

Do health-and-fitness magazines influence males' and females' perceptions of health and fitness differently?

By

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Declaration

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of the MA in Television and Radio Journalism, is my own; based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

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Abstract

The present research had two goals: (1) to discover how healthy health-and-fitness magazines actually are, and (2) to discover if health-and-fitness is portrayed differently by health-and-fitness magazines based on gender. The study involved two separate elements: a content analysis and a survey. Study 1 involved a content analysis of four magazines over a three-month period from June 2017 to August 2017. Two male-audience targeted magazines and two female-audience targeted magazines were analysed. The magazines involved in this study were *Men's Health*, *Men's Fitness*, *Women's Health* and *Women's Fitness*. The content analysis revealed that both men's and women's health-and-fitness magazines exhibit appearance-related content more so than health-related content. However, it was discovered that they promote different types of appearance-based messages. Men's health-and-fitness magazines are more focused on muscle gain and bulking, i.e., getting bigger, whereas women's health-and-fitness magazines are more focused on slimming down and improving one's glutes. It appears that male-focused magazines are encouraging their readers to gain muscle in every area of their body and make it bigger and stronger, whereas female-focused magazines are encouraging their readers to slim down every part of their bodies but their glutes. The content analysis also determined that both men's and women's health-and-fitness magazines largely fail to promote better health. The majority of the so-called health articles present in the magazines are mostly unproven 'health myths' with little or no research backing the claims. Similarly, only one health advertisement was present in the magazines analysed: P20 sunscreen. Study 2 involved a survey of 120 participants from an array of nine countries. The survey titled 'Perceptions on Health and Fitness Survey' proved that the majority of people are of the opinion that health-and-fitness magazines promote unnatural and unattainable physiques and contain airbrushed images. The results also indicated the majority of people who engage in physical activity do so for their health, wellbeing and enjoyment, not for appearance-related reasons, which contradicts the messages being put forward by both men's and women's health-and-fitness magazines.

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Introduction

It has been proven over time that the media has the power to influence people's attitudes and opinions. Media representations of 'the ideal body' may influence the body shapes that men and women admire and strive to achieve. Sociocultural standards of the ideal body exist: for males emphasis is placed on muscularity and strength, for females emphasis is placed on being thin and beautiful. Emphasis on fitness-and-health has greatly increased in recent years. The overall aim of this study is to discover if 'health-and-fitness' is promoted differently by health-and-fitness magazines based on gender and discover how healthy health-and-fitness magazines actually are.

The second chapter details the hypothesis behind the study. The third chapter of this dissertation refers to previous literature that is related to the topic. The existing literature highlights that previous research promotes the notion that health-and-fitness magazines are not actually very 'healthy' in terms of the content that they generate. Although past researchers have carried out somewhat similar studies based on health-and-fitness magazines, no studies to date have been solely focused on comparing the way men's health-and-fitness magazines and women's health-and-fitness magazines portray health-and-fitness differently by analysing the entire contents of the magazines. Labre (2003) researched male-audience based health-and-fitness magazines and found that there was a strong emphasis based on 'leanness' and 'muscularity', whereas Aubrey (2010) carried out research on female-audience based health-and-fitness magazines and found that there is a paramount focus on weight-loss and cosmetic products in women's health-and-fitness magazines. Furthermore, a recent study (Bazzini et al., 2015) based on the cover captions of health-and-fitness magazines has shown that the magazines fit traditional gender-role stereotypes: men want to be muscular and women want to be thin.

The forth chapter refers to the methodology. This chapter explains the various research methods being used in the study and the reasoning behind them. There are two elements involved in this study: Study 1 and Study 2. Study 1 involves carrying out an in-depth content analysis and Study 2 involves carrying out a survey to discover individuals' opinions on the topic. The goal of this two-part study is to discover how health-and-fitness magazines portray 'being fit and healthy' and if a difference exists based on gender. Inspiration was

taken from Labre (2003) when carrying out the content analysis, as some of the scales she developed were utilised in this study. Various scales were used to determine the bodies presented in four types of magazines, ranging from low body fat to high body fat and non-muscular to unnaturally muscular. Other scales were developed to categorise the content generated in the magazines in terms of article types and advertisement types. The target audience involved in Study 2 were adults aged between 18 and 64 years old. Four publications were selected to be involved in the study due to their wide circulation and relevance to the topic: *Men's Health*, *Men's Fitness*, *Women's Health* and *Women's Fitness*. Although only the UK editions of the magazines that are sold throughout the United Kingdom and Ireland were analysed, all of the magazines produce similar other national editions with similar content; thus they generate the same type of content internationally.

The fifth chapter refers to the results obtained in this study and discusses the findings. This chapter details the verdict of the content analysis and survey and discusses the outcomes and consequences of the results identified. The final chapter details the conclusions to be taken from this study and discusses further research that should be carried out.

While it is anticipated that the health-and-fitness magazines involved in the study will place a strong emphasis on appearance and will encourage readers to improve their appearances, it would be expected that health-and-fitness magazines should and are obliged to have a strong emphasis on health and wellness. This study will determine whether or not this is the case.

Hypothesis

The main hypothesis of the study is that appearance is promoted more so than a healthy lifestyle in health-and-fitness magazines. It is anticipated that this will prove correct in both the male-targeted and female-targeted magazines. It is hypothesised that marketers would promote 'health messages' differently for men and women given prescriptive norms for beauty. For women, beauty and thinness are aspired to, whereas for men masculinity and muscular physiques are desired. I believe both sets of magazines will lack actual health-promoting content. It is hypothesised that both men and women are encouraged to change their body shapes but in different ways: women are advised to slim down and men are advised to bulk up. It is anticipated that men and women are both exposed to numerous appearance-based messages in health-and-fitness magazines.

Literature Review

Research shows that magazines play a significant part in influencing individuals' perceptions of fitness and health. It also demonstrates that this influence affects how men and women view their bodies negatively by promoting unattainable and unnatural physiques.

The first piece of literature I have looked at is research that was conducted by Bazzini, Pepper, Swofford and Cochran in 2015. This study investigated how 'health messages' are marketed to men and women on the newsstand covers of two magazines published under the same brand name and by the same company in the United States. The investigation involved carrying out a content analysis of 54 front page covers of *Men's Health* and *Women's Health* magazines for a period of time from 2006 to 2011. The main objective of this investigation was to examine whether 'health' magazine messages promote health in terms of body objectification or in terms of health and wellbeing. This investigation focused solely on magazine covers - not the inner contents. The methodology used in this investigation is as follows. All captions were coded for message theme, and leading captions (the captions that covered the greatest amount of surface area on the front page) were categorised using a series of coding. Furthermore, the number of 'body-objectifying' phrases were counted. Body-objectifying phrases refer to phrases and expressions that emphasise the human body as an object for observation rather than a body with capabilities and other purposes not related to appearance. The final aspect of the content analysis was to assess whether front-page models were partially or fully clothed. The findings of each analysis were then compared to the gender-opposite magazine. The findings of the study demonstrated that *Men's Health* and *Women's Health* were equally likely to display objectifying statements on their front pages. However, the study found that *Women's Health* covers were more likely to promote thin-ideology messages whereas *Men's Health* covers promoted the muscular physique ideology more so than its female-focused magazine equivalent. The overall finding of the study was that cover captions fit traditional gender-role stereotypes: men want to be muscular and women want to be thin.

The second piece of literature I have examined was a study conducted by Labre in 2003. She carried out a content analysis of a sample of *Men's Health* and *Men's Fitness* magazines

published for a four-year period from 1999 to 2003. Unlike the first piece of literature mentioned above, Labre carried out a content analysis of the entire magazines not just the front covers. She concluded that both magazines were more likely to feature images that exhibited males that were low in body fat and extremely muscular rather than male bodies with varying levels of fat and muscularity. Furthermore, by carrying out a content analysis of the magazines inner contents, she determined that the magazines, particularly *Men's Fitness*, were found to emphasise 'leanness' and 'muscularity'. In conclusion, Labre made the judgement that exposure to these images and messages could contribute to concerns and behaviours related to achieving a lean and muscular physique. Labre noted that more research is needed to understand the effects these magazines may have on different groups of men. Labre solely carried out a content analysis: her research did not go any further, and hence it was limited in its scope.

The third piece of literature I have examined was carried out by Conlin and Bissell in 2014. This study analysed magazine covers, as well as editorial and advertising content in women's health/fitness and beauty/fashion magazines. As this dissertation is focused solely on health and fitness magazines, the findings of the beauty/fashion magazines are not relevant, so only the findings of the health/fitness magazines will be discussed. The researchers concluded that their results indicated that models in the magazines were all of relatively the same level of thinness, which the authors described as 'conspicuously thin'. Furthermore, they found that there was very little emphasis placed on weight loss for the sake of overall health and was instead for the most part based on appearance. The overall conclusion of this study was that health and body image content within women's health and fitness magazines was generally framed as appearance-related rather than health-related. The authors thus concluded that these representations emphasise a thin, glamorous ideal, contradictory to the health-related messages that should be used to promote healthy body images and provide readers with healthy dieting and exercise advice. It would have been necessary for the authors to carry out further research to determine if their findings had a profound effect on the readers.

The fourth piece of literature examined was carried out by Jennifer Stevens Aubrey in 2010. Aubrey carried out two separate studies. Firstly she carried out a content analysis. She then

carried out a research experiment. Her two goals prior to the research were to (1) document how health advice is framed on the front covers of women's health magazines, and (2) investigate whether exposure to appearance frames affected women's perceptions, i.e., if it encouraged them to change their bodies in order to look better rather than to feel better. She refers to her content analysis as Study 1. Study 1 involved analysing 426 front cover headlines of the five highest circulating women's health magazines in the United States. The five magazines she analysed were *Shape*, *Fitness*, *Self*, *Health* and *Women's Health*. She selected these magazines as all of them are primarily about health and targeted at women. In total she analysed a sample of 55 magazines that were published between 2003 and 2008. It can be argued that there was a slight flaw in the sample used in this investigation as an equal amount of each magazine was not analysed. For example, 12 issues of *Shape*, *Self* and *Health* were analysed whereas only 8 issues of *Women's Health* were analysed. The results of Study 1 revealed that in the headlines featured on the covers of six years' worth of five of the most highly-circulated women's health magazines in the United States, appearance frames were used just as often as health frames. Furthermore, in two particular magazines *Self* and *Shape*, appearance-based frames actually outnumbered health frames. The author concluded that the findings of her research support the argument of the objectification theory (Fredrickson and Roberts 1997) that women are taught to value their appearance; in health magazines the reasons to do healthy things is not just for health, but just as equally, for appearance. The author identified other evidence in her research to support this theme. She found that 40% of dominant headlines predominantly included objectifying phrases. Her findings were extremely similar to those identified by Bazzini et al. (2015). One element of this study that was particularly interesting was how the researcher pointed out how her findings highlight the tension between the magazines' purported mission statements, which are to empower women to be as healthy as they can be, and their actual missions to make profits. The researcher noted that given that the majority of the magazines' advertisements were for weight-loss and cosmetic products, it isn't surprising that their editorial contents' emphasis follow suit.

The second element of Stevens Aubrey's research, Study 2, was an experiment conducted on 103 U.S. undergraduate female students. The goal of Study 2 was to investigate whether the use of appearance versus health frames influences women's body-related self-

perceptions. Prior to this research, there had not yet been a study examining the framing of health advice on such body-related outcomes. However, a study by Thomsen (2002) demonstrated that regularly reading fitness magazines was linked to body-shape concerns for college women. Study 2 involved two elements. The study involved exposing the subjects to appearance frames and health frames. The study involved a similar situation to a focus group: subjects were given a folder of various articles and asked for their feedback. The subjects then filled out a questionnaire. They were asked questions such as 'Why try yoga?', and then given a choice of answer: (A) 'to look leaner in your clothes', or (B) 'to increase flexibility and strength'. They were then given a list of 25 body parts and asked if they would like to change each body part. The findings of Study 2 were that magazines that emphasise appearance frames provoke more body shame and appearance-related motivation to exercise than magazines that emphasise health frames.

The fifth piece of literature looked at was conducted by Morry and Staska in 2001. The objective of this study was to investigate the relationship among magazine exposure, self-objectification, body-shape dissatisfaction, and eating disorders in men and women. Unlike all of the previous pieces of literature, this study did not involve a content analysis. This study involved 150 participants, with an average age of 19 years old. The aim was to determine if the participants' exposure to magazines impacted on their body image. The researcher developed a scale known as 'the Magazine Exposure Scale' (MES). Participants were asked to indicate the number of magazines they had looked at during the past month by placing an X next to the magazines they had read. The fitness magazines that the researcher included in the MES were *Fitness*, *Men's Fitness*, *Muscle & Fitness*, *Men's Health* and *Shape*. Other magazines such as beauty and fashion magazines were also included in the scale. The researcher noted that the majority of fitness magazines covered were targeted at men, but women also reported reading them. All participants were then given two questionnaires to answer: The Self-Objectification Questionnaire and The Body Shape Questionnaire. The answers given by the participants were then compared to their answers of the MES. The findings indicated that those who had read more magazines had more body-image concerns than the participants who were not as exposed to magazines. The overall findings of this research are that reading magazines is related to concerns with body dissatisfaction, physical appearance and eating behaviours. Furthermore, the study

concluded that magazine reading affects female and male perceptions similarly. Based on the results of this study, it is evident that magazine exposure is associated with body image, i.e., the thin ideology for women and muscular physique for men. This piece of literature clearly indicates that health-and-fitness magazines do affect males' and females' perceptions of health and fitness and create false, unattainable ideologies.

The sixth piece of literature examined was conducted by Malkin, Wornian and Chrisler in 1999. This study involved a content analysis of the covers of 21 popular women's and men's magazines. The magazines were examined for gendered messages related to bodily appearance. Magazine covers were divided according to gender of readers and each cover was analysed using a checklist to analyse the visual images and text on the front covers. This piece of literature is of relevance to the current study as a similar approach will be taken: a content analysis followed by a gender comparison. A wide array of magazines were analysed in this investigation. They included: *Cosmopolitan*, *Glamour*, *Vogue*, *Seventeen*, *Ms.*, *Life*, *National Geographic*, *Newsweek*, *Esquire*, *Gentlemen's Quarterly*, *Field and Stream*, *Jet*, *Rolling Stone*, *Sports Illustrated*, *Playboy*, *Better Homes and Gardens*, *Family Circle*, *Good Housekeeping*, *Ladies' Home Journal*, *McCall's*, *Redbook* and *Women's Day*.

The results of this study revealed that 78% of the covers of women's magazines contained a message relating to bodily appearance, whereas none of the covers of the men's magazines did. Fifty-four of the 69 covers frequently read by women contained some type of message regarding bodily appearance. Furthermore, the results revealed that 25% of the women's magazine covers examined contained messages regarding weight loss and diets. Thus, the researchers concluded that male-readership based magazines focus on providing entertainment and expanding knowledge and hobbies, whereas female-readership based magazines focus on improving one's life by changing one's appearance. The researchers go further to say that the 'beauty ideal' that women's magazines portray is impossible for women to achieve and attain and may lead to feelings of failure. Furthermore Malkin, Wornian and Chrisler found that in women's magazines these feelings of failure are also likely to be encouraged by cosmetic and weight-loss products whose advertisement campaigns flood the inner pages. The researchers also analysed the body types of the individuals on the front covers of each magazine: 94% of the covers of women's magazines

showed a thin female model or celebrity in excellent shape, whereas only about 3% of the men's magazines showed a male individual but showed a female cover star almost 50% of the time. The majority of the women on the covers were young, thin and wore revealing, provocative clothing. The researchers concluded that overall it seems that visual images on both men's and women's magazine covers tend to portray what women should look like and what men should look for which creates a false, unrealistic ideology.

