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## Representation of Gender Stereotypes in Advertisements: A Content Analysis of Facebook and Instagram Advertisements



Cite us



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**Abstract:** *In the dynamic realm of the digital landscape, the examination of gender stereotypes' influence on online advertising becomes imperative. This study addresses the backdrop of the expanding influence of social media platforms. The research aims to evaluate the prevalence of gender stereotypes in advertisements on these platforms, categorize these stereotypes, and investigate potential variations in their portrayal of men and women. A meticulous content analysis was undertaken, systematically examining advertisements across five diverse categories in Pakistan published between September 2022 and September 2023. Employing a coding sheet for data collection, followed by rigorous statistical analysis, our research affirms the pervasive presence of gender stereotypes, particularly in categories such as negative portrayals and traditional gender roles. However, it is crucial to acknowledge study limitations, encompassing platform specificity, sample size constraints, and potential cultural nuances, emphasizing the need for future research to foster a more comprehensive understanding of this issue.*

**Key Words:** Gender Stereotypes, Gender Representation, Gender Roles, Gender Norms, Social Media Advertising

### Introduction

Imagine a world without gender stereotypes, where the portrayal of men and women in advertising is unconstrained by social norms. Social media sites like Facebook and Instagram have developed into significant venues for communication and self-expression in the modern digital age. However, the way that gender is portrayed in advertisements (5 different Pakistani Brands i.e.; Shan, Glow & Lovely, etc.) on these platforms has a significant impact on how society perceives things and reinforces conventional gender standards. This study sets out on a quest to dispel gender stereotypes and investigate the effects of how men and women are portrayed in advertisements (5 different Pakistani Brands i.e.;

Shan, Glow & Lovely, etc.), particularly on Facebook and Instagram (Santoniccolo et al., [2023](#)).

Advertisements have long been a part of our daily lives, capturing our attention through a variety of media outlets. They are effective tools for businesses and organizations to utilize to market their products, services, or ideas to a large audience and influence customer behaviour. However, inside the field of advertising, there is a phenomenon that is gaining prominence: stereotypes (Sari, [2023](#)).

Stereotypes are oversimplified generalizations or assumptions about a specific group of people based on their features, attributes, or social roles. These prejudices are frequently influenced by societal conventions, cultural beliefs, and historical biases. While commercials have historically had a role in

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sustaining and reinforcing gender, ethnic, and cultural stereotypes, there has been a paradigm shift toward internet media in recent years (Moore, 2023).

Beyond the filters and hashtags lies a deeper story, where gender stereotypes in advertising thrive, perpetuating rigid norms that impact us all. Advertising has long been loaded with gender stereotypes that confine people to predetermined roles and uphold injustices. To meet society's expectations that restrict their genuine potential, men and women are frequently portrayed in constrained and predetermined ways. Social media platforms, on the other hand, offer a chance for a more flexible portrayal where the constraints of traditional media can be overcome (Navarro-Beltrá & Llaguno, 2012)..

With an emphasis on how gender is portrayed in online advertising on websites like Facebook and Instagram, our research aims to explore the complex interaction between advertisement (5 different Pakistani Brands i.e.; Shan, Glow & Lovely, etc.) and stereotypes. There are some perceptions that the glamorous and idealized portrayals of women have helped to maintain societal norms for beauty. These representations of women as objects of desire or helpless, dependent people may promote traditional gender roles. Men, on the other hand, are often portrayed as being strong and in charge, reflecting qualities like authority and strength. This study attempts to expand our knowledge of the complex relationships between advertisements and societal perceptions by examining the persistence of stereotypes and determining whether they are presented negatively or positively. We can learn more about the need for more authentic and inclusive portrayals in online advertising from this investigation (Santonniccolo et al., 2023).

## Problem Statement

The representation of gender in Facebook and Instagram advertisements is a complex issue with far-reaching implications. In today's digital age, these platforms have become influential shapers of societal perceptions. The way men and women are depicted in ads holds the power to reinforce or challenge deeply ingrained stereotypes and norms.

To comprehensively address this problem, it's imperative that we delve deeper into the specific types of gender stereotypes prevalent in these advertisements. Gender stereotypes can encompass a wide range of biases, from portraying women primarily as objects of desire to men in rigid, stereotypical roles. By categorizing and understanding the nature of these stereotypes, we gain insight into the

underlying issues and can formulate more effective strategies for change.

Furthermore, assessing the frequency of these stereotypes in digital advertising is essential. This data will reveal the extent of the problem and help us gauge progress over time. Are these stereotypes on the decline, or are they persisting in the digital realm? These questions necessitate answers to inform efforts aimed at promoting a fair and equal representation of gender in digital advertising.

Ultimately, the goal is to ensure that digital ads reflect the diverse and multifaceted realities of gender, challenging stereotypes and promoting equality. This research seeks to contribute to this objective by shedding light on the existing issues and providing a foundation for more targeted and effective interventions. In doing so, we can foster a more inclusive and just digital advertising landscape, aligning with the values of a modern, equitable society.

## Hypothesis

- **H1:** There is no significant presence of gender stereotypes in advertisements on Facebook and Instagram.
- **H2:** There is a significant presence of gender stereotypes in advertisements on Facebook and Instagram.

(Rationale: This hypothesis aims to test the overall existence of gender stereotypes in advertisements on selected social media platforms)

- **H3:** There is no significant difference in the prevalence of specific categories of gender stereotypes (e.g., glamorization, traditional gender roles, etc.) in advertisements on Facebook and Instagram.
- **H4:** Certain categories of gender stereotypes (e.g., glamorization, traditional gender roles, etc.) are significantly more prevalent than others in advertisements on Facebook and Instagram.

(Rationale: This hypothesis aims to explore not only whether gender stereotypes are present but also which specific stereotypes are more dominant within the advertisements, providing a more nuanced understanding of the types of portrayals prevalent on the platforms)

## Objectives

1. To analyze the presence of gender stereotypes in advertisements on Facebook and Instagram.

2. To identify and categorize the specific types of gender stereotypes portrayed in these advertisements.
3. To examine the prevalence of gender stereotypes and analyze any variations between men and women in these advertisements.

## **Significance**

In our study, we examined Facebook and Instagram advertisements of 5 different Pakistani Brands i.e.; Shan, Glow & Lovely, etc. to identify and analyze gender-related stereotypes. This investigation aimed to provide insights into the presence and nature of these stereotypes within the ads, offering valuable knowledge and understanding to the audience. By exploring whether gender stereotypes were present and evaluating whether these portrayals were positive or negative, our research sheds light on the prevailing types of stereotypes in these platforms' advertisements. This analysis not only facilitated a deeper understanding of societal perceptions but also contributed to the discourse on the prevalence and impact of gender stereotypes in digital advertising.

Our research aims to foster inclusivity in the advertising landscape. Through the analysis of these stereotypes, we seek to encourage a more diverse and equitable portrayal of gender in advertisements. By helping advertisers recognize and avoid harmful stereotypes, our study promotes the creation of content that resonates with a broader audience, ultimately contributing to a more inclusive and equal society.

From a business perspective, our research highlights the importance of understanding the impact of gender stereotypes in advertisements. Companies that are cognizant of these effects can make more informed and strategic decisions. They can create advertising campaigns that align with modern values and appeal to a wider customer base, potentially leading to increased sales and enhanced brand loyalty.

