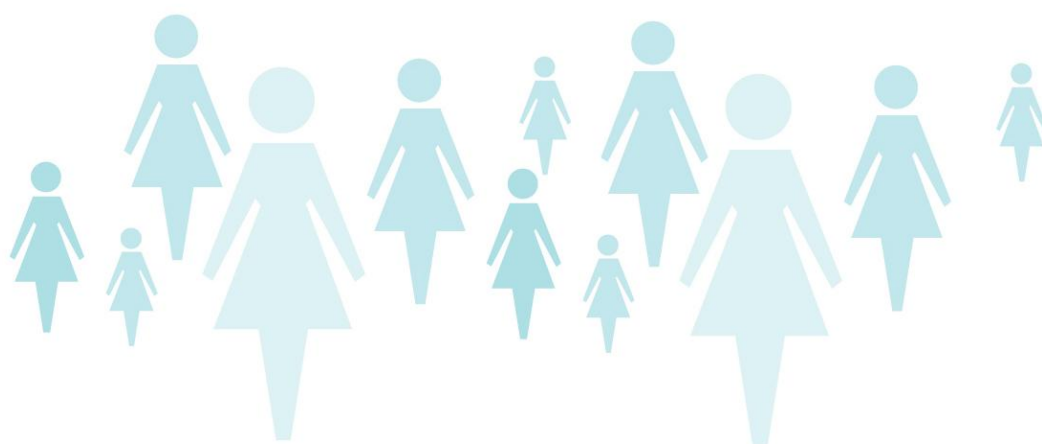平 等 機 會 委 員 會
EQUAL OPPORTUNITIES COMMISSION

Study on Public Perception of Portrayal of Female Gender in the Hong Kong Media - **Executive Summary**

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EQUAL OPPORTUNITIES COMMISSION

Executive Summary

Introduction

The Social Sciences Research Centre (SSRC) of the University of Hong Kong was commissioned by the Equal Opportunities Commission to conduct a study on Public Perception of Portrayal of Female Gender in the Hong Kong Media. The survey includes a face-to-face household survey of adults randomly selected from the general public, and a focus group survey of concerned parties. The fieldwork was conducted from June 2007 to January 2008.

Objectives

1. To conduct a literature review on the existing studies on the subject of effects of media contents on gender perception in Hong Kong and overseas.

2. To elicit the public perception of female gender portrayal in the public media in terms of temporal and demographic differences, including but not limited to age, gender, marital status, children in family, education level, income and ethnicity.

3. To discern the acceptance level of the public over female gender portrayal and sexual stereotyping of women in the media.

4. To identify the association between media materials and public perception of female gender and sexual stereotyping of women, in relation to temporal and demographic differences.

5. To collect opinion from the public on the relevance of female gender portrayal in the media on attitudinal and behavioral development of future generation.

6. To collect public views on the way forward where female gender portrayal in the media is at variance with public acceptance of gender perspectives.

Methodology

- Literature review (Objective 1)

- Household survey (Objectives 2,3,4): 1,031 adults from randomly selected households interviewed using a bilingual questionnaire with a response rate of 62%

- Focus groups (Objectives 5,6): 322 participants in 46 single gender groups from 8 target populations (professionals, social workers, teachers, parents, media practitioners, students, concern groups, general public)

Key Findings of the Study

Print Media Exposure

- Median time spent reading newspapers amongst readers (87.7%) was 5 hours per week.

- Median time spent reading magazines amongst readers (53.7%) was 5 hours per week.

- Most popular type of magazines was Infotainment (77.8% of readers), followed by Fashion (14.2%).

- Search was most popular type of website (41.4%), followed by online sites for local print media (20.6%).

- Median time spent accessing those media sites was 3 hours per week.

Literature Review

Advertisements and news reports in Hong Kong and overseas

- Decreasing local public satisfaction, arguably due to privacy invasion and pornographic pictures

- Overseas studies of gender portrayal

- Women often depicted in stereotypical occupations

Impact of media portrayal

- Gender stereotypes and inequality through media portrayal

- Objectification leading to distorted aesthetic standards with low self-esteem and dissatisfaction with appearance, can influence sexual attitudes and beliefs

Regulations and guidelines

- Media industry in most countries governed by independent self-regulatory agency, but often only covers privacy and press freedom

- Hong Kong Press Council ignored by 3 major papers, so public sees it as ineffective

Suggested strategies

- Public campaigns for media monitoring, more media education, guidelines and codes of conduct for news and advertising organizations, redefining "freedom of expression", consumer complaints, alternative media, professional ethics training, parent and family education, and critical discussion of media practice by girls

Advertisement and News Picture Samples - Gender Portrayal

Respondents were asked to comment on three 'advertisement picture' samples related to 'objectification' (Ad O1-3), three 'advertisement picture' samples related to 'sexuality' (Ad S1-3), and three 'news picture' samples related to 'sexuality' (News S1-3). The samples are presented in Appendix A.

In focus groups, samples were presented as shown in Appendix B. The samples were categorized into four types: product advertisements, body beauty advertisements, magazine covers and newspapers.

Household Survey

- The majority were uncomfortable with Ad O3 (59.6%) and Ad S3 (50.0%) and News S1 (79.7%) and News S3 (76.1%). Only for Ad S1 did more respondents feel comfortable (37.2%) than uncomfortable (7.4%).