The results demonstrated that there is minimal focus on the male body. According to Freedman (1986), messages portrayed in the media regarding physical appearance differ for males and females. He argues that a strong emphasis has been placed on the physical appearance of women that equates a thin body to beauty, attractiveness, sexuality and social status, whereas far less focus has been placed on the physical appearance of men. It can be argued that this view is outdated as an evident overlying emphasis on men's physical appearance within the media exists as well as women's. However, I believe it's a different type of emphasis than that that is placed on women's physicality, but I am of the opinion that men's perception of fitness is controlled by the media, as is women's and I believe the rest of the literature examined backs up this view. It is important to note for this piece of literature that the authors made the point that it is possible that different results may have been obtained had other types of magazines (such as men's body-building magazines or health magazines) been included in the analysis. However, the authors justified their decision not to have included other health-and-fitness magazines as they state the magazines used in this study were chosen on the basis of popularity and not on specific magazine themes or content. I do believe this piece of literature has been of relevance to my research. It has provided me with some insight into how to carry out my own content analysis. However, my study will differ as I am analysing magazines with specific themes and content: health and fitness. I have not selected magazines purely based on their popularity like this study.

The next piece of literature reviewed was carried out in Brazil by Rocha and Frid in 2013. This piece of literature is quite different from the previous literatures as it's based on the media in a South American country: thus it shows that media representation of health and fitness is also misrepresented in other countries not just the United States. The purpose of

this research was to investigate the media's representation of women's health, fitness and wellbeing in Brazil. The aim of this research was to analyse certain representations of women's health, fitness and wellbeing that are elaborated on in Brazilian women's magazines. The overall objective was to discover if the media promote acquiring and maintaining an attractive appearance more so than promoting a healthy lifestyle. The researchers carried out a content analysis to determine their hypothesis. The media used for gathering evidence were Brazilian magazines that specifically target female readers. The three publications chosen to analyse were *Claudia*, *Nova* and *Boa Forma* (the Brazilian edition of *Good Shape*). All three magazines were collected during a period of 12 months, between June 2011 and May 2012. The reason these three magazines were chosen was due to their broad circulation, as they are the biggest editorial productions aimed at women in Brazil. The evidence gathered during the content analysis proved the researchers' hypothesis that Brazilian women's magazines focus more on appearance rather than health and wellbeing. The most evident concern raised by the researchers was the amount of 'weight-loss' content in each magazine. There were numerous words referring to methods of altering one's appearance present in all three magazines such as: 'flatten', 'shrink', 'burn fat' 'lose kilos' and 'shape your body'. The researchers noted that *Claudia* indicated that being slim is not just a matter of aesthetics, but 'it is a health target'. Furthermore the front covers of *Boa Forma* repeatedly exhibited thin, young women with unattainable physiques and continuously used captions that promoted 'weight-loss'. The inner contents of *Boa Forma* echo the notion of weight-loss. The editions of the magazine that were analysed in this study were filled with articles suggesting targets, diets and deadlines for losing weight that create the idea that attaining these goals is some kind of great triumph for women. For example, the magazine proposed to 'lose 6kg in 1 month with 3 herbs tea' in its June 2011 edition. Furthermore in September 2011, the magazine proposed 'to speed up your metabolism and lose 4kg in 17 days'. In March 2012, the magazine proposed to its readers to 'lose 3kg in 15 days with the miraculous spaghetti'. Similar articles were obtained in every edition for the entire year that the magazines were analysed by the researchers.

The final study examined was conducted by Frederick, Fessler and Haselton in 2004. The observation prior to this research was that men overestimate the degree of muscularity that is attractive to women, and women overestimate the degree of thinness that is most

attractive to men. The researchers hypothesis was that sociocultural input (such as magazines) influence such body-type preferences and beliefs. The researchers' suggested that magazines aimed at a male audience would portray a more muscular body ideal than would magazines aimed at a female audience. They refer to their hypothesis as the Physical Trait Overvaluation Hypothesis, which proposes that gender-specific media fuel emphasis on certain body parts. The researchers carried out a comparative analysis of women's and men's magazines. The magazines included in the study were *Cosmopolitan*, *Men's Health*, *Men's Fitness* and *Muscle and Fitness*. The reason these magazines were selected was because they represent three different types of magazines. *Cosmopolitan* has a female readership, *Men's Health* and *Men's Fitness* have a male readership and *Muscle and Fitness* has a body-builder readership. The reason the body-builder targeted magazine was included in the research was to establish that the male-audience based magazines portray a less muscular body ideal than the body-building magazine. Twenty-eight issues of *Cosmopolitan*, 36 issues of *Men's Health*, 27 issues of *Men's Fitness* and 22 issues of *Muscle and Fitness* were analysed in the study. The authors justified their decision for choosing to analyse the magazine covers rather than the magazine contents by stating that covers have widespread visibility that even non-readers of the magazines are exposed to. The study revealed that the ideal male physique marketed to men is more muscular than the ideal male physique marketed to women. The study also found that reputable attributes such as attractiveness to the opposite sex and sexual success were often linked to muscular physiques in the magazines analysed. This creates the idea that the more muscular a man is, the more sexual success he will achieve. This 'ideology' is 100% conjured by the media and there is no accurate reasoning or evidence to support this idea. The overall conclusion of this study is that the promotion of unattainable physiques in male-targeted magazines creates a disconnection between the preferences of one gender and the personal aspirations of the other. This would have been a more meaningful study had the researchers analysed how aspired female body ideals are portrayed in women's magazines in comparison to men's magazines. It would have been interesting to see if the results were the same as the aspired male body ideal that was examined.

Methodology

4.1 Overview

This study aims to analyse certain representations of health, fitness and wellbeing in both men's and women's health-and-fitness magazines. The aim is to discover if health-and-fitness magazines promote a healthy and productive lifestyle more so than acquiring and maintaining an attractive appearance and physique. Furthermore, the study aims to observe if the meaning of health and fitness are promoted differently in men's and women's magazines. This will be tested by conducting a content and comparative analysis. The second aim of this study is to determine if the health-and-fitness messages promoted in health-and-fitness magazines impact on the reader's perception of being 'healthy' and 'fit' and peoples overall opinions of health and physical activity.

This study will involve both qualitative and quantitative research. The units of sampling for this study were the individual magazines. For a three-month period from June 2017 to August 2017 four magazines were collected: two male-audience targeted magazines and two female-audience targeted magazines. The magazines involved in this study are *Men's Health*, *Men's Fitness*, *Women's Health* and *Women's Fitness*. Each magazine produces a monthly edition. All of the magazines analysed are the UK editions of the magazines. *Men's Health* and *Women's Health* are published by the same company and vice versa for *Men's Fitness* and *Women's Fitness*.

This particular medium was chosen as it would be expected that a 'health' or 'fitness' magazine would primarily focus on messages about health and ways of improving fitness levels in the form of tips and advice, packaged to readers from a position of health, not beauty. However, I anticipate this is not the case and prior to the research was of the opinion that a lot of the advice is related to appearance rather than health focused. The reason these four magazines were chosen is due to their wide circulation, since they are among the biggest editorial productions in the health-and-fitness industry in the United Kingdom and Ireland. The other main magazines of this genre are *Slimming World* and *Weightwatchers* which are targeted at women and *Muscle & Fitness* and *Flex* which are targeted at men. *Slimming World* and *Weightwatchers* are both associated with slimming groups and weight loss. *Muscle & Fitness* and *Flex* are associated with body building. Thus,

these magazines were not included in the study as they are focused on specific areas within the industry: they are not regarded as general health-and-fitness magazines.

4.2 Study 1

The first part of the study involves a content analysis of the male-audience targeted magazines and the female-audience targeted magazines. A content analysis is a widely used qualitative research technique. Content analyses have been commonly used in health studies in recent years. As stated by Hsieh and Shannon (2005, pp.1277), 'Health Literature produced more than 4,000 articles published between 1991 and 2002. The number of studies reporting the use of content analysis grew from only 97 in 1991 to 332 in 1997 and 601 in 2002'.

The benefit of a content analysis is that it is a flexible method for analysing data. There are multiple methods of constructing a content analysis, ranging from impressionistic, intuitive, interpretive analyses to systematic, strict textual analyses (Rosengren, 1981). On the other hand, the lack of a firm definition and procedures has potentially limited the application of content analysis (Tesch, 1990). It can be argued that a content analysis is limited and should be classified as a quantitative research method rather than qualitative. Morse (1991) argues that a more thorough analysis of the ways in which qualitative content analysis can be used would potentially highlight key issues for researchers to consider in the design of their content analysis and eliminate a muddling of methods. However, if carried out efficiently and examined intensely a qualitative content analysis is possible.

Once the content analysis is complete, the results of the male-targeted magazines and female-targeted magazines will be compared to determine if health-and-fitness magazines influence males' and females' perceptions of health and fitness differently. It will be determined if they are exhibiting varying health and fitness messages.

There are three elements involved in the content analysis: coding of front cover images, coding of advertisements and coding of articles. This is a form of qualitative research as the analysis will be thorough and detailed.

Coding of Front Cover Images

The first unit of analysis used in this study will be magazine covers. Magazine covers will be coded based on the image of the individual displayed on the front cover. Firstly, the level of fat and muscularity of each individual on the magazine covers will be coded using two separate scales: the Body Fat Scale and the Muscularity Scale. These scales were designed by Labre and utilised in her 2005 study. Both scales are depicted in Table 1 and Table 2 below.

Table 1

Body Fat Scale

Body fat category	Description
Low body fat	Very lean, no signs of fat visible.
Medium body fat	Some body fat visible (e.g., love handles, stomach not totally flat).
High body fat	Obese. A large amount of body fat visible. (e.g., large stomach).
Can't tell	Can't tell level of body fat or can't distinguish between two levels.

Table 2

Muscularity Scale

Muscularity Category	Description
Not muscular	No signs of muscle definition.
Somewhat muscular	Some muscle definition.
Very muscular	A lot of muscle definition (e.g., ripped abdominal).
Unnaturally muscular	The look of a professional bodybuilder; a hyper male look achievable only through

	steroid use.
Can't tell	Can't tell level of muscularity or can't distinguish between two levels.

As demonstrated in Table 1 and Table 2 above, images will be coded into different categories. Once all cover images have been coded, a comparison of the results will be carried out to distinguish if 'health-and-fitness' is promoted differently by the magazines based on gender. It is hypothesised that the male models depicted on the magazine covers that are aimed at a male audience will have a higher muscularity level than the female models depicted on the covers of the magazines that are targeted at women. It is also hypothesised that both the males and females exhibited on the magazine covers will both have low body fat.

In addition the amount of clothing each 'cover star' is wearing will be analysed. It will be then determined if the females depicted on the covers of the magazines involved in the study exhibit provocative, objectifying images more so than the men's magazines involved in the study.

Profiling of each cover star will also be carried out. Their ages, professions and level of fame will be determined. The reason for this is to generate an idea of what kind of people are being presented on the front covers of health-and-fitness magazines.

The final element of coding relates to glamour. Cover models will be coded on a scale of one through five, where one represents no makeup or attention to hair, and five represents a model that has very heavy makeup and a specific hairstyle.

I believe analysing the covers of magazines is the most important element of the magazine to analyse as it's often the magazine cover that initially attracts the reader to the magazine. Furthermore, even people who are not interested in reading or purchasing the magazine are still exposed to front covers in shops and supermarkets and on newsstands and arguably magazine covers have an even broader reach nowadays as they are widely available online. The picture displayed on the front of the magazine is usually what catches the reader's eye initially.

Coding of Advertisements

The second analytical category is advertisements. This involves analysing the type of advertisements exhibited in each magazine. Advertisements will be coded into various categories depending on the type of product advertised. The categories are as follows:

- Jewellery
- Automotive
- Perfume / Aftershave
- Food / Beverages
- Clothing / Shoes / Underwear
- Accessories (e.g., sunglasses, handbags)
- Cosmetic and beauty products (e.g., teeth whitening, lipstick, hairspray)
- Grooming products (e.g., deodorant, toothpaste, razors, shampoo)
- Performance-enhancing supplements
- Nutritional supplements
- Health vitamins
- Weight loss products
- Cosmetic surgery/procedures
- Exercise products and equipment
- Health products (e.g., medication, sun screen)
- Sports and fitness events
- Books / Magazines
- Sex related products
- Other

A cross-comparison of the types of products advertised and their frequency will then be carried out. It is hypothesised that appearance-based product advertisements will appear more frequently in both the men's-targeted and women's-targeted magazines, which suggests the magazines are more appearance focused than health focused.

It is important to note that predominantly these magazines are profit driven, so it makes logical sense that magazines and advertisers capitalise on their readers' insecurities by

offering solutions to their problems in the form of products such as weight-loss supplements and diet plans.

Coding of Articles

The final analytical category is the articles published in each magazine. The articles of each magazine will be analysed and coded into different categories. Labre (2005) carried out a similar style of coding articles in her study. The articles will be categorised based on the main topic of the article and what it discusses/promotes. The categories are as follows:

- *Health* – Content related to physical or mental health. This includes content such as decreasing health risks, avoiding diseases, reducing stress, improving sleep, allergies, reducing cholesterol.
- *Beauty and Style* – Content related to appearance and attractiveness. This includes content such as clothing, hair removal, hair styling, make-up and other aspects of personal grooming and appearance enhancement.
- *Nutrition* – Content related to food and beverages that does not refer to weight loss but more so a healthy lifestyle. This includes recipes and sustainable dietary plans.
- *Muscularity* – Content related to gaining muscle.
- *Fitness and Sport* – Content related to increasing physical fitness. This includes articles related to flexibility, running, strength, endurance, performance, speed, aerobic fitness and any other types of physical activities.
- *Weight Loss* – Content related to losing weight or losing fat. This includes articles promoting ways to lose weight and change bodily appearance by reducing body mass such as articles encouraging exercise or food types in order to lose weight.
- *Sex / Relationships* – Content related to sexual activities or romantic relationships. Articles such as 'How to attract women'.
- *Financial / Careers* – Content related to becoming more financially successful or improving one's career. Articles such as 'How to become more successful'.
- *Other* – Other types of content than those listed above.

4.3 Study 2

The second element of the study involves a survey. Technically a survey can be either qualitative or quantitative research. In short, qualitative research discovers how people feel about something and why. It creates a topic to be explored. Quantitative research gathers opinions and thoughts of a rather large amount of individuals in a manner that is convenient to quantify and build statistics with (The British Library, 2017). A qualitative survey asks more specific questions to see how participants feel about certain subjects. Participants typically answer with very little direction. A quantitative survey exhibits closed responses where participants are likely to be given suggested, slightly varying answers in the form of multi-choice questions. The survey implemented for this research presents an array of question types – including closed, open, multi-choice, prompted and open-ended questions. Thus this survey is arguably a means of both qualitative and quantitative research.

