a complete summary of the numbers and percentages of subtopics presented in each magazine.

Table 4
DISTRIBUTION OF SUBTOPICS BY MAGAZINE

Magazine	<u>I/E</u>		<u>R/S</u>		<u>F/S</u>		<u>P/P</u>		<u>F/A</u>	
	N	P*	N	P	N	P	N	P	N	P
<u>Ladies' Home Journal</u>	6	18.7	3	11.1	1	7.6	2	15.3	0	0
<u>Cosmopolitan</u>	19	59.3	13	48.1	4	30.7	1	7.6	2	33.3
<u>Ms.</u>	5	15.6	1	3.7	4	30.7	3	23.0	3	50.0
<u>Seventeen</u>	2	6.2	8	29.6	3	23.0	0	0	1	16.6
<u>Working Woman</u>	0	0	2	7.4	1	7.6	7	53.8	0	0

*N = Number; P = Percent

Summary of Locus of Control/Response. In each article the readers judged the woman to be the locus of control or the one who should be the locus of control. In 21 of 91 articles she shared control with another. The woman was not in control but should have been in 39 of 91 articles. In 31 of 91 articles the woman alone was the locus of control. Overall, the woman was in control more often than she was in need of being in control.

The woman was considered the locus of response in each article, whether she responded by herself or with others to either herself or herself and others. In 27 of 91 articles the woman responded to herself and others. In 28 of 91 articles the woman and others responded to the woman. The woman was both an active and reactive agent in the

majority of the situations presented in the 91 articles.

Summary of Interpersonal Interaction. The majority of the 174 cites of interpersonal interaction were with male romantic interests (50), family members or spouse (45), associates (30), and friends in general (26). Only 11 of 91 articles contained no references to interpersonal interaction. The articles focused on interpersonal relationships.

Summary of Authors/Sources/Theories. Eighty-four of 91 authors were female. Eighty-one of the 84 were either journalists or professionals. This indicates that women's magazines rely on female authors for the majority of the articles they publish about women. The magazines emphasized the use of sources, with 59 of 91 articles citing both professional and personal sources. Only two articles did not cite any sources. There was little emphasis on theories and therapies, with only 10 referenced.

Reader Attitude Questionnaires

Scores from the Reader Attitude Questionnaires were tabulated in three ways. The scores for each question by subtopic and by magazine can be found in Appendix C. Concordance scores for suitability/usability and for image/control were calculated for each of the five subtopics and each of the five magazines. The number of readers for each selection of magazine articles was 10. The

number of readers for each group of subtopics was as follows:
I/E-14; R/S-14; P/P-10; F/S-6; F/A-6. Overall scores for suitability, usability, image, control, accuracy and source of information were determined by the total number of responses, or 50 responses.

Concordance and Overall Scores for Suitability/Usability

Concordance scores for suitability for self/usability for self and for suitability for women/usability for women were comparable. Table 5 provides the concordance scores for each of these categories. As the table shows, concordance scores were lowest for the P/P and Working Woman articles. This may be explained by the fact that college-age readers probably do not find the information in career-oriented publications to be as applicable as information in other magazines. The scores for each subtopic and each magazine indicate moderate to strong concordance between suitability and usability, with the lowest score being 70 percent and the highest being 100 percent.

The distribution of suitability scores across subtopic and magazine showed that 64 percent of the readers considered the information suitable for self. Sixty-eight percent considered the information usable for self. Seventy-two percent considered the information suitable for women in general, and seventy-four percent judged the information to be usable for women in general.

Table 5
SUITABILITY/USABILITY CONCORDANCE SCORES

Category	Percent of Concordant Scores	
	<u>Suitable/Usable for Self</u>	<u>Suitable/Usable for Women</u>
By Subtopic		
I/E	78.5	85.7
R/S	78.5	78.5
P/P	70.0	60.0
F/S	100.0	100.0
F/A	83.3	100.0
By Magazine		
<u>Ms.</u>	80.0	90.0
<u>Ladies' Home Journal</u>	80.0	80.0
<u>Cosmopolitan</u>	80.0	80.0
<u>Seventeen</u>	100.0	90.0
<u>Working Woman</u>	70.0	70.0

Concordance and Overall Scores for Image/Control

The scores between positive image and control were not as high as the author expected. The lowest concordance scores were 50 and 30 percent. Although logic seems to suggest that a woman's image will be more positive if she is considered in control of her own attitudes and behaviors, the subjects, overall, did not follow that logic. This indicates that either the terminology was not clear to the

subjects or that the subjects did not necessarily associate being in control with a positive image. The highest concordance scores were among articles from the P/P subtopic and Ms. magazine. Ninety percent of the P/P readers and 80 percent of the Ms. readers perceived positive image and control to be concordant. The lowest concordance score was found among Cosmopolitan articles (30 percent).

The overall control score was significantly higher (80 percent) than the overall positive image score (44 percent). The undecided score for control was low (4 percent), but the undecided score for image was notable (36 percent). This indicates that if confusion existed over terminology, "positive image" was the unclear term. The scores also indicate that the subjects did understand the meaning of being "in control" but, on the whole, their perceptions of control did not influence their perceptions of "positive image."

Table 6 shows the concordance scores for positive image/control.

Overall Scores for Accuracy and Information

High scores were expected for accuracy and for magazines as a good source of information about the subtopics. The overall scores for both show that the articles were perceived to be accurate more often than a good source of information. Eighty-three percent of the readers considered the articles to be accurate. Only 64 percent considered women's magazines a good source of information about the subtopics. Twenty-four percent considered them a poor source of information.

Table 6
POSITIVE IMAGE/CONTROL CONCORDANCE SCORES

Category	Percent of Concordant Scores Positive Image/In Control
By Subtopic	
I/E	57.1
R/S	42.8
P/P	90.0
F/S	50.0
F/A	50.0
By Magazine	
<u>Ms.</u>	80.0
<u>Ladies' Home Journal</u>	40.0
<u>Cosmopolitan</u>	30.0
<u>Seventeen</u>	50.0
<u>Working Woman</u>	70.0

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This study indicates the need to evaluate further how involved women are as magazine readers and how credible women perceive magazines to be. The primary hypothesis of the study was that women would consider women's magazines a good source of information about the defined topics and that the information would be considered suitable, usable, and accurate. The results show that 83 percent of the subjects considered the information in the articles to be accurate, but only 64 percent considered women's magazines a good source of information. The author expected the latter score to be higher, closer to the accuracy score. Sixty-four percent is a majority of subjects, but on a scale of 100 percent it is only a moderately high score.

