

**Unskippable:**  
 The Effect of Sexualized Ads on Evaluations and Learning from Female Instructors



PRESENTER:  
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**BACKGROUND:** The present study aimed to examine the effect of sexualized advertisements on learning outcomes of a lesson given by a female instructor, as well as subjective perceptions of that instructor.

**METHODS:**

1. Recruited participants ( $n = 242$ ) to listen to a short lecture accompanied by a still photograph purported to be the lecturer, whose clothes varied in modesty.
2. Prior to the lesson, participants were exposed to either a sexualized ad or neutral ad.
3. Post-lecture quiz scores as well as teaching evaluation and sexism inventory responses were subsequently collected and measured.

**RESULTS:**

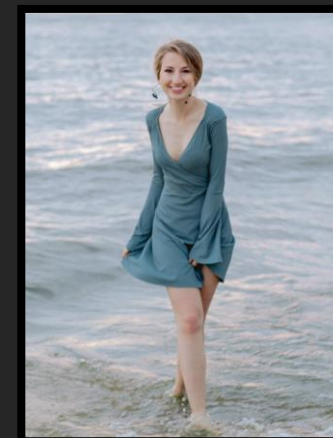
- Data were analyzed using a 2x2 independent groups factorial ANCOVA.
- Results suggested an interaction of ad type and instructor clothing style was influential to quiz scores ( $F[1, 230] = 4.01, p = 0.046$ , partial  $\eta^2 = .017$ ), but that ad type alone was more important to Teacher Behavior evaluations ( $p = 0.047$ , partial  $\eta^2 = 0.017$ ).

**DISCUSSION:** These results suggest an interaction of the sexualized ad and revealing clothing such that participants in the least sexualized groups did the best on quizzes; however, participants did better on quiz outcomes when their instructor's appearance was concordant with the ad they watched, suggesting that discordance may have deleterious effects on attention/learning. Additionally, participants who were exposed to sexualized ads tended to rate their instructors more favorably on teacherly behaviors, which may reflect a Halo or Cheerleader Effect. Future research will examine the impact of sexual arousal on attention.

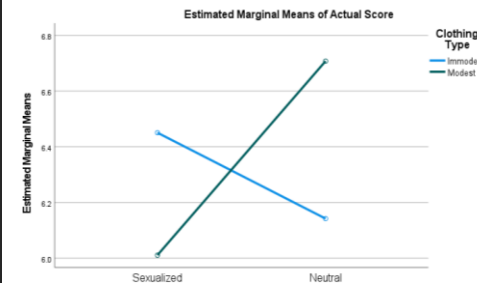
**Sexualized** advertisements **improved** teaching evaluations, but students in **neutral ad groups** with **modestly-dressed** instructors **outperformed** their peers on post-lecture quizzes.



Above: Still-frame from sexualized ad condition; Upper-right: "Modest" instructor condition; Lower-right: "Immodest" instructor condition



**DATA BAR:**

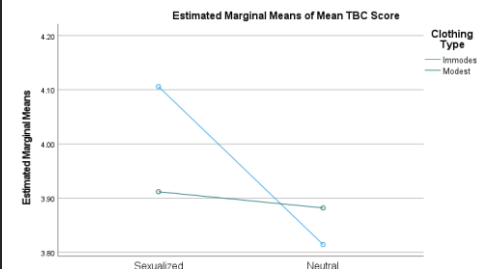


Tests of Between-Subjects Effects

Dependent Variable: Actual Score

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	42.152 <sup>a</sup>	4	10.538	2.853	.025	.047
Intercept	836.361	1	836.361	226.411	.000	.496
ASIScore	23.689	1	23.689	6.408	.012	.027
AdType	2.209	1	2.209	.598	.440	.003
ClothingType	.230	1	.230	.062	.803	.000
AdType * ClothingType	14.814	1	14.814	4.010	.046	.017
Error	849.618	230	3.694			
Total	10301.000	235				
Corrected Total	891.770	234				

a. R Squared = .047 (Adjusted R Squared = .031)



Tests of Between-Subjects Effects

Dependent Variable: Mean TBC Score

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	2.598 <sup>a</sup>	4	.649	1.740	.142	.030
Intercept	229.073	1	229.073	613.629	.000	.730
ASIScore	.012	1	.012	.033	.857	.000
AdType	1.493	1	1.493	4.000	.047	.017
ClothingType	.230	1	.230	.617	.433	.003
AdType * ClothingType	.990	1	.990	2.652	.105	.012
Error	84.741	227	.373			
Total	3661.365	232				
Corrected Total	87.339	231				

a. R Squared = .030 (Adjusted R Squared = .013)

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