According to Loxton and Young (2007, pp.115) designing a successful survey ‘involves creating a balance between competing demands. For example, increasing the length of the survey allows more questions to be included but increases participant burden’. This is essential to consider in order for the survey to be fully completed by participants. The survey contains three open-ended questions which will provide personal opinions and qualitative research. The rest of the questions require little effort to answer, in order for the survey to be more pleasurable to the participants. Brace (2004) recommends that if the researcher is to include questions of a sensitive nature, then they should not be asked right at the beginning of the survey, so that the respondent is more willing to disclose the sensitive information. The survey contains one question which may be regarded as sensitive: the candidates’ weight. This question is a multi-choice question and participants are given the option to answer ‘Don’t know’. The reason being that some participants may not wish to disclose the information and also it can be a legitimate response where the respondent genuinely does not know the answer.

The main aim of the survey is to provide figures and statistics as well as the participants’ personal thoughts and opinions regarding their health-and-fitness levels and their perceptions of health-and-fitness magazines and the overall media. The survey was open online for one week period from 4th July to 11th July. The survey comprises 22 questions. The

survey is conducted online via Survey Monkey; thus it is a web-based survey. The reason an online survey was chosen to conduct this research is due to its ability to capture multiple opinions in a short space of time. The time scale for this research is relatively short; thus an online survey is a convenient method as stated by Couper and Miller (2008, pp.831) 'Despite their relatively short history, web surveys have already had a profound effect on survey research. The first published papers on Web surveys appeared in 1996'. The reason for this is the relatively low cost of conducting a survey online that makes it a very accessible method of data collection in comparison to telephone or face-to-face surveys.

Furthermore, Couper and Miller state that the digital nature of online surveys facilitates and speeds the process of collecting data in a shorter time frame. In addition, social media enables researchers with little or no financial support to seek survey co-operation from other internet users. Social networking sites encourage the 'sharing and soliciting' of information with relative ease. Moreover, the increased global move towards digital allows participants to conveniently complete the survey on their mobile device or tablet. There are several different ways of carrying out surveys using the internet. The survey was distributed via social networking sites Facebook and Twitter and was also distributed via an email attachment.

Like all methods of data collection, online surveys have weaknesses as well as strengths. Complete accuracy is almost impossible to obtain in surveys where respondents are asked to report their behaviour or their attitudes. Online surveys carry the risk of ambiguity arising in the questions and also respondents may lie as an act of defiance, while on the other hand respondents may lie because they wish to impress the researcher (Brace, 2004).

Additionally, an online survey limits the sample of the population used: it only represents a sample of the population that have internet access. Thus it may limit a representation of the elderly population who have restricted access to the internet.

Results and Discussion

Results of Study 1: Content Analysis

5.1 Coding of Front Cover Images

Men's Health

The Body Fat Scale:

<i>Men's Health</i> June	Low body fat
<i>Men's Health</i> July	Low body fat
<i>Men's Health</i> August	Low body fat

The Muscularity Scale:

<i>Men's Health</i> June	Very muscular
<i>Men's Health</i> July	Very muscular
<i>Men's Health</i> August	Unnaturally muscular

Clothing:

Men's Health June – The male cover star is wearing a t-shirt and jeans. His body is very covered up. The only bare body parts visible are his arms.

Men's Health July – The male cover star is wearing trousers only. The trousers are low-rise trousers. His entire bare upper body is visible, including his chest, abdominal area, shoulders and arms.

Men's Health August – The male cover star is wearing trousers and a tank top. The bare body parts visible are his arms and shoulders. He is also holding a kettlebell weight in his hands, which informs the reader of his strength.

Profile of cover stars:

Men's Health June – Charlie Hunnan is the June edition of the magazine's cover star. Charlie Hunnan is an English actor aged 37. He's an internationally acclaimed actor. He's starred in movies such as *King Arthur: Legend of the Sword*, *Pacific Rim*, *Avengers* and *Green Street*. He also plays the lead role in the American drama series *Sons of Anarchy*.

Men's Health July – Joe Wicks is the July edition of the magazine's cover star. Joe Wicks is also commonly known as The Body Coach. Thirty-year-old Wicks is a fitness coach and best-selling author specialising in fitness and healthy cook books. He's most famously known for his Lean in 15 recipes and HIIT (High Intensity Interval Training) workouts. The Body Coach has become a global brand and is omni-present on social media with an Instagram following of 1.9 million users.

Men's Health August – Joe Manganiello is the August edition of the magazine's cover star. He is an American actor, filmmaker and author. He's 40 years old. He has appeared in films such as *Magic Mike*, *What to Expect When You're Expecting* and *Spiderman*. He's also one of the main stars of the American television series *True Blood* in which he plays the role of werewolf Alcide Herveaux. Manganiello often appears in fitness magazines which widely discuss his workouts and diet to achieve his muscular, sculpted physique. Manganiello also has his own fitness book titled *Evolution* which offers a cutting edge guide to achieving a body like his own.

Glamour:

Men's Health June – The cover star does not look particularly groomed. His hair is noticeably grey and undyed. His beard does not look like it has been purposely trimmed for the purpose of the photo shoot. It's not evident that he is wearing any makeup and wrinkles are visible on his forehead. This cover star is rated as 1 on the glamour scale.

Men's Health July – The July cover star of *Men's Health* looks slightly more groomed. It's clear that there is some sort of product being used in his hair to comb it back. His beard

looks natural and he is not wearing any makeup. This cover star is rated as 2 on the glamour scale.

Men's Health August – The August cover star also appears not looking particularly groomed. His hair has been styled slightly but his natural grey hair colour is evident. He has a prominent beard that looks untrimmed. This cover star is rated as 1 on the glamour scale.

Men's Fitness

The Body Fat Scale:

<i>Men's Fitness</i> June	Low body fat
<i>Men's Fitness</i> July	Low body fat
<i>Men's Fitness</i> August	Low body fat

The Muscularity Scale

<i>Men's Fitness</i> June	Unnaturally muscular
<i>Men's Fitness</i> July	Unnaturally muscular
<i>Men's Fitness</i> August	Unnaturally muscular

Clothing:

Men's Fitness June – The male cover star is wearing a t-shirt and jeans. His body is well covered in terms of clothing. The only bare skin visible is his arms and neck area.

Men's Fitness July – The male cover star is wearing just jeans. The jeans are low-rising. His entire upper body is bare.

Men's Fitness August - The male cover star is wearing a t-shirt and jeans. Similarly to the June cover star, his body is well covered. The only bare skin visible is his arms and neck area.

Profile of cover stars:

Men's Fitness June - Joe Manganiello is the June edition of the magazine's cover star. This is the same cover star that appears on the August edition of *Men's Health*. There is no doubt that Joe Manganiello represents an alpha-male. He possesses all of the characteristics associated with an alpha-male: he looks like a 'real man', he's a dominant figure and he looks like a warrior; he even plays the role of a werewolf on television. Male-targeted health-and-fitness magazines widely associate themselves with muscular men so it's not surprising that Joe Manganiello appears in two different health-and-fitness magazines within a three-month period.

Men's Fitness July – Ricky Whittle is the July edition of the magazine's cover star. He is an English actor aged 35 years old. He's appeared in numerous television shows including *Mistresses*, *Hollyoaks*, *American Gods* and *Single Ladies*. He's regarded as a sex symbol in the majority of the roles he plays and often appears topless to show off his muscular physique.

Men's Fitness August – Henry Cavill is the August edition of the magazine's cover star. Thirty-four year old Cavill is an English actor. He's appeared in many movies including *Stardust*, *Immortals*, *Man of Steel* and *Batman v Superman: Dawn of Justice*. Cavill frequently fulfils the role of the alpha-male in the films he stars in. His 'man of steel' and 'superman' workouts and regimes are often discussed in the media.

Glamour:

Men's Fitness June – This cover star does not look particularly groomed or styled. His hair has been combed to the side off his face. However, his grey hair colouring is evident and his beard does not look specially groomed. This cover star is rated as 1 on the glamour scale.

Men's Fitness July – This cover star doesn't look distinctly groomed. Wrinkles are noticeably evident in his forehead and he has a large amount of stubble on his neck area. This cover star is rated as 1 on the glamour scale.

Men's Fitness August – The August cover star appears somewhat more groomed. It is obvious that his hair has been styled and product has been used to style it. However, he does not appear clean shaven: he has a large amount of stubble present on his face and neck. This cover star is rated as 2 on the glamour scale.

Women's Health

The Body Fat Scale:

<i>Women's Health</i> June	Low body fat
<i>Women's Health</i> July	Low body fat
<i>Women's Health</i> August	Low body fat

The Muscularity Scale:

<i>Women's Health</i> June	Very muscular
<i>Women's Health</i> July	Very muscular
<i>Women's Health</i> August	Somewhat muscular

Clothing:

Women's Health June – The female cover star is wearing a swimsuit. The majority of her bare body is on display. She's standing in a very provocative pose highlighting her backside.

Women's Health July – The female cover star is wearing a bikini. Her entire body is visibly bare and on display.

Women's Health August – The female cover star is wearing a bikini. Similarly to the July cover star, her entire body is on show.

Profile of cover stars:

Women's Health June – Jen Selter is the June edition of the magazine's cover star. Jen is an American fitness model. Jen originally rose to fame through social-media-sharing website Instagram. The images she shared of her physique and large buttocks attracted worldwide attention. Jen currently has a Twitter following of 11.4 million, an Instagram following of 11.4 million and boasts 9,010,148 likes on Facebook. Jen is 23 years and has her own online website that offers fitness plans and challenges to her customers.

Women's Health July – Louise Thompson is the July edition of the magazine's cover star. She is a British reality-television personality who rose to fame through the reality-television programme *Made in Chelsea*. Louise is 27 years old. She has an Instagram following of one million and Twitter following of 605,000. Louise has an enviously muscular and toned physique that she constantly shares with her social-media following; hence it's assumed that is the reason she was chosen as cover star.

Women's Health August – Sarah Kohan is the August edition of the magazine's cover star. She's a 22 year old 'Instagrammer' who travels the world. Her Instagram following is 602,600. The Australian became 'insta-famous' by posting pictures of her world travels and the exotic creatures she meets on her journey and showing off her body. Her Instagram name is moonstrucktraveller.

Glamour:

Women's Health June – This cover star appears extremely well groomed and is portraying a very glamorous image. Her hair appears incredibly glossy and shiny and has obviously been styled professionally. She is wearing a full face of makeup, including eyeliner, mascara and lipstick as well as false eyelashes. The models teeth appear unnaturally white and her face

looks unnaturally smooth. It's very clear that she has been airbrushed and photo-shopped. This cover star is rated as the maximum 5 on the glamour scale

Women's Health July – This cover star again appears extremely well groomed. She is wearing a full face of makeup, false eyelashes and her hair has been professionally styled. Her skin looks unnaturally smooth with not a wrinkle in sight. Furthermore, her teeth are unnaturally white. It is crystal clear that the image has been airbrushed. This cover star is rated as the maximum 5 on the glamour scale

Women's Health August – This cover star appears slightly more natural than the two previous editions of the magazines analyses. Her hair looks somewhat more natural as her undyed roots are visible. However, her teeth appear unnaturally white and her skin is incredibly smooth; indicating that this image has been airbrushed and photo-shopped. She's also wearing a considerate amount of makeup and false eyelashes. This cover star is rated as a 4 on the glamour scale.

Women's Fitness

The Body Fat Scale:

<i>Women's Fitness</i> June	Low body fat
<i>Women's Fitness</i> July	Low body fat
<i>Women's Fitness</i> August	Low body fat

The Muscularity Scale:

<i>Women's Fitness</i> June	Somewhat muscular
<i>Women's Fitness</i> July	Very muscular
<i>Women's Fitness</i> August	Somewhat muscular

Clothing:

Women's Fitness June – The female cover star is wearing skin-tight Nike shorts and a sports bra with an open jacket. She appears more covered up than the other female cover stars of the magazines involved in the study. Her abdominal area and legs are the only bare body areas visible.

Women's Fitness July – The female cover star is wearing a bikini. Her entire body is visibly bare and on display.

Women's Fitness August – There are two female cover stars on the August edition of the magazine. Both females are wearing bikinis. Their entire bodies are visibly bare and on display.

Profile of cover stars:

Women's Fitness June – Stephanie Pratt is the June edition of the magazine's cover star. Stephanie is an American reality-television personality. She is widely associated with reality-television shows *The Hills* and *Made in Chelsea*. Stephanie is 31 years old. She boasts a Twitter following of 932,000 and Instagram following of 879,000. Stephanie has her own fitness brand known as *To Be Honest*, which includes a nutritional supplements range and other merchandise.

Women's Fitness July – Nadya Nepomnyashaya is the July edition of the magazine's cover star. Nadya is a French model with modelling agency Zone Models. She's 28 years old. Nadya is quite unknown – her name was not displayed on the front of the magazine nor was there any article referring to her inside the magazine. She has quite a small Instagram following of 3,838. She previously appeared in a music video for Taio Cruz and appeared in a television advertisement campaign for OLAY Skin Care.

Women's Fitness August – The Tone It Up Girls also known as Karena and Katrina are the August edition of the magazine's cover stars. Tone It Up was established by Karena Dawn

and Katrina Scott. Karena is 37 years old and Katrina is 34 years old. The pair are fitness and nutrition experts. Tone It Up is a lifestyle brand with a global reach of millions of women. Their website enables an expansive online community and they regularly post workout videos on YouTube and their other online social outlets. The pair are online fitness coaches and YouTube stars. Their YouTube channel has almost 700,000 subscribers and an Instagram following of 1.2 million.

Glamour:

Women's Fitness June – This cover star appears exceedingly glamorous and groomed to perfection. Her hair has clearly been styled by a professional hairdresser. She is wearing a colossal amount of makeup and her eyelashes are undeniably false. Stephanie's teeth are unnaturally white and her skin is visibly smooth and wrinkle free. This image has been undoubtedly airbrushed. This cover star is rated as the maximum 5 on the glamour scale.

Women's Fitness July – This cover star appears slightly more natural than the previous cover star. However, she is still portraying a very glamorous persona. Her hair has been professionally styled and her skin has been smoothed through the process of airbrushing. Her makeup looks somewhat more natural than the previous cover star and her teeth do not appear as unnaturally white. It does appear that she is wearing false eyelashes but less extravagant ones. This cover star is rated as a 4 on the glamour scale.

Women's Fitness July – There are two cover stars on the August edition of the magazine. Both appear extremely glamorous. Both exhibit distinctly styled and backcombed hair styles. They are both wearing a lot of makeup and false eyelashes. Furthermore, both stars exhibit unnaturally white teeth and have tremendously smoothed skin as a result of airbrushing. These cover stars are rated as the maximum 5 on the glamour scale.

