WORKING HARD OR HARDLY WORKING: CAREER-RELATED MAGAZINE HEADLINES AND THEIR RELATION TO ANXIETY IN FEMALE READERS

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by

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The undersigned, appointed by the dean of the Graduate School, have examined the thesis entitled

WORKING HARD OR HARDLY WORKING: CAREER-RELATED MAGAZINE HEADLINES AND THEIR RELATION TO ANXIETY IN FEMALE READERS

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and hereby certify that, in their opinion, it is worthy of acceptance.

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ABSTRACT

Career-related headlines are making their way on to the covers of prominent women's magazines. Publications such as *Cosmopolitan* and *Glamour* are working to devote more cover space to the many sub-categories of the working world: pay raises, in-office relationships, achieving success and more. With this change, comes the necessity of understanding how readers interact with and are affected by the headlines. Because research on appearance-related headlines has proven to cause a number of negative responses in women, such as anxiety, it was important to understand if career-related headlines would do the same.

12 women between the ages of 20 and 29 were interviewed and asked questions based on two lists of headlines from the two magazines listed above, spanning the past three years, as well as a number of corresponding articles. What emerged was an understanding that career-related articles can, in fact, produce the same negative responses as those researched before them, though actual action is debatable. The continued purchasing, despite these negative emotions, helps further explain the function of the sociocultural theory in our society and the continued success of the magazine industry.

Chapter I: Introduction

In today's society, there is a stereotype for everything. There is a contrived "proper" way to look, dress, act, feel, etc. These ideals are put forth through a number of mediums that are far-reaching and carry a reputation that makes them believable to many. One of these mediums is the magazine. Magazines have such a large effect on their readers that they were ranked second only behind friends as the best source of information (Davalos, Davalos & Layton, 2007, 250). Furthermore, in a survey presented by the Henry J. Kaiser Family Foundation, researchers found that 70 percent of information on sexuality and sexual health could be found nowhere else according to regular readers (Walsh-Childers, Gotthoffer & Lepre, 2011, 156). Through cover lines alone, readers can be given messages that tell them there is a way to achieve these ends that they don't already know. This research will look at how magazine cover lines instill anxiety in female readers who are looking at and reading content and material that exudes stereotypes related to the workforce that are glorified by society. The research will look at headlines based on a topic that excludes weight, dieting and anything generally appearance-related, as these topics present a collective literature of evidence that shows their enhancement of anxiety. According to Malkin, Wornian and Chrisler, at the time of their study 78 percent of the covers they analyzed contained content related to appearance (Malkin, Wornian & Chrisler, 1990, 647-655). A lot of content covers this "78 percent." Instead, the research will look to the other 12 percent, more specifically, careers. The 12 percent includes a variety of things such as travel, relationships, materialism, etc. However,

the topic of careers and the working world in relation to women is one that is slowly becoming more prominent in women's magazines and is plausibly important to the target audience who are entering or already in the workforce. Because the appearance-related content has proven its abilities to create or enhance anxiety, it is the goal of this research to understand if career-related headlines have the same effect (Harper & Tiggemann 2008, Clay et al 2005, Durkin & Paxton 2002, Monro & Huon 2005, Slevec & Tiggemann 2011). The research will look at how these emotions regarding careers affect their relationship with the magazine as a study done by Lehmann confirms that a median amount of anxiety and self-esteem is conducive for persuasion (which in this case is buying, subscribing and using the magazines) (Lehmann, 1970). This will be done through the theoretical framework of the sociocultural theory to understand how individuals internalize and act upon what magazines present to them. These ideas have become important because they are pieces of the cultural identity that have been created by individuals and groups.

This study has both practical and theoretical benefits. Practically, if one finds how cover lines have an impact on readers and how they affect why their dedication to a magazine is the way it is, magazines can better tailor their features and headlines to deliver information without instilling a required "norm" and without becoming a source for the development or the increase in anxiety of readers. Realistically, this research will help to understand how this anxiety affects readership and what draws readers to or away from specific magazines and headlines. Most magazines have found their specific headline formulas (and probably won't change them) as seen in Lambiase's study on *Maxim's* cover formula

of scantily clad women targeting the "macho" man audience (Lambiase, 2007). However, this will give them better insight into the behavior and mental state of their readers and will help them to further understand how much of an impact magazines have in asking readers to learn and transform themselves into what the articles or headlines require as well as teach. Theoretically, any advances found in this study may help us to better learn how we are still using agenda setting and framing either intentionally or unintentionally and how they affect audiences, especially in an area that has been studied very little: career-related headlines. In general, it is my goal to understand what readers feel and how that affects their relationship with a magazine in order to understand how the industry functions as well as to grasp the potential short- and long-term affects of magazine-produced anxiety so that it can be reduced.

The literature reviews what research already knows about the effects of magazines and social norms on women as well as the details of the theoretical frameworks of framing, agenda-setting and sociocultural theory in accordance with mass media. This literature will help me and readers of this study to understand what research has uncovered up to this point and what needs to be done in further studies to advance the knowledge of the effect covers have on readers and their mental wellness.

Chapter II: Literature Review

Sociocultural Theory and Anxiety

This study will focus on two key theoretical concepts that will help to understand how magazines are formulated and how they affect readers: sociocultural theory and the idea of anxiety. These terms will function together to explain why the study gives results as it does.

Sociocultural theory helps to understand how these ideals come to the forefront of content and affect readers in that individual's behaviors are an outcome of awareness of the society they participate in and how they internalize what they are surrounded by (Lantolf & Thorne, 2006, 197-216). Society presents certain models to be followed that force people to both think and act on them and thus contribute to them staying as the norm for others. The standards of society become a cycle as people work to stay under them and furthermore influence others to. This constant need to keep up can cause anxiety in many who find the standards more difficult to achieve or require a lot of effort in both learning and doing. According to Bautista, self esteem is "both a basic human need and a fundamental human motive" and it fluctuates in accordance with both these ideas (Bautista, 2005). These fluctuations and this motivation can lead to the anxiety mentioned.

Anxiety, according to Mayo Clinic, is "intense, excessive and persistent worry and fear about everyday situations," (Mayo Clinic Staff, 2014). Anxiety can come from typical stressful situations: work, school, relationships, even social media and other platforms of mass communication. However, in terms of general life and for

this study, it must be understood that the term "anxiety" is often used to describe serious and negative emotions that are not necessarily depictive of disorders or emotions that require medication, diagnosis, etc. For this study's purposes, assume that anxiety can be experienced on all levels and depends on how the subjects express said negative emotions. According to the Mayo Clinic, women have a higher probability of being diagnosed with a disorder (Mayo Clinic Staff, 2014). Though this study will not necessarily bring to light the emotions that support the diagnosis of disorders, it should be understood that women have a high risk of feeling strong negative emotions in general.

Magazine Cover Lines and Mental Wellness

Most of the research done on anxiety in correlation with magazines is focused on the viewing of advertisements and images in those publications, though a few do pertain to the covers and their headlines specifically. This literature supports the idea that headlines are generally framing ideas pushed by society that appearance, weight, style, etc. are the over-arching themes that women need to know about and apply to themselves. Conlin and Bissell's study shows this and furthermore the idea that these topics are presented in a way that does not support actual health (Conlin & Bissell, 2014). In a study on Curves' strategy for advertisement, DeZon states that women generally experience higher body dissatisfaction than men, which stems mainly from media-portrayed ideals (DeZon, 2008). Furthermore, Jain's comparison of men's and women's magazines shows that women's magazines focus on slim appearance and categorizing women in a "submissive, demeaning and decorative" way while men's magazines portray a more

strong and commanding categorization of their audience (Jain, 2008). This establishes the idea in the studies below that the media imprint negative stereotypes upon females that lead to health issues. Furthermore, in the book, *Selling Anxiety: How the News Media Scare Women,* Caryl Rivers says " news media today sell anxiety to women the way that advertising sells insecurity about their faces, bodies, and sex appeal" (Rivers, 2007). Although this author believes that the advertising is selling the insecurity and the news is selling anxiety, studies show that magazine media is doing both.

Davalos et al looked at headlines from nine magazines spanning three decades (1976, 1986 and 1996) for common themes. They found that one third of all headlines pertained to appearance and that actual health fell to the wayside. Most headlines proposed that the significant issues were about impressing men, being skinny and looking beautiful (Davalos et al., 2007, 251-258). This shows a consistency in magazines to use specific headlines to portray social standards and how they should take precedence. Sypeck, Gray and Ahrens touch on this more in their research on the identification of beauty standards in magazines through time. Analyzing the top four fashion magazines, they observed that body size of cover models decreased between the '80s and '90s and that the amount of body shown on the cover increased between the '60s and '90s, both of which led to a higher percentage of eating disorders (Sypeck, Gray & Ahrens, 2004). This relates to the mental struggle that readers are faced with due to ideals presented in covers and the action that results from such. Similarly, Aubrey (2010) looked at 426 headlines on women's health magazines, which showed that appearance- related articles were

shown just as often as health, if not more. Aubrey determined that 40 percent of headlines used terminology that was considered "objectifying" and supported the idea of the frame that appearance comes before health and well being in society. Furthermore, when these headlines were shown to 103 undergraduate women, the appearance-related headlines instilled more body shame that correlated with motivation as opposed to motivation based on health (Aubrey, 2010, 50-63). Headlines do have somewhat of an effect on the actual behavior of readers, though it's unclear whether the motivation is followed through. Whether the call to action is successful in actually changing the habits and actions of readers is something that will be looked at in the methodology, as it will show how much impact anxiety has on readers. It is important to understand from this study that these participants were motivated based on appearance and lack of body confidence instead of the desire to feel good and healthy, which shows that social constructs of appearance are being prioritized over self-care.

Magazine Images, Advertisements and Mental Wellness

Many other studies have used the advertisements and images featured in magazines to determine their effects on viewers and readers. Reichert discovered in his study on men's magazines that sexual cover photos increase interest in buying, though not necessarily the actual action of buying, which brings into question how this works for women (Reichert, 2005). It's notable that instead of choosing pictures that are meant to arouse women (such as say, a picture of a shirtless Brad Pitt), most covers use the same women used in these men's magazines as an example of what women should perhaps look like or aspire to. In every study performed, it was

found that appearance-based images and sexually based images as opposed to, say, brand images, related to an increase in body dissatisfaction and shame, anxiety, etc (Monro & Huon 2005, Slevec and Tiggemann 2011, Harper and Tiggemann 2008, Durkin & Paxton 2002, Aubrey 2007, Clay & Vignoles and Dittmar 2005, Cameron & Ferraro 2004).

Harper and Tiggemann showed varying magazine ads to 90 undergraduate women between the ages of 18 and 35. The images included a thin woman, a thin woman and an attractive man or no people at all (i.e. just a brand.) As stated above, the subjects reported more anxiety after viewing advertisements featuring women. More importantly, Tiggemann and Harper came to the conclusion that this research supports the idea that magazines have the ability to induce this anxiety, self-objectification and poor attitude without actually relating the content to the reader's own body (Harper & Tiggemann, 2008, 649 – 657). Headlines can be capable of this too if they are written in a certain manner. Instead of saying "Get Abs in 20 minutes," the headlines might say " Actress name shares the secret to her killer abs," therefore taking the spotlight off self-enhancement, but still putting an emphasis on the idea of body appearance and change. Cameron and Ferraro focused their study on identifying emotions from groups split by their rated body dissatisfaction and given either fashion, health or news magazines, which led to reports of depression, anxiety, fear of weight gain and thus eating anxiety. More importantly, the researchers found that readers can experience an increase in anxiety or any of these feelings after just 15 minutes of exposure to fitness/health magazines (Cameron & Ferraro, 2004, 1093-1099). A reader can scan a shelf of magazines at the store,

looking at all the headlines and leave with anxiety without ever having to purchase the magazine and read the articles.

Magazines, Anxiety and Age

Something important to acknowledge is that these findings of the correlation between magazines and anxiety transcend age, but still exist on individual levels pertaining to each reader's mentality, social surroundings and body satisfaction. Clay, Vignoles and Dittmar studied female subjects ages 11 to 16, a younger audience than most of the studies, which use undergraduates. The girls were presented with images of thin models, average-sized models and control images featuring no models at all. Both the thin model and average-sized model images caused an increase in body dissatisfaction and a decrease in self-esteem (Clay et al., 2005, 451-477). Interestingly, this study proved that the body ideals presented by society do not surround an idea of one perfect woman, but a range perhaps that they can lie in, which may present stress in girls having more standards to observe and think about. Durkin and Paxton also focused their research on younger girls in grade seven and grade 10 (ages 11-16 respectively, as well.) Body dissatisfaction, body mass index (BMI), depression, self-esteem, etc were assessed first. Then the girls were given magazine images of either idealized females or fashion accessories before being assessed again. While both grades showed a decrease in satisfaction, they related to the pictures differently, with 7th graders focusing more on their own BMI (Durkin & Paxton, 2002, 995). Females age and learn and internalize differently as they grow, but are still vulnerable to the issues presented by society and it's media.

Monro and Huon cited individuality of cases as well in their study of 39 female college students who were given images, 12 body-related products and 12 not, with half of each showing idealized images. Regardless of type, idealized images presented subjects with higher levels of anxiety and self-objectification. However, they state that regardless, images will always have a different effect on each subject based on their already existing levels of dissatisfaction, anxiety, etc (Monro & Huon, 2005, 85-90). Slevec and Tiggemann show this idea of age transcendence furthermore in their research of body dissatisfaction and media in women ages 35 to 55. They gave questionnaires to 101 women based on appearance, aging anxiety, eating/weight and body dissatisfaction, which reported that magazines (and TV) related to aging, appearance investment, internalization and social comparison. This research used sociocultural theory, as this study does, to understand that these ideas of weight, age and appearance remain present in middle-aged women (Slevec & Tiggemann, 2011, 617 – 627). The culture created early on by society, internalized by individuals and then acted upon creates a sort of precedence and path for women to follow as they age, finding new issues to worry about (wrinkles, cellulite, etc.) and thus never breaking the habit of needing more information on how to better themselves in accordance with beauty and health standards.

Magazines and Career-based Content

There isn't a lot of content on career-based headlines or career material being shown on the cover in general, though there is some on career-based content within the actual magazines. Most of the studies don't discuss how women are

affected by such content, but more focus on content analysis of these articles and how they play into gender roles and cultural structure. As mentioned below in the methodology, both Massoni's study and Ruggiero's and Weston's study have found that career articles in magazines promote certain stereotypes of women in the workforce such as their potential lack of power, their role in traditional positions or positions that emphasize popularity and appearance, etc., along with the idea that men are more stereotyped as *the* workers (Massoni 2004, Ruggiero & Weston 1985). According to Demarest and Garner, themes of women in traditional roles gradually declined between 1954 and 1982, making way for more modern ideas of women in more career and economically-oriented roles, though the traditional ideas still generally dominated the general magazines field (Demarest & Garner, 1992). Geise came to a similar conclusion in studying *Ladies' Home Journal* and *Redbook* between 1955 and 1976 in that magazines were changing their attitudes toward women in the workforce, yet the general population was still more inclined to lean towards traditional role acceptance than to the flexible ideas of modern roles (Geise, 1979). What this discourse lacks is the actual emotion and opinion of the reader of the magazine – the woman who is employed, is attempting to be or is choosing not to. The discussion focuses on what has been done in the past, but not what is happening right now and what it means for society's standards that women are expected to perhaps follow or what it means for the actual careers of women. Although women still face issues from gender roles, such as the wage gap and the glass ceiling, these studies generally only focus on the idea of the stay-at-home mother versus the "do it all" woman.

In general, the literature shows that these issues, presented by magazine covers, headlines, images, models and more, affect the way that women of all ages think about society and about themselves and that the issues do not generally include topics outside the realm of appearance. The use of objectifying, weight- and appearance-based material can induce a layer of different anxieties on women who feel the need to maintain the standards with which they are presented. Through the proposed research, we can understand how headlines are a part of the problem, since they lack a more dense collection of research, and why they maintain (or don't in some cases) a consistent audience. The research will help to open a discussion about other kinds of headlines and whether they are similar to the appearance headlines they share the cover with. With a target audience so heavily related to and involved in the work force, the discourse needs to be expanded to understand in what other ways magazines connect with their audiences.

The research questions that this study will look to answer in general are as follows:

- RQ1: How do these cover lines make women feel and why?
- RQ2: Do these cover lines encourage or discourage women entering or already in the work force and why?
- RQ3: How do these headlines affect potential or expressed buying and subscribing tendencies?

Chapter III: Methodology

The above literature shows a distinct trend in focusing on appearance and body-related headlines, images, etc. What the discourse lacks is more of discussion on the other topics featured on covers. Though they may be less prominent to readers, especially when the cover images so purposely reflect headlines about weight, dieting, and body satisfaction, it is important to understand how the other headlines affect readers or if they do at all. The methodology will help to narrow this gap in the discourse by focusing on headlines from highly circulated, popular women's magazines related to women's place in the working world. By narrowing in on this topic, the research will supply information that the discourse lacks.

There are many topics that do not fall under the theme of appearance that can be found in magazine headlines including materialism and money, travel, relationships and sexuality, etc. However, career-based topics are some of the more under-represented in women's magazines. According to a study done by Adya and Kaiser on women in the technological workforce, at one time *Cosmopolitan* used 30 percent of its magazine space for fashion and beauty, 23 percent for relationships and sexuality and 30 percent for advertising and promotions (Adya & Kaiser, 2005). Not much room was left for career-related material, which may be a reason that the subject gets one headline per cover at most.

However, it can be said that attention to this subject is both changing and rising. In April 2013, *Cosmopolitan* Editor-In-Chief, Joanna Coles, published the first *Cosmo Careers*, a 40-page pullout focused on work advice, anecdotes, etc. The first

edition featured guest editor and Facebook COO, Sheryl Sandberg and an excerpt from her book *Lean In* (Shapiro, 2013). Furthermore, magazines including *Cosmopolitan* and *Glamour* have areas available on their websites devoted solely to career-based articles. This attention to this topic may have to do with the growing number of women in the workforce and furthermore the attention to how their place is viewed.

