Zurbriggen Lab: Portrayals of Children in Media
Information for Fall 2012 RAs

During this quarter, we are conducting a content analysis of representations of children and adults in advertisements in teen and adult magazines. A content analysis involves looking systematically at a set of materials and objectively coding and recording what is present. We are particularly interested in assessing sexualized or objectified portrayals. For background reading, please see the American Psychological Association's report from the Task Force on the Sexualization of Girls. The full report and an executive summary can be downloaded here: http://www.apa.org/pi/women/programs/girls/

The time commitment required is 150 hours over the course of the quarter (i.e., average of 15 hours/week). For your first quarter in the lab, you must take the course pass/fail. After that you may elect to take the course for a letter grade. You must complete your required hours to pass the course, and the quality of your work must be satisfactory. If you elect a letter grade, you will write a 5-8 page paper on a topic related to the research project. In that case, your grade will be based on the paper and on the quality of your work as a research assistant.