5.2 Coding of Advertisements

Men's Health June 2017

Jewellery	6	<ul style="list-style-type: none"> - TagHeuer - Breitling - Armani Exchange - Accurist Londo - Raymond Weil Geneve - Movado
Automotive	4	<ul style="list-style-type: none"> - Jaguar - Ford Mustang - Toyota - Michelin tyres
Perfume / Aftershave	9	<ul style="list-style-type: none"> - Paco Rabanne - Ralph Lauren - Hugo Boss - Joop - Prada - Jean Paul Gaultier - Dior - Mont Blanc - Armani
Food / Beverages	2	<ul style="list-style-type: none"> - Meridian peanut butter - San Miguel Beer
Clothing / Shoes / Underwear	6	<ul style="list-style-type: none"> - Next Clothing - Michael Kors - T.M. Lewin - Debenhams - Sketchers shoes - Orlebar Brown,
Accessories (e.g. ,	0	

sunglasses, handbags)		
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	2	- Clinique skin care serum - Shockwaves hair wax
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	3	- Head & Shoulders shampoo, - Phillips toothbrush - L'Oréal shower gel
Performance enhancing supplements	0	
Nutritional supplements	2	- <i>Men's Health</i> Lentils and Quinoa protein supplements - <i>Men's Health</i> Fuel Beef jerky protein
Health vitamins	0	
Weight loss products	0	
Cosmetic surgery/procedures	0	
Exercise products and equipment	0	
Health products (e.g., sun screen and medication)	1	- P20 sunscreen
Sports & fitness events	1	- <i>Men's Health</i> Survival of the fittest 10K
Books / Magazines	1	- <i>Men's Health</i> 15 minute weight loss book
Sex related products	0	
Other	0	

Jewellery	5	<ul style="list-style-type: none">- TagHeuer- Breitling- Tudor- Tissot- Accurist
Automotive	6	<ul style="list-style-type: none">- Jaguar- Ford Mustang- Toyota- Michelin tyres- Hyundai- Fiat 124 spider
Perfume / Aftershave	8	<ul style="list-style-type: none">- Paco Rabanne- Hugo Boss- Prada- Jean Paul Gaultier- Mont Blanc- Versace- Jimmy Choo- Dolce & Gabbana
Food / Beverages	2	<ul style="list-style-type: none">- Eat Real lentil chips- Tilda pure basmati rice
Clothing / Shoes / Underwear	3	<ul style="list-style-type: none">- Havaianas flip flop- Orelbar brown- Sketchers shoes
Accessories (e.g. , sunglasses, handbags)	1	<ul style="list-style-type: none">- Emporio Armani sunglasses
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	1	<ul style="list-style-type: none">- Clinique skin care serum

Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	1	- Head & Shoulders shampoo
Performance enhancing supplements	1	- Maxi muscle – train hard now
Nutritional supplements	4	- <i>Men's Health</i> Lentils and Quinoa protein supplements - <i>Men's Health</i> Fuel Beef jerky protein - TREK protein chunk bars - Sci-mx protein bars
Health vitamins	0	
Weight loss products	0	
Cosmetic surgery/procedures	0	
Exercise products and equipment	0	
Health products (e.g., sun screen and medication)	1	- P20 sunscreen
Sports & fitness events	1	- <i>Men's Health</i> Survival of the fittest 10K
Books / Magazines	1	- <i>Men's Health</i> 15 minute weight loss book
Sex related products	0	
Other	0	

Men's Health August 2017

Jewellery	5	- TagHeuer - Tudor
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		<ul style="list-style-type: none"> - Accurist - Oris - Chronext
Automotive	1	<ul style="list-style-type: none"> - Jaguar
Perfume / Aftershave	5	<ul style="list-style-type: none"> - Prada - Jimmy Choo - Bentley - Ralph Lauren x2
Food / Beverages	2	<ul style="list-style-type: none"> - Eat Real lentil chips - San Miguel beer
Clothing / Shoes / Underwear	2	<ul style="list-style-type: none"> - Cotswold outdoor clothing - Orelbar brown
Accessories (e.g. , sunglasses, handbags)	0	
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	1	<ul style="list-style-type: none"> - Clinique skin care serum
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	3	<ul style="list-style-type: none"> - Head & Shoulders shampoo - L'Oréal Men Expert antiperspirant - Corsodyl mouth wash
Performance enhancing supplements	0	
Nutritional supplements	3	<ul style="list-style-type: none"> - <i>Men's Health</i> Lentils and Quinoa protein supplements - <i>Men's Health</i> Fuel Beef jerky protein - Sci-mx protein bars
Health vitamins	0	

Weight loss products	0	
Cosmetic surgery/procedures	0	
Exercise products and equipment	0	
Health products (e.g., sun screen and medication)	0	
Sports & fitness events	1	- <i>Men's Health</i> Survival of the fittest 10K
Books / Magazines	2	- <i>Men's Health</i> 15 minute weight loss book - <i>Men's Health</i> Ultimate arms and abs book
Sex related products	0	
Other	0	

Men's Fitness June 2017

Jewellery	0	
Automotive	1	- BOTB.com – win your dream car
Perfume / Aftershave	0	
Food / Beverages	1	- San Miguel Beer
Clothing / Shoes /	5	- Sketchers shoes

Underwear		<ul style="list-style-type: none"> - Zoot sportswear - Montane sonic t-shirt - Snickers workwear - Shreddies underwear
Accessories (e.g. , sunglasses, handbags)	1	<ul style="list-style-type: none"> - Ben Sherman sunglasses
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	1	<ul style="list-style-type: none"> - Pro Teeth Whitening
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	3	<ul style="list-style-type: none"> - Philips electric toothbrush - Wellman face cream - Head & Shoulders shampoo
Performance enhancing supplements	6	<ul style="list-style-type: none"> - Elite kick-start gum (Kick start your performance with this great tasting caffeine gum) - myprotein – endurance bundle - Science in Sport.com premier whey protein - Dynamo extreme pre-workout, - Maxi muscle promax lean + promax restore – home of gains - Poweract (the power to perform)
Nutritional supplements	0	
Health vitamins	1	Vitabiotics -wellman

		vitamins
Weight loss products	0	
Cosmetic surgery/procedures	0	
Exercise products and equipment	3	<ul style="list-style-type: none"> - Powerball - Max trainer machine - Foot active insoles
Health products (e.g., sun screen and medication)	0	
Sports & fitness events	5	<ul style="list-style-type: none"> - Royal Windsor triathlon run course – humanrace.co.uk -Total Warrior challenge race - Holy grit beach obstacle racing - The freedom trail - Body power fitness expo
Books / Magazines	2	<ul style="list-style-type: none"> - Bikes Etc magazine - Building muscle and performance by NSCA
Sex related products	2	<ul style="list-style-type: none"> - Powerect (a male enhancement cream – achieve a personal best in the bedroom) - Viaman male formula – shytobuy.uk
Other	1	<ul style="list-style-type: none"> - Future Fit Training – qualify as a leading personal trainer

Jewellery	0	
Automotive	3	<ul style="list-style-type: none"> - BOTB.com – win your dream car - Toyota - Mitsubishi
Perfume / Aftershave	2	<ul style="list-style-type: none"> - Versace - Geo. F. Trumper
Food / Beverages	3	<ul style="list-style-type: none"> - San Miguel Beer - PUKA green tea - Heck chicken sausages
Clothing / Shoes / Underwear	3	<ul style="list-style-type: none"> - Snickers workwear - Shreddies underwear - Oddballs underwear
Accessories (e.g. , sunglasses, handbags)	1	<ul style="list-style-type: none"> - Sunglasses for sport.com
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	0	
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	3	<ul style="list-style-type: none"> - Philips electric toothbrush - Wellman face cream - Head & Shoulders shampoo
Performance enhancing supplements	4	<ul style="list-style-type: none"> - Elite kick-start gum (Kick start your performance with this great tasting caffeine gum) - Maxi muscle gains

		<ul style="list-style-type: none"> - Dynamo extreme pre-workout - Bio-Synergy coconut performance whey
Nutritional supplements	2	TREK protein chunks, muscle food (clean eating ready meals)
Health vitamins	0	
Weight loss products	1	- Pureology appetite suppressing tea-tox powder
Cosmetic surgery/procedures	1	- HisHairClinic.com – male baldness correcting
Exercise products and equipment	6	<ul style="list-style-type: none"> - Powerball - Max trainer machine - Foot active insoles - Ridley bikes - Garmin GPS bike computer - Enetor performance shoe insoles
Health products (e.g., sun screen and medication)	1	- P20 sunscreen
Sports & fitness events	4	<ul style="list-style-type: none"> - Royal Parks half race day -Total Warrior challenge race - NSPCC half marathon - Big Heart bike ride Costa Rica
Books / Magazines	1	- Building muscle and performance by NSCA
Sex related products	1	- Viaman male formula – shyto buy.uk
Other	1	- FHT find an approved

		therapist
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Men's Fitness August 2017

Jewellery	0	
Automotive	1	- BOTB.com – win your dream car
Perfume / Aftershave	2	- Versace - Geo. F. Trumper
Food / Beverages	1	- San Miguel Beer
Clothing / Shoes / Underwear	4	- Snickers workwear - Shreddies underwear - Sketchers shoe - Montane sonic t-shirt
Accessories (e.g. , sunglasses, handbags)	0	
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	1	- Pro teeth whitening
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	4	- Philips electric toothbrush - L'Oréal shower gel - Head & Shoulders shampoo - Corsodyl mouth wash
Performance enhancing supplements	4	- Elite kick-start gum (Kick start your performance with this great tasting caffeine gum) - Optimum Nutrition amino energy - Maxi muscle

		- Elite global nutrition enhancing formula
Nutritional supplements	1	- Muscle Food (clean eating ready meals)
Health vitamins	1	- Vitabiotics -wellman vitamins
Weight loss products	0	
Cosmetic surgery/procedures	0	
Exercise products and equipment	3	- Garmin GPS bike computer - Bowflex max trainer - Copper 88 harnesses
Health products (e.g., sun screen and medication)	1	- P20 sunscreen
Sports & fitness events	5	- Big Heart bike ride Costa Rica - British Heart Foundation half marathon - The Freedom Trail - London Duathlon - Berlin marathon
Books / Magazines	0	
Sex related products	1	- Viaman male formula – shyto buy.uk
Other	0	

Women's Health June 2017

Jewellery	1	- Swatch watch
Automotive	1	- Fiat
Perfume / Aftershave	3	- Paco Rabanne - Dolce & Gabbana - Issey Miyake
Food / Beverages	4	- NAKD cereal bar - Muller yoghurt - Meridian peanut butter - Pink Lady apples
Clothing / Shoes / Underwear	4	- Triumph - Very - Cotswold Outdoor - Gymshark
Accessories (e.g. , sunglasses, handbags)	0	
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	3	- Clinique lipstick - John Frieda hair spray - Vichy Slow age formula
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	8	-Aveeno skin lotion - L'Oréal shampoo -Head & Shoulders shampoo - OGX shampoo - Palmers shampoo - Aussie shampoo - Mixa Body lotion - Philips toothbrush
Performance enhancing supplements	0	
Nutritional supplements	0	

Health vitamins	1	- Perfectil skin, hair and nails vitamins
Weight loss products	1	- Almased weight loss programme
Cosmetic surgery/procedures	0	
Exercise products and equipment	0	
Health products (e.g., sun screen and medication)	1	- P20 sunscreen
Sports & fitness events	2	- <i>Men's Health</i> survival of the fittest 10K - The 50K ultra tour of Edinburgh
Books / Magazines	0	
Sex related products	0	
Other	3	- Aptamil baby follow on milk - Bensons for bed - Method laundry detergent

Women's Health July 2017

Jewellery	1	- Swatch watch
Automotive	1	- Ford
Perfume / Aftershave	1	- Paco Rabanne
Food / Beverages	2	- NAKD cereal bar - Muller yoghurt
Clothing / Shoes / Underwear	2	- Sketchers shoes - Havaianas flip flops
Accessories (e.g. ,	0	

sunglasses, handbags)		
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	3	<ul style="list-style-type: none"> - Lavera firming cream - Clinique moisture surge - John Frieda hair spray
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	6	<ul style="list-style-type: none"> -Aveeno skin lotion - L'Oréal shampoo -Gillette Venus razors - Head & Shoulders shampoo - OGX shampoo - Palmers shampoo
Performance enhancing supplements	0	
Nutritional supplements	1	- TREK protein energy chunks
Health vitamins	1	- Perfectil skin, hair and nails vitamins
Weight loss products	1	- Almased weight loss programme
Cosmetic surgery/procedures	0	
Exercise products and equipment	1	- Garmin GPS running watch
Health products (e.g., sun screen and medication)	1	- P20 sunscreen
Sports & fitness events	1	- <i>Men's Health</i> survival of the fittest 10K
Books / Magazines	3	<ul style="list-style-type: none"> - <i>Women's Health</i> shape up shortcuts - <i>Women's Health</i> flat belly meals - <i>Women's Health</i> big 15

		minute workouts
Sex related products	0	
Other	2	- Aptamil baby follow on milk - Bensons for bed

Women's Health August 2017

Jewellery	0	
Automotive	1	- Ford Mustang
Perfume / Aftershave	0	
Food / Beverages	4	- Lurpak spreadable - ASDA flavoured water - Muller yogurt - Norwegian sea food
Clothing / Shoes / Underwear	0	
Accessories (e.g. , sunglasses, handbags)	1	- Very handbag,
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	2	- Lavera firming cream - Clarin's lip oils,
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	9	- Garnier Ultimate Blends shampoo - Pantene shampoo - OLAY skincare - Aussie shampoo -Aveeno skin lotion - L'Oréal shampoo -Gillette Venus razors - Always sanitary towels

		- Daktarin athletes foot spray
Performance enhancing supplements	0	
Nutritional supplements	1	- Sci-mx protein cookie
Health vitamins	1	- Vitabiotics wellwoman vitamins
Weight loss products	1	- Almased weight loss programme
Cosmetic surgery/procedures	0	
Exercise products and equipment	1	- Garmin GPS running watch
Health products (e.g., sun screen and medication)	0	
Sports & fitness events	1	- <i>Men's Health</i> survival of the fittest 10K
Books / Magazines	0	
Sex related products	0	
Other	2	- Aptamil baby follow on milk - Bensons for bed

Women's Fitness June 2017

Jewellery	0	
Automotive	0	
Perfume / Aftershave	0	
Food / Beverages	4	- Muller yogurt - Heck chicken sausages - Nutri-brex cereal - Perkier cereal bars,
Clothing / Shoes /	3	- Sketchers shoes

Underwear		- Madison clothing - Royce lingerie
Accessories (e.g. , sunglasses, handbags)	0	
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	3	- Braun epilator - Charles Worthington hair mist - Benecos natural beauty
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	2	- Philips toothbrush - Head & Shoulders shampoo
Performance enhancing supplements	1	- Elite kick-start gum
Nutritional supplements	1	- Pukka organic
Health vitamins	1	- Vitabiotics wellwoman vitamins
Weight loss products	1	- Ortte skinny coffee
Cosmetic surgery/procedures	0	
Exercise products and equipment	2	- Cross-trainers - Nirvana yoga mats
Health products (e.g., sun screen and medication)	0	
Sports & fitness events	3	- London to Paris bike ride - Body Power active weekend - Thames bridges bike ride
Books / Magazines	0	
Sex related products	0	
Other	1	- Soundwave music festival

		Croatia
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Women's Fitness July 2017