- Interestingly, while only one advertisement had more respondents rating it as comfortable than uncomfortable (Ad S1), with the exception of one advertisement (Ad O3) and two news pictures (News S1 and S3), the others six pictures had more people rating them as acceptable to the community than as unacceptable.

- Only a quarter of the respondents were comfortable with the advertisements overall, while only 10% of the respondents were comfortable with the news pictures overall.

The majority of the respondents thought the community would find the advertisements and the news pictures acceptable overall, in contrast to personal comfort.

- For comfort with the advertisements and news pictures, gender and age are the two factors most strongly associated, with females and older people more often uncomfortable.

- For community acceptability, age, marital status and education are associated with most variables, with those aged below 40, single or divorced, with higher education more likely to report that the community would find the samples acceptable.

- None of the advertisements were rated highly as appealing, with the best being Ad S2 (24.7%) and the worst being Ad O1 (13.1%).

- Only 5% of the respondents found the advertisements appealing overall, while only 10% of the respondents found the news pictures stimulated interest overall.

- For advertisement appeal, gender is the factor most strongly associated, with males finding them more attractive.

- More respondents, although only a minority, rated the news pictures as interesting, with News S3 rated interesting by 28.6% of the respondents. Age is the strongest factor, with respondents under 30 finding them more interesting.

- Except for News S3, all eight others had a majority of the respondents report that similar materials can be found at least once a week in the local print media. These high frequencies of exposure may explain why so many respondents believe that the advertisements and news pictures are acceptable to the community.

Focus Groups

- In the focus groups, some participants could not accept those samples of female gender portrayal especially in body beauty advertisements and magazine covers while others held opposite views on product and body beauty advertisements in particular.

- Negative comments (362 counts): "unacceptable", "dislike", and "disgusting" mostly referred to body beauty advertisements (112 counts) and magazines covers (129 counts)

- Positive comments (322 counts): "acceptable", "beautiful in artistic sense", and "OK", mainly referred to product advertisement (214 counts). Some positive comments, such as "OK", "attractive" and "like", were more frequently expressed by males.

- Media practitioners expressed less negative views related to "dislike" and "disgusting feelings" while teachers and parents more commonly felt "bad" about the samples.

- Social workers, students, and media practitioners more commonly felt the samples were "OK" and "attractive".

- Minority of neutral and mild perceptions particularly for product advertisements (52 counts) and body beauty advertisements (39 counts), such as "very nothing and nothing special", "no feeling or comment", and "boring".

- Some felt anaesthetised by the flooding of sexual female images shown in the print media samples, which have been recognised as part of mainstream media culture in Hong Kong.

Masculine and Feminine Characteristics

Gender stereotypes were examined in order to help understand individual perceptions of "typical" masculine and feminine behaviours, traits and characteristics.

- For Leadership, Independent, Defends beliefs, Aggressive, Understanding, Assertive and Conscientious, the majority thought they were both masculine and feminine characteristics, but Sympathetic, Shy and Gentle were all seen more often as feminine.

- 25% of the respondents thought that Leadership, Defends beliefs, Independent, Aggressive, Assertive overall were feminine, while only 10% thought that Shy, Gentle, Understanding overall were masculine.

- Women were more likely to report most characteristics are both masculine and feminine.

- Younger people were more likely to report Gentle as very feminine.

- Older people were more likely to report Conscientious as both feminine and masculine.

- Changes over the past decade: most of the gender stereotypes have decreased, although some remain within genders. The most important masculine stereotype left is Leadership, although the strongest stereotype is Gentleness as feminine.

- Both genders still also often see Sympathetic, Shy and Understanding as feminine, while men also see Leadership and Assertiveness as masculine.

Self-assessment of Image

The effect of objectification and dismemberment was measured to signify the extent to which a person monitors his or her body and views it as an outsider, feels shame when the body does not conform to cultural standards, and believes that people can control their appearance.

- Only 12 to 15% of the respondents agree that they often "compare with others" or "are ashamed about how they look", while around a quarter often "think or worry about look" and around a third "worry about clothes".

- Most respondents disagreed with "Ashamed not look best" and "Ashamed not right size" overall. Most respondents were neutral or disagreed with "Compare with others", "Think often about looks", "Worry about clothes" and "Worry about looks" overall. Yet most respondents agreed with or were neutral with "Could look good" and "Could weigh right" overall.

- Age and marital status are the most important demographic factors, with the under 30 years old and the divorced more concerned about how they look.

<u>Masculine and Feminine Stereotypes</u>

The power of advertising to persuade, manipulate, and shape behaviour has long been recognized. Scales of sexual attitudes were used to gauge sexual aggression beliefs, rape-supportive attitudes, perceptions, and behaviours in a variety of settings.

- For "Woman goes to home implies sex", "Men should fight if woman insulted", "Women hope to be forced into sex", "Men only out for sex when dating", "Women manipulating men", "Some women are too demanding sexually", many more respondents disagree than agree.

- For "Women should leave if husband hits her" slightly more respondents agree than disagree, while for "Braless women are asking for trouble" and "Family should come before a career for women", many more respondents agree than disagree.

- Only about a quarter of the respondents agreed with "Some women are too demanding sexually", "Men only out for sex when dating", "Women manipulating men" overall. There was no consensus on the items "Woman goes to home implies sex" and "Braless women are asking for trouble". Most respondents agreed with "Family should come before a career for women" and "Women should leave if husband hits her" overall.

- Age and marital status are the most important factors, with younger and single respondents less likely to agree with the statements.

