

MAGAZINES TARGETING YOUNG MEN: MEN'S OBJECTIFICATION OF
AND ATTITUDES TOWARD WOMEN

Emily A. Hamilton

Dr. Laurie Mintz, Dissertation Supervisor

ABSTRACT

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.