Jewellery	0	
Automotive	0	
Perfume / Aftershave	0	
Food / Beverages	7	<ul style="list-style-type: none"> - Muller yougurt - Ricola sweets - Get Fruity oat bars - Heck chicken sausages - Perkier cereal bars - Tim's Dairy Greek style natural yogurt - Foodie Flavours natural flavourings
Clothing / Shoes / Underwear	1	<ul style="list-style-type: none"> - Sketchers shoes
Accessories (e.g. , sunglasses, handbags)	1	<ul style="list-style-type: none"> - Workplay sports bag
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	1	<ul style="list-style-type: none"> - Skinade skincare drink
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	2	<ul style="list-style-type: none"> - Philips toothbrush - Gillette venus razors
Performance enhancing supplements	1	<ul style="list-style-type: none"> - Elite kick-start gum
Nutritional supplements	2	<ul style="list-style-type: none"> - TREK protein chunks - One Earth superfood

		blends
Health vitamins	1	- Vitabiotics wellwoman vitamins
Weight loss products	2	- Synergy colon detox and skinny water - Ortte skinny coffee
Cosmetic surgery/procedures	0	
Exercise products and equipment	0	
Health products (e.g., sun screen and medication)	1	- P20 sunscreen
Sports & fitness events	4	- Channel Swim 2017 - Royal Parks half marathon - London to Paris Bike Ride - Guildford Triathlon
Books / Magazines	0	
Sex related products	0	
Other	3	- Bensons for beds - Greenpeace app - Facing cancer with confidence campaign

Women's Fitness August 2017

Jewellery	0	
Automotive	0	
Perfume / Aftershave	0	
Food / Beverages	2	- Muller yogurt - Full of super snacks
Clothing / Shoes /	1	- Sketchers shoes

Underwear		
Accessories (e.g. , sunglasses, handbags)	0	
Cosmetic and beauty products (e.g., teeth whitening, lipstick, hair spray)	1	- Skinade skincare drink
Grooming products (e.g., deodorant, toothpaste, razors, shampoo)	3	- Colgate toothpaste - Gillette venus razors - Always sanitary towels
Performance enhancing supplements	1	- Elite kick-start gum
Nutritional supplements	3	- Yumm protein crunchers - Motion nutrition vegan protein - One Earth superfood blends
Health vitamins	1	- Vitabiotics wellwoman vitamins
Weight loss products	2	- Synergy skinny water and skinny protein - Ortte skinny coffee
Cosmetic surgery/procedures	0	
Exercise products and equipment	2	- Enertor performance shoe insoles - Ridgeback kids bikes
Health products (e.g., sun screen and medication)	2	- A. Vogel Arnica Gel for muscle pain - Optibac probiotics – treats bloating

Sports & fitness events	3	<ul style="list-style-type: none"> - British Heart Foundation half marathon - London Duathlon - Women V Cancer Ride the Night
Books / Magazines	0	
Sex related products	0	
Other	0	

5.3 Coding of Articles

Men's Health June 2017

Health	3	<ul style="list-style-type: none"> - Medical fatigue and tiredness - Soy sauce helps reduce levels of fat and inflammation of the liver - Olive oil is the best type of oil for the heart
Beauty and Style	5	<ul style="list-style-type: none"> - How to look 5 years younger - Style: squad goals wardrobe classics - What should I be wearing - Watch guide - In bloom fashion
Nutrition	1	<ul style="list-style-type: none"> - The difference between lab meat and real meat
Muscularity	4	<ul style="list-style-type: none"> - Bulletproof your six-pack - How to build a body - Pain & gain

		<ul style="list-style-type: none"> - Charlie Hunnam (muscularity is main topic of interview)
Fitness and Sport	5	<ul style="list-style-type: none"> - What to expect when you run a marathon - How to avoid muscle failure when exercising - A gym user's guide - Flexing which muscle is the key to besting your deadlift PB - A 20 minute lower body session to improve blood vessel function
Weight-Loss	3	<ul style="list-style-type: none"> - Adding juice to your work out to burn fat - Eating asparagus can help you lose weight - Weight-loss pasta recipes
Sex / Relationships	0	
Financial / Careers	2	<ul style="list-style-type: none"> - Being an early bird will make your boss respect you - How to prepare and survive Brexit
Other	3	<ul style="list-style-type: none"> - the best grilling product on the market - Cambodia's impoverished warriors - Mr Ice interview

Health	3	<ul style="list-style-type: none">- How to iron out back pain with deep squats- Methods to deal with anxiety- Cheese reduces inflammation and makes you live longer
Beauty and Style	2	<ul style="list-style-type: none">- Jean selection: how to ensure your denim wear is superior- Style scents and sensibility
Nutrition	1	<ul style="list-style-type: none">- Bacon recipes
Muscularity	6	<ul style="list-style-type: none">- How to gain more muscle -- How to still hit the pub without losing your ab definition- Bulking recipes- 6 superfoods to feed 6-pack goals- How do I eat for beach-ready abs- Joe Wicks interview (lean, hard abs)
Fitness and Sport	1	<ul style="list-style-type: none">- 10 best exercises to perform outside
Weight-Loss	2	<ul style="list-style-type: none">- Fat burning benefits- 24 ways to burn fat 24 hours a day
Sex / Relationships	0	
Financial / Careers	2	<ul style="list-style-type: none">- How to become a smart

		investor - How to boost your work productivity
Other	2	- The best wireless headphones - Interview with the US coastguards

Men's Health August 2017

Health	1	- How to embrace your anxiety
Beauty and Style	4	- Light and shade – this summer's sharpest sunglasses - Style cool in the pool - Essential washbag toiletries - Watch guide
Nutrition	2	- Summer barbeque recipes - Nutritious vegetable dishes
Muscularity	6	- Fusing serious upper-body muscle gains - Muscle pills workout fuel - Join the club for new abs - Buddy up to build military muscle - The body issue - Joe Manganiello interview (main topic of interview: muscularity)
Fitness and Sport	3	- How to master a proper

		<p>pull up</p> <ul style="list-style-type: none"> - Outdoor challenges around the UK - Portable outdoor fitness equipment
Weight-Loss	2	<ul style="list-style-type: none"> - Your fat-loss swapping list - Faster fat burn
Sex / Relationships	0	
Financial / Careers	0	
Other	2	<ul style="list-style-type: none"> - The quiet island idyll of Sao Tome: Surfers Paradise - The 6 best beaches in the world

Men's Fitness June 2017

Health	2	<ul style="list-style-type: none"> - Eat more veg to stay stress free - Reduce your caffeine intake and sleep sounder
Beauty and Style	3	<ul style="list-style-type: none"> - Model look - Scents of style - Men's Fitness's pick of the best new clothes
Nutrition	4	<ul style="list-style-type: none"> - How to make healthy fish and chips - The benefits of eating beans - Low-sugar, high-fibre meal recipes - 7 nutritious meal recipes

Muscularity	9	<ul style="list-style-type: none"> - Steps for bigger biceps - The new rules of getting ripped - Pre-gym supplements for greater gains faster - Get a beach body (refers to achieving a bigger body) - Twice the gains, half the time: quick workouts - Ready to explode - Become a flye guy – build a bigger chest -Win the arm race: how to build bigger arms -Joe Manganiello interview (interview mainly refers to muscle gain)
Fitness and Sport	4	<ul style="list-style-type: none"> - 6 steps to make moving heavy weights easy – and build strength fast - 3 moves to build chest strength - Get into gear: triathlon training - How to ace any obstacle race
Weight-Loss	5	<ul style="list-style-type: none"> - Start skipping to shed fat - Burn more fat while you work - Torch fat in 15 minutes - 6 reasons why your diet

		isn't working - Full rounded fat loss
Sex / Relationships	0	
Financial / Careers	0	
Other	0	

Men's Fitness July 2017

Health	5	<ul style="list-style-type: none"> - Running off-road prevents osteoporosis - Make yourself happier right now – reduce stress and depression - Coffee hydrates and boosts your brain - Eating eggs can improve the health of your heart - Switching one cup of coffee for green tea can boost your cognitive performance
Beauty and Style	2	<ul style="list-style-type: none"> - Real men smell like roses - Men's Fitness's pick of the best new clothes
Nutrition	0	
Muscularity	10	<ul style="list-style-type: none"> - Build muscular size by using resistance machines - 3 ways to build t-shirt filling triceps - Squatting for glute muscle recruitment - Body of a god: Ricky

		<p>Whittle</p> <ul style="list-style-type: none"> - The diet to sculpt a six-pack - Beefing up your diet to add lean muscle, - 7 plank upgrades to get your abs back on track - Heavyweight champ – better size gain opportunities - How to use training variables to build a better body - Get big in just 28 days
Fitness and Sport	2	<ul style="list-style-type: none"> - Speed tricks – improve performance - Grand tours: cycling roots
Weight-Loss	1	<ul style="list-style-type: none"> - 10 no-fuss fat loss hacks
Sex / Relationships	2	<ul style="list-style-type: none"> - Have more sex this summer - Eat your way to the best sex of your life
Financial / Careers	1	<ul style="list-style-type: none"> - How to fast-track your career
Other	1	<ul style="list-style-type: none"> - Father's day essential gifts

Men's Fitness August 2017

Health	4	<ul style="list-style-type: none"> - Train outside for a healthier heart – boost vitamin D levels - 4 essential man minerals, - Embrace positivity to rise
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		<p>above stress</p> <ul style="list-style-type: none"> - Eat more fish for a better brain: omega 3 helps beat cognitive disease
Beauty and Style	3	<ul style="list-style-type: none"> - Head masters: upgrade your hair care - Man of steel scents - Men's Fitness's pick of the best new clothes
Nutrition	1	<ul style="list-style-type: none"> - Super food recipes
Muscularity	7	<ul style="list-style-type: none"> - Become a baller: sculpt a hard, strong six pack - Last minute beach body gains - Heavy hitter training - Big up the bench – build a bigger, wider chest - 100 reps to ripped - The get big and lean training plan - Henry Cavill interview (the secrets behind his superhuman physique)
Fitness and Sport	3	<ul style="list-style-type: none"> - Cycling the world in 80 days - Joe Root interview (English cricket player) – mainly discusses the sport of cricket - Start swimming to feel fitter
Weight-Loss	3	<ul style="list-style-type: none"> - Fat-burning barbell workout

		<ul style="list-style-type: none"> - 6 easy habit changes to shift fat - Ditching fat
Sex / Relationships	1	<ul style="list-style-type: none"> - Eat egg yolks for better sex: new research shows improved semen quality and higher testosterone levels
Financial / Careers	1	<ul style="list-style-type: none"> - Use elite rugby tactics to tackle work challenges
Other	0	

Women's Health June 2017

Health	2	<ul style="list-style-type: none"> - Strong minds: it's good to talk - Brightly coloured Kryptonite-esque crystals have healing powers (not scientifically proven – Hollywood trend)
Beauty and Style	10	<ul style="list-style-type: none"> - Skin secrets – creams to feel confident - Non-invasive body contouring, - Gym bottoms to give your bum a lift - Your summer scent sorted - Natural treatment skincare - Make-up with benefits - Natural shampoos - Tropical print workout wear

		<ul style="list-style-type: none"> - Nifty shades (sun glasses) - The truth behind butt-lift surgery
Nutrition	3	<ul style="list-style-type: none"> - Is it really worthwhile going organic - Eat smart recipes - Supercharge your salads
Muscularity	4	<ul style="list-style-type: none"> - Boost your butt with oats – get a bigger, better butt - Ultimate big butt workout - Hard-core 15-minute workout moves to get a six pack - Jen Selter interview– what it takes to get a butt like hers
Fitness and Sport	2	<ul style="list-style-type: none"> - Suspension training - Why I just keep running (benefits of running)
Weight-Loss	1	<ul style="list-style-type: none"> - Slim down: eat away your cellulite
Sex / Relationships	0	
Financial / Careers	0	
Other	3	<ul style="list-style-type: none"> - The top 5 wellness apps - How well trained is your personal trainer? - The best island resorts

Women's Health July 2017

Health	2	<ul style="list-style-type: none"> - Eating seeds keeps your hormones in check
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		<ul style="list-style-type: none"> - How not to be D-ficient (how to get enough Vitamin D)
Beauty and Style	7	<ul style="list-style-type: none"> - Skin care secrets - Good looks for holiday adventures - The gym girl's guide to wearing make-up (how to wear make-up while you work out) - Are facial massages giving you wrinkles - Holiday active wear - Facial tanners - Making waves: swimwear guide
Nutrition	1	<ul style="list-style-type: none"> - 4 ways to cook courgette
Muscularity	2	<ul style="list-style-type: none"> - Bag a toned body – head-to-toe muscle building - Louise Thompson: How she sculpted those abs
Fitness and Sport	3	<ul style="list-style-type: none"> - How to nail a headstand - How to work out while on holiday - Yoga workout
Weight-Loss	4	<ul style="list-style-type: none"> - The 16:8 diet - Eat carbs and lose weight - Lose weight eating low calorie pizza - The effective ways to lose weight now

Sex / Relationships	1	- Monogamy vs. monogamish (enjoying multiple partners)
Financial / Careers	0	
Other	3	<ul style="list-style-type: none"> - Would you give the gift of life by donating your eggs? - Summer holiday guides - #InShapeMyShape– ‘a campaign to encourage women to love their bodies whatever size they are’ (all of the women in the article are low in body fat) 23 ways to love your body this summer

Women's Health August 2017

Health	1	- The impact of selfies on your mental health
Beauty and Style	6	<ul style="list-style-type: none"> - Skin care recommendations - Statement sportswear - Good looks: jackets - Brilliant whites workout wear - Neck care skin care - Natural skin treatments
Nutrition	4	<ul style="list-style-type: none"> - Are frozen fruit and veg better than fresh? - The benefits of eating honey

		<ul style="list-style-type: none"> - Four ways to eat sweet corn - Protein pancakes
Muscularity	3	<ul style="list-style-type: none"> - How to sculpt bigger glutes - Sculpt a killer body like Sarah Kohan - Boost your gains with a skipping rope
Fitness and Sport	2	<ul style="list-style-type: none"> - How to correctly do a bicep curl - Stretch your fitness – discusses flexibility and strength
Weight-Loss	4	<ul style="list-style-type: none"> - Diet drinks and weight-loss - Weight-loss fajitas - Fat burner diary - Insta-stars: how to keep weight down
Sex / Relationships	1	<ul style="list-style-type: none"> - No sex please, I'm asexual
Financial / Careers	0	
Other	2	<ul style="list-style-type: none"> - The women who 'drop acid' - Travel guide: ultimate summer getaways

Women's Fitness June 2017

Health	0	
Beauty and Style	6	<ul style="list-style-type: none"> - The trainer takeover - #FIT accessories - Style: purple haze - Mindful beauty

		<ul style="list-style-type: none"> - The best hair, face and body treatments - Beauty heroes
Nutrition	3	<ul style="list-style-type: none"> - Fit food: healthy food swaps - Fuel up recipes - Health boosting recipes
Muscularity	0	
Fitness and Sport	2	<ul style="list-style-type: none"> - The pallof press core building move - Outdoor exercise regime
Weight-Loss	4	<ul style="list-style-type: none"> - HIIT to burn fat - 21 days to a total body transformation – burning fat - How to train like Steph Pratt for a flat tummy - Log on, lose weight
Sex / Relationships	0	
Financial / Careers	0	
Other	0	

