

MEASURING GENDER STEREOTYPES USING READABILITY INDEXES ON ADVERTISING AD COPY

Autoria

Andres Rodriguez Veloso - veloso@usp.br

Prog de Pós-Grad em Admin/Faculdade de Economia, Admin e Contab – PPGA/FEA / USP - Universidade de São Paulo

Sofia Batista Ferraz - sofiasbf@gmail.com

Programa de Mestrado Profissional em Administração - MPA - FGV/EAESP / FGV/EAESP - Fundação Getulio Vargas -
Escola de Administração de Empresas de São Paulo

Curso de Administração / ESPM - Escola Superior de Propaganda e Marketing de São Paulo - Associação Escola Superior
de Propaganda e Marketing

Vitor Koki da Costa Nogami - vitor.nogami@uem.br

Programa de Pós-Graduação em Administração - PPA / UEM - Universidade Estadual de Maringá
Câmpus Maringá / PUCPR - Pontifícia Universidade Católica do Paraná

Guilherme de Farias Shiraishi - guilherme.shiraishi@usp.br

Prog de Pós-Grad em Admin/Faculdade de Economia, Admin e Contab – PPGA/FEA / USP - Universidade de São Paulo
Mestr Prof em Empreendedorismo - MPE/FEA / USP - Universidade de São Paulo

Katherine Braun Galvão Bueno Sresnewsy - katherine@nevsky.com.br

Resumo

Gender stereotypes can have negative influences on audiences, especially when considering children. In this study, we argue that professionals who create advertising ad copy - words used in advertisements - are influenced by biased views of gender. To gain a deeper understanding of this issue, we collected 405 toy ads and transcribed the advertising copy. We used several readability indexes, including Automatic Readability, Coleman Liau, and Gunning Fog, to compare the level of advertising copy complexity for ads directed to girls, boys, and mixed audiences. Our findings showed that boys' ads were more complex than ads for girls, and ads aimed at both genders presented slightly mixed results but leaned towards being more complex than those for boys. The results suggest that advertising agencies producing toy ads are patronizing female audiences by producing ads that are less complex, despite several studies demonstrating that girls develop earlier than boys. These findings underscore the need for toy companies to be more mindful of the complexity of their ads and their impact on different genders. The study sheds light on the role of gender stereotypes in advertising and provides insights into how toy companies can create more inclusive and representative ads.