Appendix C provides information scores for each magazine, and it is interesting to note that Ms. magazine received the highest score, with 80.0 percent of its readers considering women's magazines a good source of information. The other magazines received only moderately high "good source" scores: Cosmopolitan (70.0 percent); Ladies' Home Journal (60.0 percent); Seventeen (60.0 percent); Working Woman (50.0 percent). At least 20.0 percent of the readers of each magazine considered women's magazines a poor source of information. Further evaluation could indicate the relationship between the specific magazine and its influence on the reader's perception of women's magazines. It is possible that the readers based their

evaluations on the perceived suitability/usability of the magazines and not on the perceived accuracy of the information.

Appendix C shows that the range of suitability/usability scores for each magazine is comparable to the range of information scores. The highest suitability/usability for self scores are for Ms., Cosmopolitan (70.0 percent suitability scores) and Ms., Cosmopolitan and Ladies' Home Journal (80.0 percent, 70.0 percent and 70.0 percent usability scores respectively).

Among the subtopic groups, at least 50.0 percent of the readers considered the information to be suitable and usable for themselves and women in general. The highest scores were for F/A articles, with scores of at least 80.0 percent for each suitability/usability question. The majority of F/A articles were found in Ms. magazine.

The author expected overall high "good source of information" scores to support the findings of the 1982 MPA Study of Media Involvement, which showed magazines to be the preferred medium and the primary source of information about psychology-related topics among female readers. But, overall, approximately one-third of the subjects considered women's magazines a poor source of information about psychology-related topics. If the subjects are indicative of female readers as a whole, a significant number of women may not be interested in women's magazines as an information source. This study suggests that lack of interest is probably related to the suitability/usability of the information rather than the accuracy of the information. If approximately one-third of potential women's

magazine readers do not find the information to be suitable and/or usable, further studies could examine the reasons why and provide the basis for campaigns to increase readership. Further studies could also examine other intervening variables, such as reliance on other forms of media, failure to purchase or subscribe to magazines, or failure of the magazines to "keep up with" readers' interests and needs.

Subjects did not find the image of women presented by the articles to be as positive as the author expected. The author expected concordance between control and image scores but found a significant degree of nonconcordance. As the results show, 80.0 percent of the subjects considered the woman to be in control of her own attitudes and behaviors, but only 44 percent considered the image of the woman to be positive. Ms. articles had the highest concordance score (80.0 percent), with 80.0 percent of the readers considering the image to be positive and 100.0 percent of the readers considering the woman to be in control. Concordance scores for the other magazines were as follows: Working Woman (70.0 percent); Seventeen (50.0 percent); Ladies' Home Journal (40.0 percent); Cosmopolitan (30.0 percent).

Among the subtopic groups, the highest concordance score was for P/P articles (90.0 percent), and the lowest was for R/S articles (42.8 percent). The majority of P/P articles were found in Working Woman (53.8 percent) and Ms. (23.0 percent). The majority of R/S articles were found in Cosmopolitan (48.1 percent) and Seventeen (29.6 percent).

Further studies could examine possible reasons for nonconcordance between control and positive image scores, such as ambiguity over terminology or the article's presentation of the woman, or ambivalence among subjects about what a positive image is or should be. Ambivalence may also exist over what kinds of control the subjects consider positive or negative. For example, control and positive image scores were most concordant among magazine articles relating to professional and career interests. The scores were lowest among articles relating to romantic/sexual interests. Control may be considered a more positive trait in professional situations, but a negative trait in interpersonal relationships. Consequently, magazines with an editorial emphasis on interpersonal relationships may be thought to present a more negative image of women.

An examination of positive and negative images seems an appropriate study for the psychology of women. Subjects could be tested to determine variables that are associated with a positive or negative image of women. Subjects could then be asked to determine whether or not they think women's magazines are presenting positive image variables.

Academic studies about women's magazines and the women's magazine market have been infrequent but seem necessary to test the reliability of marketing studies. Controlling for demographics was not feasible in this study because of the small sample size. Using a larger, demographic-controlled sample of readers could provide more specific information about readers and their perceptions.

A follow-up study might examine relationships between reader demographics, perceptions of image and control, and suitability of information. The magazine industry, it seems, has a vested interest in the findings of such studies and should be supportive of research to determine the nature and effect of editorial content. Advertisers should also be interested in understanding how women's perceptions of editorial content might affect their perceptions of corresponding advertising content. As the psychology of women continues to develop as a specialization, it should have an interest in understanding how "lay sources" are presenting information about women to the public, especially the female public.

The most important and provocative findings of this study are the scores related to women's magazines as a source of information and the image of women presented in the magazine articles. These findings have provided descriptive results from which new questions can be formulated and answered.

LIST OF REFERENCES

LIST OF REFERENCES

Works Cited

- Al-Issa, Ihsan. (1980). The psychopathology of women. Englewood Cliffs, N.J.: Prentice-Hall Inc.
- Beasley, Maurine & Silver, Sheila. (1977). Women in media: A documentary source book. Washington, D.C.: Women's Institute for Freedom of the Press.
- Eichenbaum, Luise & Orbach, Susie. (1982). Understanding women. New York: Basic Books Inc.
- Eichenbaum Luise & Orbach, Susie. (1983). What do women want: Exploding the myth of dependency. New York: Coward-McCann Inc.
- Folio Publishing Corporation. (1985). Folio 400. New Canaan, New York: Author.
- Gilligan, Carol. (1982). In a different voice. Cambridge: Harvard University Press.
- Hoffman, Phyllis Pfeffer. (1985). Women's magazines: 20 years of change in Cosmopolitan, Ladies' Home Journal, McCall's, Redbook, and Woman's Day (Master's thesis, West Virginia University, 1984). Journalism Abstracts, 22, p. 43.
- Kline, Helen G. (1973). The old and the new: Ladies' Home Journal and New Woman, June 1971 through May 1972 (Master's thesis, Murray State University, 1972). Journalism Abstracts, 10, p. 145.
- Magazine Publishers Association. (1984, August). MPA Newsletter of Research: Magazine Almanac, 46.
- Magazine Publishers Association. (1985, October). MPA Newsletter of Research: The Many Faces of America's Working Woman, 50.
- Magazine Publishers Association. (1982). MPA Study of Media Involvement. New York: Author.
- Matkov, Rebecca Roper. (1973). Ladies' Home Journal and McCall's in 1960 and 1970: A content analysis (Master's thesis, University of North Carolina, 1972). Journalism Abstracts, 10, p. 160.