Women's Fitness July 2017

Health	0	
Beauty and Style	6	<ul style="list-style-type: none"> - #FIT accessories - Make a splash (swimwear essentials) - How to control ageing - The ultimate summer beauty wish list - The best hair, face and

		body treatments - Beauty heroes
Nutrition	3	- Fit food - Bowl and whole food recipes - Dairy-free recipes
Muscularity	1	- Fab abs, darling
Fitness and Sport	4	- Boxercise workout - HIIT workout - The box jump - Fitter, faster, stronger home workout
Weight-Loss	5	- Burn fat, boost confidence - The new cardio: ways to burn fat - Summer diet - Your 7-day no sugar plan - How to overcome over eating by controlling your brain
Sex / Relationships	0	
Financial / Careers	0	
Other	0	

Women's Fitness August 2017

Health	5	- Healthy heart tips - 10 serotonin boosters - Meditation to decrease stress - Let out your inner child and become a happier, healthier
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		<p>you</p> <ul style="list-style-type: none"> - Be smart in the sun – complete guide to UV protection
Beauty and Style	4	<ul style="list-style-type: none"> - #FIT accessories - Surf's up style guide - The best hair, face and body treatments - Beauty heroes
Nutrition	4	<ul style="list-style-type: none"> - Fit food - Foods that are sabotaging your sleep - Food focus: microgreens - Salad recipes
Muscularity	2	<ul style="list-style-type: none"> - Body Power model search: what it takes - Muscle up
Fitness and Sport	3	<ul style="list-style-type: none"> - Fly class – holding strength poses - 20 minute workout to get fitter - DIY fitness workout to boost strength, conditioning and fitness
Weight-Loss	4	<ul style="list-style-type: none"> - Your metabolism-boosting total body tone up - Feel good to fight fat - The 10 day diet - Burn fat workout in less than 30 minutes
Sex / Relationships	0	

Financial / Careers	0	
Other	0	

5.4 Discussion of Study 1

Part 1: Coding of Front Cover Images

It's clear from the content analysis that women are more likely to appear more provocatively dressed on the front of health-and-fitness magazines than men. Out of the six female-audience based magazines, five of the magazine covers exhibited women dressed in swimwear. In comparison only two out of six of the cover stars of the male-audience based magazines had their upper bodies bare and on display. Four out of the six male cover models were heavily clothed in tops and trousers. Furthermore, the only female-audience based magazine cover star that did not wear swimwear was dressed in a sports bra and open front jacket; hence her abdominal area was still bare and visible. Thus, the results indicate the female cover stars are being more sexualised and provocatively dressed than their male counterparts.

In addition, all of the cover stars in the female-audience based magazines ranked considerably higher on the glamour scale than the cover stars in the male-audience based magazines. The majority of the female cover stars ranked as the maximum 5 on the scale: exhibiting extremely glamorous and unnatural makeup and hairstyles as well as unnatural whitened teeth. On the other hand, all of the male cover stars analysed in the study scored between 1 and 2 on the glamour scale. These results indicate that appearance in terms of beauty is more dominant in women's health-and-fitness magazines than in men's health-and-fitness magazines. An interesting finding was that all of the female cover stars smiled showing their teeth displaying their extraordinary teeth. On the other hand, none of the male cover stars smiled while showing their teeth. Thus, it can be concluded that male-targeted magazines focus more so on masculinity and muscular gains in comparison to female-targeted magazines which focus more on beauty and thinness.

Furthermore, all of the cover stars of both the male-audience based and female-audience based magazines measured as low body fat on the Body Fat Scale. All of the models /

celebrities were very lean with no signs of any fat visible. However, the results differed when it came to the Muscularity Scale. The male-audience based magazines exhibited more muscular physiques than the female-audience based magazines. Three out of three of the male models / celebrities on the covers of *Men's Fitness* were seen as unnaturally muscular. The August edition of *Men's Fitness* referred to the cover star as having a 'superhuman physique' – this indicates that his physique is clearly unnatural and unattainable to the average male reader. In the case of *Men's Health*, one out of the three cover stars measured as unnaturally muscular while the other two were seen as very muscular. In the case of the female-audience based magazines zero of the six front covers displayed unnaturally muscular models or celebrities. Three out of the six front covers exhibited very muscular models / celebrities. The other three magazines displayed cover stars that were seen as somewhat muscular. Thus male-audience based magazines exhibit more muscular cover stars than female-audience based magazines. Hence it can be said the men's health-and-fitness magazines focus more on masculinity than women's health-and-fitness magazines. Women's health-and-fitness magazines promote a thin and somewhat muscular physique to their readers whereas men's health-and fitness magazines promote an extremely muscular and sometimes unnatural physique to their readers; they're not concerned with being small and thin.

Part 2: Coding of Advertisements

The content analysis showed that the men's health-and-fitness magazines involved in the study contained more advertisements than the women's health-and-fitness magazines involved in the study. The June edition of *Men's Health* contained 37 advertisements, the July edition of *Men's Health* contained 35 advertisements and the August edition of *Men's Health* contained 25 advertisements. Thus the average amount of advertisements in a *Men's Health* magazines is 32 advertisements. The June edition of *Men's Fitness* contained 32 advertisements, the July edition of *Men's Fitness* magazine contained 37 advertisements and the August edition of *Men's Fitness* contained 29 advertisements. Thus the average amount of advertisements in *Men's Fitness* magazines is 33 advertisements.

The June edition of *Women's Health* magazine contained 32 advertisements, the July edition of *Women's Health* contained 27 advertisements and the August edition of *Women's*

Health contained 24 advertisements. Thus the average amount of advertisements in *Women's Health* magazines is 28 advertisements. The June edition of *Women's Fitness* contained 22 advertisements, the July edition of *Women's Fitness* contained 25 advertisements and the August edition of *Women's Fitness* contained 22 advertisements. Thus the average amount of advertisements in *Women's Fitness* magazine is 23 advertisements.

Aftershave advertisements were the most common type of advertisements in *Men's Health* magazine, followed by jewellery advertisements and automotive advertisements. Performance-enhancing supplements were commonly advertised products in *Men's Health* magazine. Performance-enhancing supplements were advertised six times in the June edition of *Men's Health*, four times in the July edition and four times in the August edition. Whereas performance-enhancing supplements were only advertised once in the July edition of *Men's Fitness* and were not advertised at all in the June and August editions of *Men's Fitness*. Aftershave, jewellery and automotives were advertised much less frequently in *Men's Fitness* than in *Men's Health*. Noticeably sex-related products were advertised in all editions of *Men's Fitness* magazines analysed in the study, whereas there were no sex-related products advertised in any editions of the *Men's Health* magazines analysed. The only health product advertised in both of the male-audience based magazine was for sunscreen. Similarly the only health vitamins advertised in either magazine was Wellman vitamins.

In the case of *Women's Health* magazines, grooming products such as razors, moisturisers and shampoos were undoubtedly the most advertised products. The June edition of *Women's Health* contained eight products for grooming products, while the July edition contained six advertisements for grooming products and the August edition contained nine advertisements for grooming products. The second and third most commonly advertised products in *Women's Health* were food and beverage products and cosmetic and beauty products. Weight-loss products were advertised once in all three editions of *Women's Health* magazine analysed in the study. The advertisements contained in *Women's Fitness* differ. The most commonly advertised products relate to food and beverages. Food and beverage products were advertised four times in the June edition of *Women's Fitness*, seven times in the July edition of *Women's Fitness* and twice in the August edition of *Women's*

Fitness. Weight-loss products are more present in *Women's Fitness* magazine than in *Women's Health* magazine. Products relating to weight-loss were advertised once in the June edition of *Women's Fitness*, twice in the July edition of *Women's Fitness* and twice in the August edition of *Women's Fitness*.

Furthermore, the content analysis of the advertisements show the female audience-based health-and-fitness magazines are assuming that their female readers have children whereas the male-audience based health-and-fitness magazines do not. For example, the June, July and August editions of *Women's Health* all contain a full page advertisement for Aptamil follow-on from breast milk formula. In addition to this the August edition of *Women's Fitness* contains a full page advertisement for a kid's bike company. Thus it's been assumed that female readers have children or are planning to have children. Furthermore, the June edition of *Women's Health* contained an advertisement for Method laundry detergent. There were no laundry detergents advertisements present in any of the men's health-and-fitness magazines analysed in this study. This could be seen in the sense of promoting traditional male and female roles in which women should do housework and men do not.

Out of all six of the men's health-and-fitness magazines alcohol advertisements were present in five of the magazines. The advertisement for San Miguel beer was present in all of the editions of *Men's Fitness* analysed and in the June and August editions of *Men's Health*. There is no link between alcohol and fitness and health; thus it seems absurd that there are advertisements promoting alcohol in the majority of men's health-and-fitness magazines. It's also noted that there were no alcohol advertisements in any of the female-audience based magazines analysed in the study.

The results indicate that the majority of advertisements in health-and-fitness magazines are not associated with or linked to health. A proportion of the advertisements are associated with fitness, i.e., fitness products and equipment and fitness events and challenges. However, the majority of advertisements are appearance related. The only health product advertised in any of the magazines analysed was an advertisement for P20 sunscreen.

There was an advertisement in the July edition of *Men's Fitness* for Oddballs underwear. The Oddballs foundation encourages men to check themselves regularly and raises awareness of testicular cancer. The advertisement, however, didn't make it very clear; it

appeared more like an advertisement for an underwear company and it was not evident that the company promotes awareness. Health warnings and advice such as monitoring for testicular cancer should be more present in men's health-and-fitness magazines. It's health messages like this that should be heavily promoted in health-and-fitness magazines.

Part 3: Coding of Articles

The results of the content analysis showed a lack of health articles within all four magazines analysed. Although there are some health-related articles in the magazines, there are no prime health messages evident in any of the articles analysed. The health articles in the magazines are more likely to discuss myths associated with certain food types having benefits on certain parts of the body. There is little research or evidence backing up the claims in the articles. The June edition of *Women's Health* contained an article about brightly coloured Kryptonite-esque crystals having healing powers. There was no scientific proof behind this article as it is just 'a Hollywood trend'. These are the sort of 'health articles' that are being published in health-and-fitness magazines. However, articles relating to mental health, particularly anxiety, are present in some cases, but one would assume a greater emphasis on health would be present in health-and-fitness magazines.

Articles relating to muscularity were more frequent in the male-audience based magazines than the female-audience based magazines. An average of five articles relating to muscle gain appear in *Men's Health* magazine and an average of nine articles relating to muscle gain appear in *Men's Fitness* magazine. In comparison an average of three articles relating to muscle gain appear in *Women's Health* magazine and an average of one article relating to muscle gain appears in *Women's Fitness* magazine.

On the other hand, articles relating to weight-loss are slightly more likely to appear in female-audience based magazines than in male-audience based magazines. Averages of three articles relating to weight-loss appear in *Women's Health* magazine and averages of four articles relating to weight-loss appear in *Women's Fitness* magazine. In comparison, averages of two articles relating to weight-loss appear in *Men's Health* magazine and averages of three articles relating to weight-loss appear in *Men's Fitness* magazine.

The dominant and most frequently appearing articles in women's health-and-fitness magazines are related to beauty and appearance. The June edition of *Women's Health* contained ten beauty and style related articles, the July edition contained seven and the August edition contained six. The June edition of *Women's Fitness* contained six articles relating to beauty and style; similarly the July edition contained six and the August edition contained three. Thus the average amount of beauty and style related articles in *Women's Health* magazine is eight and the average of beauty and style related articles in *Women's Fitness* magazine is five. Beauty and style related articles appear less frequently in men's health-and-fitness magazines. An average of four articles relating to beauty and style appeared in *Men's Health* magazine over the three-month period analysed, while an average of three appeared in *Men's Fitness*.

The results of the analysis of the articles clearly indicate that appearance-based articles are promoted more frequently than health-based articles in women's and men's health-and-fitness magazines. Articles relating to muscle gain, weight-loss and beauty and style are all based on appearance; thus readers of the magazines involved in the study are highly exposed to messages encouraging them to alter or change their appearances. Some types of appearance-based articles are more present in male-based audience magazines than in female-based audience magazines and vice versa. Articles relating to muscle gain appear more frequently in men's health-and-fitness magazines and articles relating to weight-loss and beauty and style appear more frequently in women's health-and-fitness magazines.

It can also be noted that articles relating to finance and career progression are more evident in male-focused magazines than women-focused magazines. There were no articles relating to finance or career progression in any of the *Women's Health* or *Women's Fitness* magazines analysed in the study. Whereas articles relating to finance and career progression were evident in both *Men's Health* magazine and *Men's Fitness* magazine. This may indicate that men are more careers focused and driven than women and could be seen in a sexist way.

The content analysis also showed different words were more evident in the articles in the male-focused magazines than the female-focused magazines and vice versa.

Predominant words observed in male-focused magazines:

- Six-pack
- Gains
- Strong
- Hard
- Bigger
- Superior
- Abs
- Bulking

Predominant words observed in female-focused magazines:

- Cellulite
- Slim
- Butt
- Calories
- Instagram
- Body goals
- Fitspo
- Flat tummy

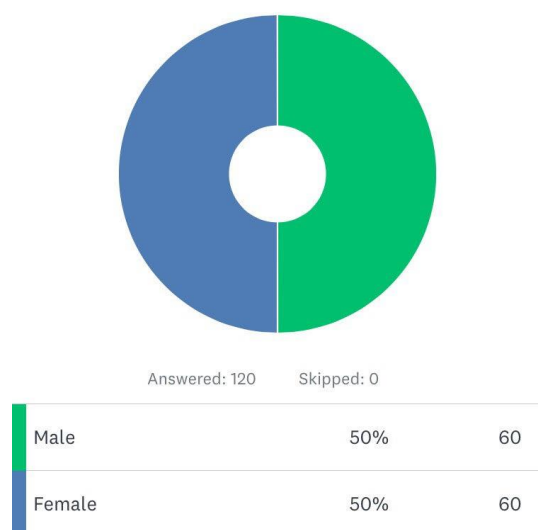
The results show that both male-focused and female-focused magazines exhibit appearance-based articles and heavily focus on promoting appearance-based messages. However, they promote different types of appearance-based messages. Men's health-and-fitness magazines are more focused on muscle gain and bulking, i.e., getting bigger, whereas women's health-and-fitness magazines are more focused on slimming down and improving one's glutes. It appears that male-focused magazines are encouraging their readers to gain muscle in every area of their body and make it bigger and stronger. Whereas female-focused magazines are encouraging their readers to slim down every part of their bodies but their glutes. The overall message is that the glutes should be big and every other body part should be flat and slim. Furthermore, new references such as 'body goals' and 'fitspo' are noticeably evident only in the female-focused magazines, which is encouraging female readers to achieve the same body as someone else who they should aspire to be like in order to have the body that is deemed beautiful. Comparisons to other people's bodies (i.e.,

Instagram stars and public figures) were more evident in women’s health-and-fitness magazines than in men’s health-and-fitness magazines.

5.5 Results of Study 2: Survey

The survey was quite an expansive questionnaire which featured 22 questions. The survey titled ‘Perceptions on Health and Fitness Survey’ received 120 respondents. An even amount of males and females was surveyed in order to ensure a fair test.