Finally, our research has the potential to influence regulatory bodies and policymakers. If we find that problematic gender stereotypes are prevalent in advertising, it can trigger discussions about the need for industry regulations and guidelines. This, in turn, may lead to the implementation of more responsible advertising practices that benefit society as a whole.

## **Theoretical Framework**

In our research, we employ Social Role Theory as the guiding framework to analyze the representation of gender stereotypes in Facebook and Instagram advertisements in Pakistan. Social Role Theory posits that individuals, based on societal expectations and

norms, internalize specific roles and behaviours associated with their gender. These roles, often portrayed in advertisements, reflect cultural norms and influence how individuals perceive themselves and others.

Social Role Theory suggests that advertisements on social media platforms are likely to reinforce traditional gender stereotypes. Men are often depicted in dominant roles, showcasing qualities such as strength, assertiveness, and leadership, while women are portrayed as nurturing, emotional, and submissive. These portrayals reflect deep-rooted societal beliefs about gender roles and influence consumer perceptions.

Furthermore, Social Role Theory enables us to explore how social media platforms serve as both mirrors and moulders of societal norms. Advertisements that reinforce traditional gender stereotypes may perpetuate existing beliefs, leading to a cycle of reinforcement. However, social media platforms also have the potential to challenge these stereotypes by showcasing diverse gender representations. Such content can influence public opinion, fostering discussions on gender equality and encouraging advertisers to adopt more progressive and inclusive approaches.

## **Literature Review**

The function of advertising as a socializing factor that upholds traditional gender stereotypes has been thoroughly examined in feminist studies. This study uses a quantitative approach to investigate the ideas, traits, effectiveness, and particular assessment methods that are used to evaluate sexism in advertising.

215 papers from seven national and international databases that were published between 1988 and 2010 and were available in both English and Spanish were subjected to a systematic review for this inquiry. The goal was to learn more about the current situation of sexism in advertising research (Eigen, 2010).

The findings of this study show that while overall research interest has increased, some components of the advertising communication process have gotten more attention than others. Additionally, a wide range of methodologies have been used to quantify sexism in advertising. It is crucial to keep in mind that the details supplied regarding the tools and measurements utilized in these studies are frequently lacking (Döring et al., 2016).

This study emphasizes the significance of investigating the relationship between gender and advertising in its conclusion. It also emphasizes the necessity of conducting additional research into many

aspects of advertising and the creation of uniform measurement techniques. By filling in these gaps, it will be possible to gain a more thorough knowledge of how advertising affects gender attitudes and encourages inclusive and equitable advertising.

The main goals of this study are to review the literature on gender stereotypes in advertising and to pinpoint important areas for further investigation. The paper specifically attempts to illuminate the historical development of gender stereotypes, investigate the evolving position of males in advertising, and offer potential research directions (Smith et al., 2023).

Based on a study of research publications released between 2010 and 2016, a coding sheet was created in this. The coding sheet made it possible to analyze gender stereotypes in advertisements methodically and helped spot recurrent themes, trends, and changes in representation. The research reveals a cultural gap in advertising, where for a considerable amount of time, traditional gender norms predominated. Oftentimes, women were portrayed in subordinate roles that failed to represent their full potential and ability. However, the data shows a discernible movement in favour of more favourable representations of women in leadership roles (Grau & Zotos, 2016)

A meta-analysis method is used to examine 64 main papers on gender roles in TV and radio advertising in order to satisfy the research objectives. The information gathered from this research is combined to offer in-depth analyses of the frequency and developments of gender stereotyping in advertising. The association between gender stereotypes and societal advancements is investigated using correlation analysis and a simultaneous equation model.

Although this meta-analysis offers insightful information, it is vital to recognize its limitations. The study ignores the effects of gender stereotyping in other media by concentrating only on TV and radio advertising. Furthermore, the study is limited to primary research done up until the analysis, which can leave out more recent advancements in gender depictions in advertising. Finally, the conclusions may only be generalizable to the particular nations and time periods included in the source studies. (Eisend, 2009).

An extensive analysis of 20 alcohol brands' Facebook and Instagram posts featuring alcohol was done using both quantitative content analysis and qualitative thematic analysis. 2,600 posts were included in the analysis, which spanned 18 months from January 2019 to June 2020. This research illuminates the changing environment of alcohol marketing by identifying marketing tactics and

investigating the targeting, representation, and participation of women.

The data demonstrates the use of both novel approaches, like influencer partnerships, and tried-and-true methods, like competitions, to target both women and men. It is noteworthy that drinking is portrayed as a feminine activity that is intricately tied to several manifestations of femininity, including traditional, post-feminist, and feminist identities. Women are given a variety of gender roles that recognize their unique accomplishments and joys while also confirming or debunking preconceived notions about gender that encourage drinking.

While simultaneously challenging and reinforcing gender norms, alcohol brand marketing has a significant influence in promoting alcohol consumption among women. Although businesses may assert a dedication to equality, their actions run counter to the well-established negative effects of alcohol use, which increase social and health inequities. Future research on women's drinking and alcohol marketing must consider the evolving social-political climate, where traditional, post-feminist, and new fourth-wave feminist rhetoric and femininities coexist. (Atkinson et al. 2022)

Selfies, or self-portrait photos, have become a popular form of self-presentation and self-expression on social media sites like Facebook and Instagram. Selfies, unlike conventional media and advertising, provide people with the power to create their own representations, which have the potential to subvert and transcend gender norms.

The analysis's findings show that male and female Instagram users' uploaded selfies not only demonstrate significantly more stereotyping than magazine adverts do, but also typical gender stereotypes. Gendered indicators such as feminine touch, laying position, retreating gaze, and minimal clothes were evident, as well as social media-specific traits like kissing pout, muscle display, and faceless portrayal. These results imply that users generally reinforce and conform to established gender standards despite the potential for self-expression and agency in creating selfies (Hidarto & Andrieza, 2022).

Results show that gender stereotypes are prominent in selfies posted to Instagram, showing that users frequently express themselves in a way that conforms to established gender conventions. Despite the possibility for self-expression and challenging gender norms, selfies display even greater levels of stereotyping compared to magazine advertisements. (Doring et al. 2016)

Women's roles in advertising have been a source of concern and discussion, as they are frequently

depicted as sex symbols, objects of desire, or in subordinate roles. The purpose of this research paper is to investigate the impact of women's role depiction in advertising on customers' propensity to buy, as well as to look into the disparities in attitudes between Indian men and women towards the stereotyped role portrayal of women in ads. The study uses MANOVA statistics to see whether there are any significant variations in purchasing willingness between men and women. To find latent variables, exploratory and confirmatory factor analyses are used. The impact on purchase intent is measured by utilizing structural equation modelling statistics to validate given hypotheses. The study's goal is to discover the link between women's role representation and consumer eagerness to buy. Furthermore, the study is based on self-reported data, which may be skewed due to social desirability bias. Furthermore, the research may not cover all of the elements that can influence customers' inclination to buy, and extra research may be required to investigate these issues. (Sharma. et al, [2021](#))