- McBride, Sarah Elizabeth. (1967). Woman in the popular magazines for women in America: 1830-1956 (Doctoral dissertaton, University of Minnesota, 1966). Dissertation Abstracts International, 27, pp. 2491A-2492A.
- Mookerji, Rita. (1968). A content analysis of five selected American women's magazines in the last twenty years (Master's thesis, University of Georgia, 1967). Journalism Abstracts, 6, p. 151.
- Richardson, M.S. (1982). Sources of the tension in teaching the psychology of women. Psychology of Women Quarterly, 7(1), pp. 45-54.
- Russo, N.F. (1982). Psychology of women: Analysis of the faculty and courses in an emerging field. Psychology of Women Quarterly, 7(1), pp. 18-31.
- Taft, William H. (1982). American magazines for the 1980s. New York: Hastings House.
- Wallston, B.S. (1981). What are the questions in the psychology of women: A feminist approach to research. Psychology of Women Quarterly, 5(4), pp. 597-617.
- Williams, J.H. (Ed.) (1979). Psychology of women: Selected readings. New York: Norton Press.
- Wood, James Playstead. (1971). Magazines in the United States. New York: Roland Press.

Works Consulted

- Communications Journalism Review Index. (1979-1985).
- Communications Abstracts Index. (1978-1985).
- Communications Research Index. (1980-1985).
- Comprehensive Dissertation Abstracts Index. (1862-1972, 1973-1983).
- Endler, N.S. & Magnussun, D. (1976). Toward an interactional psychology of personality. Psychology Bulletin, 83, pp. 956-974.
- Heckerman, Carol Landau. (1980). The evolving female: Women in psychosocial context. New York: Human Services Press.
- Journalism Quarterly Index. (1974-1985).

Marzolf, Marion & Rush, Ramona & Stern, Darlene. (1975, Winter).
The literature of women in journalism history. Journalism
History, 1(4), pp. 117-128.

Marzolf, Marion. (1977). Up from the footnote: A history of women
journalists. New York: Hastings House.

Psychological Abstracts Index. (1978-1985).

Wimmer, R.D. & Dominick, J.R. (1979). Mass media research.
Belmont, California: Wadsworth Publishing Company.

APPENDICES

APPENDIX A

MAGAZINE ARTICLE TITLES AND AUTHORS

MS.:

- M-1 It could not be more complicated/by Nan Bauer Maghin
- M-2 The best health kick of all/by Joann Ellison Rogers
- M-3 The last word on sleepless, foodless and endless good health/by Crescent Dragonwagon
- M-4 What women patients taught a male psychiatrist/by Tom Nelson
- M-5 After 15 years of feminism where is women's friendship/by Barbara Myerhoff
- M-6 Anger, power and women's sense of self/by Suzanne Gordon
- M-7 Lesbian nuns: Charlotte Doclar's story/by Rosemary Curb and Nancy Manahan
- M-8 What I've learned from men/by Barbara Ehrenriech
- M-9 Some of my best friends are men/by Rita Mae Brown
- M-10 Learning to flirt at 37/by Jean Callahan
- M-11 Bodily harm: Help for women trapped in the binge/purge cycle/by Pamela Erens
- M-12 Date rape: The story of an epidemic and those who deny it/by Ellen Sweet
- M-13 Most of all I need a little rest/by Constance C.R. White
- M-14 What really undermines love/by Carol Kirschenbaum
- M-15 A five-year plan to woo my stepdaughters/by Beverly Hyman
- M-16 When he has kids and she doesn't yet/by Claire Berman

LADIES' HOME JOURNAL:

- L-1 I had my sister's baby/by Karen Mills
- L-2 Why I had an abortion/by Eric Sherman
- L-3 Why I did not have an abortion/by Paula DiParna
- L-4 How sexy can you dare to be/by Ellen Sherman
- L-5 Are you your own worst enemy/by Veronica Thomas
- L-6 How to get your life off hold/by Sonya Friedman
- L-7 The way we live now/by Joyce Eggington
- L-8 Did we have the wrong dreams/by Hilary Cosell
- L-9 Why I became a single mother/by Susan Walker
- L-10 The secrets of self-esteem/by Rosalind C. Barnett, Grace K. Baruch, and Caryl Ribers
- L-11 Your secret sex life/by Kathryn Lance
- L-12 How to live with a difficult, irritating, impossible man/by Norma Peterson

COSMOPOLITAN:

- C-1 The new chastity/by Carolyn See
- C-2 The myth of women's masochism/by Paula J. Caplan
- C-3 Life on hold/by Suzanne McNear
- C-4 I was bald/by Merri Novotny
- C-5 The fear of loneliness/by Marian Sandmaier
- C-6 When he wants children and you don't/by LeeAnn Lowe
- C-7 The divorce of sex and emotion/by Katharine Merlin
- C-8 The high price of being everything to everybody/by Mary Kay Blakely
- C-9 Smart women, foolish choices/by Melvyn Kinder and Connell O'Brien Cowan
- C-10 Marriage after 30/by Carol Kramer
- C-11 How to stop looking for someone perfect/by Judith Sills
- C-12 Surviving the post-divorce year/by Janet Chase
- C-13 Having a ball with Mr. Wrong/by Marcelle D'Arcy Smith
- C-14 Ways to make a man notice you/by Mara Lynn Shaw
- C-15 How to be a stepmother and happy too/by Denise Demong
- C-16 I learned to live with herpes/by Erin O'Donnell
- C-17 Tears/by Brett Harvey
- C-18 Imperfect marriages/by Linda Wolfe
- C-19 Women who steal/by Myron Brenton
- C-20 Childhood traumas: What are they doing to you now/by Ellen Kessner
- C-21 How to live with a man/by Caroline Latham
- C-22 Avoiding the ambivalence trap/by Tessa Warschaw
- C-23 The right way to find Mr. Right/by Joyce Brothers
- C-24 I discovered my father was gay/by A. G. Franklin
- C-25 Why needing people scares them away/by Suzanne McNear
- C-26 What smart women know about the man hunt/by Melvyn Kinder
- C-27 Fantasies: What they mean, what they do for you/by Sue Browder
- C-28 Friendships with men/by Alice Kosner
- C-29 Coping with the decision not to have children/by Joan Iaconetti
- C-30 The confidence game/by Leslie Glass
- C-31 When your best friend has a baby/by Vicki Linder
- C-32 The sexual addict/by Lois Rosenthal
- C-33 I was raped: A movie star's nightmare/by Diane McBain
- C-34 I suffered from binge-purge syndrome/by Shelley Anderson
- C-35 My nine weeks as a nymphomaniac/by Martha Moffett
- C-36 The delights of digging a diamond in the rough/by Melvyn Kinder and Connell O'Brien Cowan
- C-37 Women--the gentlemanly sex/by Kiki Olson
- C-38 The naked truth: How women feel about their bodies/by Judith Glassman
- C-39 Strong women: How they got that way/by Susan Jacoby

SEVENTEEN:

- S-1 Here's to best friends/by Terri Minski and Carol Weston
- S-2 Are you stuck on the sure thing of ready for some risky
business/by Sally Helgeson
- S-3 Are you lost in love/by Susan Squire
- S-4 How to break the spell of love even when you don't want to/
by Esther Davidowitz
- S-5 Can your guilt be healthy/by Gail Kessler
- S-6 If you fall for an older guy/by Evelyn Mertens
- S-7 Between fathers and daughters/by Pat Jordon
- S-8 When you've fallen out of love and he hasn't/by Cindy Elflein
- S-9 Since the divorce, my mom dates more than I do/by Dianne Hales
- S-10 How to turn a crush into the real thing/by Stacy Rubis
- S-11 When Should You Say I Love You/ by Lisa Foderaro
- S-12 How to fight loneliness/by Lynn Darling
- S-13 How to Say No to Your Parents and Get Them to Say Yes to You/
by Cathy Cavender
- S-14 When your boyfriend gets moody/by Bruce Serlin

WORKING WOMAN:

- W-1 If we're so smart, why aren't we happy/by Conalee Levine-
Schneidman and Karen Levine
- W-2 But does the new woman really want the new man/by Margaret
Edwards
- W-3 Leading a well-balanced life/by Jacqueline Giambanco
- W-4 The maternity backlash--women vs. women/by Anita Shreve
- W-5 Women like us/by Liz Roman Gallese
- W-6 Postpartum ambition/by Karen Ray
- W-7 Does your success threaten his ego/by Tessa Albert Warschaw
- W-8 How to handle the back-to-stress season/by Harriet B. Braiker
- W-9 House power/by Shirley Sloan Fader
- W-10 What kind of man makes a woman look good/by Catherine Johnson

APPENDIX B

THEMATIC CONTENT ANALYSIS QUESTIONNAIRE

Questionnaire

Instructions: Answer the following questions using the Response Form. Refer to the operational definitions as necessary to help you understand the questions. The term "woman" may refer to an individual or to women in general, depending on the context of the article.

1. What is the stated topic?

-In a few phrases or sentences tell what the article is about. As much as possible, use words and statements from the article.

2. Do you think the article covers women's ego functioning and/or interpersonal social functioning? (Yes or No)
If it covers interpersonal social functioning, tell with whom the woman is interacting. Use one or more of the following designations as applicable:

- friends in general (male/female)
- female friend(s)
- male friend (s)
- female romantic interest(s)
- male romantic interest(s)
- family members (list any mentioned in article, such as parent, sister, husband, etc.)
- associates (list any mentioned in article, such as boss, coworker, doctor, teacher, etc.)

3. What/who is the locus of control?

-The locus of control is the primary or dominating influence over the cognitive, affective and behavioral responses in a given situation. You should state whether the woman (only) is the locus of control, whether she shares control with something/someone, or whether something/someone is in control. Use the designations listed in Question (2) as applicable to tell who shares control with or has power over the woman. If some other designation is given, such as

a situation or event, tell what it is. Note:
If the article indicates that there is a difference between who is the locus of control and who should be, include those designations.

4. What/who is the locus of response?

-The locus of response includes those who demonstrate the cognitive, affective and behavioral responses in a given situation. It is possible for the locus of control and response to be the same if, for example, the woman responds to how she acted as the source of power in a situation. Tell whether the woman (only) is the locus of response, whether she is reacting with something/someone else, whether something/someone else and she are reacting to each other, or whether the locus of response is something/someone else. Use the designations in Question (2) as applicable or any other designations stated in the article.

5. What major recommendations are made by the article?

-Using words and statements from the article as much as possible, summarize any specific suggestions or methods recommended in the article. They may apply to the reader, the woman about whom the article is written, or both.

6. Who wrote the article?

-Indicate whether the individual(s) is male or female, and include names and titles. If no title is included in the byline or article, it may be assumed the author is a journalist. If there is uncertainty about the author's sex, it can be verified by checking with the magazine.

7. What sources are cited in the article?

-List any people, publications, events or other sources of information as cited. Include names and titles only when pertinent. For example, do not include the names of interviewees when the proper name does not indicate who or what the interviewee is; if ten women are interviewed about their sex lives, just say: ten women and their experiences. Also list "writer's experiences" if they are referenced.

8. What theories and/or therapies are cited in the article?
- List any specific theories or therapies, such as psychoanalytic, sociobiological, etc., as mentioned in the article.
9. Is the term "the psychology of women" used in the title or body of the article? (Yes or No)
10. This article is primarily, but not necessarily exclusively, about the woman in relation to (pick one of the following):
- Romantic/Sexual Interests
 - Family/Spouse Relations
 - Friend/Associate Relations
 - An Internal/Ego Conflict
 - Professional/Personal Lifestyle Conflicts

Author/Coder Reliability Test Response Forms

Responses of Coder 1 and Author

Article S-11:

Question (1):

Author: Who should say I love you first; should it be spontaneous or planned; how to know if you really mean it; how to answer the sticky questions.

Coder 1: Who says I love you first; should it be spontaneous or planned; did you really mean it; when it comes to whispering those three little words there are lots of sticky questions to answer.

Question (2):

Author: Yes. Interpersonal social functioning with male romantic interest.

Coder 1: Yes. The woman is interacting with male romantic interests.

Question (3):

Author: The woman and the man.

Coder 1: The woman shares control with the man.

Question (4):

Author: The woman and the man respond to each other.

Coder 1: The woman and the man are reacting to each other.

Question (5):

Author: Say it only when genuinely felt; read partner to see if it's appropriate; girl or guy can say it first; discuss what it means after you say it; take time and don't cheapen with haste or overuse.

Coder 1: It (I love you) should be said only when it's deeply and genuinely felt; read your partner's feelings to see if saying I love you is appropriate for the relationship; girl or guy can say it first; couple should discuss what it means after it's said; take your time professing and don't cheapen with overuse or hasten use.

Question (6):

Author: Lisa Foderaro, female journalist.

Coder 1: Lisa Foderaro, female journalist.

Question (7):

Author: Four girls and their experiences; Dr. Robert Callahan, author of It Can Happen to You; Dr. Nathaniel Branden, author of The Psychology of Romantic Love.

Coder 1: Dr. Roger Callahan, author of It Can Happen to You; Dr. Nathaniel Branden, author of The Psychology of Romantic Love; four women and their experiences.

Question (8):

Author: None.

Coder 1: None.

Question (9):

Author: No.

Coder 1: No.

Question (10):

Author: Romantic/Sexual Interest.

Coder 1: Romantic Sexual Interest.

Article M-10:

Question (1):

Author: A woman discovers the nearly lost art of flirting.

