

Public Abstract

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Title:Magazines Targeting Young Men: Men's Objectification of and Attitudes Toward Women

The purpose of this study was to expand knowledge regarding the effects of viewing Lad magazines on men. Specifically, this study was the first to examine men's reactions to Lad magazines, a relatively new and popular genre of lifestyle magazines targeted at eighteen to twenty-six year old men, including the U.S. titles Maxim, FHM (For Him Magazine), and Stuff. This study examined whether Maxim magazine had an effect on men's attitudes toward women, attitudes about dating and relationships, objectification of women, and dating norms and expectations. This study also examined whether conformity to a traditional male gender role norm predicted these attitudinal changes. One hundred and one college males enrolled at the University of Missouri were exposed to either Maxim magazine or National Geographic Adventure magazine. Attitudes toward women, attitudes about dating and relationships, objectification of women, and dating norms and expectations were assessed, along with conformity to masculine gender role norms. Repeated measures ANOVAs and repeated measures ANCOVAs did not demonstrate significant effects of viewing the magazines. Implications for future research and practice are discussed.