1. Are you male or female?



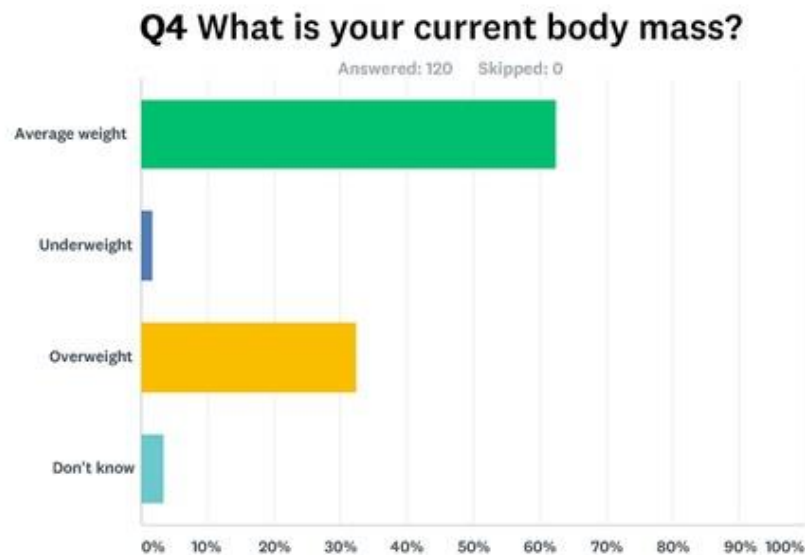
A varying number of age groups were surveyed. Forty-eight percent of respondents were aged between 18 and 24. Twenty-four percent were aged between 25 and 34, 12% of respondents were aged between 35 and 44, 11% were aged between 45 and 54, 4% were aged between 55 and 64 and finally less than 1% of respondents were aged 65 plus.

Participants from nine countries took part in the survey. Out of the total 120 participants, 103 of those surveyed were from Ireland. Five participants were from England, four participants were from Wales, two participants were from Poland, two participants were from the United States, one participant was from Australia, one participant was from Lithuania, one participant was from Italy and one participant was from Brazil.

Participants were asked to determine what their current body mass is. The results strongly highlighted the problem of obesity in Ireland with 33% of those surveyed considering themselves as overweight.

Perceptions on Health and Fitness Survey

SurveyMonkey



Answer Choices	Responses
Average weight	62.50% 75
Underweight	1.67% 2
Overweight	32.50% 39
Don't know	3.33% 4
Total	120

Furthermore, 45% of participants stated that they would not consider themselves to have a healthy balanced diet. This figure emphasises the fact that obesity is a huge problem in Ireland. The results of the content analysis reveal that health-and-fitness magazines focus more so on fad diets and quick fixes rather than encouraging readers to have a healthy lifestyle and continuously eat as healthy as possible.

Participants were then asked if they are aware of the World Health Organisation's Recommendations on physical activity for health. The results indicated that the majority of people (61%) are aware of the World Health Organisation's Recommendations on physical activity for health, while 39% said they are not aware of the recommendations. Participants were also asked if they are aware of the World Health Organisation's Recommendations for a healthy diet. A similar situation occurred in which the majority of participants (63%) said

they are aware of the World Health Organisation's Recommendations for a healthy diet, while 37% said they are not aware of the recommendations.

An important aspect of the study involved discovering if participants are physically active as undoubtedly their individual health and fitness levels influence their overall opinions of health-and-fitness. Participants were then asked if they engage in physical activity. Only nine of those surveyed (7.5%) said that they do not participate in any form of physical activity. The results highlighted that most people do engage in physical activity with 92.5% answering yes.

Participants were then asked why they choose to engage in physical activity and asked to explain their reasoning. The answers varied as expected but the majority of participants said they engage in physical activity for enjoyment and health-related reasons. Although some participants cited weight-loss and muscle gain as reasons to engage in physical activity, the overall majority of participants did not. The results indicated that most people engage in physical activity for their own personal enjoyment and ambition and due to the health benefits physical activity provides. A sample of answers cited by participants has been compiled below:

- Because I enjoy the sport, and the people who help you through the pain, such as teammates, coaches and supporters, make it all worthwhile. The reward of having people behind you through the training and then there to share the success is brilliant. Exercise allows me to stay active and healthy both physically and mentally. I enjoy sport.
- GAA training and matches and for my own enjoyment
- I enjoy it more than anything and I know it's good for me
- To stay fit and help with my anxiety
- Personal interest in wellbeing and looking after myself, maintaining a healthy body weight and interest in sports/activities

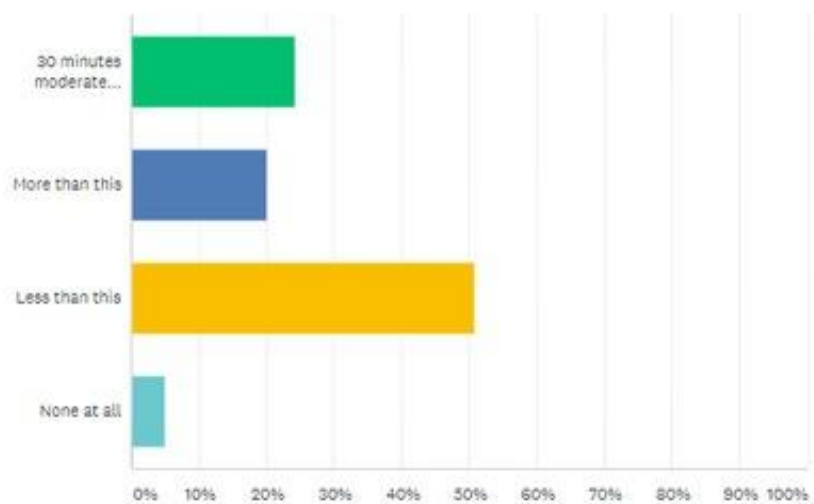
- To try to keep some level of fitness and my weight down
- It's a way to relax, enjoy playing team sports and it improves my health-and-fitness levels.
- I play tennis at competition and club level on average twice per week to keep fit and for enjoyment
- Sport is extremely important to me and I always want to improve as an athlete.
- As it's something I like to do and I find it important to help you feel good about yourself
- For the social aspect of playing GAA and to build muscle bulk
- Soccer, Jiu Jitsu, Kickboxing , MMA
- GAA and I love exercising
- It's a stress relief and I enjoy it
- Try and keep my energy levels up
- Train five times a week. Feel much better after exercising. Clears the mind.
- I love sport. I couldn't survive without it and I also enjoy going to the gym.
- For fun, I enjoy being part of a team and I know it's good for my health.
- To have more energy, feel better generally

- Good to keep active healthy heart - healthy mind and helps relieve the stresses of the day.
- To feel better, have more energy and to feel happy in my body.
- Playing sport(rugby) for fun and gym to keep fit
- Mental & physical wellbeing, also to maintain healthy body weight.
- Stress relief, peace and quiet; I find it great to clear the head
- Because it's fun and good form of socialising

Participants were then asked what their current level of physical activity is.

What is your current physical activity level?

Answered: 120 Skipped: 0



ANSWER CHOICES	RESPONSES
30 minutes moderate intensity aerobic exercise 5 times a week plus strength training on 2 or more days a week (as per the W.H.O guidelines)	24.17% 29
More than this	20.00% 24
Less than this	50.83% 61
None at all	5.00% 6
Total	120

The results indicate that the majority of people are not exercising enough. This coincides with the previous question regarding body mass. Many people are overweight because they simply do not engage in enough physical activity and this is a leading cause of Ireland's obesity problem. Sixty-one percent of participants are not engaging in 30 minutes' moderate intensity aerobic exercise five times a week plus strength training on two or more days a week as recommended by the World Health Organisation. Furthermore, 5% of participants stated they do not engage in any exercise at all. However, it is important to note that 25% are reaching the requirement and 24% are exercising even more than the World Health Organisation recommends (presumably athletes – as those who mentioned specific sports in the previous question were more likely to state they exercise more).

The survey also found that 45% of participants revealed that the media does influence their physical-activity levels. Participants were also asked what other factors influence their physical-activity levels. The answers included:

- Social media
- Commitments to sports teams
- Peer pressure
- Public figures / Celebrities
- Family and friends
- Personal drive and ambition
- Slimming clubs
- Health reasons
- Competition season

Social media was the most commonly cited factor by participants. Instagram was mentioned quite frequently. Some answers given by participants are listed below:

- The media especially social media and Instagram - fitness bloggers and public figures. Ross Dickerson is one in particular who really influences me.
- There is constant pressure by the media for men to be big and muscular.

- Family - I will always try to keep the kids active and as a result I keep active myself
- Social media is a big thing. Fitness bloggers definitely have an influence.
- Seeing fitness posts on Instagram
- Bloggers and personal trainers sharing on social media; gives idea for new exercises etc.
- Peer pressure, magazines, celebs
- Instagram, celebs, TV programmes
- Training and playing with four different teams often means I have to do more physical exercise than I want to in a week.

When carrying out this research I was interested to discover if people actually read health-and-fitness magazines. Sixty-two per cent of respondents involved in this study said they never read them, 19% said rarely, 16% said occasionally and 3% said often. Thus it can be said that health-and-fitness magazines are still relevant in 2017 society. Furthermore, although everyone might not read the magazines, the majority of participants said they were familiar with the magazines. The results indicated that 47% said they are familiar with *Men's Health*, 46% familiar with *Men's Fitness*, 28% familiar with *Women's Health* and 24% familiar with *Women's Fitness*.

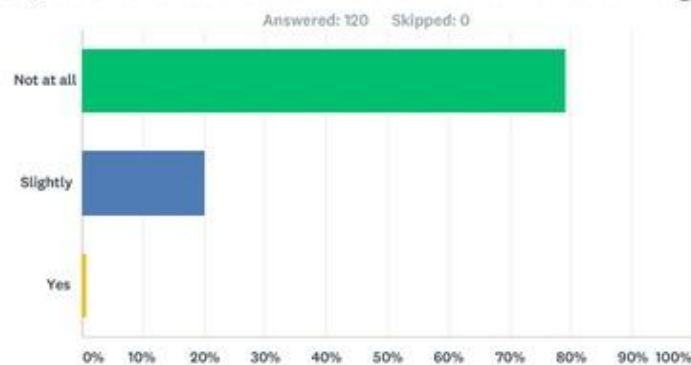
Coinciding with study 1 and the Body Fat Scale, participants were asked in general how they would rate the level of fat associated with models / celebrities on the covers of health-and-fitness magazines. The results were not surprising with 93% of respondents rating cover stars as having low body fat, meaning they are very lean with no signs of fat visible. This interacts with the results of Study 1 giving a clear assumption that cover stars of health-and-fitness magazines are low in body fat.

In order to assess if the bodies of the cover stars of health-and-fitness magazines represent the average person's body, participants were asked if they think their bodies are in similar shape to the models / celebrities exhibited on front covers.

Perceptions on Health and Fitness Survey

SurveyMonkey

Q18 Do you think your body is in similar shape to those of the models / celebrities used in health-and-fitness magazines?



Answer Choices	Responses
Not at all	79.17% 95
Slightly	20.00% 24
Yes	0.83% 1
Total	120

The results indicate clearly that the bodies and physiques exhibited and portrayed on the front covers of health-and-fitness magazines are not realistic or attainable to the majority of the population. Less than 1% of the participants involved in the study believe that their body is in a similar shape to that of the models / celebrities used in health-and-fitness magazines.

Participants were asked if they are happy with their current physique or would they rather change it. Participants were given three choices:

- Lose body fat
- Improve muscle and tone
- Maintain current physique

The results corresponded with the rest of the answers throughout the survey. Only 7% of people wish to maintain their current physique; thus 44% wish to lose body fat and 49% wish to improve muscle and tone. This further emphasises the idea that a lot of people in

Ireland are overweight. Furthermore, 93% of participants involved in the study wish to change their body in some shape or form. Simultaneously, participants were asked if health-and-fitness magazines make them want to change / alter their bodies and participants were asked to explain their answers. There was a noticeable divide in the answers given by participants: some believing they do and some believing they don't. Many highlighted that they are fully aware that many of the images have been photo-shopped and hence are unrealistic, while others revealed they compare their own bodies to the models and feel a sense of guilt and shame for not having a similar physique. On the other hand, a minor amount of participants revealed that health-and-fitness magazines do make them want to change their physiques – but in a good way by giving them inspiration to achieve their fitness goals. Some of the answers given by participants were very interesting as they highlighted similar results to the content analysis. The two most frequent words stated by participants in regards to this question were 'unrealistic' and 'guilty'. These findings are extremely similar to those of the content analysis in Study 1: health-and-fitness magazines are promoting unattainable and in some cases unnatural physiques. As a result of the survey it is evident that these unattainable promotions and publications are making readers feel guilty about their own physiques by leading to unrealistic comparisons.

An assortment of diversified answers has been compiled below:

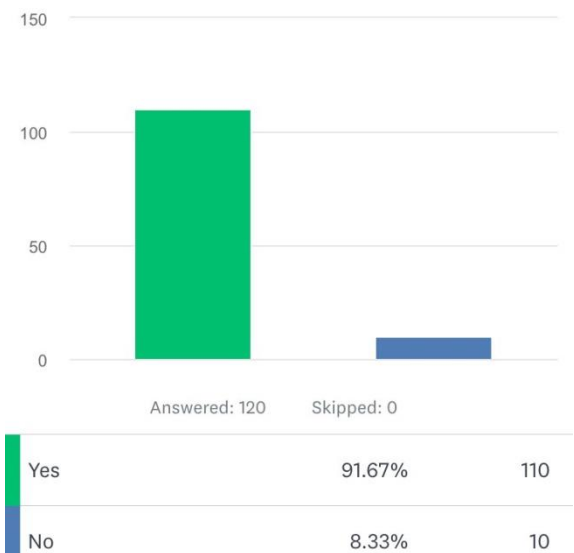
- No, they portray what you can do with dietitians and sports therapists and unlimited time, not when working full time and running a home.
- No as a lot of the advice in these magazines is not realistic for living a 'normal' active lifestyle.
- Yes, it's almost as though they try to shame you into doing something about your body.
- They make me want to keep on improving my physique. It's body goals really.
- Yes as I feel a pressure to look a certain way to be considered 'healthy'.
- Yes because I compare myself to the models and feel inadequate.
- They just make me feel bad.
- Yeah because the guy on the cover is ripped and usually says you can be like him in 30 days.

- Yes, give a goal (even if end result won't be quite as dramatic) to work towards.
- I don't read them but seeing the images would encourage me to aim towards that.
- No. Any effort is driven by myself and the weighing scales.
- No - air brushed and photo shopped. I live in the real world.
- Yes that would be the view but I'm not interested in using pill and bulking agents.
- No, I exercise for functional strength /stamina in my sports.
- They promote an unrealistic body.
- Yes, they portray the dream physique.
- They make me feel guilty for being overweight.
- I'm naturally very thin and have a very fast metabolism. I find it hard to put on weight; the magazines definitely make me want to have a more muscular physique like the men in them.
- Yes because it makes me feel guilty that I don't work out as intensely or devote myself entirely to my diet like they do.
- No I'm happy with my physique. I don't think the physiques in the magazines are totally unattainable. The majority of people in Ireland are overweight - they don't represent a healthy body themselves.
- I know most of the models have been photo shopped and take lots of supplements. Their physiques are not attainable and I think everyone knows that.
- No, they aren't for people like me. I try to ignore them.
- No, I am too old for any of that rubbish.
- No as a lot of the advice in these magazines is not realistic for living a 'normal' active lifestyle.