Of course, it is not to say that career-related magazine content has never been written or focused on. There are a number of niche publications that focus solely on the workingwoman, such as *Working Mother* or *Woman Engineer.* However, because these are niche magazines, they do not necessarily attract the general population of women the way that other popular magazines that cover a range of topics do.

With the target audience of women's magazines ranging anywhere from 18 to 65, readers may either be looking to enter the work force or already situated. According to the Department of Labor, in 2013 there were 127.1 million working age (16 years old and above) women in the United States with 72.7 million in the work force, and this number is expected to increase by 5.4 percent between 2012 and 2022. Out of the 64,421,000 women who were 25 years old or above, 17.5 percent had some college experience, 12.7 percent had an associate's degree and 37.8 percent had a bachelor's degree or higher (United States Department of Labor, 2013). With the women's workforce growing and the number of women attending college increasing (33 percent growth between 2001 and 2011), it's plausible that a number of these women will look for advice, information or anecdotes related to

their specific paths (National Center for Education Statistics, 2013). They may look to these magazines that are continuing to increase their career-based content for this compilation of material.

However, like any other topic, its possible that this material may result in mixed emotions in readers. Women face a multitude of issues in the working world – finding employment in general, facing the wage gap, breaking the glass ceiling, working and maintaining a family etc. These articles that suggest there are easy ways to ask for a raise, to make a notable but likable presence in the office, to have a good relationship with the boss, to gain a promotion and more may give women encouragement or the exact opposite. Readers may look at these headlines, reflect on their own employment (or lack thereof) and wonder if they should be behaving differently around the office, taking on more tasks than they can handle, or asking for a raise they are not sure they are worthy of. In a study on *Seventeen Magazine,* Massoni found that adolescent girls were receiving messages from career-based articles that circled around the themes of working in entertainment careers being viable and achievable choices, men being the stereotypical workers and modeling being the peak of the female work occupation (Massoni, 2004). Furthermore, Ruggiero and Weston found that from 1971 to 1980, established magazines had the tendency to profile women in more traditional occupations and that the women profiled in the magazines were less likely to perceive themselves as having power and influence in the workplace (Ruggiero & Weston, 1985). Pew found that 58 percent of working mothers found it harder to advance in the work place while only 19 percent of fathers said the same, which may correspond with the fact that 42

percent of working mothers said they've had to reduce hours for family-related reasons while only 28 percent of fathers said the same (Pew Research Center, 2015). This idea of women "having it all," a subject often talked about has been a long-term struggle for women collectively. Of course, whether these studies are still true remains to be seen, but it shows that women's magazines do have the capability to impress stereotypes upon readers as well as possible negative feelings. On the other hand, women may read these headlines and finally find the right way to ask the boss for more responsibilities or the proper verbiage and poise to lead an important staff meeting among other things. With this study, I hope to understand how these headlines affect readers, if they show a similar outcome that appearance related headlines have shown in the literature above or if the difference in topic also differentiates reader emotion and buying tendencies.

The methods of this research study revolved around semi-structured interviews. In looking for an understanding of women's emotions and mental wellness based on magazine cover lines, it was important to put them in a situation in which they could openly discuss their habits, their feelings and their connection with the magazines presented or previously read. Semi-structured interviews allow researchers to "delve deeply into social and personal matters," both of which were heavily focused on in this study (Bloom & Crabtree, 2006, 314-321). The structure of the interview technique presents the benefits of conversation and being able to question answers further that surveys and other quantitative methods do not, especially if the already specified questions do not fully cover the possibly discussion topics that women have to share.

The semi-structured interviews were given solely to women, as I was focusing on women's magazines. Men's magazines do also present a prominent issue with creating anxiety in readers as demonstrated by Morry and Staska. They also present a completely different structure of publications (Morry & Staska, 2001, 269-279). While women's magazines often cater to women with content that focuses exclusively on their male counterparts, men's magazines have a different dichotomy of magazines about men featuring women and magazines about women, as demonstrated through the formation of *Esquire*, studied by Breazeale (Breazeale, 1994, 1-22). Women, as specified earlier, also have a higher rate of being diagnosed with anxiety disorders than men (Mayo Clinic Staff, 2014).

The study looked at two of the top circulating women's magazines, *Cosmopolitan* and *Glamour* with circulations of 3,019,788 and 2,318,521 respectively as of June 30, 2014 (Lulofs, 2014). These magazines have broad-based editorial content as opposed to specified concentrations and appeal to both younger and middle-aged audiences. As well, they appeal to those who fit into the working world. *Cosmopolitan's* demographic features a median household income of $56,995, 65.8% of readership having attended or graduated college and 63.4% employed (Cosmopolitan, 2015). *Glamour's* demographic features a median household income of $64,280, 67% of readership having attended or graduate college and 65% employed (Glamour, 2015). Two were chosen in order to get a broader range of headlines, not to mention these two magazines are generally the only women's magazines that boast headlines related to careers on a consistent basis. These

magazines represent a different voice, personality and woman and it is important to capture how each of these presents their covers to potential audience members.

Women between the ages of 20 and 29 were eligible for the study, as these are the target ages represented in each magazine's media kit, but they are also just entering or beginning to find a place in the workforce (Cosmopolitan & Glamour, 2015). Though the target ages range much hire, it was my goal to interview women who are newer to the workforce as the material will apply to them more.

I used a criterion sample for this study as defined as "picking all cases that meet some criterion" by Yin (Yin, 1994). The requirement for participants, alongside the age range, was for participants who have anywhere from minimal to high magazine readership or buying and subscribing tendencies**.** Because the study is focusing on how these headlines have the possibility to create mental and possibly physical issues that can potentially affect buying and subscribing tendencies, having participants who do not read magazines in general would have skewed answers. The data representing buying and subscribing tendencies might lean more toward the reluctant or "no" side of the spectrum, which wouldn't correctly represent the population I'm hoping to study. This study was on a volunteer basis from the Chicagoland area. Participants were found through local establishments, such as schools, and the snowballing technique was used as well. I interviewed 12 participants, the selected minimum, and did not need to continue on until I reached complete saturation as 12 was enough. I chose this number based on a study done by Guest, Bunce and Johnson that states that 12 is the average number that

complete saturation occurs in, though it can be accomplished in as earlier as six (Guest, Bunce & Johnson, 2006).

Each interview began with basic questions about career aspirations, ideal life setting, goals, education history, etc., to understand what kind of background the subjects are coming from and to better gauge what answers might mean.

Each subject received a list of headlines from the two magazines that were taken from issues in the past three years so as to remain relevant to trends but also contain a large sum of headlines. The headlines were typed out without the magazine names, so they remain separate from both the cover images and from the identities that the brands have created. The headlines were separated into groups based on which magazine they came from to also help data show whether which publication the headlines come from made a difference. Every headline that was related to the working world and featured on the cover during the selected time frame was used, explaining why *Cosmopolitan* had 25 headlines and *Glamour* only had 16.

The subject were then given five small paragraphs with headlines – samples from the stories mentioned on the covers from both magazines – and asked questions about what they have read. The headlines with the paragraphs were both the headlines from the cover and the headlines from the actual article inside. The five articles were chosen so that subjects would have an array of topics to look at as well as an array of differences between cover headlines and in-book headlines, the goal being to both show a range of headline writing techniques to readers and give them as much of a variety as the lists did. Five articles were chosen to reflect that

Cosmopolitan did have more content than *Glamour* and it therefore deserved more inside content shown. By also examining the articles and headlines from within the magazines, I could understand whether the headlines on the cover are the sole sources of anxiety, if women noticed a distinction between headlines within and without the magazine and whether headlines represented the articles are promoting accurately.

The findings were combined to get an understanding of how these magazines create a culture of mental health as an industry and as individual magazines. The interviews were analyzed individually and as a unit to understand how women feel comparatively in terms of each magazine, topics, reading habits, age, etc. Each interview was analyzed to understand individual emotions, how and why they were fostered, and how that affected their thoughts about their own career and their connections to magazines. Interviews were analyzed together to understand what feelings were most popular overall and whether or not certain emotions and feelings were outliers.

With the data collected, I will look to understand how these topics affect readers relative to how appearance, health and weight-related topics have done so as shown in the above literature. Together, these results will help add to the discourse on anxiety fostered by the media and will allow magazines to focus on what kinds of problems their publications may be fostering outside the more usually discussed health issues.

Chapter IV: Results

Though opinions varied on headlines and article previews, conclusive evidence was found to support theories from past research that shows magazine headlines, pictures, articles, etc., have the ability to produce negative emotions such as anxiety in viewers and the ability to produce varying emotions in general. Though past research mainly focused on appearance-related material, and this study looked at careers, the results were similar. Subjects were open about their positions both in and out of the work force to a varying degree, but still yielded a well of information on how magazines have or have not created a presence in the career aspect of their lives, allowing for multiple themes to form throughout.

Magazine Headlines and the Idea of "Enough"

A number of negative responses resulted from both lists of headlines. Common expressions circled around the ideas of nothing being "enough." Subject 4 specifically stated that the first list of headlines made her feel "like I'm trying to be fixed because everything is on how to be better and get things that are better." Subject 2 touched on this as well saying:

> I don't know (if magazines need more or less of these headlines.) I just feel like a lot of the headlines in magazines are always like targeting those insecure feelings that you have versus 'oh, listen to this great thing that happened' kind of topics.

Multiple women expressed that they felt they needed to be "better," "do more" or that they weren't doing "enough" after reading headlines like "Your

Hottest Year Ever! Upgrade your Job, Get Hell-Yeah Hair, Tons of Ridiculous Fun" and "Sexy and We Know It! Do it better … In Bed, At Work, In Life." Paychecks could be higher and women could be working harder. These key words indicate a feeling of possible inferiority or lesser status in the workplace. Subject 10, an undergraduate student with a health sciences (specifically nursing) major, commented on this idea adding that it made sense to her that these headlines suggest what they do because in a field of 90% females, "she gets put further down the list" when applying for a job. Subject 9 felt these headlines generalized women and that the ideas that they need to do better, or need the "confidence boost" to do so, is an assumption. A number of issues raised by the women interviewed include the idea that the headlines are making implications or assumptions about who women are, what they need and what they should be doing in the workplace. Subject 3 related her comments to popular feminist issues citing the idea that women need to "work harder to get farther" while also excelling at other things outside the workplace.

Relating to the initial issue of this study – the idea of anxiety created by headlines – Subject 11 said that some of the headlines made her anxious and nervous, especially because she is not employed fulltime yet. Generally, one might assume that the feelings of anxiety and nervousness are negative, but she said that was not so. After reading the first list she said:

> (I feel) definitely nervous. Um, because I really don't have one (a career) at this point. So, it's a little bit of like … a lot of the career headlines I'd probably

flip to just to like prepare almost or like will I face that in the future? I'll gather the knowledge now.

However, after reading the second list, she elaborated a little further on these emotions:

(I feel) a little bit the same. Some are a little bit aspirational, especially like, um, I think the Hillary Clinton one make you want to like picture yourself in her shoes a little bit. That one kind of makes me like, "Oh, maybe I can use what she knows to get to where she is," but definitely still a little anxious. But I guess anxious in a way that like makes you want to prepare instead of like freak out, if that makes any sense.

Subject 11 was the only woman to mention anxiety specifically. Despite attributing positive outcomes to this feeling, the fact remains that the emotion itself is still a potential response. One subject expressing anxiety shows that it is not impossible for other women to do so, and possibly with negative undertones.

In general, women reacted negatively to headlines that read as though they were already assuming or implicating that women need to be better and need help doing so. Because the headlines may take this approach, women can then reflect negatively back on their own careers. The key words of "better" and "enough" do not exist in the headlines the way the positive key words such as "success" do, which may tell us that the headlines and the publications aren't necessarily aiming to create a negative impact. However, because they suggest that there is always something else to be done by using words like "get," "more" and "upgrade," they can be easily interpreted as negative.

Magazine Headlines and Societal or Magazine Standards

Another important theme throughout the interviews was the identification of standards that are often conveyed throughout society. Whether these standards, as seen in the headlines, are standards that magazines convey because of or for society remains to be seen.

The first of these standards is sexism. Sexism is, of course, a prominent issue in the working world with women receiving lower pay in many instances, the idea of the glass ceiling and more. A few of the women, specifically and foremost Subject 3, made a point of recognizing what they believed to be sexist language within the headlines. Subjects 8, 6 and 9 mention their distaste for the article "1,000+ Guys Get Honest About: You in Bed, Secret Office Crushes, Their Sexual Bucket List and More," which Subject 9 says can create unrealistic expectations for women in the office. Subject 3 expands on the topic stating that the headlines, such as "Get A Raise! *Exactly* What To Say To Your Boss," made her feel "like I need to be aware of maybe what I say to men in higher positions" and that the verbiage often implied a male superior figure. Continuing on from what was mentioned in thoughts on the ideas of "enough," Subject 3 mentions that women have to work harder than men both in the workplace while maintaining an impressive presence in bed. This issue of sexism in headlines diminishes the advances that editorial sections like *Cosmo Careers* are trying to make. Subject 3 would later see that many pronouns were changed once within the articles and her opinion would change along with that, but if she had only seen the cover of the magazine, only the negative ideas would have registered. This, of course, is a problem with headlines, and furthermore, of making assumptions

about anything that you don't have the full details on. However, the cover is meant to promote the magazine and to give insight as to what is presented within. If the headlines misrepresent the people and ideas in the story, then the possibility for negative reception can increase.

Another very prominent standard presented throughout the interviews was the inclusion of sex and sexuality within the headlines. Although a number of women found headlines pertaining to life outside the workplace to be a source of entertainment, a large number also found headlines such as "The Sexy Power Issue" to be "ridiculous" (Subject 7) or irrelevant to their careers, hoping to keep the two ideas separate. Subject 7 added, "I don't think your career mentor would ever say things like that." Subjects 3 and 10 found that adding a sexual element to headlines about careers typecasts women so that their main attributes revolve around being "sexy." Subject 11 echoed this adding, "I'm not just the girl looking for boy advice." Adding sexual undertones or aspects to stories suggests to Subject 3 that there's a power aspect, but not necessarily a positive one. Simply put, many of the women felt that sex, though perhaps a part of their everyday lives as a number of the women are married and looking to have children, is not a necessary aspect of taking part in the working world. Adding sex and sexuality creates another aspect of the career world and "doing enough" that women feel they may have to obtain and uphold. It also creates a standard that women are seen foremost as sexual beings in the office for the purpose of the male gaze, which as perpetuated by popular culture, often diminishes reputations of perfectly capable and intelligent women.

Women, finally, pointed out the issues with the inclusion of appearance in work-related headlines and pieces. In the review of the literature, appearance and its abilities to foster negative emotions in women was researched and confirmed by a number of studies. Including appearance furthers the possibility of the career-related headlines also fostering negative emotions. There were some subjects who expressed being interested in articles that pertained to clothing and workplace fashion. However, a number also felt that articles like "Do Your Thing! 597 Ways to … Rock Your Style, Change Your Hair, Even Start Your Own Business This Summer" diminish the emphasis of a person's ability to actually work and creates unrealistic expectations for women (Subject 9). Subject 3 stated that, "It makes me sad to think that a woman would only rely on her style to get ahead on a job and that her mind doesn't matter." Others, such as Subjects 8 and 12, felt comfortable with who they are and didn't feel they needed to upgrade or change their appearance to further enhance their careers. Now this is not to say that appearance in some aspect doesn't matter. Subject 7 expressed that she'd read the articles on work clothes because looking professional is important. However, the emphasis put on appearance creates another facet of work life that women are expected to keep up with, further pigeonholing them.

In general, the inclusion of these society and magazine-enforced standards further perpetuates the idea that they need to be included in everyday life, though they often touch on subjects that impact women negatively. The inclusion of topics that don't necessarily pertain to the working world emphasize that women have more responsibilities than often necessary.

Magazine Headlines and Positive Reaffirmation

Though the emphasis of this study is to look at the possibility of negative responses from headlines, both lists did elicit a number of positive responses. A majority of the positive responses came from the *Glamour* headlines, which the women found to be more "intellectual," more "professional" and less gossip-related. The emphasis seemed to be more on service journalism and less on entertainment. Many of the subjects expressed interest in the fact that real examples were used. For that reason, the headlines including presidential candidate Hillary Clinton and a self-made female billionaire were often included in the headlines that stuck out most. Subject 12 said, "When they are actual stories, they are more motivational." Subject 9 appreciated that the advice was coming from a source that was "actually in the field," creating credibility for the piece and for what it suggested.

However, it should also be noted that what remains important about these specific examples of success is if they can connect to readers. Because the female billionaire doesn't have a known identity in the headline, readers relied on the words "self-made billionaire," which was looked at often positively because of the example of success and not the person herself. Hillary Clinton's article was found prominent because of her importance in today's culture. As a presidential candidate, a former first lady and a former secretary of state, Clinton has become a very recognizable figure. Subject 3 stated that because Clinton is "a public figure that has had success and downfalls," women could easily relate. *Cosmopolitan* also had a headline with the inclusion of a specific female public figure, Sheryl Sandberg, the author of *Lean In: Women, Work and the Will to Lead.* Though Sandberg has penned

what could be considered a popular feminist piece, is the chief operating officer at Facebook and has been included in both Forbes' "100 Most Powerful Women" and the "Time 100," she is less recognizable. Subject 3 stated she wouldn't read a story about someone she did not recognize, and Sandberg was not familiar to her. She was one of two subjects to reference Sandberg's name. Because of this, it is understood that women look both for positive influences in magazine headlines and for influences they recognize.