<u>Media and Perceptions</u>

- Magazine non-readers score the acceptability of advertisements 0.7 lower (on a scale from 1 to 5), which is a meaningful difference.

- None of the demographics and media consumption combinations yield a model that predicts more than 14 % of the variability in the factor scales, indicating that views cannot be usefully linked to any simplistic demographic profile or print media exposure, possibly because the levels of exposure are very high and advertisements in public places alone may provide sufficient exposure so as to make media exposure of limited impact.

- Comments from focus groups help show the linkage made by the public between media materials and public perception of female gender and sexual stereotyping of women.

- The first impression of female gender portrayal in local media given by a majority of respondents explicitly referred to magazines.

- According to their first impressions, the most common female images shown in local print media were "figure", "negative", "female artist", "appearance", "sexy", "photo of women's body accidentally revealed", "exposed", "sex", and "slim and beauty".

- These are very different from their perceived female image nowadays that women have higher social status than the past and have more respect due to their multi-function roles, career achievement, independent financial status, education qualification, capability, as well as tough and aggressive character.

- This shows a gap between the perceived female images in print media and real life, which explains respondents' negative perceptions towards female portrayal in local print media, including "negative description of female image", "unreasonable implications to women", "treating women's bodies as objects", "inappropriate presentation manner of female portrayal", "improperly implying sex" and "implications against social justice".

Next Generation

General Picture

- Nearly all were affected by those print media materials with only a few comments that claimed they had not been affected at all.

- Impacts included being conscious of personal appearance, distorted personal attitudes and values towards appearance and sex, change of personal behaviour in achieving certain appearance standards, imposing higher personal expectation on female appearance and adding self-psychological pressure.

- Impacts were mostly associated with body beauty advertisements while some came from product advertisements, indicating the strength of advertising media in constructing a defined perfect standard for women to aspire to, which adds pressure to individuals being women physically and psychologically while changes individual attitude and behaviour for sculpturing and shaping a "perfect" appearance.

Youth & Peers

- Young people or students would be mostly affected by those print media materials, followed by females and males.

- The impact of product advertisements, body beauty advertisements, magazine covers, and newspapers on young people was emphasized in terms of deterioration of social values and moral standards, conscious behaviour in achieving certain appearance standard, degraded social realm, psychological pressure on women, and casual attitude towards sex.

- Students would commonly apply the portrayal model to compare self-figure or other's figure, and again had low self-esteem in terms of their appearance and some tried extreme ways to reduce body weight at a young age.

- Based on the third person effect, respondents perceived that people (others), who lack of proper value judgement on these negative media message, are more likely to be influenced than themselves (self).

- The media impacts on individuals, peers and people in association, and the community overlapped and were consistent, showing that nobody can escape the impacts of female gender portrayal in local print.

- Case stories of respondents and peers and people in association provide strong evidence to prove and support their perceived media impact on the community, providing a comprehensive picture of the media impacts on society and the significant association between the practice of media female portrayal and the attitude and behaviour of the next generation.

Way Forward

There is a clear imbalance between current media practice and what the public finds acceptable regarding female gender portrayal in local print media.

Respondents suggested these ways to counteract those negative impacts in the society:

- Stop purchasing or persuade others to stop purchasing and make complaints at personal level;

- Promote critical mind training via innovative education programme in school;

- Explain proper concepts about sex and gender, build up moral standards and strengthen ability of value judgement via family education;

- Strengthen critical mind training via workshops and discussions at community level and voice out the impact of extreme media female portrayal in the society;

- Review and revise the existing legislation and monitoring mechanism, formulate new legislation, and give financial support for publication of counter-mainstream print media by the government;

- Re-emphasize self-regulatory practice and strengthen training of professional ethics in the media industry and spread the counter message to current media female portrayal via the media itself; and

- Raise concern about the media impact in the public and government and create a complaint platform through the EOC.

Tables

Media Consumption

How many hours per week reading in the past 4 weeks? (% of the respondents)

Time spent	Newspapers	Magazines	Websites
None	12.3	46.3	-
Less Than 1 Hour	8.0	16.5	19.7
1 to 3 Hours	26.0	26.0	36.0
3 to 5 Hours	18.8	6.6	16.2
5 to 7 Hours	10.3	2.4	8.0
7 to 10 Hours	13.8	.6	11.5
More than 10 Hours	10.8	1.7	8.6

Which types of magazines did you read in the past 4 weeks? (Multiple responses)

Category	% of the respondents
Infotainment Magazine	77.8
Fashion/ Women / Men Magazine	14.2
Financial Magazine	11.2
Science & Technology Magazine	10.1
Travel Magazine	9.5
Current Affairs Magazine	5.4
Sports Magazine	4.2
Youth Magazine	2.1
Education Magazine	1.7
Others	7.8
Can't remember	0.5

Which newspapers did you read in the past 4 weeks? (Multiple responses)

Newspaper	% of the respondents
Oriental Daily News	49.0
Apple Daily	38.2
HK Headline	29.8
Metro Hong Kong	24.8
The Sun	16.4
am 730	14.1
Hong Kong Economic Times	9.4
Sing Tao Daily	8.6
Ming Pao	8.0
Sing Pao Daily News	2.1
South China Morning Post	2.1
Hong Kong Economic Journal	1.6
Wen Wei Pao	1.1
Tai Kung Pao	0.5
The Standard	0.2
Hong Kong Commercial Daily	0.2
Others	3.3
Can't remember	0.3