The portrayal of women in ads has an enormous effect on society, influencing consumer behaviour, creating gender norms, and propagating damaging stereotypes. The purpose of this research was to look at how women are portrayed in social media marketing, with a particular emphasis on using Goffman's categories to find instances of stereotypes and subordination of women in society. A content analysis research design was used in the investigation. Using Wimmer and Dominick's online calculator, the researchers calculated a sample size of about 600 from a population of 1,523. As data collection tools, a code sheet and coding guide were used, and inter-coder reliability was determined using the Holsti and Pearson's r formulas. A clustering technique was used to analyze the data. According to Goffman's categories, women are subliminally portrayed as sex objects in chosen web commercials. The analysis of body display, relative size, functional ranking, and family categories on Facebook and Instagram advertising revealed that body display was used in 33.8% of picture-based ads on Facebook and 28.9% of videos on Instagram. Furthermore, compared to Facebook, Instagram pictures (35.2%) and video (25.7%) ads had a larger proclivity for exhibiting feminine elements. Furthermore, approximately 35% of social media video content displayed types of subordination ritualization. It is critical to recognize the study's limitations. According to Goffman's categories, women are subliminally portrayed as sex objects in chosen web commercials. The analysis of body display, relative size, functional ranking, and family categories on Facebook and Instagram advertising revealed that body display was used in 33.8% of picture-based ads on Facebook and 28.9% of

videos on Instagram. Furthermore, compared to Facebook, Instagram pictures (35.2%) and video (25.7%) ads had a larger proclivity for exhibiting feminine elements. Furthermore, approximately 35% of social media video content displayed types of subordination ritualization. It is critical to recognize the study's limitations. To acquire a more comprehensive picture of women's image in social media advertising, future research might explore a larger range of characteristics and platforms(Nkem et al., [2020](#))

Gender and race representations in Instagram advertising have been a source of concern and attention. The goal of this study was to look into race and gender stereotypes in Instagram advertising by asking three important questions: (1) what types of depictions are shown? (2) How are these portrayals depicted? (3) Does diversity in advertising promote or fight stereotypes? The study made use of both content and statistical analysis. Twenty Instagram commercials were chosen for examination. Based on a survey of relevant literature, a codebook was developed, identifying variables such as race, a person of colour, sex, gender, and gender expression. Based on these criteria, the ads were classed as a stereotype, counter-stereotype, or neutral.

The Chi-square test, which is used to find significant connections between several variables, was applied. The data were analyzed using Chi-square, a statistical tool designed to discover significant connections between several variables. The results of this exploratory study did not indicate the presence of gender or racial stereotyping in the sample of Instagram advertisements examined. The investigation found that the depictions did not reinforce prejudices, indicating a possible shift towards more varied and inclusive representations. It is critical to recognize the research's limitations. The sample size of twenty adverts may not represent the complete range of Instagram advertising. The study was limited to a single platform and did not take into account other types of media or advertising channels. Furthermore, categorizing adverts as stereotype, counter-stereotype, or neutral can be subjective and susceptible to interpretation. To gain a thorough understanding of race and gender stereotyping in advertising, more study with a larger and more varied sample is required (Moore et al., [2023](#)).

Gender role preconceptions and frameworks employed by advertisers in Facebook advertising might portray women, men, and non-binary individuals differently. The goal of this research is to look into gender role stereotypes and framing effects in online digital advertisements. Its goal is to investigate how women, men, and non-binary people



are portrayed in internet marketing, as well as the impact of gender role preconceptions on customer behaviour. Furthermore, the study tries to measure Facebook's efficacy as a commercial platform. A literature analysis is included in the study to provide a full understanding of framing theory, gender role stereotypes, and the usefulness of Facebook for businesses. Prior research is cited to highlight the necessity for additional study in online digital advertising. Engagement metrics like views and engagement rates are examined to see if traditional gender role preconceptions influence user involvement. According to the literature assessment, gender role stereotypes in digital advertising have improved over time, mirroring improvements in gender equality. The study emphasizes the significance of evaluating engagement measures in order to comprehend the impact of traditional stereotypes on consumer responses in internet advertising. Furthermore, the study emphasizes the importance of additional research to better understand the effects of gender role stereotypes and framing in online advertising. It is critical to recognize the study's limitations. The conclusions are based on a survey of the literature and may not reflect the particular findings of an empirical investigation. The study focuses largely on Facebook as a platform, which may limit the findings' applicability to other online mediums. Examining engagement metrics might provide insight into user behaviour, but it may not fully reflect the intricacies of customer responses. To acquire a better understanding of the effects of gender role stereotypes and framing in online advertising, future research should look at other online platforms and use empirical approaches (Howard et al., 2021).

The study "Gender Differences in Influencer Advertisements on Instagram: A Multimodal Perspective" looks at how male and female influencers use text and visuals to communicate their advertising messages on Instagram. The purpose of this research is to look into how Instagram influencers use text and photos to convey advertising messages. The study specifically seeks to investigate the variations in how male and female influencers build their endorsement posts. The study aims to provide insights into the usage of language and imagery in influencer advertising on Instagram by analyzing 20 commercial posts from 10 influencers. The study takes a multimodal approach that is combined with linguistic Meta-function principles from Systemic Functional Linguistics. Ten Instagram influencers provided a total of 20 advertisement posts. These posts were then examined in order to determine how influencers employ text and visuals in their endorsement statements. The linguistic meta-functions framework was used to investigate the language used in the

captions, and visual analysis was employed to examine how influencers promote themselves and their products in the photographs. The study's findings show that interpersonal language predominates in the captions used by Instagram influencers in their endorsement postings. This implies that influencers prioritise connecting with their audience through advertising messages. However, the linguistic items utilized by male and female influencers differ significantly. In terms of graphics, influencers continuously put themselves in the spotlight rather than the brands they are endorsing. This method is used to grab the interest of their followers. According to the report, influencers focus on their personal brand and identity to increase the appeal of the offered products. While this study provides useful insights into the language and multimodal aspects of Instagram influencer advertising, there are certain limits to consider. For starters, the study only looked at 20 advertisement postings from 10 influencers, which may not accurately represent the range of influencer advertising on the site. In future research, the sample size could be increased. Second, the study focuses on how male and female influencers build their endorsement posts differently. Other elements, such as age, cultural background, and following demographics, may, nevertheless, influence the formulation of advertising messages. Future research could look at these characteristics to have a better understanding of Instagram influencer advertising (Hidarto et al., 2022)

## Methodology

A content analysis research design was used to examine the existence and type of gender stereotypes in Pakistan's advertisements on Facebook and Instagram. These two social media networks' advertisements made up the population of interest for this study. The data-gathering period, which ran from September 2022 to September 2023, allowed for a thorough analysis of current advertising trends.

The analysis section primarily examined gender stereotypes with the goal of identifying and classifying how gender roles and traits were portrayed in the advertising. A coding sheet was created to systematically capture relevant traits and indicators linked to gender stereotypes in order to collect data. This application made it easier to analyze the advertising content in an organized and uniform manner.

Following data collection, the information acquired was analyzed using the Statistical Package for the Social Sciences (SPSS) software. SPSS provides the tools and capabilities required to do quantitative analysis, allowing the detection of patterns, trends, and

statistical connections within the dataset. This allowed for a thorough investigation of the prevalence, variability, and possible consequences of gender stereotypes in advertisements.