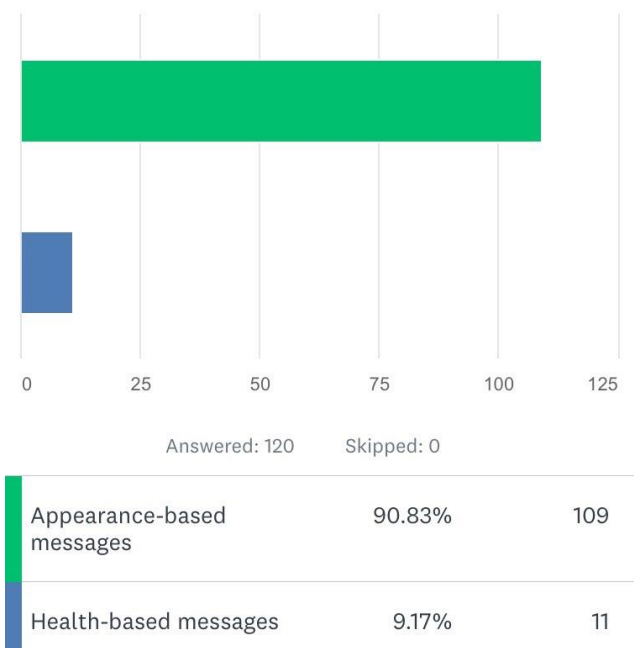
The following results relate to the articles and contents promoted in health-and-fitness magazines. Study 1 found that both men's and women's health-and-fitness magazines do focus more so on appearance related content rather than general health and wellbeing content. The results of Study 2 reinforce this finding as it is the belief of the majority of people that health-and-fitness magazines focus more so on appearance rather than promoting a healthy lifestyle and exhibit appearance-based messages (i.e., ways to slim down and bulk up) more so than health-based messages (i.e., ways to reduce your risk of

heart disease or stroke and ways to improve aerobic fitness, improve flexibility and strengthen muscles).

19. Do you think health-and-fitness magazines focus more so on appearance rather than promoting a healthy lifestyle?



20. Do you think health-and-fitness magazines exhibit appearance-based messages (i.e. ways to slim down and bulk up) more so than health-based messages (i.e. ways to reduce your risk of heart disease or stroke and ways to improve aerobic fitness, improve flexibility and strengthen muscles)?



As discovered in Study 1, health-and-fitness magazines contain a large amount of advertisements. A lot of the products advertised relate to dietary or protein supplements such as diet teas and coffees and protein enhancers. In the magazines examined in this analysis there was no information regarding the safety guidelines of the dietary products which can negatively impact on clueless readers who are not aware of the implications of consuming the products. This can have detrimental effects. For example, a recent diet product on the market known as BOOTEA, a detoxing tea drink, was heavily publicised within the industry; months later it was revealed that the detox tea was found to interfere with the contraceptive pill after a string of unwanted pregnancies from women who were consuming the product. In order to assess if people are actually influenced by media advertisements to purchase products like BOOTEA, participants were asked: Have you ever been influenced by media advertisements to purchase dietary or protein supplements or products of a similar nature? The results indicated that many people actually are: 43% of participants answered yes. This is a very high percentage and proves that the advertisements in health-and-fitness magazines do have an impact on the reader.

5.6 Discussion of Study 2

The reason the World Health Organisation's recommendations were referred to in the survey was because the World Health Organisation is the leading organisation in the world that is concerned with public health. Its primary role is to direct international health within the United Nations. The WHO's recommendations address three different age groups: 5-17 years old, 18-64 years old and 65 years old and above. The guidelines referred to in this study are the recommendations for 18-64 year olds as over 99% of those involved in the study were categorised in that age bracket.

The guidelines recommend that adults aged 18-64 should do at least 150 minutes (30 minutes five days a week) of moderate-intensity aerobic physical activity or at least 75 minutes of vigorous-intensity aerobic physical activity every week. They also advise that in addition muscle-strengthening activities should be done involving major muscle groups on two or more days a week. The reason the WHO have published these guidelines is because of the benefits they provide; they are not recommended in order to improve one's appearance or beauty. Strong evidence provided by the World Health Organisation has

shown that compared to less active men and women, active individuals who meet these requirements:

- Have lower rates of coronary heart disease, high blood pressure, stroke, type 2 diabetes, colon and breast cancer, depression and metabolic syndrome.
- Are likely to have less risk of acquiring a hip or vertebral fracture.
- Exhibit a higher level of cardiorespiratory and muscular fitness.
- Are more likely to have a healthier body mass and composition.

The results of the survey clearly indicate that the majority of people are aware of these guidelines. However, a large number of people are not meeting these requirements even though they're aware of them. In all of the 12 magazines analysed as part of this analysis there were no references or referrals to these guidelines at all. Instead the magazines focus on 'quick-fix' workouts and diets which are totally not promoting a healthy idea of physical activity levels. Furthermore, the magazines only refer to the benefits of exercising and engaging in physical activity in terms of appearance, i.e., gaining muscle mass or losing weight. There is a total absence of informing readers of the health benefits of engaging in physical activity across all four magazines analysed in the study. I believe that if health-and-fitness magazines promoted physical activity in terms of health rather than appearance, it would manage the global epidemic of obesity better as individuals would be more informed of the importance of engaging in physical activity and the numerous health benefits that come with it.

Conclusion

The overall aim of this research was to determine if health-and-fitness is portrayed differently by magazines based on gender. It was hypothesised that appearance is promoted more so than a healthy lifestyle in health-and-fitness magazines in both men's and women's health-and-fitness magazines. Prior to the research it was hypothesised that health-and-fitness magazines would promote health-and-fitness differently for men and women given prescriptive norms for beauty and what is deemed 'looking good'. The opinion prior to the research was that for women, beauty and thinness are aspired to, whereas for men masculinity and muscular physiques are desired. It was also hypothesised that both men's and women's fitness magazines would lack actual health-promoting content. Furthermore, it was hypothesised that both men and women are encouraged to change their body shapes by health-and-fitness magazines but in different ways based on gender: women are advised to slim down and men are advised to bulk up. Finally, it was anticipated that men and women are both exposed to numerous appearance-based messages in health-and-fitness magazines.

All of the hypotheses proved correct. In order to determine this, two separate studies were carried out. The first study known as Study 1 involved carrying out a content analysis, while the second study known as Study 2 involved carrying out a survey. Before any research commenced a literature review of the relevant literature on the topic was accomplished.

Men's health-and-fitness magazines contain more advertisements in comparison to women's health-and-fitness magazines. It is concluded that the reason for this is that there are far more female-based audience magazines presently on the market than male-based audience magazines. Thus, advertisements for women are more widely dispersed across a vaster amount of magazines.

The overall results of the content analysis indicated that content that has no relation or link to health-and-fitness are omni present in both men's and women's health-and-fitness magazines. The majority of advertisements present in the magazines were neither related to health or fitness. The most commonly advertised product in men's health-and-fitness magazines is aftershave, followed by jewellery and automotive advertisements. The most commonly advertised products in women's health-and-fitness magazines are grooming

products such as shampoo and razors as well as food and beverage products. In addition, cosmetic and beauty products such as skincare products and makeup are frequently advertised in women's health-and-fitness magazines.

One of the most interesting and unexpected findings of the content analysis was that women's health-and-fitness magazines are far more presumptuous than men's health-and-fitness magazines. The content analysis of the advertisements showed that female audience-based health-and-fitness magazines are assuming that their female readers have children whereas male-audience based health-and-fitness magazines do not. Advertisements for Aptamil follow-on from breast milk formula and an advertisement for a kid's bike company were noted. Thus it's been assumed that female readers have children or are planning to have children.

As expected, the key finding of the study was that the majority of advertisements in health-and-fitness magazines are not associated with or linked to health. A proportion of the advertisements are associated with fitness, i.e., fitness products and equipment and fitness events and challenges. However, the majority of advertisements are appearance related. Astonishingly, the only health product advertised in any of the magazines analysed was an advertisement for P20 sunscreen. This strongly indicates that these magazines are primarily profit driven. Profits are more important to them than advertising actual health and wellbeing products.

The content analysis also determined that the majority of articles in both men's and women's health-and-fitness magazines are of no relation to overall health and wellbeing. A detectable lack of health articles within all four magazines was evident. There were no prime health messages evident in any of the articles analysed. It has been found that the so-called 'health articles' are far more likely to discuss myths associated with certain food types having benefits on certain parts of the body. There is little research or evidence backing up the claims in these 'health' articles. There were a small amount of articles relating to mental health and anxiety in the magazines analysed, but still a minute amount.

The results of the analysis of the articles clearly indicate that appearance-based articles are promoted more frequently than health-based articles in both women's and men's health-and-fitness magazines. Articles relating to muscle gain, weight-loss and beauty and style are

all based on appearance; thus readers of the magazines involved in the study are highly exposed to messages encouraging them to alter or change their appearances. Some types of appearance-based articles are more present in male-based audience magazines than in female-based audience magazines and vice versa. Articles relating to muscle gain appear more frequently in men's health-and-fitness magazines and articles relating to weight-loss and beauty and style appear more frequently in women's health-and-fitness magazines.

The front covers of the magazines were also analysed as part of the content analysis. The findings correspond with the content inside the magazines. Female cover stars appear less muscular and far smaller than male cover stars, who frequently appear unnaturally muscular. Furthermore, female cover stars are more likely to be dressed more provocatively than their male counterparts: five out of six of the female cover stars analysed in the study wore only swimwear. In addition, female cover stars scored far higher on the glamour scale than the male cover stars. They appeared more airbrushed and groomed exhibiting unnatural whitened teeth, unnatural smooth skin, heavy makeup and false eyelashes.

The main findings of the survey further proved the hypotheses anticipated. Overall, the majority of people believe that health-and-fitness magazines do not promote natural, attainable physiques. The most remarkable findings of the survey were that 92% of participants believe health-and-fitness magazines focus more so on appearance rather than promoting a healthy lifestyle; in addition to this 91% of participants believe health-and-fitness magazines exhibit appearance-based messages more so than health-based messages.

One would expect health and wellbeing content to be omni present in health-and-fitness magazines but this is not the case. In my opinion, health messages such as ways to detect breast cancer, testicular cancer, bowel cancer and other common illnesses should be contained in health-and-fitness magazines yet few or none were found in the magazines analysed. Coronary heart disease and heart attacks are the most common causes of death in Ireland and in the United Kingdom; it is shocking that there is little or no information regarding methods of prevention contained in health-and-fitness magazines. Similarly, the World Health Organisation's recommendations on physical activity for health and guidelines to maintaining a healthy, balanced diet should be distinctly expressed in these magazines.

There was no mention of any of the World Health Organisation's guidelines present in any of the magazines analysed in the study.

Thus it can be concluded that health-and-fitness magazines are not actually very 'healthy'. Their main concern is appearance and beauty. Male-audience based magazines exhibit more muscular physiques than female-audience based magazines. Hence it can be said the men's health-and-fitness magazines focus more on masculinity, while women's health-and-fitness magazines promote a thin, somewhat muscular and extremely glamorous physique to their readers. The title of this study is: 'Do health-and-fitness magazines influence males' and females' perceptions of health and fitness differently?' The answer is yes: men's health-and-fitness magazines influence their male readers to be big and muscular all round, while women's health-and-fitness magazines influence their readers to be small, thin, beautiful (i.e., glamorous) and a little bit muscular (i.e., have well-toned gluteal muscles).

There is reasoning for further research to be carried out on this topic as a result of the findings obtained in this study. As the findings of this study clearly identified that both men's and women's health-and-fitness magazines largely fail to promote better health it would be useful to further research how other magazines that are related to health-and-fitness compare. This study referred to general health-and-fitness magazines; it could be an opportunity to examine sport specific magazines that are related to certain sports such as tennis, rugby, running and weight-lifting. It would be anticipated that these magazines are more restrictive when it comes to the advertisements they allow and the content they publish and that their content would be more 'healthy' than the content of the magazines analysed in this study.

Furthermore, the results of this study indicated that people do not get the correct fitness or nutritional advice from health-and-fitness magazines. I believe it would be of interest to discover where people are actually obtaining their information regarding health from; thus it would be beneficial to carry out a further more detailed questionnaire with specific questions asking people where they get their dietary and fitness advice from. Finally, the results of the survey highlighted that social media and particularly 'Instagram' and 'bloggers' play a sizeable role in influencing people's physical-activity levels. As this study was solely based on magazines as a media channel, this finding was not explored deeply. Further

research regarding how social media and social-media influencers such as fitness bloggers have the ability to influence people regarding health-and-fitness would be extremely worthwhile.

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Appendices

Appendix 1: Perceptions on Health and Fitness Survey

This is an anonymous survey. All of the information provided in this survey will remain confidential.

1. Are you male or female?

*Male

*Female

2. What age group are you?

*18 – 24

*25 – 34

*35 – 44

*45 – 54

*55 – 64

* 65 +

3. What country are you from?

4. What is your current body mass?

*Average weight

*Under weight

*Over weight

*Don't know

5. Are you aware of the World Health Organisation's Recommendations on physical activity for health?

*Yes

*No

6. Are you aware of the World Health Organisation's Recommendations for a healthy diet?

*Yes

*No

7. Do you engage in physical activity?

*Yes

*No

8. Why do you engage in physical exercise? (Please give your answer in no more than 50 words)

9. What is your current physical activity level?

*30 minutes moderate intensity aerobic exercise 5 times a week (as per W.H.O guidelines)

*More than this

*Less than this

*None at all

10. Are you happy with your current physique or would you rather change it?

*Lose body fat

*Improve muscle physique and tone

*Maintain current physique

11. Would you consider yourself to have a healthy balanced diet?

*Yes

*No

12. Does the media influence your physical activity level?

*Yes

*No

13. Is there anything else that influences your physical activity level, .e.g. peer pressure?

14. Are you familiar with the following magazines? (Select all that apply)

*Men's Fitness

*Women's Fitness

*Men's Health

*Women's Health

*Not familiar with any

15. How often do you read health and fitness magazines such as those listed above?

*Never

*Rarely

*Occasionally

*Often

16. Do you think the models / celebrities used in health-and-fitness magazines portray an accurate representation of a healthy, attainable physique?

*Yes

*No

17. In your opinion, how would you rate the body fat of cover stars of health-and-fitness magazines?

*Low body fat (Very lean, no signs of visible fat)

*Medium body fat (Some body fat visible e.g., love handles, stomach not totally flat)

*High body fat (Obese. A large amount of body fat visible e.g., large stomach)

18. Do you think your body is in similar shape to those of the models / celebrities used in health-and-fitness magazines?

*Not at all

*Slightly

*Yes

19. Do you think health-and-fitness magazines focus more so on appearance rather than promoting a healthy lifestyle?

*Yes

*No

20. Do you think health-and-fitness magazines exhibit appearance-based messages (i.e. ways to slim down and bulk up) more so than health-based messages (i.e. ways to reduce your risk of heart disease or stroke and ways to improve aerobic fitness, improve flexibility and strengthen muscles)?

* Appearance-based messages

* Health-based messages

21. In your opinion, do health-and-fitness magazines make you want to change your current physique? Please explain.

22. Have you ever been influenced by media advertisements to purchase dietary or protein supplements or products of a similar nature?

*Yes

*No