Which types of websites did you read in the past 4 weeks? (Multiple responses)

Category	% of the respondents
Information Searching Website	41.4
Online platform of local printed media	20.6
Multi-Media Website	8.0
Business Oriented Website	7.7
Blogs	7.3
Online Games	5.6
Music / Movie Download Website	4.0
Online Shopping Website	3.2
Women's Website	1.5
Adult / Pornographic Website	0.4
Others	16.7
Didn't visit any websites	47.1
Can't remember	0.2

Masculine and Feminine Characteristics

Response to characteristics (% of the respondents)

Characteristic	Masculine	Both	Feminine
Leadership abilities	40.7	55.0	4.1
Independent	27.7	54.6	17.7
Defends beliefs	29.5	53.9	16.7
Aggressive	33.1	53.5	13.4
Understanding	7.0	51.9	41.1
Assertive	34.7	50.2	15.1
Conscientious	44.3	46.9	8.8
Sympathetic	4.4	46.7	48.8
Shy	14.9	35.2	49.9
Gentle	3.1	17.0	79.9

Response to Advertisements / News Pictures

Response to advertisements and pictures (% of the respondents)

Ad / Picture	Personal Comfort		Appealing Ad / Interesting news picture	Moral acceptability		At least once a week
	Y	N		Y	N	
Ad O1	19.8	11.0	13.1	65.9	8.3	92.9
Ad O2	13.8	39.6	17.1	52.6	20.8	87.5
Ad O3	9.6	59.6	17.3	33.0	38.8	66.1
Ad S1	37.2	7.4	23.3	68.7	6.6	79.9
Ad S2	21.3	27.5	24.7	49.9	18.6	79.6
Ad S3	11.3	50.0	19.1	41.4	30.2	91.1
News S1	1.9	79.7	18.3	20.1	60.5	57.4
News S2	7.9	49.7	16.4	36.4	35.4	78.4
News S3	2.8	76.1	28.6	25.0	48.8	40.7

Self-assessment of Image

Self-assessment of Image (% of the respondents)

Dimension	Disagree	Agree
Often compare with others	68.7	15.2
Often think about look	57.5	23.8
Worry about clothes	45.6	36.9
Worry about look	57.1	22.2
Ashamed not look best	75.9	12.1
Ashamed not right size	74.8	12.4
Could look good if worked	39.2	43.7
Genetics define weight	42.6	44.1

Masculine and Feminine Stereotypes

Response to masculine and feminine stereotypes (% of the respondents)

Dimension	Disagree	Agree
Home implies sex	66.9	17.4
Fight if insulted	66.8	19.8
Women hoping to be forced	59.5	12.7
Dating problems	53.0	23.7
Women manipulating	53.1	25.1
Women demanding sexually	39.5	16.8
Leave if hit	37.6	44.2
Braless asking for trouble	28.2	60.0
Family comes first	17.3	67.9

Importance of Religious Belief

Importance of religious belief in affecting your moral values (% of the respondents)

Response	% of the respondents
No religious belief	14.0
Not important	24.9
Quite important	7.4
Fair	25.7
Important	17.3
Very important	10.8

Focus Groups

Perception of Gender Role

Perception on nowadays gender image / role

Rank	Gender image / role of female	Count	Gender Variation
1	Higher status than the past	53	
2	Appearance-oriented	32	
3	Dual role in women	26	
4	Independent	25	F
5	Capable / smart	24	
6	Tough / hard / strong	19	
7	Career oriented	17	
8	Carrying traditional expectation	17	F
9	Well educated	14	M
10	More aggressive than the past	13	
11	Money-oriented / materialistic	12	
12	Have higher demand	11	
13	Financial independent	10	M
Rank	**General comment on gender image / role**	**Count**	**Gender Variation**
1	Carrying traditional expectation / bounded by traditional thoughts	28	F
2	Sexual equality	27	
3	Blurred boundary	21	
4	Diverse / multiple roles	20	
5	Same opportunity at work	15	
6	Shifting roles between man and female	15	
7	Different roles at work	10	
Total comments about male		34	
Total comments about female		326	

Notes:
In the column of Gender Variation, a blank indicates limited variation between genders;
"M" indicates more comments expressed by male participants than female;
"F" indicates more comments expressed by female participants than male.

First Impression on Media Portrayal of Female

First impression about female portrayal in local media

Rank	Impression	Overall counts	Magazines	Newspapers	Television	Radio	MTR	Gender Variation
1	Showing female figure	**63**	18	10	3	2	0	
2	Negative	**53**	16	9	1	1	0	
3	Female artist	**53**	19	7	1	1	0	
4	Female's appearance	**41**	8	3	2	1	0	
5	Headline / word description	**39**	8	5	0	0	0	
6	Sexy	**37**	17	4	2	0	0	
7	Photo of women's body accidentally revealed "走光照"	**31**	15	3	0	0	0	
8	Exposed	**27**	14	2	0	0	0	F
9	Sex	**21**	3	3	0	0	0	M
10	Slim beauty advertisements	**19**	5	2	0	0	5	
11	Smear female image	**17**	4	3	1	0	0	F
12	Expose women's privacy	**10**	6	0	0	0	0	M
13	A recent news / case	**10**	2	1	0	0	0	

Notes:

In the column of Gender Variation, a blank indicates limited variation between genders;

"M" indicates more comments expressed by male participants than female;

"F" indicates more comments expressed by female participants than male.