## **Unit of Analysis**

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The unit of analysis for this study comprises individual advertisements displayed on Facebook and Instagram, focusing on content from 5 Pakistani brands including Shan Foods, Glow & Lovely, Ufone, JameShirin, and Lux over a one-year time period. Each discrete advertisement constitutes a singular unit of analysis. Within these advertisements, attention will be given to visual and textual elements, dissecting how gender stereotypes are portrayed. The analysis will be structured around five predefined categories of stereotypes: glamourization, traditional gender roles, occupational stereotypes, equality, and objectification. By scrutinizing each advertisement, the study aims to discern the presence, prevalence, and variations of these gender stereotypes across different sectors and industries within the context of Pakistani advertising on specified social media platforms.

## **Categories**

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### **Glamorization**

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Glamorization refers to the portrayal of individuals, especially women, as excessively attractive, stylish, or elegant, often emphasizing physical appearance, fashion, and beauty standards in a way that reinforces societal ideals of attractiveness.

### **Traditional Gender Roles**

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Traditional gender roles depict men and women in stereotypical roles commonly associated with their gender, reinforcing conventional societal expectations. For instance, men are portrayed as strong and assertive, while women are depicted as nurturing and submissive.

### **Occupational Stereotypes**

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Occupational stereotypes involve depicting individuals in certain professions or roles based solely on their gender. For example, associating women with caregiving professions and men with leadership positions reinforces societal biases about suitable career choices for each gender.

### **Equality**

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Equality in advertisements refers to the fair and unbiased representation of both men and women, showcasing them in diverse roles and occupations without reinforcing traditional gender biases. It

emphasizes breaking free from stereotypes and promoting equal opportunities for everyone (Wiid et al., [2023](#)).

## **Objectification**

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Objectification occurs when individuals, usually women, are portrayed as mere objects of desire, focusing primarily on their physical attributes rather than their skills, intelligence, or personality. This portrayal reduces individuals to their appearance, reinforcing harmful stereotypes.

These operational definitions provide clear and straightforward explanations of each category, guiding the analysis of gender stereotypes in the Facebook and Instagram advertisements of Pakistani brands.

## **Measurement Rule**

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### **Positive Portrayal**

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- Positive portrayals encompass individuals, regardless of gender, depicted as confident, assertive, and in control of their decisions and actions. They exhibit self-assurance, leadership qualities, and the ability to overcome challenges, promoting a sense of empowerment and agency.
- Positive portrayals celebrate diversity, showcasing a variety of body types, skin tones, ethnic backgrounds, abilities, and gender identities. These representations actively promote inclusivity, ensuring that people from all walks of life are visible and respected.
- Positive portrayals feature men and women engaged in diverse activities and professions without limitations based on gender. These advertisements emphasize equal opportunities, breaking free from traditional gender roles, and encouraging viewers to aspire to various roles and careers.
- Positive portrayals challenge traditional gender roles and societal expectations. They encourage viewers to question stereotypes, promoting a broader understanding of gender identities and behaviours.

### **Negative Portrayals**

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- Negative portrayals involve individuals, particularly women, being reduced to mere physical appearance or specific body parts. These portrayals prioritize aesthetics over personality, skills, or intelligence, leading to objectification and reinforcing harmful gender norms.
- Negative portrayals reinforce traditional gender roles and stereotypes, restricting

characters to predefined behaviours and occupations based on gender. These representations perpetuate societal biases and limit the potential of individuals.

- Negative portrayals involve limited representation of diverse gender identities, body types, or abilities. This exclusion marginalizes specific groups, reinforcing the idea that only certain individuals fit societal beauty standards or deserve visibility.
- Negative portrayals depict violence, harassment, or abuse, reinforcing harmful power dynamics and promoting negative behaviour. These portrayals contribute to normalizing violence, leading to the perpetuation of toxic gender norms.
- Negative portrayals include negative comments or visuals that criticize or mock individuals based on their body size, shape, or appearance. These representations perpetuate unrealistic beauty standards and contribute to body image issues.

### Neutral Portrayals

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- Neutral portrayals depict individuals engaging in everyday activities that are not specifically aligned with any gender stereotype. These portrayals avoid emphasizing gender roles and instead focus on common, non-gendered activities.
- Neutral portrayals depict individuals in professional settings, highlighting their skills, expertise, and achievements rather than their gender. These representations emphasize competence and professionalism, devoid of gender-based biases.
- Neutral portrayals feature individuals engaging in casual interactions without reinforcing specific gender roles. These portrayals focus on the natural, everyday interactions between people without emphasizing gender differences.
- Neutral portrayals emphasize education, learning, and skill development, highlighting the importance of knowledge and personal growth. These representations promote the idea that education is valuable for everyone, regardless of gender.

### Glamorization

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Glamorization will be assessed based on the portrayal of individuals, especially women, emphasizing their stylishness, attractiveness, and elegance. This assessment includes how individuals are showcased as confident and empowered, highlighting their unique styles. It also considers whether there is an emphasis on unrealistic body standards, excessive focus on physical appearance, and objectification.

### Traditional Gender Roles

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Traditional gender roles will be evaluated by examining how men and women are depicted in stereotypical roles associated with their gender. It considers portrayals reinforcing conventional roles, limiting individuals to traditional expectations, and leading to unequal power dynamics.

### Occupational stereotypes

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Occupational stereotypes will be analyzed based on the representation of individuals in specific professions. It also considers portrayals limiting individuals to gender-stereotypical jobs, reinforcing societal biases about suitable careers for each gender.

### Equality

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Equality will be measured by the fair and unbiased representation of both men and women in various roles and activities. Equality will be evaluated by examining the fair and unbiased representation of both men and women in various roles and activities. This assessment includes promoting equal opportunities and showcasing individuals in diverse professions and positions without gender biases.

### Objectification

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Objectification will be assessed based on the extent to which individuals, particularly women, are reduced to their physical appearance, emphasizing their body parts over their personality or skills.

These measurement rules provide clear guidelines for evaluating the presence and nature of gender stereotypes in Facebook and Instagram advertisements, distinguishing between positive and negative portrayals



## Presentation of Data

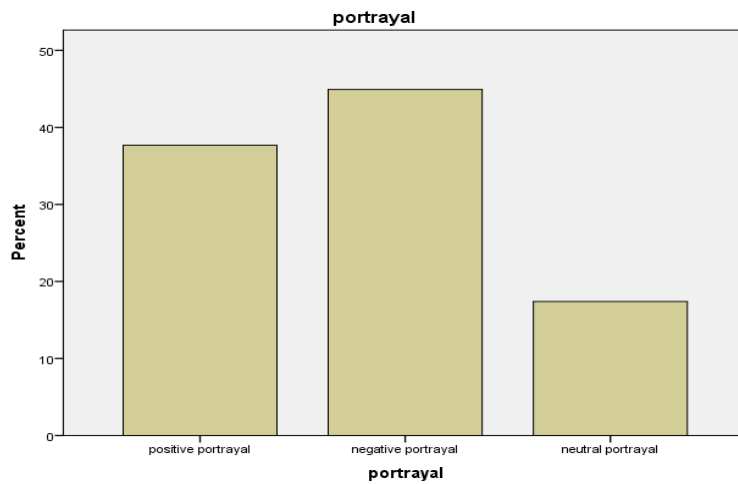
**Table 1**

Portrayal of Advertisements		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	positive portrayal	26	37.7	37.7	37.7
	negative portrayal	31	44.9	44.9	82.6
	neutral portrayal	12	17.4	17.4	100.0
	Total	69	100.0	100.0	

This table provides a breakdown of the portrayal frequencies in the dataset, indicating that 37.7% of the data represents a positive portrayal, 44.9% portrays

negativity, and 17.4% depicts a neutral perspective. These figures offer insights into the varied emotional tones present in the analyzed content.