Key words such as "success," like in the headline "Success! You've Got This. How to Land the Love, Job, Friends, Life You Want," were very important to what made the *Glamour* headlines motivational and encouraging to the subjects. Both Subjects 2 and 10 pointed out the word specifically and addressed how the positivity made them "supportive" and "influential." The word "help" was used by many of the women. Subjects expressed that the headlines not only seemed relatable or interesting, but that they seemed helpful to both themselves and the general population. Many of the women spoke on the headlines in terms of their abilities to assist or reach out to women as a group. Subject 5 said, "these are more informational for career-driven people that really, really want to know how to succeed." This suggestion of looking at women as a group perhaps suggests that women feel that they as a whole do need advice, assistance, etc., or that women want to see other women succeed.

The *Cosmopolitan* headlines created positive responses as well, despite them being less than those mentioned above. The main focus for subjects with these headlines was their availability of "tips." Many of the women were focused on

articles that boasted ideas on not living paycheck to paycheck and standing out at work. Subject 12 stated that she found the headlines helpful because as someone still looking for a fulltime job "those were more towards the age range she's in." Subject 6 said that she felt the headlines were "inspiring maybe to women who need that extra push," including herself, and that because they include a range of topics, they are "helpful to women in a lot of ways, not just career-wise." The inclusion of general service pieces spoke to the women on a grander scale in terms of career.

Overall, the importance of verbiage has made itself clear in these interviews. If magazines can utilize keywords and phrases that encourage women in all facets of life, women can both seek the help or advice that they may need and find motivation and support from the content at the same time.

Magazine Articles and Their Connection to Magazine Covers

A main portion of the study, of course, involved taking the understanding of headlines one step further and looking at the articles and in-book headlines they correspond with. A large majority of the women felt that the headlines from inside the book were different from those they had read from the cover. However, their feelings about these differences separated into two sides: good and bad. A few women pointed out the negatives in having different headlines with Subject 4 "feeling deceived" and Subject 6 mentioning that there were some articles she would have passed up had she not read the inner headline or the article sample.

On the other hand, Subject 5 realized that the cover headlines were good ways to "catch attention even if it's a little bit different than you expected." Subjects

2, 3 and 9 felt better reading the samples and headlines and having more explanation and backup for what they originally read.

Despite identifying a difference in headlines, most women expressed that they would read one or more of the articles having seen the information. This does not necessarily oppose the idea of negative emotions being fostered from headlines. The headlines related to these articles were not specifically or necessarily the cause of these emotions. What is notable is that the more information women were given, the more they felt better about what they were reading. Negative opinions made way for positive in some cases, such as Subject 3 being fulfilled by the inclusivity of different pronouns as mentioned before. After reading the articles she stated:

> I feel much better about them. I think a lot of what I'm comparing … it just … here's a headline, but I already have 1,000 words that I thought were going to follow that headline, and I think that's what made it a weak headline, and the fact that I was already thinking like they're not going to talk about anything that can support a woman or be beneficial to know, and I thought it would just focus on fashion and interest and all that. Um, but now reading through it, I love how they say "your boss and you might be in her position," and I love how the pronouns have changed, and it gives women a stronger position and then confidence, too. And it's not just male to female or female to female or male to male. It's more of this is what everyone does. Go in there, determine your worth and stick up for yourself when asking for a raise.

The offering of more information or a more detailed explanation of what the publication is will not always make a negative story positive, as stated by the

women who felt deceived by headlines. But, if more information is included on a cover while still keeping headlines readable and interesting, can magazines find a way to eliminate these negative feelings in part? That's certainly a topic to be further studied.

These articles prove that though generalizations can attract the masses, women are often looking for complete information in an efficient way. Though many of them are aware that headlines are meant to be attention grabbing, it's still possible for articles to do so while portraying what their inner-content actually focuses on, as proven by a few of the headlines that did not demonstrate changes between cover and book. Women are aware of these differences, but that does not mean they are necessary.

Magazine Headlines, Articles and Relatability

For those subjects who expressed neutral emotions, relation or lack thereof was a major theme. Though many of the headlines and articles take a general approach to the career world, a number of women still felt that many of them did not apply to their situations or that they were irrelevant.

Subject 5, currently working toward her esthetician's license, found it very hard to relate to a number of the articles. Because her future career will include a daily uniform, self-made hours and salary and no boss, articles about promotions and pay raises, talking to your boss and finding the best work outfits were irrelevant to her lifestyle. Similarly, Subject 9 felt that too many of the headlines were geared toward the "business or office girl," which doesn't necessarily translate to her career

in occupational therapy. She also felt that the headlines weren't applicable to work with non-profits.

A number of women also expressed a lack of interest in headlines or lack of applicability because of their confidence or happiness with their current career choices. Subject 6 was steadfast in expressing that she was happy with her job and stated:

> Ultimately, a magazine just wants you. They want you to buy it and they are actually seeking … It's more for the people who aren't confident in what they're doing and who they are. And for me, like I said, when I'm checking out at like Jewel and I see those magazines, if I'm sitting there waiting for a minute I may look and them and stuff, but it doesn't … nothing about it is going to make me go home and think, 'Oh, I should really go find a new job now. Maybe I should go work in the city or do something else,' because I already am doing exactly what I want to do.

Subject 7 echoed this and said, "I know my path and where I want to go, and I'm on it."

Does this lack of relation suggest that magazines should be expanding on content or that women don't need it? That's debatable and perhaps worth more research as well. Many of the women interviewed occupy jobs or are working towards jobs that do not fit the standard 9-5 office situation, nor do they fit the norm for payment, hierarchy of employment, etc. Whether these women *want* advice might correlate to the fact that a majority of them do not *seek* it. But do they not seek it because they know it may not be out there? None of the women

mentioned that they wished there were more articles related to their area of employment specifically, though some mentioned that they noticed a lack of career-based pieces (Subject 5) or that they wished there were more headlines in general, though with stipulations that would leave out many of the characteristics of the headlines they didn't approve of.

The relatability of these magazine headlines can both further alienate or include women depending on their career status, which might further the emotional responses on either side.

Subjects and Magazine Habits, Purchasing Tendencies

Important to this study and how women reacted to questions about the given headlines is their tendencies when purchasing and choosing magazines.

Though subjects varied from purchasing off the stand every three months to having over three subscriptions and also purchasing off the stands in tandem, women still had unified ideas of what drove them to purchase originally. A majority of women stated that headline purchases came from two things: entertainment or relatability. Women seek headlines that play to their interests whether that includes people they admire or topics they find funny. A number of women stated that many of their purchases focus on topics of the pop culture nature – gossip, fashion, etc, though opinions on the inclusion of these themes in career headlines is split, as discussed. Others looked for tips, lists and often career-related subjects. Subject 5, however, stated that headlines tend to pull her in through presentation – fonts, their ability to stand out on a busy cover, etc. Other subjects, who have noted them as "catchy" or "flashy" in order to capture attention, echo her awareness of the

formulation of headlines and thus were not surprised by their presentation in the lists.

Another theme presented in understanding these women's connections to magazines is that none of them got the ideas for their current or future careers from magazines. Many of them learned or acquired goals through experience, such as working part-time jobs that lead to fostered interests or from role models observed throughout youth. This does not necessarily point out that magazines are not influential to these women in general, but it does say something about the influence that magazines have on women in terms of careers. They can give advice, spark ideas and more, but that does not always represent big picture ideas or action. This leads to the next theme these women expressed: a common idea that magazines are generally not where they seek career advice.

A majority of the women interviewed (10) stated that they do not seek out career advice from magazines despite the fact that they may still read the articles or the publications in full. Subject 4 specifically said that she "doesn't seek out ways to better herself with a headline." Others, such as Subject 10, believe that the opinion of one publication or writer should not and does not affect her personal goals and career. Subject 2 echoed this saying that magazines "were not the place she would go to for advice regarding her career." The women who do actively seek advice are both still in the undergraduate phases of their education and not fully employed. Subject 12 said that if career advice were featured on the cover, she would read it, and Subject 11 expressed that she seeks out this kind of advice "all the time."

Though these women said that they do not, as a majority, actively seek out career advice whether because they want more credible sources, they are comfortable with their careers/goals or because it is not the type of reading material they are looking for, half of the women also reported that they still feel affected by material. Subject 8 expressed this saying:

> I think a lot people feel like they should be a certain place, like especially in their 20s, so I think sometimes reading a magazine either if it says like 'okay you should be better off' or 'you shouldn't,' I think I personally would be like 'I'm okay' or 'I need to do something less/do something more' based off of what I do read in a magazine.

Subjects also related the influence of magazines to appearance-related aspects of their career coverage. Subject 11 stated that pictures often affect her more than verbiage and that if someone has been "photoshopped," she sees a disconnect with who she is and what she looks like. Subject 3 furthered this idea expressing that headlines "lean towards the exterior." This relation to the appearance headlines continues to accentuate the idea that the effects magazines have on women can foster extreme and negative emotions.

Most importantly, despite both the possible lack of influence that magazines have on these women and the array of emotions they do or do not cultivate, a majority of the women would purchase magazines with these headlines and read these articles. Furthermore, it was frequently expressed for both lists of headlines that magazines needed *more* headlines similar to those presented in the lists (but often with stipulations of removing the sexual undertones or providing more

topics.) Women identified specific headlines that they thought were worth purchasing the full magazines for (a number of them citing Hillary Clinton's). Subject 6 expressed her interest in the article about confidence boosters because "a lot of women need to remember they have a voice and to use it." Other women stated that they would buy these magazines purely out of interest, entertainment and curiosity. Subject 5 liked the variety of both funny and informational pieces presented as options.

So despite the risk of negativity, potential lack of relatability, and more, women were able to find value in purchasing or reading these pieces. Because many of them could pinpoint information they wanted, they could agree that purchasing was a choice they'd be willing to make. Of course, not all of these headlines and articles occupy the same magazines and not all of them are negative. However, it is notable that because headlines can change from cover to within the magazine, women are still taking the risk of reading information that perpetuates negative emotions and societal or magazine standards. Magazines boasting multiple headlines per cover also put women as risk that buy solely for one headline and then are exposed to the others.

This information above has exposed further what was found in appearance-related research in that this material does have the capabilities to cultivate a range of emotions while still upholding the magazine market. These ideas will be further explored in tandem with the research questions presented early in the following discussion section.

Chapter V: Discussion

With all of these themes being collected throughout the interviews, there are a number of implications presented for magazine covers, how audience members are affected by them and what this means for the magazine industry.

Most importantly, from this study it is proven that magazines do have the ability to affect readers in a way that produces negative emotions or the emotions that lead to often-negative feelings, disorders and more, including anxiety, answering the first research question. Though the type of responses differed with appearance-related emotions centering more on body dissatisfaction and the like, both sets of topics allowed women to compare headlines to their own lives and create the possibility for some kind of depreciation of confidence or self esteem. Both topics also showed a transcendence of age. As seen in the comparative research done by Clay et al, Durkin and Paxton, Monro and Huon, and Slevec and Tiggemann in the review of the literature, age was not a factor in the fostering of anxiety and similar negative emotions. This study, though testing a much smaller range in comparison, has shown that from 20 to 29, emotions ranged widely.

This implies that appearance-related content, though adding up to 78% of magazine topics as presented by Malkin, Wornian and Chrisler, is not the only content that causes this (Malkin, Wornian & Chrisler, 1990). Furthermore, a number of issues have displayed headlines mixing topics, bringing appearance and career ideas together along with other things such as sexuality. This mixing of topics allows for those that haven't been included in this research such as sexuality or quality of

life to take on these negative feelings through association. This paves the way to gathering similar results in future studies on other topics featured on magazine covers.

The emphasis on key words and phrases also implies that maybe topic isn't necessarily the issue, though it does add weight depending on the reader. By using phrases in headlines such as "get," "upgrade" and anything else that implies the need to change or do better, readers may react negatively as many of the subjects in this study did. Focusing on positive or encouraging key words and statements such as "success," magazines may be able to create headlines that both display the service journalism pieces they're offering while initially encouraging and enticing readers.

Headlines combining ways to be successful in work, the bedroom, etc., and to look good while doing it suggest that other topics might foster negative emotions through association. These wordy headlines not only uphold societal or magazine standards, but combine them, thrusting obligations into other realms of life and further complicating the "duties" of women.

Whether these headlines can actually encourage or discourage women is something that can be implied through the range of emotions expressed, as posed in the second research question. A number of subjects mentioned words such as "motivation" or "inspiration" in their discussions of the headlines, but whether they actually create action and emotion in certain situations is something to be further looked at. However, as Lehmann mentioned before, "a median amount of anxiety is productive to persuasion" (Lehmann, 1970). Such as appearance-related headlines may lead to disorders of many kinds, it can be implied that because this content has

proven to produce negative emotions, anxiety being specifically mentioned by Subject 11, persuasion is possible. This may be the persuasion to act or feel based on what the content suggests, or the persuasion to buy or read the magazine in the first place.

Persuasion to read or buy magazines and their content was often increased, or at least, made better with the additional information from the article samples and their corresponding headlines. The lack of information in the headlines that women might be seeking suggests that although headlines are made to be flashy and catchy (as many perceived), they might be improved with more information – subheads, extra words, any details that might allow for a better understanding of the actual article. Vagueness, though it allows for articles to often reach a wider audience, sometimes dispelled interests or forced assumptions.

Of course, it must be remembered that the purpose of magazines is to grab attention. From the publication angle, magazines are functioning much like clickbait. They lack information because they want to reel in readers with curiosity and interest. They are giving you a reason to read, and often that reason is dramatized. The cover's purpose is to sell the magazine. However, it can be said that magazines should be able to sell to the reader without affecting the reader negatively. There should be some kind of balance or agreement between the reader and the publication where they are both benefitting one another.

Continuing on the idea of purchasing tendencies, women were generally willing to buy the magazines despite the range of emotions they expressed for the headlines and articles, answering the third research question. Women often

pinpointed which headlines or articles would be the driving force in their purchases or viewership. Narrowing in on these headlines and articles and supplying stipulations to fix others suggests that women are interested in what magazines have to say, though they might not seek it out, and are willing to expose themselves to other content that can produce negative responses in the process. Subject 6 stated that for the second list, seeing the first headline, which she found negative, tainted the rest for her. If someone sees a magazine with just one bad headline, they can make assumptions for the rest of the publication. This openness to all the magazine has to offer explains why perhaps women end up in the somewhat vicious cycle of societal and magazine standards, explained below.

Implications For Sociocultural Theory

In the review of the literature, the sociocultural theory, presented and explored by Lantolf and Thorne, was discussed as a key theoretical concept in this study. The idea presented in the theory – that the people of society are presented with standard models of behavior, lifestyle, etc., and continue to absorb those and then act on them, further perpetuating them in a cycle – can be seen in the results of this study.

The subjects of this study expressed a range of emotions, many negative and many representing questionable standards of society. The included standards of sexism, sexuality in the workplace, appearance in perhaps unrelated areas of life, perpetuate the idea that social constructs are presented through easily accessible mediums that anyone can observe and further internalize. These standards relate back to previous research by Jain, who found that women we're presented as

"submissive, demeaning and decorative," and by Massoni and Ruggiero and Weston, who expressed the categorization of women into work stereotypes that demonstrated lack of female power, inferiority to men and emphasis on appearance (Jain 2008, Massoni 2004, Ruggiero & Weston 1985). Showing that these societal standards are still present, continuing to support research done 30 years ago, shows that the sociocultural theory really does represent a cycle that magazines continue to contribute to. Furthermore, despite these negative emotions, many of the subjects said they would both buy and read these magazines for pinpointed positive headlines and articles or for content they would like if slightly changed, showing how current magazine standards continue to thrive even more so.

Much like appearance-related content, the subjects want to know more about the topics presented, wanted to improve their career-related lifestyles and use these stories to feel better. Despite the fact that many magazines may include positive content, when women buy magazines they risk taking in *all* of the content. That may further forward the progress of societal or magazine-perceived societal standards, which may be negative in whole. Readers take in and think or act on content that is both negative and positive and allow the magazines to continue creating a space to provide that content.

It is worth nothing the anomalies that characterize magazine influence. A number of these women said magazines affect the way they think about their own careers and have proven the presence of the sociocultural theory. It was stated in earlier research that magazines were thought of as a prime source of information, as shown in a study done by Davalos, Davalos and Layton (Davalos, Davalos & Layton,

2007, 250). However, a majority of the women stated that they do not seek advice from magazines, a number emphasizing that magazines are not they place they look to for professional or credible information. This implies that the way magazines influence readers is changing. The sociocultural theory has remained and the societal standards, though modified with time, have been upheld. So although readers do not seek the information, magazines are still finding a way to affect readers and to keep the cycle of influence going. Whether this be by modern connections through Internet, through public exposure or other sources is something further to be discussed.

Anomalies and Challenges

There are several things to also consider when looking at this research. The study included nine more headlines for *Cosmopolitan* than *Glamour*, which could have been a determining factor in how subjects felt reading them. As said before, this was a result of *Cosmopolitan* putting more career-related headlines on covers throughout the three-year time period. However, the content of the headline is what remains important, not the number. Subjects also could have recognized what publications the headlines belonged to. Subject 5 mentioned that the first list of headlines were "like something you would find in *Cosmo*." If women had or have preconceived notions about the publication, this could have affected their answers. Still, the content and not the publisher is the focus of the research. Though many have formulated opinions on *Cosmopolitan*, these opinions do not limit the publications ability or inability to publish quality content about women in the workforce.

The age range of the subjects is also important to remember. Because they range in age and occupation from undergraduates to fulltime employees, their opinions about advice they think they need or don't need changes drastically. Some of the women are already married, planning families, etc. – a very different stage of life compared to those taking finals and applying for part time jobs. These headlines have showcased that age is not always a factor. One 20-year-old subject, Subject 10, did not find her career goals affected by magazines, as she was clear in the course she was taking, but a 28-year-old subject, Subject 3, stated an opposite opinion – that she felt magazines affected how she thinks about her own career and that "it does for a lot of other people too."

There were also anomalies in some answers. Subject 12, age 21, stated that she seeks advice from magazines because she is still a student, but she also said that she doesn't feel affected by them. It is, perhaps, confusing to understand how a subject could actively seek advice, but not feel affected by it, but it is also important to remember that the advice or content given by the magazines is not always relatable or specific to certain people, nor does it necessarily hold a specific reputation or status of credibility with readers.