Counts in the subgroups are highlighted when they are ≥10.

Perception on Female Portrayal in the Media

Perception / comment / feeling on female portrayal in local print media – Group variation

Perception / Comment / Feeling	Overall counts	Public	Concern group	Social worker	Profes-sional	Media	Teacher	Parent	Student
Negative comment									
Dislike	**75**	1				L			
Disgusting	**58**	1				L	L		
Bad	**36**	1					H	H	
Positive comment									
OK	**42**	1				H			
Attractive	**40**	1		H					H
Like	**14**	1		L	L				
Neutral Comment									
Very normal, nothing special	**31**	1	L	L			L		L
Mild comment									
Boring	**17**	1	H						
Not beautiful	**15**	1							L

Notes:

A blank indicates limited variation between groups;

"H" indicates the group had a higher ratio of comments when compared with the public (defaulted as 1);

"L" indicates the group had a lower ratio of comments when compared with the public (defaulted as 1).

Reasons behind the negative comments on the print media samples – Group variation

Reason	Overall counts	Public	Concern group	Social worker	Profes-sional	Media	Teacher	Parent	Student
Smear female image	**139**	1				L			
Objectification of women body	**66**	1				L			
The sales object and women figure are not related	**42**	1				L			
Paparazzi	**41**	1					L		
Not respect women	**40**	1				L	L		L
Shift the problem / responsibility to women	**28**	1				L			
Expose women's privacy	**19**	1							L
Stimulate sexual desires of men	**19**	1		L	L				L
Ignore intrinsic value of women	**14**	1		L					L

Notes:

A blank indicates limited variation between groups;

"L" indicates the group had a lower ratio of comments when compared with the public (defaulted as 1).

Impact of Media Portrayal of Females

Impact of media female portrayal at personal level – Group variation

Impact	Overall counts	Public	Concern group	Social worker	Profes-sional	Media	Teacher	Parent	Student
Try hard to keep fit	**25**	1		L					
Distorted aesthetic standard	**25**	1		H					
More demanding on self-figure	**21**	1							
Low body esteem by apply the portrayal model to compare self-figure or others' figure	**20**	1		H					H
Higher expectation from partner / others	**18**	1					L	L	
Add pressure to women	**17**	1							
Affect self-confidence/ image and develop body shame	**11**	1		H					
No influence	**28**	1					H		

Notes:

A blank indicates limited variation between groups;

"H" indicates the group had a higher ratio of comments when compared with the public (defaulted as 1);

"L" indicates the group had a lower ratio of comments when compared with the public (defaulted as 1).

Impact of media female portrayal at level of peers and people in association – Group variation

Impact	Overall counts	Public	Concern group	Social worker	Profes-sional	Media	Teacher	Parent	Student
Try hard to keep fit	**52**	1.0				L			
More demanding on self-figure	**29**	1.0							
Receive or think of receiving body beauty treatment	**24**	1.0			H			H	
More conscious/ open discussion about women body	**18**	1.0						H	H
Apply those texts / wordings in describing people that raises their appearance anxiety	**13**	1.0							H

Notes:

A blank indicates limited variation between groups;

"H" indicates the group had a higher ratio of comments when compared with the public (defaulted as 1);

"L" indicates the group had a lower ratio of comments when compared with the public (defaulted as 1).

Impact of media female portrayal at community level – Group variation

Impact	Overall counts	Public	Concern group	Social worker	Profes-sional	Media	Teacher	Parent	Student
Unfair to / hurt victim	**42**	1						L	
Form a negative / poor atmosphere	**38**	1				L			
Dressing fashion tends to be more exposed	**33**	1	H	H		H	H		H
The reported cases seems to be normal and commonly accepted	**30**	1			L			L	L
Affect self-confidence / self-image and develop body shame	**17**	1	H						
Early age sexual relationship	**13**	1					H		

Notes:

A blank indicates limited variation between groups;

"H" indicates the group had a higher ratio of comments when compared with the public (defaulted as 1);

"L" indicates the group had a lower ratio of comments when compared with the public (defaulted as 1).

Ways Forwards

Possible ways to balance media impact

Suggestion	Overall counts	Gender Variation
At market level	**3**	
At personal level	**62**	
Stop purchasing	22	F
Peers influence	17	
Making complaints / write to corresponding organizations	14	F
Others	9	
At school level	**147**	
Sex and gender education	38	
Critical thinking	17	M
Media education	14	
General education	13	
Ethic and moral education	12	F
Others	53	
At family level	**79**	
Sex and gender education	19	
No purchasing printed media materials with negative messages / don't bring "problematic" media materials back home	18	
Teach children how to choose / criticize newspapers / magazines	16	
Educate value judgment, e.g. health and beauty	11	
Others	15	
At community level	**83**	
Social / community services (especially youth and family)	34	
Voices from concern groups and NGOs	19	
Civic education (including media education)	17	
Others	13	
At Government level	**111**	
Legislation	40	
Monitoring mechanism	39	
Resources (like subsidy and funding)	17	
Educate the public	12	
Others	3	
At media level	**102**	
Make use of media influence to give media education / sex and gender education (e.g. radio, TV)	55	
Media self-regulatory practice (ethics and conduct)	28	
Media practitioners training	14	
Others	5	
At EOC level	**17**	

Notes:

In the column of Gender Variation, a blank indicates limited variation between genders;

"M" indicates more comments expressed by male participants than female;

"F" indicates more comments expressed by female participants than male.

