

Web pages belonging to the 8 Ivy League schools will be examined and coded for representations of gender, race/ethnicity, disability status, body size, and advertising heuristic. Pick one Ivy League School's webpage to examine. The eight Ivy League schools are: Brown University, Columbia University, Cornell University, Dartmouth College, Harvard University, Princeton University, The University of Pennsylvania, Yale University.

#### Coding instructions

1. All photos containing people shown on a particular day will be screenshot.
2. Complete the coding sheet for each photo.
3. If there is a series of rotating photos, each one will be screenshot and coded as a separate entity.
4. Complete a person level assessment for each person in photos featuring 5 people or less, where 5 people's faces are clearly visible. If the photo depicts a crowd but prominently displays certain people as standing out, code those people if numbered 5 or less.
5. Do not code photos that are too blurry to distinguish any characteristics of the people in the photos.
6. Only code people in the photos whose face can be seen (no coding back of the head or blurry people).
7. You may use activities and/ or supporting text as evidence of a classification. For example, if supporting text says "Keith Drummond represented the Wildcats in the final four-division playoffs", the cues may point to coding for a male student. If a photo indicates "Yesenia Menendez wins the all-collegiate biomedical competition", the cues may point to coding for a female student and Hispanic.

#### **Variables to be coded**

Gender Representations

Racial Representations

Body Size Representations

Disability Representations

Systematic (Central) route vs Heuristic (peripheral) route persuasion

## Definition of Variables

### Gender Representation

1. Model appears male
2. Model appears female
3. Gender of model is non-binary or unknown

### Racial Representation

From photo appearance or textual clues, the model appears

1. Caucasian/white
2. African American or black
3. Asian American
4. Native American
5. Other
6. Race could not be classified

### Ethnicity

1. Hispanic
2. Middle Eastern

### Body Size

Using the body size appendix for this coding manual assess each model on a scale of 1-9, that matches their perceived gender. If gender could not be ascertained, leave this item blank.

### Disability Representation

1. Model depicted with a visible physical disability or supporting text indicates such a disability (wheelchair, assistive devices for the blind, hearing aid, prosthesis, etc.)
2. Model is depicted with a cognitive or functional disability or supporting text indicates such a disability (i.e., autism, traumatic brain injury, schizophrenia, etc.)
3. Model is depicted without a disability

### Advertising Heuristics

1. Ad is more Systematic (Central) route with the use of facts, logic, or reason.
2. Ad is more Heuristic (peripheral) route with use of emotions and feelings.
3. Ad is balanced between the two advertising heuristics

Coding sheet and content developed from:

RACE & GENDER STEREOTYPES: A CONTENT ANALYSIS OF MAGAZINE ADVERTISING  
CANDACE CAMILLIA CARSON (2011)

[Appendix](#)