Subject 3 stated that she didn't care for either list of headlines as many were sexist, but also said that she would purchase magazines with these headlines. It can be said that headlines do not always determine the quality of the content inside the magazine and that many consumers are aware of the appeal headlines are meant to have. It is also notable that women will continue to purchase despite negative emotions, as confirmed in the third research question.

The prominence of the Internet and magazine content moving to the web is also important. If women spend more time on the Internet looking at magazine content and do not see the covers, they may feel less inclined to be affected by them. Subject 10 specifically stated that she often avoids purchasing off the stand because she can find the desired content online. However, many magazines still post their covers on websites or on social media, which allows them to remain forces of emotion and instruction in women's' lives.

VI. Conclusion

This study proves that career-related content found on the cover of magazines and within the related articles has the ability to affect women in both negative and positive ways. This both creates the possibility of encouragement and discouragement and furthermore engenders negative emotions such as anxiety. Like the appearance-related content in previous studies, career-related content as seen in *Cosmopolitan* and *Glamour* can often motivate and inspire women while also focusing on topics and characteristics that often make women insecure.

Careers are varied – the range of college majors, degrees, combinations of interests and more – and that may explain the large range of emotions in the study. This study also supports how cover headlines entice buyers while also potentially delivering negative content to them. The majority of the subjects were able to pinpoint topics and headlines they would purchase a magazine for, despite expressing negative feelings about others. Focusing on specific headlines and topics, buyers can pick up magazines with positive content while being exposed to other magazines, or other content within the magazine they're reading that demonstrate the opposite. The purchasing of magazines with both positive and negative headlines keeps magazines with such headlines in rotation and on stands.

This research will add to what has already been found in that it confirms that headlines of all types can affect women, not just those related to appearance. It also helps to confirm and understand how and why women continue to purchase magazine that are not always completely beneficial to creating and living healthy

lifestyles. Though this research could not provide proof of action or inaction in response to headlines, nor could it force any one subject to completely unleash all emotional responses, it has still provided a number of insightful conclusions that will build a path to further exploration. At this point, if I were to make a recommendation to any publication or employees in the magazine industry, I would suggest focusing on the keywords and phrases discovered in this study. Use the positive ones more, try and remove the negative and test what can be tested. These basic ideas and implementation of basic writing changes is a good first step in the idea of writing for the reader. Because there isn't an extensive collection of research on the subject to further support these ideas yet, publications can work with the small ideas found in this study and help researchers to collect that material needed for future studies.

The next step in this study would be to continue furthering knowledge of headlines and finding better ways to sell them without harming the audience. Many women mentioned stipulations to the future headlines they'd like to see. Giving women a chance to view those kinds of headlines and gauging their reactions would be helpful in narrowing down what works and what doesn't. Finding more keywords and terms like those found in this study with the word "success" would continue to help improve the headline algorithm. Because this study could not include all 41 of the articles paired with these headlines, it would also be beneficial to explore a further range of articles with women.

Talking to younger women would also a good next step. The range of this study was 20-29, but many women's magazines target women ranging ages 17 to

55. Talking to women who are just entering college, graduating high school or still in the very basic stages of the work force will help us to understand how this content affects those who may just be starting to need it. As displayed by two of the younger subjects in this study, reading about employment before being employed fulltime can be overwhelming. Finding out if this is true across a younger age range and a range of majors or career goals would be beneficial to the study. Talking to women older than 29 will help to understand how these magazines affect women who have been in the workforce for some time or are starting at an older age. Are older women still looking for advice or have they already reached their highest goals?

It would be helpful to understand how other magazines are portraying their career content if they have it. A number of magazines researched before this study published career content, but a number of them did not feature this content on the cover. Why is this so and what is making career-content move to the forefront for the magazines researched in this study? It would be important as well to see how other magazines are framing their career content and how their readers are responding to it. The culture of career-content as a whole is something to be further looked at, especially because other women's magazines have varying voices.

Finally, it would be beneficial to run a similar study with male subjects and popular men's magazines. Do men experience this range of emotions when being faced with career-based content? A comparison will help us to further understand magazines and will also back up many of this study's subjects who found the inclusion of men, sexuality, and implied boss figures to be negative.

There is a lot of work to be done if magazine headlines are to be created in the future so that they are most beneficial to both the industry and the audience, but this study has added new information that will further that path and open opportunities for further study.

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Appendix A
List of Headlines and Articles Used In Interviews

Magazine headlines and articles were shown without publisher. Headlines were shown without dates so that those months without headlines were not included.

Cosmopolitan Headlines

Aug 2012 - The confidence booster you can stash under your desk
Sept 2012 - Make your boss want to pay you more
October 2012 – N/A
November 2012 – N/A
December 2012 – Innocent Mistakes that Blow a Job Interview
January 2013 – Your Hottest Year Ever! Upgrade your Job, Get Hell-Yeah Hair, Tons of Ridiculous Fun
February 2013 – The Love Issue: Epic Confessions, A Cheater's Diary, Obsessive Office Crushes
March 2013 – Finally: Stop Living Paycheck to Paycheck
April 2013 – Career Guide: Score your Dream Job, Facebook's Sheryl Sandberg on Hot to Kick Ass At Work
May 2013 – She Did *What* At Work?
June 2013 – N/A
July 2013 – Get A Raise! *Exactly* What To Say To Your Boss
August 2013 – How to Bounce Back From an Office Oops
September 2013 – Working Random Hours? Genius Ways To Still Have A Life
October 2013 – The Sexy Power Issue: Get what you want in bed, at work, in life! The Ambition Gap, when your dreams are bigger than his
November 2013 – Your Ultimate Game Plan with *Lean In's* Sheryl Sandberg
December 2013 - N/A
Jan 2014 – Genius Ideas To Recharge Your Work Life
Feb 2014 – Speak Up & Stand Out At Work
March 2014 – Sexy and We Know It! Do it better … in bed, at work, in life
April 2014 – 168 Ways To Kick More Ass! At work, in love, at play
May 2014 - #WorkFail The Most embarrassing stories ever
June 2014 – 10 Ways To Score The Job You Want
July 2014 – Surprising Ways To Get Promoted
August 2014 – N/A
September 2014 – N/A
October 2014 – N/A
November 2014 – You Deserve A Raise: Exactly What to Say to Get It
December 2014 - N/A
January 2015 – From Waitress to CEO, Snag Your Dream Job
February 2015 – N/A
March 2015 – N/A
April 2015 – Careers: The #1 Thing Men Are Good For, Besides *You Know*
May 2015 - Kick More Ass: At Work, At the Gym, In Bed

June 2015 – N/A
July 2015 – Workpocalypse! Stay Cool When Your Day Explodes

Glamour Headlines

Aug 2012 – N/A
Sept 2012 – N/A
October 2012 – N/A
November 2012 – N/A
December 2012 – N/A
January 2013 – N/A
February 2013 – 1,000+ Guys get Honest About: You in Bed, Secret Office Crushes, Their Sexual Bucket Lists & More
March 2013 – Career Clinic: Avoid the #1 Work Mistake Smart Women Make
April 2013 – Do You Make Enough Money? Boost Your Salary Now
May 2013 – N/A
June 2013 – Do Your Thing! 597 Ways To … Rock Your Style, Change Your Hair, Even Start Your Own Business This Summer
July 2013 – N/A
August 2013 – How to Win at Work: The Success Secret Nobody Tells You
September 2013 – N/A
October 2013 – Cool Work Clothes Exist! 50 Perfect Outfits to Wear Today
November 2013 – How to Get Your Exact Dream Job – The Work Rules You've Gotta Know
December 2013 – N/a
Jan 2014 – Great Style 101: Chic Work Looks, Jeans, And Shoes You Can't Live Without
Feb 2014 – N/A
March 2014 – N/A
April 2014 – We Can Get You A Better Job and More Money too! A guide for 2014
May 2014 – N/A
June 2014 – Salary Upgrade, Anyone? The new ways women are owning their careers
July 2014 – N/A
August 2014 – N/A
September 2014 - Hillary Clinton shares the "hard-earned lessons" that could help *you* at work, Let's Get You That Raise!
October 2014 – N/A
November 2014 – Success Secrets of self-made tech superstars
December 2014 – N/A
January 2015 – 10 ways to love your life, career, relationship, NOW
February 2015 – N/A
March 2015 – N/A
April 2015 – Instant Inspiration: The youngest self-made female billionaire shares her secrets

May 2015 – N/A
June 2015 – Success! You've got this. How to land the love, job, friends, life you want
July 2015 – Go Get That Raise – The exact script your boss can't resist

Cosmopolitan Articles

January 2015 – From Waitress to CEO: Snag Your Dream Job
Inside – Be A Rising Star: "At 17, Kat Cole was a Hooters hostess, and by 26, she'd soared up the company's ladder to the executive suite. Now 36 and the president of Cinnabon, she tells how to make your youth one of you best career assets. **Don't Knock Your Own Resume, Do the Menial Stuff, The Glam Follows, Identify the Holes, Take it Up Three Notches, Ask A Ton of Questions."**

July 2014 – Surprising Ways to Get Promoted
Inside – Learn to Love Your Office Nemesis: "I tried to like her. After all, Ms. Ambitious, as I'll call her, was a star. Cheerleader-perky, she had a real office (with a door!), compared with my lowly cube, although her title wasn't more exalted. When the big boss came looking for Ms. A one afternoon and was told she wasn't in, she chortled, "What's the point in being here without her?" Not to be immature, but I wanted to barf."

July 2013 – Get a raise! Exactly what to say to your boss
Inside – Get A Raise Right Now: "So you just got an offer for a job that you really, really want. Or you're hitting your stride at a company you love. Your first thought may be, *I'm lucky to get this opportunity. I don't' want to rock the boat by asking for too much money.* But don't make that mistake. Now is exactly the time to get strategic and ask for the salary you deserve. Not negotiating early in your career for even a few thousand dollars more can set you up to be making hundreds of thousands less over the course of 30 years, warns Margaret Neale, professor of management at the Stanford Graduate School of Business and a career-education expert at leanin.org. Follow Neale's five-step plan to getting paid what you're worth: **psych yourself up, get inside your boss's head, do some salary sleuthing, create your dream package, be confidence in your request."**

Glamour Articles

July 2015 – Go Get That Raise The exact script your boss can't resist
Inside – How to As For Anything At Work: "Make the request about your boss, not you." "You need to know what your boss want to accomplish: What matters to her? Detail how your performance is making an impact on those goals when you ask for a high-profile role or even a new office. Show that your request is a key part of carrying out her plan."

August 2013 – How To Win At Work: The Success Secret Nobody Tells You

Inside – The #1 Secret of Career Stardom: "Your boss controls your paycheck, promotions, and the time you show up and leave for the day. Figuring out what makes her tick preserves your sanity – and teaches you what to do when you're in *her* chair someday. To start: **Learn what the higher-ups need. Get strong in her weak spots. Know she needs feedback too.**

Appendix B
Interview Transcripts

I will stand for Interviewer and S will stand for subject. The recording of names will be skipped in transcripts for privacy reasons.

Subject 1

I: What's your age?

S: 22

I: What's the highest level of education you've completed?

S: Um, some college. I don't have a degree.

I: Okay. Are you currently in college?

S: Yes.

I: What's your major?

S: Education.

I: What is your career aspiration?

S: To be a special education teacher.

I: What is your life trajectory?

S: I think at some point, maybe like principal kind of thing.

I: Where did you get the idea that you wanted to be a special education teacher?

S: Um, I got a job at a therapeutic day school and I did it just randomly. I didn't have a job, and my friends were working there and then I just kind of fell in love with it so I decided that was what I wanted to do.

I: Do you ever seek career-based advice from magazines?

S: No.

I: What are your magazine habits?

S: Um, I think I have a few subscriptions, but they were just ones that I ordered because of my credit card points so I don't really read them very often. They come and I just kind of toss them. But if I see one at the store that has a story on someone that I really like or something, I will buy it.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: Um, they seemed really interesting, but kind of in a gossipy way.

I: How do they make you feel about your own current or future career?

S: Um, that there's a lot that I could be doing to be better.

I: What headlines stick out to you most?

S: The one about a raise. "What exactly to say to your boss." And then, there was one about … the other one about a raise I would say.

I: And which stuck out to you least?

S: Um, "the sexy power issue," didn't really care about that. Um, the sexy and we know it. That didn't really grab my attention.

I: Any reason why?

S: No. I don't feel like you should be sexy at work.

I: And why did the ones about raises stick out to you?

S: Probably because right now when I'm paying my student loans and I have bills and stuff, I would probably be looking for money, as of right now. That's kind of an important object in my life.

I: What do you think about the topics chosen for these headlines?

S: Um, they, like I said, were kind of gossipy. Like the, um, love issue, or "she did what at work." Those don't really seem like business-y. They seem more gossipy.

I: Okay. Do you think magazines need more or less headlines like these?

S: Um, I would say some of them are good. Like, "how to bounce back from an office oops." That's, it's, kind of gossipy, but it would also probably help somebody. I would say, overall, less just because they do seem too, um, like they're just going to be like lists of what you can do. Not actual articles.

Second List of Headlines

I: How do these headlines make you feel at first glance?

S: These ones seemed more, not so like flashy, like intellectual-based, I would say.

I: Why?

S: They just seemed more like they were actual articles and more interesting rather than just trying to get your attention.

I: How did this make you feel about your career?

S: Fine. It didn't seem, like the other ones were like you should be doing this, this and this. Where as this ones like these are ways you could do it different or I would say better, but it doesn't seem as condescending, I guess.

I: Which headlines stuck out to you most?

S: Um, the one about Hillary Clinton that says she shares the hard-earned lessons. I think that that is interesting. I would probably flip right to that one because most people would say Hillary Clinton is a successful businessperson and I think her ideas would help.

I: Okay and what stuck out to you least?

S: Um, the 597 ways to rock your style and your hair and all that. That seems like way too many things in a list. Yeah.

I: What do you think about the topics chosen for these headlines?

S: They, like I said before, they seemed more helpful. They seemed less gossipy and list-y. I would say, yeah that's good.

I: Do you think magazines need more or less headlines like these ones?

S: More like these. Yes, they seem like articles I would want to be reading.

I: Going off both of these lists of headlines, would you buy any of these magazines if they had these headlines?

S: Yes. Like I said, the Hillary Clinton one. I would either buy it or at least stop and read it in the store. Um, probably more so from magazines two.

I: What can of headlines do you think determine your purchases?

S: Like I said, people I like if they're involved in it or even on the cover. If they apply more directly to me. Like the huge list about things to change your style. I'm not into style so it wouldn't … I would be too opposed to read that one.

I: Do you think magazines affect the way you feel about your current or future status in the working world?

S: Um, a little bit. Not too much. I would say just a little bit because a lot of magazines do like to do like portfolio pieces or like little interviews on successful people so I like to read that and see if they have any tips or anything, but I don't base like everything off of that.

Article Samples

I: How do you feel about these headlines compared to the ones from the lists?

S: These ones, a few of them were the exact same, but the one from the waitress to the CEO was interesting. Um, and I would like to read more about how she did get from being a waitress to being a big part of the company.

I: Do you think there is a difference in the headlines?

S: Not a huge difference.

I: Would you read any of these articles?

S: Yeah. Like I said, the waitress one or maybe the how to win at work one where it tells you about playing to your bosses likes and dislikes and all that.

I: How do these articles make you feel?

S: I'm interested in them. It didn't make me feel any like better or worse about myself of anything.

Subject 2

I: What's your age?

S: 25

I: What's the highest level of education you've completed?

S: I'm in my master's program now.

I: What was your major and what are you getting your master's in?

S: I was in speech path. Right now I'm doing special education for my master's.

I: What is your career goal?

S: I want to work in a special ed setting for kids with autism.

I: What is your ideal life trajectory?

S: I think that's it.

I: Where did you get the ideas for your career?

S: In high school, I started working for a program called Circle of Support and from there that's how I was exposed to the world of autism and then I explored into speech pathology, which then turned into special ed.

I: Do you ever seek career-based advice from magazines?

S: Not really.

I: What are your magazine habits?

S: Um, I used to have a subscription, which they duped me into it when I went to Ulta and then I cancelled it when I was an undergrad because I couldn't afford it anymore so that's basically it. I do buy off the stands sometimes when I go into the stores. Maybe once every two to three months.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: Um, well it made me think of how to get a higher paycheck. That I might be working too much.

I: Why?

S: Well one of them said, "Are you working random hours? Genius ways to still have a life." (Laughs) They make me feel questionable, I would say.

I: How do they make you feel about your own current or future career path?

S: I don't think it made think about where I work, but it was just more so "well I wonder if I am getting paid enough?"

I: Which headlines stick out to you most?

S: I was going to say one of the first ones I saw probably because it was the first one I saw though. Um, the "mistakes that blow your job interview" and then "get a raise, exactly what to say to your boss."

I: What stuck out to you least?

S: You know what I think I went back and I realized, cause I skipped over it, and then I went back and I realized that there was like sex stuff on here that I didn't even read cause all I saw was job, job, job.

I: Why?

S: I don't know.

I: What do you think about the topics chosen for these headlines?

S: Uh, I think it's definitely something that grabs your attention cause jobs and money is very important to, I feel like, to the majority of humankind.

I: Do you think magazines need more or less headlines like these?

S: Maybe less.

I: Why?

S: Um, I don't know. I just feel like a lot of the headlines in magazines are always like targeting those insecure feelings that you have versus oh, listen to this great thing that happened kind of topics.

Second List of Headlines

I: How do these headlines make you feel at first glance?

S: Uh, a little different just because there was a lot, I feel like I saw a lot of the word "success" on there.

I: Do you think that's a good thing or a bad thing?

S: A good thing.

I: How do these make you feel about your own current or future career?

S: I wouldn't say bad or anything. I would just say like, if anything more influential. Like how to do better.

I: Is that because of the word success?

S: I think so.

