Research questions:
1. How do Top 40 music videos portray female sexual objectification?
2. How do Top 40 music videos portray male aggression toward women?
3. How do Top 40 music videos portray male dominance toward women?
4. Are portrayals of sexual objectification in Top 40 music videos more common among females who are the main artist or secondary characters (e.g., backup dancers)?
5. What are the most common forms of female sexual objectification in Top 40 music videos?
6. Are there any neutrals (less objectification) and/or reversals—i.e., women acting more aggressive sexually & objectifying men in music videos?

Sample design/coding plan: We plan to code for the following instances (and sub-code for depictions that appear more than once in one music video) that occur in Top 40 music videos produced within the last two years, for a total of 40–60 music videos:

- **Music video characteristics:**
  - Genre
  - What year the music video was produced
  - Music video artist(s)

- **Portrayals of female sexual objectification:**
  - Female subject of sexual objectification
    - Main artist
    - Supporting character (e.g., backup dancer)
  - Types of objectification—How often do these portrayals of objectification occur?

  Modeled after the Aubrey and Frisby (2011) study:
  - **Exposure of body parts:** We will code for whether the female artist is naked or unclothed on each of the following any time during the music video: cleavage, butt cracks and/or cheeks, and stomach/pelvis.
  - **Sexualized dancing:** We will code for whether the female artist dances in a sexually suggestive way using a dichotomous yes or no variable. We will also code for the sexually suggestive dance of the female backup dancers.
  - **Sexual gaze:** We will code for the female artist being the target of the gaze (being checked out by another character) or being the subject of the gaze (checking out another character). We will also code for instances that highlight female bodies and body parts (i.e., which body part, how often).
  - **Global sexualization:** We will code a global “sexualization” (attempts to be sexually alluring) variable for females on a 3-point scale that will be operationalized as a combination of three factors: sexual movement, sexual posing, and seductive facial expressions. To be coded as “highly sexualized,” all three factors must be present. To be coded as “somewhat sexualized,” one or two of the factors must be present. To be coded as “not sexualized,” none of the factors must be present.
  - **Provocative dress:** We will code the dress of the female artists, judging the provocative nature of the attire. If the artist is wearing sexually suggestive clothing, she will be coded in a “provocatively dressed” category, while all other female subjects will not be coded as provocatively dressed.
Self-objectification: We will additionally code for female portrayals as a sexual object rather than as a human.

Portrayals of male aggression toward women -- How often do these portrayals of aggression occur? Modeled after the Sommers-Flanagan and Davis (1993) study:
  - Male perpetrator of aggression:
    - Main artist
    - Supporting character (e.g., backup dancer)
  - Female victim of male aggression:
    - Main artist
    - Supporting character (e.g., backup dancer)
  - Types of aggression:
    - Explicit aggression: We will code for actual acts that are intended to inflict pain or injury onto another person (e.g., slapping, shoving, kicking, and verbal assault).
    - Implicit aggression: We will code for instances that do not directly portray violence but suggest aggression (e.g., instances that depict the threat of inflicting pain or injury).
    - Sexual aggression: we will code for the following instances of sexual aggression
      - Sexual assault
      - Attempted rape
      - Rape
    - Explicit Sexuality: We will code for scenes in which genitalia or breasts are being touched, or bodies are touching and moving together in sexually suggestive ways.
    - Implicit Sexuality: We will code for instances in which scenes suggest or intend to elicit sexual arousal (e.g., pelvic thrusts, lip licking, stroking, etc.).

Portrayals of male dominance toward women -- How often did these portrayals of dominance occur? Modeled after the Sommers-Flanagan and Davis (1993) study:
  - Male subject of dominance:
    - Main artist
    - Supporting character (e.g., backup dancer)
  - Female victim of male dominance:
    - Main artist
    - Supporting character (e.g., backup dancer)
  - Types of dominance/subservience: We will code for instances when the subservient female is in a situation in which a male holds control or power in the following situations:
    - In the home
    - In career
    - Other
  - Gender roles: We will code for instances of gender role stereotyping (e.g., males portrayed as power, high achievers, females portrayed as victims, emotional and dependent, and less competent).
References


I really think this is excellent... my only concern is it’s a biased frame, looking at women as the only group who are dominated or victimized... However there may be some examples that are more gender-neutral and even some that are role reversals where the female is dominant. So I am just suggesting you might want to be open to that possibility especially as we are moving to a place where there are many more active and dominant older female musician singer role models (Madonna, Lady Gaga, Jennifer Lopez, Annie Lennox even to some extent Taylor Swift & Adele & Katy Perry are very strong personae.) So my concern is that you have framed it very tightly one way but have not allowed for the possibility that some of what you are watching might be less clear or even ambiguous or a non issue with older women especially dominating especially in relationship with younger men or even younger women......I mean gender roles are getting a bit looser and less defined these days. Especially among more powerful women. So think about age and power as variables, not just gender, with some women and possibly some men, less empowered and possibly more vulnerable than others. – if the stereotype, men dominate, still valid so be it but if you find counter evidence that is interesting too. Otherwise very well done. Remember sometimes these media are a leading edge Gestalt of current cultural trends and we may be moving into an era where old models are being reconceptualized or reframed... The again, maybe not. But it makes for a more interesting set of questions. – DG –