Coder 1: A woman discovers the nearly lost art of flirting.

Question (2):

Author: Yes. Interpersonal social functioning with male romantic interests.

Coder 1: Yes. The woman is interacting with male romantic interests.

Question (3):

Author: The woman.

Coder 1: The woman.

Question (4):

Author: The male romantic interest.

Coder 1: The male romantic interest.

Question (5):

Author: Study the sociology of a room; shake hands; make eye contact; use intermittent reinforcement; be vulnerable; mirror what he is doing; leave him wanting more; remember you must go out to flirt; the person you are flirting with should know you're flirting; you must be attracted to someone to flirt with him; remember flirting is done for its own sake.

Coder 1: Study the sociology of a room; shake hands; make eye contact; use intermittent reinforcement; be vulnerable; mirror what he is doing; always leave him wanting more; you must go out to flirt; the person you are flirting with should know it; you must be attracted to someone to flirt with him; flirting is best done for its own sake.

Question (6):

Author: Jean Callahan, female, senior editor at New Age and has written for American Film and Mother Jones as well as other national publications.

Coder 1: Jean Callahan, female, senior editor at New Age and has written for American Film, Mother Jones, and other national publications.

Question (7):

Author: Writer's experiences; Shari Ann Berger, marriage and family therapist.

Coder 1: Shari Ann Berger, marriage and family therapist, and writer's experiences.

Question (8):

Author: None.

Coder 1: None.

Question (9):

Author: No.

Coder 1: No.

Question (10):

Author: Romantic/Sexual Interests.

Coder 1: Internal/Ego Conflict.

Article C-10:

Question (1):

Author: Forget the image of the old maid dead-set in her ways; a march down the aisle once you've outgrown your twenties can lead to wedded bliss despite inherent risks.

Coder 1: Forget the image of the old maid dead-set in her ways; a march down the aisle once you've outgrown your twenties can lead to wedded bliss despite the inherent risks.

Question (2):

Author: Yes. Interpersonal social functioning with male romantic interests.

Coder 1: Yes. The woman is interacting with male romantic interests.

Question (3):

Author: The woman and the man.

Coder 1: The woman shares control with the man.

Question (4):

Author: The woman and man respond to each other.

Coder 1: The woman and the man are reacting to each other.

Question (5):

Author: Statistics indicate it is better to wait to marry; love at first sight is illusion--don't marry until you are sure of who you are and love can develop through maturity; you have to work as hard at finding a life partner as finding a career; be creative and go where you can meet the right people.

Coder 1: You shouldn't consider marriage until you are sure of who you are; true love cannot develop unless there is maturity; it takes creativity to put yourself in the right place to meet the right people; you have to work as hard at finding a life partner as you do at finding a career; statistics indicate it is better to wait and marry later.

Question (6):

Author: Carol Kramer, female journalist.

Coder 1: Carol Kramer, female journalist.

Question (7):

Author: Five women and their experiences; Helen Singer Kaplan, M.D., sex therapist; Sonya Friedman, psychologist and author of Men Are Just Desserts; Betty Rollin, t.v. journalist and author of Am I Getting Paid for This?; Ruth Neubauer, marriage and family therapist.

Coder 1: Helen Singer Kaplan, M.D., sex therapist; Sonya Friedman, psychologist and author of Men Are Just Desserts; Betty Rollin, t.v. journalist and author of Am I Getting Paid for This?; Ruth Neubauer, marriage and family therapist; five women and their experiences.

Question (8):

Author: None.

Coder 1: None.

Question (9):

Author: No.

Coder 1: No.

Question (10):

Author: Romantic/Sexual Interest.

Coder 1: Romantic/Sexual Interest.

Responses of Coder 2 and Author

Article L-6:

Question (1):

Author: How to get moving in the direction of your dreams and get what you want out of life.

Coder 2: How to get moving in the direction of your dreams and get what you want out of life.

Question (2):

Author: Yes. Interpersonal social functioning with friends, male romantic interests, family members, associates.

Coder 2: Yes. Interpersonal social functioning with male romantic interests, friends, family members and associates.

Question (3):

Author: The woman should be the locus of control but is often controlled by outside influences such as attitudes of others or negative situations.

Coder 2: The locus of control is outside the woman but should be herself. She should be in control of her life.

Question (4):

Author: The woman responding to her own actions and attitudes and to the actions of others.

Coder 2: The woman reacting to both her own actions and those of others.

Question (5):

Author: Be willing to change attitudes; recognize traps such as excuses; believe you deserve what you get--appreciate but don't be overly grateful; concentrate on self rather than comparing to others; be responsible for your own achievements and goals; know when it's the right time to act for you; learn to act in spite of fear of failure; recognize when you are stuck; accept responsibility; change your expectations; decide what you want.

Coder 2: Alter attitudes to change your life; identify traps that get you nowhere; immerse yourself in the process of living and in the beauty of life; be smart enough to be grateful and brave enough to believe you deserve what you want; concentrate on yourself rather than others; realize you are responsible for achieving goals; realize when it's time to act; learn to act in spite of fears; recognize when you're stuck; accept responsibility; change your expectations; decide what you want.

Question (6):

Author: Sonya Friedman, Ph.D., female psychologist.

Coder 2: Sonya Friedman, Ph.D., female psychologist.

Question (7):

Author: One man, two women and their experiences; William J. Knaus, Ed.D., author of How to Conquer Your Frustration.

Coder 2: One man, two women, and their experiences; William J. Knaus, Ed.D., author of How to Conquer Your Frustrations.

Question (8):

Author: None.

Coder 2: None.

Question (9):

Author: No.

Coder 2: No.

Question (10):

Author: Internal/Ego Conflict.

Coder 2: Internal/Ego Conflict.

Article C-29:

Question (1):

Author: How to cope with what it means to not have children.

Coder 2: How to cope with the decision to not have children.

Question (2):

Author: Yes. Interpersonal social functioning with family members (spouse), associates, friends.

Coder 2: Yes. Interpersonal social functioning with peers (friends and associates) and family.

Question (3):

Author: The woman.

Coder 2: The woman, her instinct to procreate, and society are all part of the locus of control.

Question (4):

Author: The woman.

Coder 2: The woman.

Question (5):

Author: Women should weigh the pros and cons; pay attention to their own feelings; reassure yourself that there is always an opportunity to fill your life with other activities that have meaning for you.

Coder 2: Weigh the pros and cons; be sure to pay attention to your own feelings; reassure yourself that whatever the decision, a woman's life can be filled with other meaningful activities.

Question (6):

Author: Joan Iaconetti, female journalist.

Coder 2: Joan Iaconetti, female journalist.