I: What headlines stick out to you most?

S: Um, it was "how to win at work" and then the other one was "success! You've got this" for the same reason as before.

I: And what sticks out to you least?

S: Um, I think they talked about clothes on here.

I: Why does that stick out to you least?

S: I'm not really sure. I'm not really a shopping person so that might be why.

I: What do you think about the topics chosen for these magazines?

S: I think it's better than magazine one because it seems like this is more, like, geared towards people that want to better themselves versus "oh, this is what you're not doing." So it's more like a self-improvement type headlines.

I: Do you think magazines need more or less headlines like these?

S: I would say more.

I: Why?

S: I don't know. It just helps you feel better. You know, it's not like somebody saying "oh, this is what you're doing wrong." This is something you can do to help yourself in the future.

I: Would you buy any of these magazines?

S: Uh, honestly I don't think so.

I: How come?

S: I don't know. Usually when I grab a magazine, it's like one of those that … surprisingly, my old magazine was *InStyle* and that was, like I said it was in college when I used to do all these crazy things with my hair and like I tried different things.

So, like, I'm thinking it's like do I find it's something that's pertaining to me, which I don't feel like it is. Which is why I said I wouldn't grab it from the stand.

I: Is there a reason you feel these don't pertain to you even though you're working on your career?

S: I think because I'm in the middle of it. Like, I'm working, but I'm still in school so part of me is like I know that I have a goal at the end, but I'm obviously working on that so I'm progressing towards that.

I: What kinds of headlines usually determine your purchases now?

S: Currently, I would say like if … let's just say … like umm like a few months ago, like six months ago I was thinking about chopping my hair. I have like really long hair, so all the magazines I actually geared towards were like *InStyle* and fashion magazines because I wanted to see what kind of hair cut I wanted. So, I think it's just like how I'm feeling in that moment. Like if I'm looking for something in particular or if it's just maybe just connected with the world and I'm thinking, "Oh, I just want to know what's going on in social media."

I: Do you think magazines affect the way you think about your current or future status in the working world?

S: I don't think so.

I: How come?

S: Cause I don't think of a magazine as a place that I would go to for advice regarding my career.

Article Samples

I: How do you feel about these headlines compared to the previous lists you read?

S: Um, I think it's better.

I: Why?

S: I don't think it's because of the headlines. I think it's because I got to read the snippets.

I: Do you think there's a difference in the headlines?

S: Yeah. Like I know headlines are meant as like attention grabbers. That's why they're called headlines. But, I don't know. Just reading just the headlines, it would've have attracted me to read these articles.

I: Would you read any of these articles?

S: I would actually.

I: Why?

S: Um, just because I think one of them actually pertains to what happened to me at work not too long ago. Because of that, like, I have that experience with it, so it makes me want to read into it.

I: How do these articles make you feel?

S: Good, actually.

I: Why?

S: Cause, I don't know. It makes that like "oh, you can do better for yourself by doing x, y and z."

Subject 3

I: How old are you?

S: 28 years old.

I: What's the highest level of education you've completed?

S: Masters in teaching.

I: What are your current career aspirations?

S: I'm currently a high school art teacher and hope to go to higher education at college level and be a teacher there.

I: What was your major in undergrad?

S: Fine arts.

I: Is teaching at a higher education level your main life trajectory?

S: Yes.

I: Where did you get the idea for your career goals?

S: I think I was always inspired by teachers throughout my career as a student and realized really early that I wanted to be a teacher and then my goals just keep getting higher and higher in terms of the grade level I'd like to teach and people I'd like to interact with. I've always a teacher's aid for early ed or elementary and middle school and I just want to keep climbing to see where I can take my craft, especially in art since that was a big switch.

I: Do you ever seek career-based advice from magazines?

S: No.

I: What are your magazine habits?

S: I like the dumber the better. If it's something that I don't have to think to much about. I had one subscription to *People Magazine.* Sometimes I buy (off the stand) grocery shopping probably every other month.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: Um, I thought they were kind of sexist. I think it's implying that women have to work harder to get farther in their jobs. We also have to be ambitious in bed as well as at work.

I: How do these headlines make you feel about your own current or future career?

S: Um … I feel like I need to be aware of like maybe what I say to men in higher positions.

I: Why?

S: I'd say like what to say to get a raise or what to say to your boss, which always implies that it's a male figure … I think it's just how these headlines relate to one another. Not so much the headline individually.

I: Which headlines stick out to you most?

S: I think … I think yeah "Kick ass at work, at the gym, in bed." It's relating to sex. It's relating to how we need to like be well rounded in that aspect. I guess because it's always relating to love to. The love issue or how to look good or be sexy and powerful. So I always think that that's what they're pigeonholing women into.

I: Which headlines stick out to you least?

S: I guess it won't stick out to me if I don't recognize the woman or not the woman, but any person, if I don't recognize their name. For "the ultimate game plan" and Sheryl Sandberg. If I don't recognize the title, I'm not going to read it or the advice or where it's coming from.

I: What do you think about the topics chosen for these headlines?

S: I think some of them can like … I think they're beneficial for, in some aspect, if you're looking for a job or for example … I'm trying to find that one that I was thinking about … Or like here, this is a different topic. "Working random hours, genius ways to still have a life." I think that's relatable in the sense that I have two jobs.

I: Do you think magazines need more or less headlines like these?

S: Um … I guess less if I had to pick.

I: Why?

S: I don't like the wording on a lot of these. I mean, I get that you need to be really catchy with your phrases and like try to appeal to the masses, especially since this is a women's magazine that I'm looking at. But I think it should be more empowering and not so much like "how to say sexy and be well-rounded" in that aspect.

Second List of Headlines

I: How do these headlines make you feel at first glance?

S: Uh, now I'm like torn back and forth so. I thought some of these were good idea but then again, now were talking more about clothes and how to look good and what would appeal for "cool work clothes exist." But, then, I mean, this is a style magazine so cheap work looks, jeans and shoes. I feel like if the woman was looking for that, this would be, these are good headlines. This would be very drawing to them. It would be like, it would draw them in. They'd want to buy it.

I: How do these make you feel about your own career?

S: Um, that maybe there's always something more I can do to get ahead as well. Female billionaire shares her secrets. Hillary Clinton shares how to help you at work and get that raise. So, nothing's ever good enough. I feel like I have to keep going and going and going and pushing and trying to get more money.

I: What headlines stuck out to you most?

S: I think the style headlines are sticking out. Again, just appealing to that.

I: Why?

S: You need to buy the right clothes and look the right way. And they're telling me I can't live without a certain pair of jeans or shoes.

I: What sticks out least?

S: I don't know. I'm still remembering all of these so it's, like, I'm having a hard time thinking what would be least. I guess if I had to pick … I don't know. They're all like relatable too. I don't see one that would be, that would stand out the least. All of them about success. All of them about appearance and what mistakes not to make, which are kind of noteworthy.

I: What do you think about the topics chosen for these headlines?

S: Um, I think that they could help if they had more of like a … I mean like if there are true mistakes like Hillary Clinton's talking about what mistakes not to make that would help you, but the hard-earned lessons, so it's … this is somebody that's a public figure, well known, has had successes and has had downfalls, so can women relate to that? But then it makes me worried or sad that a woman would only rely on her style to get ahead in a job or that her mind doesn't matter.

I: Do you think magazines need more or less headlines like these?

S: Um. This is a loaded question! I guess less because I'm not a big fan of them.

I: Would you buy any of these magazines?

S: Um, I would buy … again, just because they're relatable … I can't find that other headline … the one that's you work all the time and you're trying to get a life, basically. Or I think it implies … I can't find that headline … It implies there's a way to balance all of it. And then I would buy the one that Hillary Clinton was mentioned in maybe just for that relate ability as well.

I: What kinds of headlines determine your magazine purchases?

S: I think if … I guess it depends on what mood I'm in because if I want to be purely entertained, I would shoot for funny antics or something or like sharing stories of how something went wrong I think was one of them right. "She did what at work" or I forgot that other one too. Or like "work fail, the most embarrassing stories ever." So if I was in that mood. But, I think if I was trying to receive input or insight to other people's approaches, especially women in careers, I would pick those other ones where maybe there's something I'm missing, you know?

I: Do you think magazines affect the way you think about your current or future status in the working world?

S: Um, I think so and I think it does for a lot of other people too.

I: Why?

S: I think it's, again, cause especially since magazine one and two, their headlines are so leaning toward the exterior and how we look and how we present ourselves and I think a lot of that … I mean I can't imagine the women that are depicted on these magazine covers and how they look perfect and how they look, they might even look sexy. I think just within that glance, anyone looking at that, especially with the words, with the images I think would really make people think about their career choices and like how they look in their career.

Article Samples

I: How do you feel about these headlines compared to the lists you previously read?

S: Um, I feel much better about them. I think a lot of what I'm comparing … it just … here's a headline but I already have 1,000 words that I thought were going to follow that headline, and I think that's what made it a weak headline, and the fact that I was already thinking like they're not going to talk about anything that can support a woman or be beneficial to know, and I thought it would just focus on fashion and interest and all that. Um, but now reading through it, I love how they say "your boss and you might be in her position," and I love how the pronouns have changed, and it gives women a stronger position and then confidence, too. And it's not just male to female or female to female or male to male. It's more of this is what everyone does. Go in there, determine your worth and stick up for yourself when asking for a raise.

I: Do you think there's a difference in the headlines?

S: Yes. It's a better difference. Except with one that's sticking out of the five.

I: Would you read any of these articles?

S: Yes.

I: Why?

S: Because it seems like it's relatable in the fact that I was in these positions and it's giving good advice.

I: You said one headline stuck out?

S: Yeah. I didn't like "surprising ways to get promoted." I think it was like "learn to love your office nemesis" and it's just implying that there's a catty relationship between cheerleader perky and etc. I didn't like that story.

I: How did these articles make you feel?
S: I don't know. I think more knowledgeable in the fact that I would know … I mean … Again it's like it's relatable and it wasn't new information. It was just better said.

I: When you say, "it's not new information," do you mean that's because you've read it somewhere else or?

S: Yeah I think it's maybe common sense maybe. Not even that, maybe it comes with experience. I've applied for so many jobs and had so many jobs and asked for raises that I think you learn that over time, but it would be helpful to read about it and hear true recounts of it.

Subject 4

I: What is your age?

S: 26

I: What's the highest level of education you've completed?

S: Bachelor's.

I: What was your major?

S: Psychology.

I: What are your current career aspirations?

S: What a horrible question! (laughs). Basically, to keep working here (at a school as a teaching assistant.)

I: What is your ideal life trajectory?

S: Um, I think I would probably go into maybe something else, but not get a degree. So, something else in psychology with a bachelor's. Or just have babies and stay home. So I'm not sure yet.

I: Where did the idea for your career goals come from?

S: I majored in psychology because I wanted to be a children's counselor.

I: Do you ever seek career-based advice from magazines?

S: No.

I: What are your magazine habits?

S: Um, mostly just gossip magazines. I like to read about celebrities.

I: Do you have any subscriptions?

S: No, but … I do, but I didn't sign up for it. I don't pay for it. To *People.* They send it to me. And *Best Homes*. I don't know how that happened.

I: How often do you buy from the stand?

S: Hmm. Probably I would say like once every three months or so.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: Like I'm trying to be fixed.

I: Why?

S: Because everything is on how to be better and get things that are better.

I: How do these make you feel about your own current or future career?

S: I don't really have a feeling. Pretty neutral.

I: Why?

S: Not that I don't relate to them, I just don't seek out like ways to better myself or my life like with a headline.

I: Which headlines stick out to you most?

S: I mean, they're all kind of funny. Like the gossipy ones like "the love issue" and the confessions or like ones that I would look at or glance at do you mean? "Innocent mistakes that would blow a job interview." "Your hottest year ever." And "from waitress to CEO." That one was interesting.

I: Why?

S: I think like there's some sort of a relation to it. Like I'm getting married so I'd like to look at something that's involving love and I worked for a different job, I'd

probably be interested in what the mistakes are. I used to be a waitress so that just like stuck out.

I: What sticks out to you least?

S: Um, probably like "the surprising ways to get promoted" or " a confidence booster you can stash under your desk." More of the self-help, I guess. I'm just not seeking that. If I were though, say I was looking for something or searching for a new job, that might like stick out to me, but at the time I'm pretty settled here, so I feel like that's not something that'd make me want to look at it.

I: What do you think about the topics chosen for these headlines?

S: I think they're made to catch your attention and a lot of them are questions that make you think about it so that you can be like to this could be me.

I: Do you think magazines need more or less headlines like these?

S: Yeah, I think so. With different topics, not just one.

Second List of Headlines

I: How do these headlines make you feel at first glance?

S: I like these ones.

I: What do you mean by that? You like them better than the other magazine or in general?

S: I would probably buy more of these just because they capture my attention more maybe because they are directly (sic) to women or girls. I mean I think every single one of them you can easily relate to being a girl.

I: How do these make you feel about your own future or current career?

S: Um. It makes me feel probably interested in looking at different things.

I: Why?

S: I don't know. I just, like, I feel like I would look at it and just be curious. Not necessarily act on anything, but just be curious about, I don't know, what's going on with that lately.

I: What headlines stick out to you most?

S: Uh, "great style 101," "10 ways to love your life and your relationship," (sic) "1,000 + guys get honest about."

I: Why?

S: Cause I'm interested in those I guess. I like gossip so the 1,000 guys ones get honest whatever that's interesting. What else did I say? Um. I just like to look style and "10 ways to love your life, career, relationship now" probably because I'm hating my life right now (laughs.)

I: Which headlines stick out to you least?

S: "Success, you've got this," "go get that raise." Because I guess again I'm not looking for a new job or anything and feel pretty confident in my role now.

I: What do you think about these topics?

S: I think they're made to relate to girls and capture attention definitely. They don't care about guys at all for these. And they're also still like … they're either … I don't know how to say it … useless kind of things and just like very … what's the word I'm looking for … shallow or like, I feel like they're either like very gossipy and like don't really need it type of information or like over the top to where I'm kind of like I don't need that magazine to tell me what to do. There's no like middle really. Does that make sense?

I: Yes. Do you think magazines need more or less headlines like these?

S: I mean, I would say more because I like them.

I: Would you buy any of these magazines?

S: Mhmm.

I: Why?

S: Cause I would want to read it. Just for, I don't know, pleasure. Curiosity. Instead of watching TV.

I: What kind of headlines usually determines your purchases?

S: If it's like an actual article that I really want to read, like pictures. Also if there's pictures with the article I want to read, but not just pictures alone. It has to be like a story. Or like *Cosmo* like it'll be like "oh, confessions" and I just want to read it.

I: Do you think magazines affect the way you think about your own current or future status in the working world?

S: Yeah kind of. I feel like when I read these, the one that's like "success, you've got this" and stuff like that, it's made to make me feel like I need to improve my like work status, I guess. And it probably annoys me, which is probably why I don't buy it.

Article Samples

I: How do you think these headlines compare to the lists you previously read?

S: I feel like some of them are deceiving like "surprising ways to get promoted" is just catty and gossipy and it has nothing to do with that. So it's like they're appealing to your inner teenager, I guess, with actual stories but not any information with the headlines. The "waitress to CEO" one I feel like was, I don't know, it's not the whole thing.

I: Do you feel like there's a difference between the headlines?

S: Oh yeah. It can be bad because you can be annoyed after getting it and like … I don't know. Like some of them like the "surprising ways to get promoted," like I started reading it and I was like, well this wasn't … I wouldn't have bought this one, but then I look at it and I'm like I probably would've read it just because it's entertaining with the story, I guess. But then again, if I was buying it because of the headline, I'd be annoyed.

I: Would you read any of these articles?

S: Mhmm. Umm, well I said I'd read the "waitress to CEO" one and I would still read that. Like by just the small information you gave me? Um. I would maybe read the "get a raise one." I would like skim through it probably. Then everything else I just feel like is generic, like just long sentences.

I: How do these articles make you feel?

S: Deceived.

I: Is that because of the difference in the headlines?

S: Yeah.

Subject 5

I: What is your age?

S: 26

I: What is the highest level of education you've completed?

S: I have an associate's degree in general education.

I: What are your current career aspirations?

S: I'm going to school for esthetics. So, I'm hoping to work somewhere in that field. I'm not sure which, medical or spa. One or the other.

I: What is your ideal life trajectory?

S: I want to do that the rest of my life.

I: Where did the ideas for your career goals come from?

S: I really love make up and helping people best flatter their features. I wanted to do what interests me and be my own boss. I want to do what I'm good at without have to report to anyone else.

I: Do you ever seek career-based advice from magazines?

S: No.

I: What are your magazine habits?

S: I'm subscribed to *Cosmo* and *Oriental Trading.* I buy off the stand maybe two or three times a month.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: Um, they make me think about work a lot. Some of them remind me of like *Cosmo,* like the way *Cosmo* would word it. Like they're punny.

I: How do they make you feel about your own current or future career?

S: Um, I feel like in the field I would be in they're almost irrelevant because as an esthetician you can't really move up or progress. Like it's just one … I don't know how to word that … like one position. There's no moving up after that.

I: What headlines stuck out to you most?

S: “Innocent mistakes that blow a job interview” because I thought it said blowjob, and that was funny. And then the one that said “she did what at work” because I feel like that would be embarrassing stories, and those are always funny. The one that says “168 ways to kick more ass” because I like reading lists. Those are my favorites.

I: What sticks out to you least?

S: “Genius ideas to recharge your work life,” “workpocalypse.”

I: Why?

S: I don’t know. They just don’t seem interesting to me I guess like if I saw that as an article.

I: What do you think about the topics chosen for these headlines?

S: I think, for the most part, they’re interesting. A lot of them wouldn’t be boring like this about work or that about work. Like they’re … some of them are probably funny and more informational than a typical work fact would be.

I: Do you think magazine need more or less headlines like these?

S: More.

I: Why?