**Figure 1**



**Table 2**

Positive Portrayal		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shan Foods	1	17.4	46.2	46.2
	Ufone	10	14.5	38.5	84.6
	JameShirin	4	5.8	15.4	100.0
	Total	26	37.7	100.0	
Missing	System	43	62.3		
Total		69	100.0		

This table highlights the positive portrayal frequencies for specific brands within the dataset. Among the positive depictions, Shan Foods constitutes 46.2%,

Ufone 38.5%, and JameShirin 15.4%. This breakdown provides a detailed view of the positive perceptions associated with these brands in the analyzed context.

Figure 2

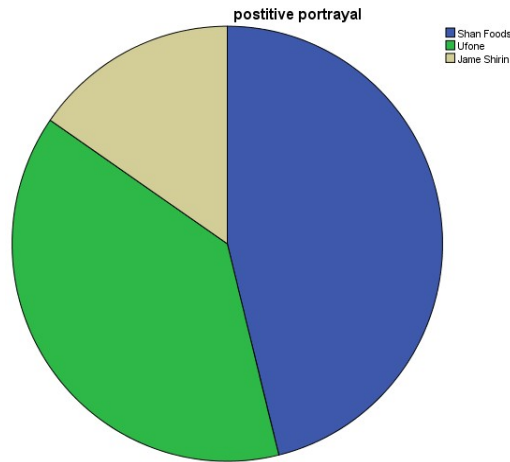


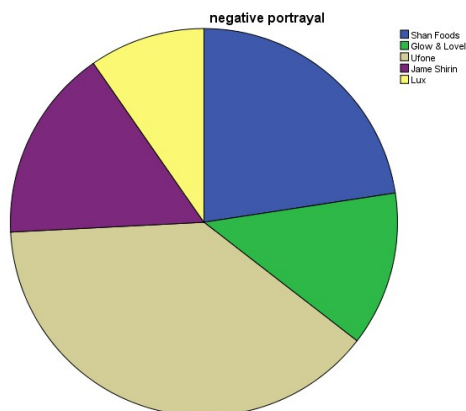
Table 3

Negative portrayal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shan Foods	7	10.1	22.6	22.6
	Glow & Lovely	4	5.8	12.9	35.5
	Ufone	12	17.4	38.7	74.2
	JameShirin	5	7.2	16.1	90.3
	Lux	3	4.3	9.7	100.0
	Total	31	44.9	100.0	
Missing	System	38	55.1		
Total		69	100.0		

The provided table presents the negative portrayal frequencies for specific brands in the dataset. Among the negative depictions, Shan Foods constitutes 22.6%, Glow & Lovely 12.9%, Ufone 38.7%, JameShirin 16.1%, and Lux 9.7%. This breakdown offers insights into the prevalence of negative perceptions associated with these brands, indicating areas of concern in the analyzed context.

Figure 3



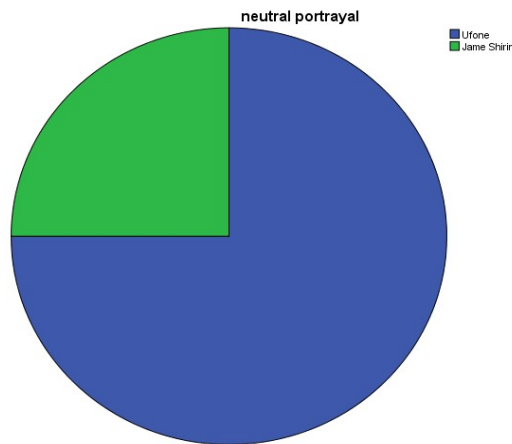
**Table 4**  
Neutral portrayal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ufone	9	13.0	75.0	75.0
	JameShirin	3	4.3	25.0	100.0
	Total	12	17.4	100.0	
Missing	System	57	82.6		
Total		69	100.0		

In the neutral portrayal category, the table illustrates that Ufone constitutes 75% and JameShirin 25% of the total neutral depictions. This data signifies that these specific brands are perceived neutrally, without

strongly positive or negative connotations, making up 100% of the instances analyzed. The analysis sheds light on the nuanced perceptions held about these brands within the dataset.

**Figure 4**



**Table 5**  
Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adult	64	92.8	92.8	92.8
	Adult & Teen	1	1.4	1.4	94.2
	Adult\Teen	1	1.4	1.4	95.7
	Teen	3	4.3	4.3	100.0
	Total	69	100.0	100.0	

The data shows a predominant focus on the adult age group in Facebook and Instagram advertisements, constituting 92.8% of the analyzed content. Additionally, there is a minor representation of both adults and teens, accounting for 1.4%, and a focus on

teenagers solely, comprising 4.3%. This indicates a significant emphasis on the adult demographic, with limited representation of younger audiences in the analyzed advertisements on these platforms.

Figure 5

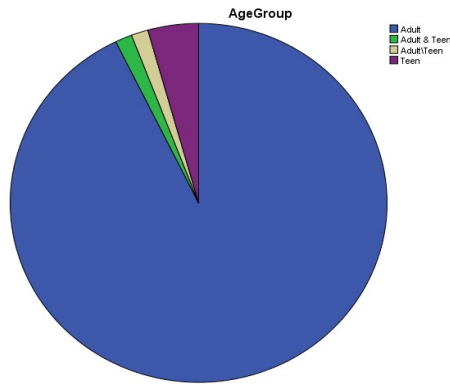


Table 6

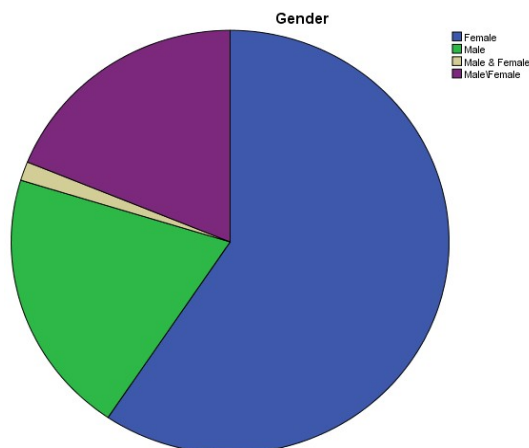
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	41	59.4	59.4	59.4
	Male	14	20.3	20.3	79.7
	Male & Female	1	1.4	1.4	81.2
	Male\Female	13	18.8	18.8	100.0
	Total	69	100.0	100.0	

The data reveals a gender disparity in Facebook and Instagram advertisements, with a significant focus on female representation, accounting for 59.4%. Male representation stands at 20.3%, and there is a minor presence of advertisements featuring both males and

females (1.4%) as well as a combination of male and female representation (18.8%). This indicates a notable gender imbalance, with a higher emphasis on female portrayal in the analyzed advertisements on these platforms.