Appendix A

Household Survey Questionnaire

(with Advertisements and News Pictures Samples)

Study on Public Perception of Portrayal of Female Gender in the Hong Kong Media

Section 1

1. How many hours per week did you read newspapers in the past 4 weeks? (excluding website version)

   O Less Than 1 Hour   O 1 to 3 Hours   O 3 to 5 Hours

   O 5 to 7 Hours   O 7 to 10 Hours   O More than 10 Hours

   O 0 Hour ➤ **Skip to Q3**   O Dont' Know

2. Which newspapers did you read in the past 4 weeks? (Multiple responses)

   O Oriental Daily News   O Apple Daily   O Sing Tao Daily

   O Ming Pao   O The Sun   O China Daily

   O Tai Kung Pao   O The Standard   O HK Economic Journal

   O Sing Pao Daily News   O HK Economic Times   O Wen Wei Pao

   O South China Morning Post   O Hong Kong Commercial Daily   O am 730

   O HK Headline   O Metro Hong Kong   O Others, please specify _____

3. How many hours per week did you read magazines in the past 4 weeks? (excluding website version)

   O Less Than 1 Hour   O 1 to 3 Hours   O 3 to 5 Hours

   O 5 to 7 Hours   O 7 to 10 Hours   O More than 10 Hours

   O 0 Hour ➤ **Skip to Q5**   O Dont' Know

4. Which type of magazines did you read in the past 4 weeks? (Multiple responses)

   O Infotainment Magazine, e.g. East Touch, East Magazine, TVB   O Fashion/ Women Magazine   O Youth Magazine, e.g. Yes

   O Travel Magazine   O Sports Magazine   O Education Magazine

   O Adult / Pornographic Magazine   O Current Affairs Magazine   O Financial Magazine

   O Science & Technology Magazine, e.g. Audio, photography, computer, car etc.   O Others, please specify _____

5. Which types of website did you visit in the past 4 weeks? (Multiple responses) If answers do not include "online platform of local printed media, please skip to Section 2.

   O Online platform of local printed media, e.g Mingpao.com (Please answer question 6)   O Information Searching Website, e.g. Yahoo, Google, Sina etc.   O Women Website, e.g. She.com

   O Multi-Media Website, e.g. You-Tube   O Adult / Pornographic Website   O Online Games

   O Blogs   O Business Oriented Website, e.g. Online Banking Website   O Online Shopping Website, e.g. Ebay

   O Music / Movie Download Website   O Others, please specify _____

6. How many hours per week did you access any print media website in the past 4 weeks?

   O Less Than 1 Hour   O 1 to 3 Hours   O 3 to 5 Hours

   O 5 to 7 Hours   O 7 to 10 Hours   O More than 10 Hours   O Dont' Know

Section 2

7. How masculine or feminine do you think the following characteristics are, using the scale "very masculine", "masculine", "both' 'feminine" and "very feminine"?

	Very Masculine	Masculine	Both	Feminine	Very Feminine
Has leadership abilities	O	O	O	O	O
Defends own beliefs	O	O	O	O	O
Independent	O	O	O	O	O
Aggressive	O	O	O	O	O
Assertive	O	O	O	O	O
Shy	O	O	O	O	O
Gentle	O	O	O	O	O
Sympathetic	O	O	O	O	O
Understanding	O	O	O	O	O
Conscientious	O	O	O	O	O

Section 3

Please focus on assessing the overall image, wording, and message presented in the following pictures.

8. How comfortable do you feel with these advertisements/pictures (rotate order)?

	Strongly Uncomfortable	Uncomfortable	Neither Uncomfortable Nor Comfortable	Comfortable	Very Comfortable	Dont' Know / No Comment
Ad O1	O	O	O	O	O	O
Ad O2	O	O	O	O	O	O
Ad O3	O	O	O	O	O	O
Ad S1	O	O	O	O	O	O
Ad S2	O	O	O	O	O	O
Ad S3	O	O	O	O	O	O
News S1	O	O	O	O	O	O
News S2	O	O	O	O	O	O
News S3	O	O	O	O	O	O

9. How appealing do you find these advertisements?

	Not Appealing At All	A Little Appealing	Appealing	Quite Appealing	Very Appealing	Dont' Know / No Comment
Ad O1	O	O	O	O	O	O
Ad O2	O	O	O	O	O	O
Ad O3	O	O	O	O	O	O
Ad S1	O	O	O	O	O	O
Ad S2	O	O	O	O	O	O
Ad S3	O	O	O	O	O	O

10. How interesting do you find these news pictures such that you want to read the messages / details?

	Not Interesting At All	A Little Interesting	Interesting	Quite Interesting	Very Interesting	Dont' Know / No Comment
News S1	O	O	O	O	O	O
News S2	O	O	O	O	O	O
News S3	O	O	O	O	O	O

11. How morally acceptable do you think the Hong Kong community would find these advertisements / pictures?

	Totally Unacceptable	Quite Unacceptable	Neither Unacceptable Nor Acceptable	Quite Acceptable	Completely Acceptable	Dont' Know / No Comment
Ad O1	O	O	O	O	O	O
Ad O2	O	O	O	O	O	O
Ad O3	O	O	O	O	O	O
Ad S1	O	O	O	O	O	O
Ad S2	O	O	O	O	O	O
Ad S3	O	O	O	O	O	O
News S1	O	O	O	O	O	O
News S2	O	O	O	O	O	O
News S3	O	O	O	O	O	O

12. How often do you think the gender/sexual portrayal shown in these advertisements / pictures can be found in local newspapers and magazines?