S: Magazine, that I read anyways, a lot of them are like sex stories or like embarrassing stories. Just about life and college and this and that. You don’t see a whole lot about work and the work environment. And like now that I’m older, I think reading more about stuff like that would be interesting.

Second List of Headlines

I: How do these headlines make you feel at first glance?

S: Detailed. They seem like they’d be really packed with a lot of information.

I: Why do you say that?

S: Just because a lot of them are longer titles and just have a bigger type of idea than the other list.

I: How do these headlines make you feel about your own career?

S: Um. Indifferent, I guess. Like, they don’t really apply to the field I’d be working in.

I: Which headlines stick out to you most?

S: The instant inspiration one about the self-made billionaire. And the 597 ways to … because I like those kinds of lists.

I: What sticks out to you least?

S: Career clinic, avoiding mistakes, cool work clothes.

I: Why do those stick out least?

S: Um, the work clothes – I have to wear a uniform. So I have to wear the same thing every day. The career clinic because I feel like in esthetics you can make mistakes, but like, I feel like it wouldn't be like a typical workplace.

I: How do you feel about the topics chosen for these headlines?

S: Less interesting than the first batch, but these might be more informational for career-driven people. Like people that really, really want to know how to succeed.

I: Do you think magazines need more or less headlines like these?

S: Maybe more. Just for the same reason as the other one. You don't really see a whole lot of stuff geared about work, especially towards women I feel like. Like I feel like I see more about men in the work world and not so much about women.

I: Would you buy any of these magazines?

S: Yes.

I: Why?

S: These ones because some of them seem like they could be funny. Then some of these topics seem informational in a more practical way and not in like a funny, witty sarcastic way. So there's the stilly stuff that's fun to read and then these seem a little more serious and would be useful and helpful information.

I: What kinds of headlines usually determine your purchase?

S: Honestly like the font they use and how they get it to stand out off of the cover.

I: Do you think magazines affect the way you think about your current or future status in the working world?

S: Yes.

I: Why?

S: I think that sometimes magazines glamorize the working world and the workplace and it's not always realistic to how it really is for the normal person or the average person.

Article Samples

I: How do you think these headlines compare to the lists you previously read?

S: These I feel like are more money-oriented.

I: Do you think there's a difference in the headlines?

S: Yes. I don't mind. I think it's a good way to catch their attention, even if it's a little bit different than what you expect the article to be. I mean I don't mind it.

I: Would you read any of these articles?

S: Yeah, I think so. Like this first one. Who doesn't love a rags to riches story? Like those are always interesting. I think that would be the only one I would actually take the time to read though because the rest of them are irrelevant to the work I would be doing.

I: How do these articles make you feel?

S: Like work is all about money.

I: Why?

S: Cause they're all about getting a raise and getting promoted. I think it's more than that when it comes to working. Like, yeah you can get a raise, but it shouldn't work reflective of that.

Subject 6

I: What is your age?

S: I'm 28.

I: What is the highest level of education you've completed?

S: I have a bachelor's from Purdue University in West Lafayette.

I: In what area?

S: Theatre with an acting concentration.

I: What are your current career aspirations?

S: I would probably say what I'm doing right now. When I first went, or applied, to Purdue and I got in, I was taking courses and it was actually the proxy exams, failing it each time that brought me down because I was having to pay for them on my own and I was paying for everything. So having to pay $75 each time I think just brought me down and I wanted just see what else was out there and I got really discouraged, but I always wanted to work with children, especially with special needs. So what I'm doing right now I feel like is exactly where I want to be.

I: What is your ideal life trajectory?

S: More than anything in the world, I want to be a mom and wife. I'm already a wife. I'll be celebrating three years in February, and my husband and I are trying to have children, trying to have a baby. So I would say like first and foremost that's what I want to do, but I also like, I like that I have a job. I would like to make a career out of it. But as far as like advancing or doing more, I don't feel I need that to be fulfilled. I'm very fulfilled in what I'm doing right now.

I: Where did you get the idea for your career goals?

S: I think probably like the mother instinct in me, wanting to always … having always wanted to be a mother and, um, I worked with special needs before at previous jobs and I really enjoyed that the most. I've worked with all ages with children too and I like working with younger children.

I: Do you ever seek career advice from magazines?

S: Um, probably not in the traditional sense. I know this is going to sound silly, but like if in a fashion magazine, if they were all dressed in a very nice chic business attire, it would make me think "ooh, I wonder what's out there? What could I do that I would be dressed like that?" It's comfortable clothing here. But I like the pants suit kind of thing. But as far as advice as to what I want to do and what I want to be, no I'm very confident in that already. Only fashion could persuade me probably.

I: What are your magazine habits?

S: I'm subscribed to *Good Housekeeping, Country Living,* and I think there was another one. I don't know. Maybe *Better Homes and Gardens.* Something like that. I'm not sure if that's the exact title. But those housekeeping ones, and I feel like when I was in college it was very different. I was more of the *Cosmo* girl. But now being married, maybe it has something to do with my age. I'm not sure, but I'm more

geared towards those, you know, how-to, how to organize your kitchen kind of the things. Like the home aspect. I would say (I buy off the stand) it's not as much now. Maybe once or twice every three months. But it would have to be something very specific. Something juicy or maybe the cover of the magazine, the women. Actually, if it's a woman that I admire or … cause usually I find that it is a woman on these magazines, even like the *People* and the *OK*, like the juicy, like, those kind of magazines too. If it's somebody I admire and am interested in what they're doing right now, what's going on in their life. When the princess, uh, she just had her – it was a while ago but – when she was pregnant. Like that. That would be a thing that would draw me to wanting to be one. So it's very rare.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: They were a couple that really stuck out that made me think like "oh, that's me right now" like I would love to you know stop living paycheck to paycheck or … there was one right here … "Speak Up and Stand Out At Work" because I feel like I have a voice that sometimes I feel like, "well, maybe my opinion doesn't matter" but then I'll go home, and I'll talk to my husband, and he'll say, "Why don' you, you know, be confident in what you know. Like, you're smart. You should, you know, tell someone or speak up." Some of the ones though, about "kick more ass at work, at the gym, in bed," anything that's geared more toward … like probably *Cosmo* magazines … the in bed and like boost your sex life … I don't know if it has anything to do with being a married woman now. I guess when I was in college, like those I would be very interested in, but I'm not. I would probably not be interested in that. I probably wouldn't ... I would look past that. And you would think maybe as a married woman, I'd want to. I don't know. I don't know why I just don't have any interest in it but.

I: How do these headlines make you feel about your own future or current career?

S: They make me feel good. I think again, like, I said I feel very confidant in who I am like as far as a career. Um, and I think, if anything, some of these just make me want to keep pursuing what I am pursuing and work towards what I want and like I said, more than anything, is to have a family and to have a happy healthy home, you know, feel good about myself and what I'm doing, where I'm headed, which just some people may not be a lot. But, for me it's exactly where I want to be.

I: What do you think about the topics chosen for these headlines?

S: Some of them I think are really great and like, looking at first glance, they're inspiring maybe to women who need that extra push. Other ones are, I don't want to say silly, but maybe just like for me a lot and I don't want to read that. I'm trying to think of like one. The first one, "The confidence booster you can stash under your desk." I feel like a lot of women, especially working women, um, may need that

confidence, you know, in themselves to feel like they're where they want to be and what they're doing.

I: Do you think magazines need more or less headlines like these?

S: Yes. Yes. Absolutely.

I: Why?

S: Because right now, like and I'm guilty of it, but the trashy magazines and like the "who's slept with who" about celebrities, all that, that's not for people to buy those and read those. They do nothing for you but, you know, waste probably 10 minutes of your life to be completely honest. But we, we want to know about it and we have to know about it, so that's why people will buy them when in the check out lines. But, I feel like these are more towards real people, real every day lives of women and some of these women need these things, you know. Instead of learning about the Kardashians and who's sleeping with and who's pregnant and got implants, whatever. I feel like these would be more helpful for women in a lot of ways, not just career-wise, but like and not just confidence in the workplace, but just as a women, you know in yourself. Seeing a woman on a magazine with big breasts and, you know, a big ass, which is probably mostly fake anyway … it's like that's not a very much or confidence booster. So, I think that they should have more like these and I feel like there's not … if there are any, you don't see them.

Second List of Headlines

I: How do these headlines make you feel at first glance?

S: Well, like the first one like 100 or 1000 plus ways guys get honest about you in bed, secret office crushes … like, I feel like if it's geared towards a women like that right away … I don't care … why should I want to know what the guy thinks about being in bed. I don't know. I don't feel like it's very empowering. Like that first one wasn't very empowering. A lot of things on here about like upgrades like salary upgrades and wanting more money. Um, a lot about like appearance like cool work clothes or like being chic, so like a certain style look, which is great, but then also like as far as like confidence boosting, I guess you could say for women, you know some women … like my job, you know, I can come looking chic and like wear really awesome clothes. And, like I said, when I see those magazines, I like that it makes me think about what if I tried a different a job? What if I was somewhere else? But that shouldn't be about that, shouldn't be why you're where you're at. That's not what's important. It's like how you, you know, you feel inside and what you're doing as far as work, how that makes you feel as a person. It shouldn't really be about what your hair looks like or what kind of outfit you're wearing. That's, I don't know why, but that's like what popped out at me.

I: How do these headlines make you feel about your own current or future career?

S: Um, I don't think that they really make me feel anything exactly. If anything, I think about the women. I try to imagine what, who these women are, what they look like and what they do and if they're happy. You know, if they can honestly say like with their really awesome hair style and their high heels and black like skirt suits. Are they really happy in what they're doing?

I: You said a couple of headlines stuck out to you because they were empowering or kind of the opposite. What doesn't stick out to you?

S: I don't know why, but the Hillary Clinton didn't stick out to me, and it may be because honestly right now you know she's running for the vote for the democrat and I feel a certain type of way about that. I don't know why, but I literally saw her name and I just kept going. Um, which is funny. I know a lot of women think she's awesome and she's very empowering, but I don't necessarily feel that way. That was one. Um, there was another one that I just saw too. Oh, "how to get your exact dream job." "The work rules you've got to know." I went right past that and probably because, like I said, I'm doing exactly what I want to do right now. So I think maybe if I was feeling like I wanted something more maybe that would've stuck out, but it didn't.

I: What do you think about the topics chosen for these headlines?

S: I don't know. I think I like these more (gesturing to first list). I don't know if that was …

I: You like the first list more?

S: I like the first list. I think a lot of things speak to me more on the first list than probably the second list.

I: Why do you say that?

S: I think they're more, I don't know maybe for whatever reason for me it feels like this is kind of a certain type of person maybe or a certain type of working woman. But this (first list) seems like it could really just relate to maybe just about anyone. But the "she did what at work" … that was kind of … that's like something juicy. You know, I don't know if that's really empowering, but that could be a fun read. Like "sexy and we know it, do it better in bed, work and life."

I: Do you think magazines need more or less headlines like these?

S: I feel like I see a lot of those already or like the "in bed" … the like guys honest *Cosmo* … If you want to know what he really thinks about you in bed … I, you know, … that's kind of how this one … I don't know if it's just this headline that's maybe ruining the rest of the headlines, but that's the first one that immediately makes me

think of *Cosmo,* like, well I don't know how empowering *Cosmo* can be for women, to be honest. Personally. I mean I like it.

I: Would you buy any of these magazines?

S: Yes. I like "the confidence booster you can stash under you desk" cause I feel like even the most confident woman can sometimes use a booster. I like that one. Um, I like the "how to bounce back from an office oops" cause we all do it and we all go home and think like, "Oh my god did I really say that? Did I do that?" and then it's like, well it's not the end of the world, remembering it's not the end of the world. I like that one. Um, there was another one on here too I loved. Oh the "speak up and stand out at work." I like that one a lot because I feel like a lot of women need to remember that they have a voice and to use it.

I: What kinds of headlines usually determine your magazine purchases?

S: Now, honestly, I would say probably anything more … and whether it be home or work … anything that's about organization, like you know. That's why I really like, the like, *Good Housekeeping* and stuff. I feel like it gives you a lot of great tips about just organizing. I mean, a lot of it is your house, but for me, I feel like if I organize one part of my life the rest is. I like those kinds of things. Things that are like tips, you know 5 tips to you know uh clean a room that can make your life easier. I'm that kind of person, you could say. That kind of woman.

I: Do you think magazines affect the way you think about your current or future status in the working world?

S: No.

I: Why?

S: Because, I mean ultimately a magazine just wants you, they want you to buy it and they are actually seeking … it's more for the people who aren't confident in what they're doing and who they are and for me, like I said, when I'm checking out at like Jewel and I see those magazines, if I'm sitting there waiting for a minute I may look at them and stuff, but it doesn't … nothing about it is going to make me go home and think "Oh, I should, I should really go, you know find a new job now. Maybe I should go work in the city or do something else" because I already am doing exactly what I want to do. If anything, it just makes me think about those, maybe for a second, what their lives are like and whether or not they're happy doing what they're doing. I think I've said that like three, like five times now. If you haven't gotten it yet, I'm very confident in what I'm doing as far as work.

Article Samples

I: How do these headlines make you feel compared to the lists you read previously?

S: Um, like the first one I guess, talking about you know like snagging your dream job. Obviously for her, whether she was happy or not I don't know, at Hooters um as a hostess. I feel like I would want to read that because I would be really interested in understanding, you know, how does she feel now and like her dreams … I guess seeing … If I saw the headline on the paper I would think "oh, like really?" and I would just … I wouldn't even think to, like, read it, but the little like synopsis is interesting and intriguing to me. I would want to know more about that. Not necessarily like as a booster for myself to say "oh, go get it" cause I already have what I want. But I like reading about things like that. Like a journey to happiness in your career. I think that's kind of cool. I like that one the most out of all of these.

I: Do you think there's a difference in the headlines?

S: Yeah. It can be both (good and bad) because I would've passed it up. The front is going to veer to a very specific person and obviously some of these were not me, but then looking further into it I realized I actually would be interested in that, not because I want, like, the confidence to go do it myself, but because it's just a good read. As a woman, it's empowering to hear a woman that's doing so great and that's, you know … or actually not even just for women, but anybody. You know to … a story like that would be intriguing to me. And also, I feel like I kind of worked to get where I'm at too. It wasn't always easy and I wasn't sure what I wanted to do, but I worked hard to get where I'm at and I'm happy where I'm at.

I: You said you would read the first article. Would you read any of the others?

S: Um, maybe the second one because I feel like it … I like the nemesis … I'm not even sure I know what that article is about or what it would be about, but just like the "learn to love your office nemesis" and I feel like especially with women when you work in a company or a business that is predominantly women, it can be so tricky. It can be so hard. I mean it's like high school all over again, really. I don't know if this article would be, you know, similar to this. But I feel like an article like that where it's like you know learning to just you know go there, do your job and not let those people effect you and let those people bring you down in the workplace. You know, as your career. You don't want to go home feeling like, "I don't want to be there. I don't you know want to do what I'm doing," just because somebody doesn't like you or didn't like what you wore.

I: How do these articles make you feel?

S: I like the first one … makes me feel happy. Really happy that there are people out there, you know, I guess just working hard, you know, and like we live in a world with so many people who … and I talk to my husband about this a lot and I don't know if this is … if you're going to want to use this … there are a lot of people that just don't want to try, that don't care. They want to live off the government or they want to live off of someone else or have someone else take care of them. My

husband does work for Southwest Airlines and he … he basically is a breadwinner, but I always said to him that I'm never going to not have a job or career, I guess you can say that I … like I always want to be working. I always want to be doing something. Something that can help me, you know, I guess … I don't know if it's empower. But just feel good. You know, I feel good waking up every day knowing what I'm doing. It makes me feel great as a person and I don't … I can't stand those people who don't want to try. So like a lot of people are afraid to fail and may sometimes. And I know I have, but I'm not even sure what the question was.

Subject 7

I: What is your age?

S: 27.

I: What's the highest level of education you've completed?

S: Bachelors.

I: What was your degree in?

S: Education.

I: What level?

S: High school.

I: What are your current career aspirations?

S: Currently, I am looking into graduate programs. Um, either special education or education leadership. I haven't decided if I want to go into more of an administrative route like principal or executive director or like programmatic director. Or if I want to end up being like a professor of special education. So, teaching teachers how to like meaningfully teach special ed because I find a lot of it is like memorization for special ed when it doesn't have to be that way. So, toying around with the ideas right now. Not sure which way I'm going to go.

I: What is your ideal life trajectory?

S: I think I could have a family at the same time that I do school. I don't see having to stop one for the other. Probably, you would have to stop for like a little while, you know, if you have kids. Being a woman, your body is kind of at their, you know, at their mercy.

I: Where did the idea for this career path come from?

S: I have wanted to be a teacher ever since I was in like the second grade and probably, I've had a couple really good mentors over the past seven years and that's why I feel like I could go one of either way. I had one that was really influential and very supportive and said that I would probably do well in an administrative role. And I do like the idea, but at the same time I love teaching. So, it's kind of like well which way would I go.

I: Do you ever seek career-based advice from magazines?

S: No.

I: What are your magazine habits?

S: I was subscribed for one through my realtor when I bought my condo. It's like architectural something or other. But no, I don't have any other subscriptions.

I: How often do you buy off the stand?

S: Maybe four times a year. Usually if I'm flying and I've read all my books, I'll succumb to a magazine. But for the most part, I usually read books.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: I giggle. I think they're kind of, I don't know, some of them are ridiculous.

I: Why do you say that?

S: Um, kind of like "your hottest year ever" and "the love issue" I just … I don't think that an actual career mentor would ever say things like that "Sexy and we know it." "Do it better in bed, at work, in life," like I think your work life should be separate from your bedroom life. I don't know.

I: How do these headlines make you feel about your own current or future career?

S: They don't make me feel anything about my career.

I: Why do you say that?

S: I feel like I know my path. I know where I want to go. I'm on it. I don't feel like what they have to add necessarily will do anything, and I do not want my bedroom life to be my work life.

I: What headlines stick out to you most?