Figure 6



**Table 7**

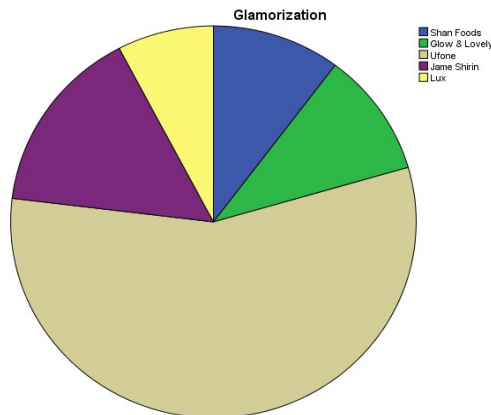
*Glamorization*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shan Foods	4	5.8	10.3	10.3
	Glow & Lovely	4	5.8	10.3	20.5
	Ufone	22	31.9	56.4	76.9
	JameShirin	6	8.7	15.4	92.3
	Lux	3	4.3	7.7	100.0
	Total	39	56.5	100.0	
Missing	System	30	43.5		
Total		69	100.0		

The provided table represents the frequency and percentage of instances of glamorization across 5 different brands. Among them, Ufone has the highest

percentage (56.4%) of glamorization, followed by JameShirin (15.4%), Shan Foods (10.3%), Glow & Lovely (10.3%), and Lux (7.7%).

**Figure 7**



**Table 8**

*Equality*

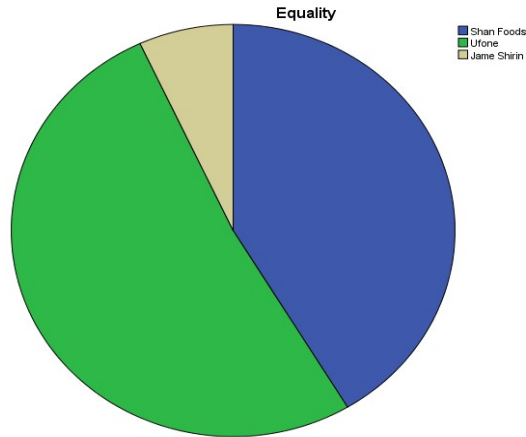
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shan Foods	12	17.4	41.4	41.4
	Ufone	15	21.7	51.7	93.1
	JameShirin	2	2.9	6.9	100.0
	Total	29	42.0	100.0	
Missing	System	40	58.0		
Total		69	100.0		

The provided table represents the frequency and percentage of instances of Equality across 3 different brands. Among them, Ufone has the highest

percentage (51.7%) of equality, followed by Shan Foods (41.4%), JameShirin (6.9%)



**Figure 8**



**Table 9**

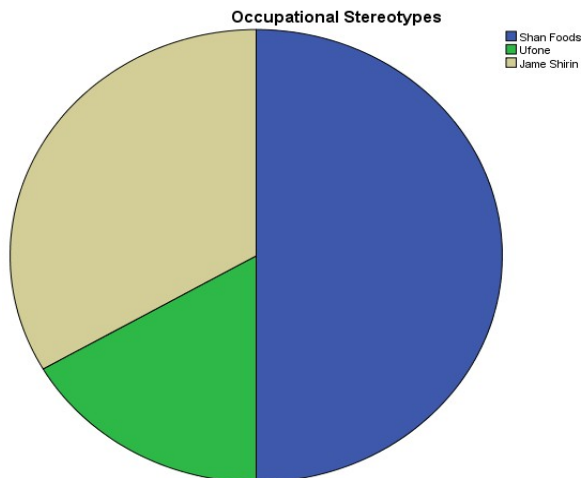
*Occupational Stereotypes*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shan Foods	6	8.7	50.0	50.0
	Ufone	2	2.9	16.7	66.7
	JameShirin	4	5.8	33.3	100.0
	Total	12	17.4	100.0	
Missing	System	57	82.6		
Total		69	100.0		

In the context of occupational stereotypes, the data reveals that Shan Foods accounts for 50% of the instances, followed by JameShirin at 33.3%, and Ufone at 16.7%. This analysis indicates the prevalence

of specific occupational roles associated with these brands, showcasing the diverse range of perceptions within the dataset.

**Figure 9**



**Table 10**

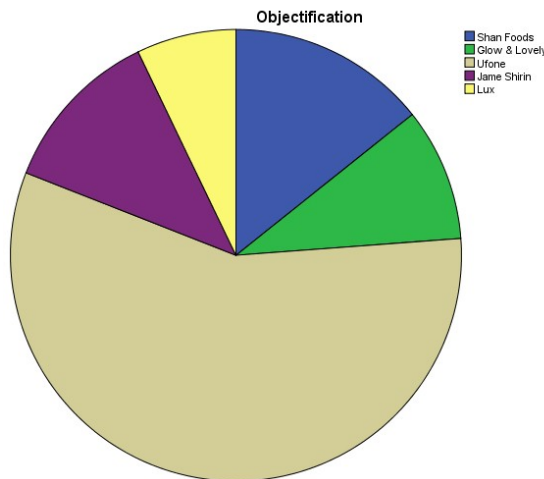
*Objectification*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shan Foods	6	8.7	14.3	14.3
	Glow & Lovely	4	5.8	9.5	23.8
	Ufone	24	34.8	57.1	81.0
	JameShirin	5	7.2	11.9	92.9
	Lux	3	4.3	7.1	100.0
	Total	42	60.9	100.0	
Missing	System	27	39.1		
Total		69	100.0		

The data illustrates the prevalence of objectification in the above brands. Ufone stands out significantly, constituting 57.1% of the ads, followed by JameShirin at 11.9%. Additionally, Shan Foods, Glow & Lovely,

and Lux contribute to 14.3%, 9.5%, and 7.1% respectively, emphasizing the varied degrees of objectification observed across these brands in the dataset.

**Figure 10**



**Table 11**

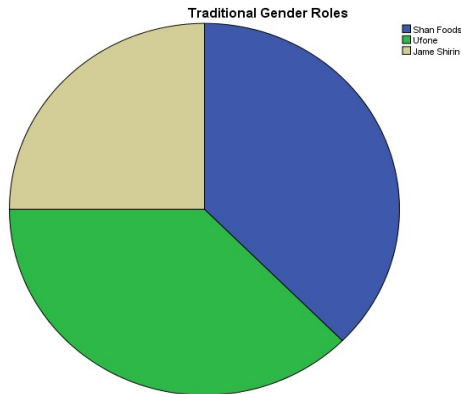
*Traditional Gender Roles*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shan Foods	6	8.7	37.5	37.5
	Ufone	6	8.7	37.5	75.0
	JameShirin	4	5.8	25.0	100.0
	Total	16	23.2	100.0	
Missing	System	53	76.8		
Total		69	100.0		

The provided table represents the frequency and percentage of instances of traditional gender roles across 3 different brands. Among them, Ufone&Shan

foods have the highest percentage (37.5%) of traditional gender roles, followed by JameShirin (25%)

Figure 11



## Findings

### Portrayals

The dataset paints a vivid picture of emotions in the analyzed content. A notable 37.7% represents positivity, showcasing brands in a favourable light, while 44.9% delves into negativity. Additionally, 17.4% provide a neutral perspective, offering a balanced portrayal.