Question (7):

Author: Five women and their experiences; Charles Westoff, director of Princeton University Office of Population Research; Erik Erikson, psychoanalyst and author; Elaine Ruskin, psychoanalyst; Marian Faux, author of Childless by Choice: Choosing Childlessness in the 80s.

Coder 2: Five women and their experiences; Erik Erikson, psychoanalyst; Charles Westoff, director of Princeton University Office of Population Research; Elaine Ruskin, psychoanalyst; Marian Faux, author of Childless by Choice: Choosing Childlessness in the 80s.

Question (8):

Author: None.

Coder 2: None.

Question (9):

Author: No.

Coder 2: No.

Question (10):

Author: Internal/Ego Conflict.

Coder 2: Internal/Ego Conflict.

Article W-4:

Question (1):

Author: In the war between "babies come first" romantics and hard-nosed, stick-to-it business types, nobody wins; ignoring the problem won't help; suggestions for finding a sympathetic understanding of a woman's need to be with her child and her personal responsibility to her career.

Coder 2: The war between "babies come first" romantics and hard-nosed business types leaves women torn between the natural need to be with one's child and the public charge to fulfill one's career obligations; how to find understanding between the two.

Question (2):

Author: Yes. Interpersonal social functioning with associates (coworkers), family members (especially children).

Coder 2: Yes. Interpersonal social functioning with coworkers and family members (children and spouse).

Question (3):

Author: Both the woman, the situation and her children are controlling factors.

Coder 2: The woman, the situation and her family members (children) are controlling factors.

Question (4):

Author: The woman and coworkers responding to each other and the situation.

Coder 2: The woman and coworkers respond to the woman and her situation.

Question (5):

Author: A woman must learn to say no to colleagues and to child; she must make every effort to show up when she said she would at work; see child-rearing period as temporary; husbands must be partners; need to change business attitudes and educate managers about concerns and limitations of women who give birth; consider pregnancy as any other disability; ease working-mother bind through better child care and better career planning; take new look at gains and losses--business and society need new ideology about women's rights in the workplace.

Coder 2: Women should learn to say no to colleagues and child; make every effort to show up on time after maternity leave; managers should begin to see child-rearing period as temporary and to treat as any other disability; husbands must be partners; businesses and society must be educated about concerns and limitations of women who give birth; ease working-mother bind through better child care and career planning; develop new ideology about women's rights in the workplace.

Question (6):

Author: Anita Shreve, female journalist, covers problems of working mothers.

Coder 2: Anita Shreve, female journalist, covers problems of working mothers.

Question (7):

Author: Ten women executives and their experiences; Catalyst, national organization of women's career and family issues; a survey.

Coder 2: Ten female executives and their experiences; Catalyst, the national organization of women's career and family issues; a survey.

Question (8):

Author: None.

Coder 2: None.

Question (9):

Author: No.

Coder 2: No.

Question (10):

Author: Professional/Personal Lifestyle Conflicts.

Coder 2: Professional/Personal Lifestyle Conflicts.

Responses of Coder 3 and Author

Article C-32:

Question (1):

Author: A woman's account of becoming a "sex addict" and how she sought help through a support group and therapy.

Coder 3: A woman who is a sex addict tells of her past experience and the self-help group that helped her recover.

Question (2):

Author: Yes. Interpersonal social functioning with male romantic interests, family members and friends in support group.

Coder 3: Yes. Interpersonal social functioning with friends in support group, family members, male romantic interests.

Question (3):

Author: The sexual addiction is in control, but the woman should be.

Coder 3: The sexual addiction is the locus of control but the woman should be.

Question (4):

Author: The woman.

Coder 3: The woman.

Question (5):

Author: Get help and seek a support group; admit you are powerless to control your addiction by yourself; develop a healthy horror of addiction; set boundaries that will prevent you from being wrongly stimulated; see a therapist and stay celibate for a while if necessary.

Coder 3: Find a support group; admit you are powerless to control your addiction; develop a healthy horror of it; set boundaries to disengage yourself from stimuli; see a therapist.

Question (6):

Author: Lois Rosenthal, female journalist

Coder 3: Lois Rosenthal female journalist

Question (7):

Author: A woman's experiences; a sex therapist; Sexual Addicts Anonymous.

Coder 3: A sex therapist; Sexual Addicts Anonymous; the narrator's experiences.

Question (8):

Author: Group therapy.

Coder 3: Group therapy.

Question (9):

Author: No.

Coder 3: No.

Question (10):

Author: Internal/Ego Conflict.

Coder 3: Internal/Ego Conflict.

Article S-14:

Question (1):

Author: How to handle it when your boyfriend gets moody; how to let go and not blame yourself for his moods.

Coder 3: How to handle the situation when your boyfriend gets moody; how to step back and let go instead of blaming yourself and turning the bad mood into a bigger problem.

Question (2):

Author: Yes. Interpersonal social functioning with male romantic interest.

Coder 3: Yes. Interpersonal social functioning with male romantic interest.

Question (3):

Author: The girl should be but may be letting her boyfriend and his moods control her.

Coder 3: The male romantic interest and his moods are the locus of control.

Question (4):

Author: The girl.

Coder 3: The girl reacting to the male romantic interest and his moods.

Question (5):

Author: Realize the situation is temporary and let go; don't blame yourself for his moods; respect his wishes to be left alone and don't ask a lot of questions; let him know your moods are valid too and deserve respect.

Coder 3: Step back and let go; don't blame yourself; don't ask a lot of questions; be sympathetic; help him realize the situation is only temporary; respect his wishes if he wants to be left alone.

Question (6):

Author: Bruce Serlin, male journalist.

Coder 3: Bruce Serlin, male journalist.

Question (7):

Author: Four girls and their experiences; six boys and their experiences; Lee Kassen, NY psychotherapist.

Coder 3: Lee Kassen, NY psychotherapist; four girls and their experiences; six boys and their experiences.

Question (8):

Author: None.

Coder 3: None.

Question (9):

Author: No.

Coder 3: No.

Question (10):

Author: Romantic/Sexual Interest.

Coder 3: Romantic/Sexual Interest.

Article M-13:

Question (1):

Author: The hectic life of the student/mother/wife; one woman's account of trying to cope without a support system (except her husband); why colleges don't provide for women with needs like hers.

Coder 3: The hectic life of the student/mother/wife; how one woman got into this lifestyle and how she functions without a support system (except for help from husband); why colleges don't provide women like her with support.

Question (2):

Author: Yes. Interpersonal social functioning with family members, associates, especially colleagues at schools.

Coder 3: Yes. Interpersonal social functioning with family members, and associates (classmates, professors, women's center members).

Question (3):

Author: The situation.

Coder 3: The situation, especially motherhood.

Question (4):

Author: The woman.