S: Well the ones with italics in it. Um, I don't think they stick out in a good way. I wouldn't buy any of these based on the headlines. I'd probably, if I did buy any of them, it would be more like … where is that one … Like "you deserve a raise, what to say to get it" or "speak up and stand out at work." Things that are like a lot more professional then "kick more ass at work, at the gym, in bed," you know. They're not very professional.

I: What sticks out to you the least?

S: I think the longer titles lose you. You don't really want to end up reading it. Um, yeah.

I: What do you think about the topics chosen for these headlines?

S: I'm sure people read them, but I don't find them meaningful for my career path, but maybe I have a more conservative career.

I: Do you think magazines need more or less headlines like these?

S: I think having a career headline is a good idea, but it doesn't have to have sex involved.

Second List of Headlines

I: How do these headlines make you feel at first glance?

S: Fine. I don't laugh at these ones as much.

I: How come?

S: They don't seem as preposterous. Some of them do have that kind of like "your hottest year ever" kind of idea to it, but most of them … I would say a majority of them are actually more serious-based. Like "do you make enough money," "boost your salary," "salary upgrade," "successes of like self-made tech superstars," things like that. There was only a few that like mixed up love life, sex life, and work life together. Like "secret office crushes." I feel like a majority of the other one was all about that kind of … it mixed it all up. These ones seem much more professional.

I: How do these make you feel about your career?

S: Like maybe I could … I might read a couple of these like "work clothes," things like that. I might read some of these ones.

I: Which ones stuck out to you most?

S: Probably the ones about like salary upgrades and clothing. But like, more like, "cool work clothes exist, 50 perfect outfits," those ones. Not the "rock your style, change your hair, even start your own business." I feel like that … there's so much in that. It's not really specific.

I: What sticks out to you least?

S: Probably that one "your thing, 597 ways to …" I feel there's so much. And plus the "1,000+ guys get honest about you." I thought those two. Plus they're also the longest ones, I think.

I: How do you feel about these topics?

S: I think they're alright.

I: Why do you say that?

S: Um, again I think they're more … they take a more fun but serious approach to a career, less sex and love life and crushes and all those kinds of things.

I: Do you think magazines need more or less headlines like these?

S: I like these. I would say more.

I: Would you buy any of these magazines?

S: Like either magazine one or two?

I: Yes, if they had any of these headlines.

S: Um, I might buy the ones about like work looks at the beginning of the school year kind of when you do your back to school shopping and all that stuff. I feel like that would be appropriate, an appropriate time. Maybe get some ideas that way. But, yeah maybe.

I: What kinds of headlines usually determine your magazine purchases?

S: I think how applicable they are. I don't usually buy mag … When I buy magazines, they're usually more like recipes or tips, work out things, that kind of stuff that are actually applicable to my life. I never buy magazines that are like *People* or *Us Weekly*, things like that that are more about celebrity gossip. I like to be able to get something from it, I think.

I: Do you think magazines affect the way you think about your own current or future status in the working world?

S: No.

I: Why do you say that?

S: I don't feel like they'll sway me either way. I've always wanted to do what I do.

Article Samples

I: How do you feel about these headlines compared to the lists you read?

S: Well these are the headlines. They are just pulled with a brief bit of the article right?

I: That would be the headline they use inside.

S: Oh, I see what you mean. I think, I think it really depends on like the writing style of the person who's writing it. Some of them I think sound really stupid like the second one. But I feel like that comes down to preference and writing style more than like the over all message. I feel like I would pay less attention to the message if I didn't like the writing style or didn't think it was a professional writing style because if someone can write professionally, I don't feel like I would want to take career advice from them.

I: So you're saying that ones inside sound less professional or just in general?

S: Yeah, some of them.

I: Do you think there's a difference in the headlines?

S: Yeah.

I: Would you read any of these articles?

S: No.

I: Why not?

S: Um, again I think it just comes down to like the style of the writer. Maybe if I knew who it was that would change my mind, but not knowing if these people are like, you know, Joe down the street or someone who's actually made it in the world. It's hard to tell what is valid advice and what it just trying to fill a magazine.

I: How do these articles make you feel?

S: I think they're humorous. I think people could, if they don't know where they're going in life and need advice and they don't have anyone to talk to, maybe it's a good thing for them to look at. But I feel like I have a fairly solid support system at home and outside my job and in my job. So I don't really feel that these are applicable to me or that they would be more valid than maybe what my father would suggest. I would probably follow someone I knew, what their suggestions were, more than I would follow an article in a magazine, unless it was like *Forbes.*

Subject 8

I: What is your age?

S: 25.

I: What's the highest level of education you have completed?

S: A bachelor's in rehabilitation services.

I: What are you current career aspirations?

S: Um, actually, I'm currently trying to go back to school for occupation therapy to receive my master's degree. So right now, I'm just kind of doing some prerequisites that I didn't finish in my bachelor's degree. So I'm hoping that one day I'll be able to be an OT.

I: What's your ideal life trajectory?

S: Um, I think just be an OT, but be happy fully with what I'm doing and know that I'm helping people. And have it be like rewarding.

I: Where did the idea for your career goals come from?

S: Um, from probably actually working here or in college. I started and thought about doing occupational therapy and then once I started working here as a teacher assistant, I saw it more and more. And I was kind of focused on speech pathology, but then I feel like this kind of made me turn to like occupational therapy and it's just such a rewarding experience, so.

I: Do ever seek career-based advice from magazines?

S: Not really. I know I've seen a couple articles here and there, but …

I: What are your magazine habits?

S: I do (have subscriptions), but I don't really read them. I think I have a *Women's Health* subscription. And then I used to have a *Cosmopolitan* one.

I: How often do you buy off the stands?

S: Mmm, if I see a really good cover, I'll buy off of it, but not too much. Like with in a year, maybe like two or three times.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: I feel like they make me feel pretty good. Um, I feel like it makes me like want to pick up some of the magazines. At least some of them like finally like "stop living paycheck to paycheck." I feel like I'm like really interested in it. I feel like it sounds like it'd have really, really good tips based off the headlines.

I: How do these make you feel about your current or future career?

S: Um, I feel like they're kind of inspiring. Um, to make you want a little bit more.

I: Why do you say that?

S: I think, like I said, like living paycheck to paycheck it's, you know, I feel like now that's kind of how I'm doing it like living paycheck to paycheck, having to work two jobs. And I feel like, you know, they might have some helpful tips. Um, or it could like make things a little bit better. Or something like the confidence booster like you can stash under your desk. Things to make things like a little bit better like career-wise.

I: Which headlines stick out to you most?

S: Um, I'd for sure the "living paycheck to paycheck" one. And there were a couple other ones. "Innocent mistakes that blow a job interview," and "From Waitress to CEO: Snag you dream job."

I: Why do they stick out to you?

S: Um, I think like "From waitress to CEO: Snag your dream job" I think because I'm trying to word towards something more. I think maybe it would have some helpful tips on how to get there, maybe just some good insight on how you shouldn't give up, keep going.

I: What sticks out to you least?

S: Probably one like, "she did what at work?" I feel like that's kind of like drama-filled and wouldn't really be helpful to me personally.

I: What do you think about the topics chosen for these headlines?

S: I think a lot of them sound like … I think they should like really, really interesting.

I: Why do you say that?

S: I think some of them … I don't know. That's hard. Oh, I don't know. Um, I think, like I said, just helpful tips and stuff before. Because I feel like career-wise, for me personally, that's where I'm at, is trying to work for me. So, I think it's for someone like me who's … even now, I want to work hard and get where I'm going, but I'd even stop taking classes now. So, I think seeing something like this makes me realize next semester I need to sign up for classes and really keep going if I do want something more.

I: Do you think magazines need more or less headlines like these?

S: Um, probably more like this.

I: Why?

S: Cause I feel like the age … this is like perfect because I feel like a lot of people say like in their 20's they should have everything together and really, I feel like you don't. So I think it's kind of helpful to see some of these like helpful tips or you know how to make things better or realize everyone's kind of at the same point that you are.

Second List of Headlines

I: How do these headlines make you feel at first glance?

S: Um, I feel like kind of the same. I think some of them kind of like throw me off a little bit. I feel like the first one was more like career-wise. This one I feel like is like some career and then some like personal things.

I: How do these make you feel about your own career?

S: Um, I don't feel like as inspiring as the other ones. I think the ones that stick out to me are more like … like the one "10 ways to love your life, career, relationship now" and I think like off of that I wouldn't think like career. I would think like life in general and like relationship. So, I feel like career-wise it doesn't really do much for me.

I: Which headlines stick out to you most?

S: That one for the sure the "10 ways to love your life, career, relationship now."

I: Why does that stick out to you?

S: That one I think sticks out to me because it's like in general. I think like it reminds me of like, you know, ways to like to be happy kind of, but not like alone in your career. I think that's helpful that it's like your life in general and like your personal relationships. So, I think this one is kind of nice because it's not only about your career. And I think the other ones don't really stand out to me as much.

I: Okay. Why don't they stand out to you?

S: Some of them are, um, like the top one, "1,000 things that guys get honest about," secret office crushes and that kind of thing just doesn't interest me really at all. And I think the other ones are just kind of more like about your hair and like clothing and that kind of things and it doesn't really interest me as much either. I feel like I'm like … I am stuck in my ways of like this is how I am. This is what I'll wear.

I: What do you think about these topics in general?

S: I feel like they sound kind of boring, some of them. But my attention spans, sometime if I'm flipping through a magazine, I'll jut flip through it and if it's not interesting, I'll go on to the next thing or be done with it pretty quickly. So, I feel like these aren't as appealing as the first ones.

I: Do you think magazines need more or less headlines like these?

S: Less.

I: Why do you say that?

S: I think they don't sound as appealing, and I they're are just more general compared to the first ones I think are a little more detailed. Um, like I do think the one "10 ways to love your life, career, relationship" I think that's detailed. You'll know what you're getting into, but the other ones I think are more career-wise and this is like 597 ways to change like your hair and stuff. It sounds like it'll be do much. Not specific.

I: Would you buy any of these magazines?

S: Yes, I would buy some. Probably more from magazine one, I would definitely go for, for sure.

I: Why?

S: Um, I think they just sound more interesting. Especially even now looking at it. "Working random hours, genius ways to still have a life." I think that one really intrigues me because I work a lot of hours.

I: What kinds of headlines usually determine your magazine purchases?

S: I think like health magazines kind of pull me in. If it says something about nutrition. I think sometimes career ones pull me in a little bit. Sometimes things like, um, like hair and make up tips do pull me in, but I think if they're more like specific rather than here's 1,000 ways to change your look or something.

I: Do you think magazines affect the way you think about your own current or future status in the working world?

S: I think so, yeah.

I: Why?

S: I think sometimes when you read it and then you see something or, um, sometimes even the way you should look going to work people can be, um, affected by and I think … I'm losing my train of thought … I forgot what I was going to say. Um, I think like I said before, I think a lot of people think they should be at a certain place, especially like in their 20's. So I think sometimes reading a magazine either like if it says like "ok you should be better off or you shouldn't" then I would personally be like ok like I'm ok or I should do something less, do something more based off what I do read in the magazine.

Article Samples

I: How do you feel these headlines compare to the lists you previously read?

S: Um, I think … I think the first list pulls me more compared to these articles. Like reading it more in detail. I'm kind of like "eh."

I: Why?

S: I don't know why I think like the more details and I feel like I'm just not as interested. Cause I think sometimes like … like one of them it says like "exactly what to say to your boss" I feel like I'm the type of I person I don't really read into that so much cause I think everyone's so different that there's no right or wrong thing to say sometimes, you know.

I: Do you think there is a difference in the headlines?

S: Like seeing it with a little more?

I: So the headline at the top is what was on the cover and the one inside is the one that accompanies the article. I think there is a difference.

S: How do you feel about that?

I: I think it is a big difference. I think like the first one, um, kind of that one I think pulls me in a little bit because it says, you know, this girl was like a hostess and then she moved on up when she was 26. I think that one really pulls me in and I think that one is the only one that I would want to probably read more about. The other ones I'm kind of like, I feel like eh.

I: Why would you want to read that one?

S: I think that one I can relate to more and that's my hope for my future that I can just move on up.

I: How do these articles make you feel?

S: I feel like uninterested kind of. Like no … I feel like the first article, like that little blurb, I think is inspiring for sure.

Subject 9

I: What is your age?

S: 28

I: What's the highest level of education you've completed?

S: I have my bachelor's.

I: What do you have your bachelor's in?

S: Recreational therapy.

I: What are you current career aspirations?

S: To go back to grad school.

I: For what?

S: Occupational Therapy.

I: What is your ideal life trajectory?

S: In the next 5 years, I would like to have graduated grad school.

I: Where did your idea for your career path come from?

S: I just always knew I wanted to work with people with disabilities.

I: Do you ever seek career-based advice from magazines?

S: Um, no.

I: What are your magazine habits?

S: I subscribe to *Cosmopolitan.* I have an e-subscription. So I don't always read it.

I: How often would you say you buy things off the stands?

S: Maybe like once a month.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: Um, kind of like a lot of them are like money-paved like how to get a raise and that's interesting, you know, when you work for a non-for-profit. You can't really just walk in and demand a raise, so I feel like those really aren't applicable to every place.

I: How do these make you feel about your current or future career?

S: Um maybe like they don't really apply to me.

I: Is that because of the non-for-profit aspect?

S: Yeah.

I: Like this one, "from waitress to CEO: snag your dream job." Maybe I already work my dream job.

I: Which headlines stick out to you most?

S: Um, like "the confidence booster you can stash under your desk." That just seems like it might be something interesting. "Working random hours: genius ways to still have a life." I also serve too on the side, so working random hours is something I can relate to. And then, "workapocalypse: how to say cool when your day explodes." That's pretty applicable around here too.

I: Which headlines stick out to you least?

S: Kind of, I guess, the work fails ones like "how to score the best job," "surprising ways to get promoted."

I: Why do you think they stick out to you least?

S: Um, just cause it's not really something I'm interested in right now, advice I want to read about.

I: What do you think about the topics chosen for these headlines?

S: Um, I feel like they're kind of like generalizing women. Like that you need a confidence boost or you need to get the best job ever and the hell yeah hair.

I: Do you think magazines need more or less headlines like these?

S: Less.

I: Why?

S: Because they might make people feel bad about themselves. This isn't like something that they're … like "from waitress to CEO." That might be offensive to waitresses.

Second List of Headlines

I: How do these make you feel at first glance?

S: Um, these ones are, I guess, like make less assumptions then these ones did.

I: Why do you say that?

S: They're not like this one would be like, "make your boss want to pay you more," but then these are just like "you've got this" It's just like worded in a better way.

I: How do these make you feel about your own career?

S: Um, kind of again like they don't really apply. They seem more like office-y.

I: What sticks out to you most?

S: Um these ones that are like "Hillary Clinton shares her secrets" or like the self-made billionaire shares her secrets. Like actual words from someone who's made and not just an author in a magazine.

I: Which ones stick out to you least?

S: I guess more like ones that are like "do you make enough money? Boost your salary now." The financial ones.

I: Why do you say that?

S: Because I feel like they're kind of like the raise thing where it's just like it doesn't really matter.

I: What do you think about the topics chosen for these headlines?

S: I mean they might be like good advice I guess. These ones seem more like they're actually coming from a person who works in the field that they're talking about.

I: Do you think magazines need more or less headlines like these?

S: Probably still less.

I: Why?

S: Because a lot of them are like great style 101, what you should wear to work, 1,000 guys are honest about you. It might make feel like they have to live up to something in the office.

I: Would you buy any of these magazines?

S: Are these the only headlines on them?

I: No.

S: Um, maybe, but probably not.

I: Why?

S: Um because this isn't really the kind of information I would go to a magazine to look for.

I: What kinds of headlines usually determine your purchases?

S: To be honest with you, I really like celebrity gossip. I really like fitness magazines.

I: Do you think magazines affect the way you think about your current or future status in the working world?

S: Um, no.

I: Why not?

S: Because I feel like I have a, like a, most of the time when they're talking about careers it's like the business world and the office girl kind of thing and I don't feel like that's where my career fits.

Article Samples

I: How feel about these headlines compare to the lists you previously read?

S: I think now that they explain them more, a lot of them are a little bit better than the headline made them seem.

I: Do you think there's a difference in them?

S: Yeah.

I: How do you feel about that?

S: I'm just learning more information about these topics. It makes me feel better about it, but again they're all more like office, executive business-y kind of jobs and I read it and I don't really … I kind of just skim over it because I feel like it doesn't apply to this field.

I: Would you read any of these then?

S: I would not.

I: How do these articles make you feel?

S: Well this one about getting a raise was actually kind of informative because I never really considered that if you ask for just a few thousand dollars more over your lifetime that will be hundreds of thousands of dollars.

Subject 10

I: What is your age?

S: 20.

I: What is the highest level of education that you've completed?

S: Some college.

I: What is your major?

S: Health sciences with a nursing track.

I: What are your current career aspirations?

S: I want to create STI clinics on college campuses, so basically Planned Parenthood without the social stigma.

I: What is your ideal life trajectory?

S: I guess would be just like living life and then having a family. Um traveling. Most family would be after. Having a husband. Hopefully, I won't be alone!

I: Where did you get the ideas for your career goals?

S: A couple of my friends have STIs and so it's because everyone thinks it's just a physical thing, but it's also an emotional thing and most of it can be stopped if people are just like more aware of it and it's more of just a social stigma. Most people can just get it fixed and if not, then they can also just talk to someone about it, if that makes sense. So, I just saw what they were going through and I just want to help that whole population and like I just feel with college students more.

I: Where did you get the idea to go into nursing in general?

S: Actually it was kind of random. I wanted to be a psychiatrist for the longest time, but I really love hands-on activities and so, I really like nursing because it's more hands-on and you're more of a patient-doctor, well patient health profession … it's more like connecting and everything, so like that's what I prefer is that like I actually get to know people more cause my goal in life is to just like to get to know everyone on a personal level and like know their story. You can learn from everybody's story.

I: Do you ever seek career-based advice from magazines?