### Brand-Specific Insights

Breaking down the positive portrayals, Shan Foods shines at 46.2%, followed closely by Ufone at 38.5%, and JameShirin at 15.4%. Negative portrayals raise concerns, with Shan Foods at 22.6%, Glow & Lovely at 12.9%, Ufone at 38.7%, JameShirin at 16.1%, and Lux at 9.7%. Ufone (75%) and JameShirin (25%) emerge neutrally, indicating a balanced view.

### Gender Disparity

A significant gender imbalance surfaces, with females dominating at 59.4%, while males stand at 20.3%. A minor 1.4% depicts both genders, and 18.8% blend male and female representation, spotlighting the prevalent focus on females in these ads.

### Age Group Dynamics

A striking 92.8% spotlight adults, sidelining younger demographics at 4.3%. The scant 1.4% highlights both adults and teens, underscoring a minimal representation of teens in the analyzed advertisements.

### Glamorization

Among glamorized content, Ufone leads at 56.4%, trailed by JameShirin (15.4%), Shan Foods (10.3%), Glow & Lovely (10.3%), and Lux (7.7%). Ufone's

prominence in glamorization raises questions about its impact on gender perceptions.

### Gender Equality

The analysis of gender equality in advertisements across different brands on Facebook and Instagram presents a nuanced picture. Among the brands examined, Ufone exhibited a notable emphasis on gender equality, with 51.7% of their ad content portraying equal gender roles. Shan Foods and JameShirin also displayed instances of gender equality, constituting 41.4% and 6.9% respectively.

### Occupational Stereotypes

Shan Foods (50%) epitomizes specific occupational roles, shadowed by JameShirin (33.3%) and Ufone (16.7%). These numbers reveal prevailing occupational biases tied to these brands, demanding a closer examination of their narratives.

### Objectification Instances

Ufone dominates objectification at 57.1%, followed by JameShirin (11.9%), Shan Foods (14.3%), Glow & Lovely (9.5%), and Lux (7.1%). Ufone's high score raises questions about its marketing strategies and the impact on audience perceptions.

### Traditional Gender Roles

Ufone and Shan Foods (37.5%) represent traditional gender roles, trailed by JameShirin (25%). These percentages emphasize the persistence of conventional gender norms, raising concerns about perpetuating stereotypes in advertisements.

These findings shed light on the intricate layers of gender representation in Facebook and Instagram advertisements, emphasizing the need for nuanced, inclusive narratives in digital marketing campaigns.

## Discussion

In light of our analysis, it becomes evident that our research findings do align with the second part of the hypothesis, which stated: "There is a significant presence of gender stereotypes in advertisements on Facebook and Instagram." The prevalence of negative portrayals, glamorization, and persistence of traditional gender roles illustrates the significant presence of various gender stereotypes within the advertisements on these platforms.

Comparing our findings with prior studies, it is evident that persistent gender stereotypes in Facebook and Instagram ads reflect deeply ingrained societal biases. These advertisements often perpetuate traditional roles, limiting the potential of both men and women. The glamorization of women and their objectification reinforce harmful norms, shaping perceptions and influencing attitudes. These trends, consistent with past research, emphasize the urgent need for advertisers to consciously challenge these stereotypes and embrace narratives that are more inclusive.

Our research delves deep into the intricate world of Facebook and Instagram advertisements, unveiling a nuanced portrayal of gender stereotypes. The prevalence of negative portrayals, accounting for a substantial 44.9%, serves as a stark reminder of the challenges we face in the digital marketing landscape. This prominence of negativity underscores the pressing need for a fundamental shift in advertising strategies.

The persistence of traditional gender roles, exemplified by Ufone and Shan Foods, signifies a broader societal reluctance to embrace progressive values. Advertisers must recognize their role in challenging these norms. Dismantling deeply ingrained stereotypes necessitates concerted efforts, and advertisements can be powerful tools for social change.

Amidst these challenges, the emergence of positive portrayals at 37.7% provides a glimmer of hope. Advertisements celebrating diversity, empowering women, and embracing varied gender identities showcase the transformative potential of digital marketing. Embracing inclusivity is not only morally imperative but also strategically sound, as it resonates positively with today's diverse audience.

In this ever-evolving digital age, advertisers are not just creators of content; they are architects of societal perceptions. It is our collective responsibility to foster a world where advertisements inspire, empower, and reflect the richness of human experiences, breaking

free from the shackles of stereotypes and paving the way for a more equitable future.

## Implications

The findings emphasize the imperative for advertisers to adopt diverse and inclusive narratives, moving beyond traditional gender norms and stereotypes. Addressing these biases can lead to more authentic and relatable campaigns, resonating positively with diverse audiences.

- 1. Societal Awareness and Responsibility:**The prevalence of negative portrayals highlights the urgent need for heightened societal awareness regarding the impact of gender stereotypes in advertising
- 2. Brand Responsibility and Ethical Advertising:**Brands, especially those like Ufone with dominant glamorized content, need to recognize their influence and adopt ethical advertising practices
- 3. Educational Initiatives and Media Literacy:**Given the significant influence of digital advertisements, educational initiatives and media literacy programs should address the nuances of gender stereotypes. Empowering individuals, especially the youth, with critical thinking skills can help them deconstruct advertisements, reducing the impact of harmful stereotypes.
- 4. Industry-Wide Regulation and Accountability:**The findings emphasize the necessity for industry-wide regulations. Collaborative efforts among advertisers, regulatory bodies, and social media platforms are crucial. Self-regulation and accountability mechanisms can ensure that advertisements are not only creative but also respectful of diverse identities and gender roles.
- 5. Shaping Positive Societal Norms:**Advertisers have a unique opportunity to shape societal norms. By actively challenging stereotypes, embracing diversity, and promoting positive role models, they can contribute significantly to the evolution of societal perceptions. This shift can lead to a more inclusive, equal, and respectful society.

## Conclusion

In the realm of Facebook and Instagram advertisements, our analysis illuminates the prevalence of gender stereotypes, with a significant 44.9% focusing on negative portrayals. The disproportionately high emphasis on specific gender

roles, evident in brands like Shan Foods and Ufone, underscores the urgency for change. Glamorization, particularly in Ufone's campaigns, raises concerns about its impact on audience perceptions. Additionally, the persistence of traditional gender norms, as highlighted in Ufone and Shan Foods' advertisements, calls for a transformative shift in digital marketing strategies.

As we conclude, the call to action reverberates: let advertisements be a beacon of positive change, dismantling stereotypes, celebrating diversity, and promoting a society where every individual, regardless of gender, is represented authentically and respectfully. It is not just a matter of marketing; it is a commitment to shaping a more equitable world through the power of visual storytelling.

The hypothesis that there is a significant presence of gender stereotypes in these advertisements stands true, as evidenced by the dominance of specific gender roles, prevalent glamorization, and unequal gender representation. In addition, the other hypothesis that stated, "Certain categories of gender stereotypes (e.g., glamorization, traditional gender roles, etc.) are significantly more prevalent than others in advertisements on Facebook and Instagram" also stands true.