Coder 3: The woman.

Question (5):

Author: Support groups should be formed for women in this situation; encourage women's centers to accommodate needs; realize that most colleges are not equipped to handle the needs of the student/mother/wife and that policy changes are needed.

Coder 3: Form support groups; encourage women's centers to help handle problems; seek policy changes at school where women are not accommodated.

Question (6):

Author: Constance C.R. White, New York University student.

Coder 3: Constance C.R. White, New York University student.

Question (7):

Author: Writer's experiences.

Coder 3: Writer's experiences.

Question (8):

Author: None.

Coder 3: None.

Question (9):

Author: No.

Coder 3: No.

Question (10):

Author: Professional/Personal Lifestyle Conflicts.

Coder 3: Professional/Personal Lifestyle Conflicts.

APPENDIX C

READER ATTITUDE QUESTIONNAIRE AND SCORES

Questionnaire

Instructions: Please answer each of the following questions based on your attitudes about the article you have just read.

Circle the number that corresponds with your answer.

1. This article is about one or more of the following topics
(circle yes or no):

Family/Spouse Relations
Friend/Associate Relations
Romantic/Sexual Interests
Professional/Personal Lifestyle Conflicts
Internal/Ego Conflicts

Yes	No
1	2

2. The information in this article is suitable for myself:

Very suitable	1
Suitable	2
Undecided	3
Unsuitable	4
Very unsuitable	5

3. The information in this article is suitable for women in general.

Very suitable	1
Suitable	2
Undecided	3
Unsuitable	4
Very unsuitable	5

4. I, personally, find the information in this article to be usable.

Very usable	1
Usable	2
Undecided	3
Unusable	4
Very unusable	5

5. I think women in general would find the information in this article to be usable.

Very usable	1
Usable	2
Undecided	3
Unusable	4
Very Unusable	5

6. The information in this article seems to be accurate.

Very accurate	1
Accurate	2
Undecided	3
Inaccurate	4
Very inaccurate	5

7. This article seems to present a positive image of women.

Very positive image	1
Positive image	2
Undecided	3
Negative	4
Very Negative	5

8. This article indicates that women should be or are in control of their own attitudes and behaviors.

Very much in control	1
In control	2
Undecided	3
Not in control	4
Very much not in control	5

9. I think the topics listed in Question (1) of this questionnaire can be considered appropriate topics for study in the psychology of women.

Very appropriate	1
Appropriate	2
Undecided	3
Inappropriate	4
Very inappropriate	5

10. I think women's magazines are often a good source of information about the topics listed in Question (1).

Very good source	1
Good source	2
Undecided	3
Poor source	4
Very poor source	5

Questionnaire Scores

Question (1): Topics Are Included in Article

<u>By Topic:</u>	<u>% Yes</u>	<u>% No</u>
I/E	100	0
F/S	100	0
R/S	100	0
F/A	83	16
P/P	90	10

By Magazine:

<u>Ms.</u> (M)	80	20
<u>Cosmopolitan</u> (C)	100	0
<u>Seventeen</u> (S)	100	0
<u>Ladies' Home Journal</u> (L)	100	0
<u>Working Woman</u> (W)	<u>90</u>	<u>10</u>
Total by Topic and Magazine	96	4

Question (2): Article Information is Suitable for Self

<u>By Topic:</u>	<u>Very</u> <u>Suit.</u>	<u>Suit.</u>	<u>Combined</u> <u>V.S./Suit.</u>	<u>Und.</u>	<u>Unsuit.</u>	<u>Very</u> <u>Unsuit.</u>	<u>Combined</u> <u>V.U./Uns.</u>
I/E	14.2%	42.8%	57.1%	14.2%	28.5%	0%	28.5%
F/S	16.6	50.0	66.6	0	16.6	16.6	33.2
R/S	35.7	21.4	57.1	14.2	7.1	21.4	28.5
F/A	33.3	66.6	99.9	0	0	0	0
P/P	20.0	40.0	60.0	0	30.0	10.0	40.0

By Magazine:

M	20.0%	50.0%	70.0%	0%	20.0%	10.0%	30.0%
L	10.0	50.0	60.0	10.0	20.0	10.0	30.0
C	40.0	30.0	70.0	0	20.0	20.0	40.0
S	30.0	30.0	60.0	0	20.0	20.0	40.0
W	20.0	40.0	60.0	10.0	20.0	10.0	30.0

Question (3): Article Information is Suitable for Women in General

<u>By Topic:</u>	<u>Very</u> <u>Suit.</u>	<u>Suit.</u>	<u>Combined</u> <u>V.S./Suit.</u>	<u>Und.</u>	<u>Unsuit.</u>	<u>Very</u> <u>Unsuit.</u>	<u>Combined</u> <u>V.U./Uns.</u>
I/E	21.4%	35.7%	57.1%	28.5%	14.2%	0%	14.2%
F/S	16.6	50.0	66.6	0	16.6	0	16.6
R/S	28.5	57.1	85.7	0	14.2	0	14.2
F/A	50.0	50.0	100.0	0	0	0	0
P/P	20.0	40.0	60.0	30.0	10.0	0	10.0

By Magazine:

M	20.0%	60.0%	80.0%	10.0%	10.0%	10.0%	20.0%
L	40.0	20.0	60.0	20.0	20.0	0	20.0
C	30.0	50.0	80.0	20.0	0	0	0
S	20.0	50.0	70.0	0	30.0	0	30.0
W	30.0	50.0	80.0	20.0	0	0	0

Question (4): Article Information is Usable for Self

<u>By Topic:</u>	<u>Very Usa.</u>	<u>Usa.</u>	<u>Combined V.U./Usa.</u>	<u>Und.</u>	<u>Unusa.</u>	<u>Very Unusa.</u>	<u>Combined V.U./UnUsa.</u>
I/E	7.4%	64.2%	71.4%	0%	14.2%	0%	14.2%
F/S	16.6	50.0	66.6	0	16.6	16.6	33.2
R/S	28.5	35.7	64.2	14.2	7.1	14.2	21.4
F/A	33.3	50.0	83.3	16.6	0	0	0
P/P	10.0	50.0	60.0	10.0	20.0	10.0	30.0

By Magazine:

M	10.0%	70.0%	80.0%	10.0%	0%	10.0%	10.0%
L	10.0	60.0	70.0	10.0	10.0	10.0	20.0
C	40.0	30.0	70.0	0	30.0	10.0	40.0
S	20.0	40.0	60.0	0	30.0	10.0	40.0
W	10.0	50.0	60.0	10.0	20.0	10.0	30.0