S: Career-based? No.

I: What are your magazine habits?

S: I used to be subscripted (sic) to *Seventeen* and um, there was the other one. I think my parents do *Ebony* and *Oprah*.

I: How often do you buy off the stands?

S: Never really. Cause I could always just look it up online.

First List of Articles

I: How do these headlines make you feel at first glance?

S: Uh, kind of very like stigmatized because it's like most of the things are very like sexualized, I guess, and were emotionalized. Also, there's just a lot of emotion when it comes to these headlines. Like, actually all of these have emotion. It's either sex or emotion behind these.

I: How do they make you feel about your own current or future career?

S: Uh, it's kind of … I guess, it makes sense for my future career because my career is 90% all women and it's a very womanitized like career base. And so I know that it's harder for like me to get a job actually as a nurse because there's many girls that are and there's nothing really different I would say because most people look at interviews to see how different you are and what you would add on to the program but like because I'm a girl, and they already have 90% girls, I get put down further on the list, if that makes sense.

I: What headlines stick out to you most?

S: Um, the "what can you do to make your boss pay you more." Yeah, "make your boss want to pay you more." I'm like why isn't he already paying me more because I'm awesome.

I: Why does that stick out to you?

S: Because it's like you should already be paying me the right amount. Like, you shouldn't be wanting to pay me more. It should reflect my work.

I: What sticks out the least?

S: It would be the … um … wait I have to read them again. I guess it would be more "your ultimate game plan."

I: Why?

S: I guess personally I already know my ultimate game plan so it didn't really like, I didn't really need to think about it.

I: What do you think about the topics chosen for these headlines?

S: I think that it should be more than that because even though were girls we can also think about other things like … sorry I'm going to retrace my thought. I would say there's a lot more to us than raising a paycheck or how sexy we are. There should be more to it then that.

I: Do you think magazines need more or less headlines like these?

S: Less. I mean, yeah, less.

I: Why do you say that?

S: Because, like I said, it just needs to be a lot more to it because there's more dimensions and like every girl is a lot different. There should just be more dimension when it comes to every magazine.

Second List of Headlines

I: How do these make you feel at first glance?

S: They're still emotion, but they're more like diverse.

I: Why do you say that?

S: Because we talk about money in one and then we talk about like clothes and how to like perfect your clothes and we also talk about more viewpoints, more substantial, I guess, viewpoints. So, like, "Hillary Clinton shares" and you're like, "oh Hillary Clinton. She's like doing things with her life." It's more positive, I guess. Just like success and secrets to success and oh, upgrade is all very positive words.

I: Do you think the other list wasn't positive?

S: I don't think it was as positive. Because it's always like trying to better yourself and it's like oh this is success.

I: How do these headlines make you feel about your own career?

S: I mean, it doesn't really say anything. I mean career clinic. I feel a little bit better about it because it's more … it sounds more like we are succeeding but we are also … we can still improve.

I: Which headlines stick out to you most?

S: Um "success you've got this: how to land the love, job, friends, life you want."

I: Why?

S: It's very more functionable and then also it's just more positive. Its like "you've got this. You can do this. Let's buckle up."

I: What sticks out to you least?

S: I guess the "success secrets of self-made tech superstars."

I: Why does that stick out to you least?

S: I mean I guess I just really don't care. Like technology has always been a thing in my life so I would never really think … technology is in my life but it's not really as relevant as everything else.

I: What do you think about the topics chosen for these headlines?

S: They're just more generally positive. It just seems more positive. Like with everything else it starts off negative or sexualized. These are more about love instead of sex and it's more rhetorical questions so you have to think about it and you're like "really? Oh I do need to do this."

I: Do you think magazines need more or less headlines like these?

S: Oh, more like these.

I: Why?

S: Because they're more supportive. They're asking you a question but they're like "oh do you have to do this? Oh okay. This is how you're going to help out" instead of "oh you're life sucks." The one from before was like #WorkFail. Like, oh, well that's very aggressive. Well this one's more supportive. Like this is #1 … like this is what happens. You should avoid this. It just sounds more helpful.

I: Would you buy any of these magazines?

S: Yeah I would.

I: Why?

S: Uh, I kind of just personally want to know more about the whole top 10 ways to love your life, career, relationship now. I just personally want to just know about that because I'm just like I don't know. Like this is my plan, but am I going to love my life am? I going to really love my career? Because were in this whole emotional time period of our life. Like am I doing the right things?

I: What kinds of headlines usually determine your magazine purchases?

S: Um, usually it's like clothes related because I just like to be up to date on clothes. Sometimes I look at the celebrity ones because, you know, you gotta be up to date in your life on social media and things of that nature. Most of the time its just clothes related so I can stay up to date with everybody else.

I: Do you think magazines affect the way you think about your current or future career status?

S: No.

I: Why?

S: Because it's just a magazine. It's one person's opinion. Its not everybody's opinion and everybody's opinion can be different.

Article Samples

I: How do you feel about these headlines compared to the lists you previously read?

S: It sounds like … it makes sense. The headline makes sense with it, but it's also like … I don't know how to explain. It's supportive, but the headline wasn't as supportive. So like the "from waitress to CEO' one, like it makes sense, but like it just still doesn't resemble the entire article. But I wouldn't know because I don't have the entire article.

I: Do you think there's a difference in the headlines?

S: I would say … I mean I would say it does, but not in … I would say that it's not that big of a difference, but some of them are so like the … which one is it … the "get a raise, exactly what to say to your boss" I guess it does make sense, but … where did it go … I change my mind. They're exactly what the title is.

I: Would you read any of these articles?

S: The one that is "how to win at work."

I: Why?

S: Because it just … I don't know … personally I'm very competitive so I always want to win and the word win just strikes me differently.

I: How do these articles make you feel?

S: I feel that all those articles are very emotionally tied. They're like very catchy words. They're very functional. They're just a lot bigger words, not bigger, but more emotionally tied.

Subject 11

I: What is your age?

S: 21.

I: What's the highest level of education you've completed?

S: High school. I'm in the process of completing my college degree.

I: What's your major?

S: Strategic communications.

I: What are your current career goals?

S: I'm hoping to work in PR, probably foreign policy or in the government. Something along those lines.

I: What's your ideal life trajectory?

S: I don't know. End up somewhere a different city then where I grew up. Be happy. Work a career that's meaningful, I think hopefully.

I: Where did you get the idea for your career goals?

S: Um, I didn't really love any of my reporting classes and the more I looked into strat comm, the more I also explored American foreign policy and history of foreign policy, and that's my minor so it was a lot of balancing like how can I bring in my love of history and then my love of media relations into what I want to do. It kind of looks all over the place.

I: Do you ever seek career advice from magazines?

S: All the time. Yeah. Yes.

I: What are your magazine habits?

S: I don't have any (subscriptions) because I'm always moving. I haven't really lived anywhere in a long place for a while, but I do regularly like if a magazine comes out and someone I like is on the cover, then I'll definitely stop and like flip through it. In the last couple months, I've bought magazines more frequently because I have more money to spend now I'm back at school and kind of like … I might buy it if it something I really don't want to miss, but if I can find the content on the publication's website, then I probably won't.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: Um, initially all over the place but, kind of like, I don't know, interested in some of them, and some of them just seem kind of ridiculous. Like if they were articles, I would probably flip to some of the, but some of them make me feel like that's not something I would ever want to read.

I: How do these headlines make you feel about your own current or future career?

S: Definitely nervous because I really don't have one at this point, so it's a little bit of … like a lot of the career headlines I'd probably flip to prepare almost, like I might face that in the future so I'll gather the knowledge now.

I: Which headlines stick out to you most?

S: Probably like uh … there's one that really resonated with me and it was "working random hours genius ways to still have a life" and also "stop living paycheck to paycheck." Those two were probably the two that stand out to me most.

I: Why do they stick out to you?

S: Um well because I'm living paycheck t paycheck right now, and I really don't like that, and I also am really interested in financial planning because I never had that education in high school or college. Nobody sat down with me and said, "Here's how to balance a checkbook." So I'm kind of figuring that out on my own right now and trying to like gather those skills so I'm not clueless when I leave college and probably just I like am working crazy hours in college, so it sucks cause I really would enjoy having a set time where I'm just working and then doing stuff after, but like college isn't a 9-5 job, and unfortunately it's taking a toll.

I: Which headlines stick out to you least?

S: Probably like "ways to score the job you want," "ways to make your boss pay you more." Some of them are just kind of vague and that I've seen before.

I: What do you think about the topics chosen for these headlines?

S: I think they're super relevant. I think some of them are a little ridiculous like the "sexy power issue." But generally like pretty relevant to what I'm looking for in an article definitely.

I: Do you think magazines need more or less headlines like these?

S: I think probably more, but I feel like I've seen some of them before. So I guess I think the more specific ones I'd like to see more instead of just "10 ways to get your boss to pay you more." Like 10 ways to ask for a raise or something like … like something more specific instead of just saying that.

Second List of Headlines

I: How do these make you feel at first glance?

S: Um, I like the first ones better and I can't really say why. These all seem a little vague to me and stuff I've seen before where you kind of scan by then and maybe bookmark it if I have time to read it later.

I: How do they make you feel about your own career?

S: Um, a little the same. Some are a little aspirational especially like I think the Hillary Clinton one makes you kind of like picture yourself in her shoes a little bit. So that one kind of makes me like, "oh maybe I can use what she knows to get where she is," but definitely still a little anxious. But I guess anxious in a way that make you want to prepare instead of like freak out.

I: What headlines stick out to you most?

S: Definitely the Hillary one because it is so specific. Like there's a really similar one that's like "go get that raise, the script your boss can't resist" and that's interesting because again it's like really specific. Especially like the one … like 597 ways to … I feel like that's so overwhelming. I never want 597 of anything. So that one is kind of like, I don't know, ridiculous.

I: Which ones stick out to you least?

S: Probably like the vague ones like "do you make enough money" or "we can get a better job more money too: a guide." "Success secrets of self made tech superstars." They're all very vague. I guess the number ones stand out to me because they're just so ridiculous. Like, 597 things? What?

S: What do you think about the topics chosen for these?

I: I think they're super again to my life and what I'm doing. I think these are more related to careers then the last list, which I appreciate and like I'm just not the girl looking for like boy advice in some magazines.

I: Do you think magazines need more or less headlines like these?

S: I would like to see more headlines like these I think.

I: Why?

S: Because you know they make a little anxious but I'm nervous so I could go do it. I don't know why I didn't feel like that with the first one.

I: Would you buy any of these magazines?

S: Yeah, probably.

I: Why?

S: Because I feel like again like they're relevant to what I'm going through in my life, and like just based on the headlines, I'd probably flip to the story and read a little bit of it before buying it, but all in all they seem to like really cater to what I'm looking for in content.

I: What kinds of headlines usually determine your purchases?

S: Probably I guess like specific ones like career-oriented ones. I'm not looking for like … If I buy *Cosmo*, it's because I like who's on the cover, not so much like the boy tips inside because I don't care. And I usually gravitate towards magazines like *Glamour* to see Women of the Year and stuff like that because it's a little more interesting content to me. Like, I feel like … I'm sorry I'm making so many generalizations about magazines. I don't know if that's allowed, but like with *Seventeen,* everything seems the same. Like they just kind of recycle everything and like cool when you're like 16, but that's not really what I need in my life.

I: Do you think magazines affect the way you think about your current or future status in the working world?

S: I definitely think so, but I think it's more pictures. I like the pictures they use because that's like a huge part of it. I think the content usually makes me like "oh like that's something I'm going through and I can relate to that," but like if they use a photoshopped model, then I'm always kind of like "oh, I don't look like that." Like, my life's like that. I don't look like that. It was always kind of a weird dissonance for me.

Article Samples

I: How do you feel about these headlines compared to the lists you read previously?

S: I like most of them. I think they're pretty ... the second to last one is pretty non-specific, and I don't like the first one. I don't know why. Probably because like I feel like it never happens. It's just one instance. I don't know if that would help anybody out.

I: Do you feel like there's a difference in the headlines?

S: Um, I do a little bit. Like the "surprising ways to get promoted" one. Like learn to love your office nemesis. That seems like it picks on someone else and I think yeah its true, but the way its written down is really fake I guess. I like the ones that are

kind of pure form. The third to last one where it says get a raise and the inside says get a raise. Like I like that there's such a consistency there and when I flip through the magazine I can find it really easily.

I: Would you read any of these articles?

S: Yeah I guess I probably would. I definitely would because they I think they like kind of catch you a little bit more.

I: How do these articles make you feel?

S: Some of them make me feel really good. The last two made me feel pretty good. The first one made me feel kind of like I'm not a CEO yet what am I doing. Especially the second like two. It just kind of felt like you're just making fun of someone in your office, so I like the last couple but not the first two.

Subject 12

I: What is your age?

S: 21.

I: What is the highest level of education you've completed?

S: High school.

I: What is currently your major?

S: Electrical engineering.

I: What are your current career aspirations?

S: To get a job as an electrical engineer, I guess, in general.

I: Anything specific? I don't know a lot about electrical engineering.

S: Not exactly, no.

I: What is your ideal life trajectory?

S: Um, I guess I don't know how to answer that. I plan on working for AT&T.

I: Where did you get the idea for your career goals?

S: I chose engineering because I always really like problem solving and cares and I

wanted to help the environment. SO electric engineering seemed like the perfect choice at the time.

I: Do you ever seek career-based advice from magazines?

S: Um, sometimes, yeah.

I: What are your magazine habits?

S: I used to subscribe back home to I'm pretty sure *Vogue* and a food magazine.

I: How often do you buy things off the stands?

S: I'd say once a month.

First List of Headlines

I: How do these headlines make you feel at first glance?

S: Um, most of them seem pretty motivational and sounded pretty interesting.

I: Why?

S: Some of them have names … a lot of them, well I guess two of them … Sheryl Sandberg is pretty inspirational and then a lot of have … they talk about how to get a better position or how to work up to a better position or get yourself known at work kind of.

I: How do these headlines make you feel about your own current or future career?

S: I would say … I guess I'm a student … I'd kind of say that they kind of would be helpful I guess to read about like once I get a fulltime job. I'd want to know more about how to stand out at work and how to do better at work and how to move up, I guess.

I: Which headlines stick out to you most?

S: The '"speak up and stand out at work," the career guide one, the "score your dream job," Facebook's Sheryl Sandberg "how to kick ass at work," "10 ways to score the job you want."

I: Do those stand out for the reason you mentioned before?

S: I guess since I'm still a student and I'm still looking for a fulltime job, I think those are more towards the age range I'm in.

I: I: What headlines stick out to you least?

S: Um the kind of she did what at work I don't know if I ever saw that in magazine I don't think id ever like pick that up.

I: why not?

S: I don't know why for me I always look to magazines that will help me more. It just doesn't have that much credibility. I don't know why. It just sounds like it doesn't have that much credibility. I feel like it'd be like a story that I wouldn't be that interested in.

I: What do you think about the topics chosen for these headlines?

S: They all just make me think of like how to do better at work.

I: Do you think magazines need more or less headlines like these?

S: I think, yeah, it'd be cool. I'd probably look at magazines more, especially because I'm looking for a job now that like if they had headlines like "how to get a job" and stuff like that.

Second List of Articles

I: How do these make you feel at first glance?

S: They're like those magazines headlines that are always trying to make you better, help you out with life and stuff like that. That's how they make me feel.

I: How do these make you feel about your own career?

S: I feel like, I don't know, they make me feel better about it. I just feel like there's probably other people who look for the same things I do.

I: Which headlines stick out to you most?

S: I would say, "we can get you a better job," "great style 101," and then "instant inspiration," I guess, "the youngest self made billionaire" and the Hillary Clinton one as well.

I: Why?

S: I feel like those are like cooler headlines than I actually read. Tons of magazines have headlines like 1000+ ways to make you do this and I feel like they're not as credible, but like when they're actual stories about people, I feel like they're more motivational.

I: What headlines stick out to you least?

S: The first one. The 1,000+ guys. The other one is "do your thing, 590 (sic) ways to rock your style" and the "10 ways to love your life, career, relationship now."

I: Why do those stick out to you least?

S: I feel like they're just a little too much. I'm happy enough with my life that those wouldn't be too helpful, if that makes any sense.

I: What do you think about the topics chosen for these headlines?

S: I think these are more like I guess motivational kind. They feel like they're trying to get you try new things and get you to wear new things and get new jobs and get new hairstyles and stuff.

I: Do you think magazines need more or less headlines like these?

S: Um, I don't know why but these ones don't attract me as much. It may be because I've read a lot of magazines that have like headlines where they say like "oh 100 things that can definitely change how you feel" and they don't. I like the first ones more. They're more motivational to me I guess.

I: Would you buy any of these magazines?

S: I guess for the second one, maybe like the worst work mistakes people wear. Like the ones about work or maybe the one about Hillary Clinton and self-made billionaire ones.

I: What kinds of headlines usually determine your purchases?

S: Usually they're like all about clothing headlines or if they have celebrity gossip.

I: Do you think magazines affect the way you think about your current or future status in the working world?

S: In the working world, not as much. You don't really see too many magazines about the working world I guess when I'm in line at the grocery store or anything.

Article Samples

I: How do you feel about these headlines compared to the lists you previously read?

S: I feel like I would've expected a little more I guess. For the one that says "how to win at work: the secrets that nobody tells you," I thought there would be more to the inside.

I: Do you think there's a difference in the headlines?

S: In like a way, I would say if I didn't read a lot of magazines, I would kind of think there was. But I go through magazines and I read magazines enough so that I'm not surprised.

I: Would you read any of these articles?

S: I thought the "waitress to CEO: snag your dream job" would be kind of more interesting, but I guess I'm not interested after reading the inside.

I: How do these articles make you feel?

S: I thought they'd be a lot more motivating then they actually were.

I: Why?

S: I guess like the last one "how to win at work" or stuff like that I guess I just thought it would be more interesting. It wasn't as exciting as I thought it would be. I think the titles are a lot more intriguing than the articles.