	Seen once a year	Seen once a month	once a week	Seen several times a week	Seen Everyday	Dont' Know / No Comment
Ad O1	O	O	O	O	O	O
Ad O2	O	O	O	O	O	O
Ad O3	O	O	O	O	O	O
Ad S1	O	O	O	O	O	O
Ad S2	O	O	O	O	O	O
Ad S3	O	O	O	O	O	O
News S1	O	O	O	O	O	O
News S2	O	O	O	O	O	O
News S3	O	O	O	O	O	O

Section 4

13. How much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Dont' Know / No Comment
I often compare how I look with how other people look.	O	O	O	O	O	O
During the day, I think about how I look many times.	O	O	O	O	O	O
I often worry about whether the clothes I am wearing make me look good.	O	O	O	O	O	O
I often worry about how I look to other people.	O	O	O	O	O	O
I feel ashamed of myself when I haven't made an effort to look my best.	O	O	O	O	O	O
When I'm not the size I think I should be, I feel ashamed.	O	O	O	O	O	O
I think I could look as good as I wanted to if I worked at it.	O	O	O	O	O	O
I think my weight is mostly determined by the genes I was born with.	O	O	O	O	O	O
I can weigh what I'm supposed to if I try hard enough.	O	O	O	O	O	O

14. How much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Dont' Know / No Comment
A man should fight if the woman he's with is insulted by another man	O	O	O	O	O	O
It is acceptable for a woman to have a career, but marriage and family should come first.	O	O	O	O	O	O
Many women are so demanding sexually that a man just can't satisfy them.	O	O	O	O	O	O
In a dating relationship a woman is largely out to take advantage of a man.Men are out for only one thing.	O	O	O	O	O	O
Most women are sly and manipulating when they are out to attract a man.	O	O	O	O	O	O
Many times a woman will pretend she doesn't want to have intercourse because she doesn't want to seem loose, but she's really hoping the man will force her.	O	O	O	O	O	O
A wife should move out of the house if her husband hits her.	O	O	O	O	O	O

3

14. How much do you agree or disagree with the following statements?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Dont' Know / No Comment
When women go around braless or wearing short skirts and tight tops, they are just asking for trouble.	O	O	O	O	O	O
Woman who goes to the home or apartment of a man on their first date implies that she is willing to have sex.	O	O	O	O	O	O

Section 5

15. Record Respondent's Gender
- O Male
- O Female

16. How old are you?
- O 18 - 19
- O 20 - 29
- O 30 - 39
- O 40 - 49
- O 50 - 59
- O 60 - 64
- O 65 or above

17. What is your marital status?
- O Single
- O Married
- O Divorced
- O Others _____

18. How many children do you have?
- O None ⟶ **Skip to Q20**
- O 1
- O 2 - 3
- O 4 - 5
- O 6 or above

19. If yes, how many of your children are under the age of 18?
- O None
- O 1
- O 2 - 3
- O 4 - 5
- O 6 or above

20. What is your education level?
- O Primary
- O Secondary
- O Matriculation
- O Tertiary (Degree)
- O Post-graduate
- O Tertiary (Non-Degree)
- O Below Primary (including never educated in school)

21. What is your occupation?
- O Managers and administrators
- O Professionals
- O Associate professionals
- O Clerks
- O Service workers and shop sales workers
- O Craft and related workers
- O Plant and machine operators and assemblers
- O Elementary occupations
- O Skilled agricultural and fishery workers; and occupations not classifiable
- O Students
- O Retirees
- O Home-makers
- O Unemployed
- O Others (please specify) _____

22. How much is your monthly domestic household income (HKD)?
- O <2,000
- O 2,000 - 3,999
- O 4,000 - 5,999
- O 6,000 - 7,999
- O 8,000 - 9,999
- O 10,000 - 14,999
- O 15,000 - 19,999
- O 20,000 - 24,999
- O 25,000 - 29,999
- O 30,000 - 39,999
- O 40,000 - 59,999
- O 60,000+
- O Refuse to answer

23. How important is religious belief in affecting your moral values?
- O No religious belief
- O Not important
- O Quite important
- O Fair
- O Important
- O Very important

24. Where is your place of birth?
- O Hong Kong
- O Mainland
- O Other, please specify _____

25. How many years have you lived in Hong Kong? ☐☐☐
    999 = Refuse to answer

SN: ☐☐☐☐☐   Int: ☐☐☐☐

**Study on Public Perception of Portrayal of Female Gender
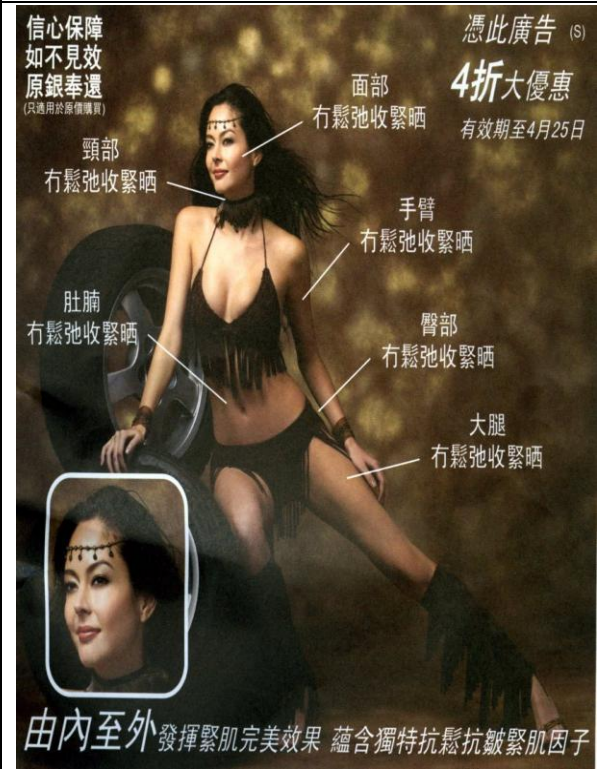in the Hong Kong Media**