Question (5): Article Information is Usable for Women in General

<u>By Topic:</u>	<u>Very Usa.</u>	<u>Usa.</u>	<u>Combined V.U./Usa.</u>	<u>Und.</u>	<u>Unusa.</u>	<u>Very Unusa.</u>	<u>Combined V.U./Unusa.</u>
I/E	14.2%	64.2%	78.5%	14.2%	7.1%	0%	7.1%
F/S	16.6	50.0	66.6	16.6	16.6	0	16.6
R/s	14.2	57.1	71.4	21.4	7.1	0	7.1
F/A	33.3	66.6	99.6	0	0	0	0
P/P	10.0	80.0	90.0	0	10.0	0	10.0

By Magazine:

M	20.0%	70.0%	90.0%	10.0%	0%	0%	0%
L	0	70.0	70.0	10.0	10.0	0	10.0
C	30.0	50.0	80.0	20.0	0	0	0
S	10.0	60.0	70.0	10.0	20.0	0	20.0
W	20.0	60.0	80.0	10.0	10.0	0	10.0

Question (6): Article Information Seems Accurate

<u>By Topic:</u>	<u>Very Acc.</u>	<u>Acc.</u>	<u>Combined V.A./Acc.</u>	<u>Und.</u>	<u>Inacc.</u>	<u>Very Inacc.</u>	<u>Combined V.I./Inacc.</u>
I/E	14.2%	78.5%	92.8%	0%	7.1%	0%	7.1%
F/S	16.6	83.3	99.9	0	0	0	0
R/S	7.1	57.1	64.2	21.4	7.1	7.1	14.2
F/A	16.6	50.0	66.6	33.3	0	0	0
P/P	30.0	60.0	90.0	10.0	0	0	0

By Magazine:

M	30.0%	60.0%	90.0%	10.0%	0%	0%	0%
L	10.0	80.0	90.0	0	0	10.0	10.0
C	10.0	70.0	80.0	0	10.0	0	10.0
S	10.0	80.0	90.0	0	10.0	0	10.0
W	20.0	50.0	70.0	20.0	10.0	0	10.0

Question (7): Article Seems to Present Positive Image of Women

<u>By Topic:</u>	<u>Very Pos.</u>	<u>Pos.</u>	<u>Combined V.P./Pos.</u>	<u>Und.</u>	<u>Neg.</u>	<u>Very Neg.</u>	<u>Combined V.N./Neg.</u>
I/E	7.1%	21.4%	28.5%	42.8%	28.5%	0%	28.5%
F/S	0	50.0	50.0	50.0	0	0	0
R/S	0	21.4	21.4	50.0	21.4	7.4	28.5
F/A	33.3	50.0	83.3	16.6	0	0	0
P/P	30.0	40.0	70.0	10.0	20.0	0	20.0

By Magazine:

M	40.0%	40.0%	80.0%	20.0%	0%	0%	0%
L	10.0	10.0	20.0	40.0	30.0	10.0	40.0
C	0	20.0	20.0	60.0	20.0	0	20.0
S	0	30.0	30.0	40.0	30.0	0	30.0
W	10.0	50.0	60.0	30.0	10.0	0	10.0

Question (8): Woman in Article is in Control of Self

<u>By Topic:</u>	<u>Very Cont.</u>	<u>Cont.</u>	<u>Combined V.C./Cont.</u>	<u>Und.</u>	<u>N.Cont.</u>	<u>Very N.Cont.</u>	<u>Combined N.C/V.N.C.</u>
I/E	14.2%	71.4%	85.7%	7.1%	7.1%	0%	7.1%
F/S	33.3	50.0	83.3	0	16.6	0	16.6
R/S	7.1	71.2	78.5	0	14.2	7.1	21.4
F/A	0	66.6	66.6	16.6	16.6	0	16.6
P/P	20.0	60.0	80.0	0	20.0	0	20.0

By Magazine:

M	0%	100.0%	100.0%	0%	0%	0%	0%
L	10.0	70.0	80.0	0	10.0	10.0	20.0
C	10.0	50.0	60.0	0	20.0	0	20.0
S	20.0	60.0	80.0	0	20.0	0	20.0
W	30.0	50.0	80.0	0	20.0	0	20.0

Question (9): Topics Are Appropriate for Study in Psychology of Women

<u>By Topic:</u>	<u>Very App.</u>	<u>App.</u>	<u>Combined V.A./App.</u>	<u>Und.</u>	<u>Inapp.</u>	<u>Very Inapp.</u>	<u>Combined V.I./Ina.</u>
I/E	71.4%	28.5%	99.0%	0%	0%	0%	0%
F/S	50.0	50.0	100.0	0	0	0	0
R/S	64.2	35.7	99.0	0	0	0	0
F/A	50.0	33.3	83.3	16.6	0	0	0
P/P	70.0	30.0	100.0	0	0	0	0

By Magazine:

M	70.0%	30.0%	100.0%	0%	0%	0%	0%
L	50.0	50.0	100.0	0	0	0	0
C	80.0	10.0	90.0	10.0	0	0	0
S	80.0	20.0	100.0	0	0	0	0
W	60.0	40.0	100.0	0	0	0	0

Question (10): Women's Magazines Are a Good Source of Information

<u>By Topic:</u>	<u>Very Good</u>	<u>Good</u>	<u>Combined V.G./G.</u>	<u>Und.</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Combined V.P./P.</u>
I/E	7.1%	42.8%	49.9%	14.2%	35.7%	0%	35.7%
F/S	16.6	50.0	66.0	0	33.3	0	33.3
R/S	28.5	42.8	71.4	0	28.5	0	28.5
F/A	50.0	33.3	83.3	16.6	0	0	0
P/P	30.0	30.0	60.0	20.0	10.0	10.0	20.0

By Magazine:

M	30.0%	50.0%	80.0%	0%	20.0%	0%	20.0%
L	10.0	50.0	60.0	10.0	30.0	0	30.0
C	30.0	40.0	70.0	10.0	20.0	0	20.0
S	30.0	30.0	60.0	10.0	30.0	0	30.0
W	20.0	30.0	50.0	20.0	20.0	10.0	30.0

VITA

Melissa J. Eskridge was born in Enid, Oklahoma, and grew up in Alexandria, Virginia. She also lived in Alabama, where she attended the University of Montevallo and majored in history. After graduating with honors, she went to work for Southern Progress Corporation, Birmingham, publisher of Southern Living magazine. She assisted with magazine production and circulation, and she wrote promotional copy. Upon receiving a graduate assistantship at the University of Tennessee, Knoxville, she returned to school and earned a master's in communications/journalism. She graduated with high honors and is a member of Kappa Tau Alpha, Sigma Delta Chi, and Phi Alpha Theta honor societies. She is now the news editor of the Clinton Courier-News, Clinton, Tennessee.