Therefore, our research not only confirms the presence of gender stereotypes on these platforms but also sheds light on the specific categories that are more dominant, providing a nuanced understanding of the types of portrayals prevalent in the digital advertising landscape.

### Limitations

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1. **Platform Limitation:** The study focused exclusively on Facebook and Instagram, excluding insights from other social media platforms.

2. **Limited Sample Representativeness:** The sample size, although substantial, may not comprehensively represent the entirety of online advertisements, raising questions about universality.
3. **Cultural Depth:** Cultural nuances were not extensively explored, pointing to a gap in understanding the impact of diverse cultural backgrounds on gender perceptions.
4. **Future Research:** The study highlights the need for further research encompassing a wider array of platforms, larger and more diverse sample sizes, and a deeper exploration of cultural contexts to gain a holistic understanding of gender stereotypes in digital advertising.

### Recommendations

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1. **Explore Digital Platforms:** Investigate gender stereotypes across diverse platforms like Twitter, TikTok, and LinkedIn for a comprehensive view of online advertising trends.
2. **Mixed-Methods Approach:** Combine quantitative content analysis with qualitative methods like interviews and surveys for deeper insights into audience perceptions.
3. **Cultural Variation Studies:** Compare cultural influences on gender stereotypes in ads to understand regional impacts on audience reception.
4. **Longitudinal Research:** Analyze evolving gender portrayals over time to assess trends and the effectiveness of anti-stereotype initiatives.
5. **Policy Analysis:** Examine global policies on gender representation, identifying gaps and areas for improvement in regulating stereotypical content.



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**Annexure**

**Coding sheet Categories**

(1= positive Portrayal, 2= negative portrayal, 3=neutral portrayal, 4=glamorization, 5=equality 6=occupational stereotypes, 7=objectification, 8= traditional gender roles)

**Table 1**

Serial No	Name	Gender	Age Group	Social Media	1	2	3	4	5	6	7	8
1	Shan Foods	Female	Adult& Teen	Insta\FB	✓	×	×	×	✓	✓	✓	✓
2	Shan Foods	Female	Adult	Insta\FB	×	✓	×	×	×	✓	✓	✓
3	Shan Foods	Female	Adult	Insta\FB	×	✓	×	×	×	✓	✓	✓
4	Shan Foods	Female	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
5	Shan Foods	Male	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
6	Shan Foods	Male	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
7	Shan Foods	Male	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
8	Shan Foods	Male	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
9	Shan Foods	Male	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
10	Shan Foods	Male	Adult	Insta\FB	×	✓	×	×	×	✓	×	✓
11	Shan Foods	Female	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
12	Shan Foods	Male	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
13	Shan Foods	Male	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
14	Shan Foods	Male& Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
15	Shan Foods	Female	Adult	Insta\FB	✓	×	×	✓	×	×	×	×
16	Shan Foods	Female	Adult	Insta\FB	×	✓	×	×	×	✓	×	✓
17	Shan Foods	Female	Adult	Insta\FB	×	✓	×	✓	×	✓	✓	✓
18	Shan Foods	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
19	Shan Foods	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
20	Glow& Lovely	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×

**Table 2**

al No	Name	Gender	Age Group	Social Media	1	2	3	4	5	6	7	8
21	Glow& Lovely	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
22	Glow& Lovely	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
23	Glow& Lovely	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
24	Ufone	Male\Female	Adult	Insta\FB	×	✓	×	×	×	✓	×	✓
25	Ufone	Male\Female	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
26	Ufone	Male\Female	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
27	Ufone	Male\Female	Adult	Insta\FB	×	×	✓	✓	✓	×	✓	×
28	Ufone	Male\Female	Adult	Insta\FB	×	×	✓	✓	✓	×	✓	×
29	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
30	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
31	Ufone	Male\Female	Adult	Insta\FB	×	×	✓	✓	✓	×	✓	✓
32	Ufone	Male\Female	Adult	Insta\FB	×	×	✓	✓	✓	×	✓	×
33	Ufone	Male\Female	Adult	Insta\FB	×	✓	×	✓	✓	×	✓	×
34	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	✓	×	✓	×
35	Ufone	Female	Adult	Insta\FB	×	×	✓	✓	×	×	✓	×
36	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
37	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
38	Ufone	Male	Adult	Insta\FB	×	×	✓	✓	×	×	✓	×
39	Ufone	Male\Female	Adult	Insta\FB	×	×	✓	×	×	×	✓	✓
40	Ufone	Male	Adult	Insta\FB	×	×	✓	✓	×	×	✓	✓

**Table 3**

Serial No	Name	Gender	Age Group	Social Media	1	2	3	4	5	6	7	8
41	Ufone	Male\Female	Adult	Insta\FB	✓	×	×	×	✓	×	×	✓
42	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
43	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
44	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×

Serial No	Name	Gender	Age Group	Social Media	1	2	3	4	5	6	7	8
45	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
46	Ufone	Male	Adult	Insta\FB	✓	×	×	✓	×	×	✓	×
47	Ufone	Female	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
48	Ufone	Female	Adult	Insta\FB	✓	×	×	×	✓	×	×	×
49	Ufone	Male\Female	Adult	Insta\FB	×	×	✓	×	✓	×	✓	×
50	Ufone	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×
51	Ufone	Male	Adult	Insta\FB	✓	×	×	×	×	✓	×	✓
52	Ufone	Female	Adult	Insta\FB	✓	×	×	✓	✓	×	✓	×
53	Ufone	Female	Adult	Insta\FB	✓	×	×	✓	✓	×	✓	×
54	Ufone	Female	Adult	Insta\FB	✓	×	×	✓	✓	×	✓	×
55	Tapal Jame	Female	Adult	Insta\FB	×	×	✓	✓	✓	×	✓	×
56	Shirin Jame	Female	Adult	Insta\FB	×	✓	×	✓	×	✓	×	✓
57	Shirin Jame	Male\Female	Adult	Insta\FB	×	×	✓	×	✓	×	×	×
58	Shirin Jame	Female	Adult	Insta\FB	×	✓	×	✓	×	✓	✓	✓
59	Shirin Jame	Female	Adult	Insta\FB	×	✓	×	✓	×	✓	✓	✓
60	Shirin Jame	Female	Adult	Insta\FB	×	✓	×	✓	×	✓	✓	✓
61	Shirin Jame	Female	Adult	Insta\FB	×	✓	×	✓	×	×	✓	×

**Table 4**

62	Jame Shirin	Female	Teen	Insta\FB	✓	×	×	×	×	×	×	×
63	Jame Shirin	Male	Adult	Insta\FB	×	×	✓	×	×	×	×	×
64	Jame Shirin	Male\Female	Adult\Teen	Insta\FB	✓	×	×	×	×	×	×	×
65	Jame Shirin	Male	Teen	Insta\FB	✓	×	×	×	×	×	×	×
66	Jame Shirin	Female	Teen	Insta\FB	✓	×	×	×	×	×	×	×
67	Lux	Female	Adult	Facebook	×	✓	×	✓	×	×	✓	×
68	Lux	Female	Adult	Facebook	×	✓	×	✓	×	×	✓	×
69	Lux	Female	Adult	Facebook	×	✓	×	✓	×	×	✓	×