Household Survey

Samples of Advertisements and News Reports

Ad O1 – O3

Ad O1

Ad O2

Ad O3

Samples of Advertisements and News Reports

Ad S1 – S3

Ad S1

Ad S2

Ad S3

Samples of Advertisements and News Reports

News S1 – S3

News S1

News S2

News S3

Appendix B

Focus Group Survey Discussion Guidelines and Demographic Questionnaire

(with Advertisements and News Pictures Samples)

Study on Public Perception of Portrayal of Female Gender

in the Hong Kong Media
Focus Group Survey - Discussion Guideline

Demographic information

Ask participants to record their age, gender, marital status, children in family, educational level, income, ethnicity, etc., on a form at the beginning of the discussion.

Introduction and welcoming

1. Introduce moderator.

2. Introduce the discussion topic and objective of the study.

3. Describe the rules that should be followed by the participants during the discussion session, participants' rights, recording process and protection of personal privacy.

4. Recognize participants and understand their background.

Discussion key points

5. Understand participants' habit of reading newspapers/magazines.

6. Understand participants' perception on gender image and role in society.

7. Prompt participants to review female gender portrayal in media.

8. To understand participant perception of female gender portrayal in the public media, i.e. acceptance level of female gender portrayal and sexual stereotyping of women in the media. And then probe for reasons contributing to those feelings, e.g. privacy, religion, morality, women's rights etc. (A list of advertisements and news picture samples that includes all those used in the household survey plus news stories will be shown when asking this question.)

9. Discuss the relevance of female gender portrayal in the media on attitudinal and behavioral development of future generation in terms of their sex attitude and sense of objectification.

10. Highlight this question (Q.9) in the parents, teachers and social workers groups.

11. Summarize the discussion key points.

12. Discuss the way forward where female gender portrayal in the media is at variance with public acceptance of gender perspectives, i.e. find out related solution if negative views are found.

**Study on Public Perception of Portrayal of Female Gender
in the Hong Kong Media**

Focus Group Discussion

<u>Personal Information Questionnaire</u>

(Information will be collected anonymously.)

1. Respondent's Gender
○ Male   ○ Female

2. How old are you?
○ Below 18   ○ 18 - 29   ○ 30 - 39
○ 40 - 49   ○ 50 – 65   ○ Above 65

3. What is your marital status?
○ Single   ○ Married   ○ Divorced
○ Others _____

4. How many children do you have?
○ None (skip to Q6)   ○ 1   `   ○ 2 – 3
○4 - 5   ○ 6 or above

5. If having children, how many of them are under the age of 18?
○ None   ○ 1   `   ○ 2 – 3
○4 - 5   ○ 6 or above

6. What is your education level?
○ Primary or below   ○ Secondary   ○ Matriculation
○ Tertiary   ○ Master or above

7. What is your occupation?
○ Managers and administrators   ○ Professionals
○ Associate professionals   ○ Clerks
○ Service workers and shop sales workers   ○ Craft and related workers
○ Plant and machine operators and assemblers   ○ Elementary occupations
○ Skilled agricultural and fishery workers; and occupations not classifiable
○ Students   ○ Retirees
○ Home-makers   ○ Unemployed
○ Others (please specify) _____

8. How much is your monthly domestic household income (HKD)?

○ <2,000 ○ 2,000 - 3,999 ○ 4,000 - 5,999
○ 6,000 - 7,999 ○ 8,000 - 9,999 ○ 10,000 - 14,999
○ 15,000 - 19,999 ○ 20,000 - 24,999 ○ 25,000 - 29,999
○ 30,000 - 39,999 ○ 40,000 - 59,999 ○ 60,000+

9. How important is religious belief in affecting your moral values?

○ No religious belief ○ Not Important ○ Quite important
○ Fair ○ Important ○ Very important

10. Where is your place of birth?

○ Hong Kong ○ Mainland ○ Other, please specify
_____

11. How many years have you lived in Hong Kong? _____

**Study on Public Perception of Portrayal of Female Gender
in the Hong Kong Media**

Focus Group Discussion

Samples of Advertisements and News Reports

Product Advertisement

Product Advertisement

Product Advertisement

Body Beauty Advertisement

Samples of Advertisements and News Reports

Body Beauty Advertisement

Body Beauty Advertisement

Magazine Cover

Magazine Cover

Samples of Advertisements and News Reports

Newspaper

Newspaper

Newspaper

Equal Opportunities Commission

Address	:	19/F., Cityplaza Three, 14 Taikoo Wan Road, Taikoo Shing, Hong Kong
Tel	:	(852) 25118211
Fax	:	(852) 25118142
Email	:	eoc@eoc.org.hk
Website	:	http://www.eoc.org.hk