

CHAPTER I

INTRODUCTION

1.1. BACKGROUND

Considered to be one of the prolonged debates in the academic world, the motion of gender and its studies has not only lasted until today's time but also evolved into a much more complex notion. Complex as stringents of factors the arrival of paradigms such as post-structuralist even to the extent of post-modernist values that had brought forth various multi-factorial concepts of fluidity and others. Rooting back to the premium value, however, the question of gender has always been the debate between "*are we all the same or are we not?*".

Through the lens of a generalist, the dynamic issue of gender inequality indicates the very existence of social construction and how it affects and shapes the complexity of the seemingly rigid structure of human lives. Echoing the previous statement, it can be referred to objectively that in the last decade, the efforts to quantify general levels of inequality shaped by gender perception have shown a significant down-trend, which translates to significant progress in our society in its efforts to achieve equal rights amongst all (United Nations, 2022). However, it should also be noted that the statement "significant down-trend", should not be mistaken for assumed idealism of a fair and just society, as it must be underlined that the issue of gender inequality, as a social construction held the value of being fluid as it evolves from time to time.

There exists an extensive amount of scope and context in the issue of gender inequality, its facets stretching from historical to even as contemporary as the matter of the pandemic. The facets themselves remain historically open as they evolve from one form to another as the world and society evolve through a rigorous amount of societal changes. The nature of gender inequality and its many facets, however, must be understood not only to the extent of a few core problem sources, it also posits an interconnected value from one effect to another in an abstract form of societal fabric (University of Exeter, 2019).

Delving deep into its critical sense, the debate on gender itself is more rooted in the societal level than it is in the lab, and to such an extent even in the academic setting, it seems that the end of the discussion is nowhere near. An empirical survey done in 2017, states that the American public perception of gender differences were fairly split in terms of the percentage between biological vs. societal expectations (Parker et al, 2017). The point of interest of this

research towards the previously mentioned study is the diverse sense of “pressure points” on the issue of gender differences, stretching from physical attractiveness, economic responsibility, and even to the extent of approach in parenting.

There exists various compelling arguments and impressions that perceive the differences in computational necessities and cognitive processing of persons based on their gender identities. Such claims of differences are especially prominent in high-stakes interactions such as within the context of trustworthiness in health communication between doctor and patient, with both genders utilizing slightly or even significantly different styles which results in various outcomes (Jefferson, 2013). Previous research has also shown how systematic language use differs significantly between the two genders (male and female doctors), such as how male doctors tended to utilize indirect but objective properties and female doctors tended to use more psychologically emotional words (Newman, 2008). One of the various explanations that attempt to explain the previous phenomenon is the existence of gaps and differences in “**emotional expressivity**” with symbolic interactionism, especially shaped by social construction formulating the current societal gender roles in emotional expression (Goldschmidt & Weller, 2000).

Trekking back in the basic discussion of “roles” and their nature to being socially constructed, followed also by the concept of emotionalities, it can be bridged as well that the later concepts are affected fairly by various forces of socio-cultural socialization. Reinforcing such values, it is detrimental to underline that there exist various factors that shape gender roles, especially those that are directly tied to emotional expression. One of many factors that was previously mentioned is the role of media and advertising cultures.

Within the context of advertising, the **utility of emotionalities as the main tool for grasping the attention of potential consumers has proven to be one of the shifts in marketing and communication strategies in both commercial and non-commercial mediums**. It is evident that previous studies and analytics have shown that emotionally-tailored advertising had a significant success rate, especially in the Western world, numbering even as high as 31% (Casais & Pereira, 2021). A consistent performativity can be shown in various comparative studies, with meta-analytics comparing more than 1400 studies on advertising campaigns from the Institute of Practitioners in Advertising (IPA) showing a 31% vs. 16% success rate, the former being emotionally attuned and the latter being rational (Sao, 2023).

Various examples of emotionally attuned advertising can be observed and consumed, with one of many being in the format of story-telling video commercials. Different industries and companies have made and utilized such strategies to various extents, such as the Christmas commercials made by Apple “Misunderstood” in 2013, “The Song” in 2014, “The Surprise” in 2019, and lately “Fuzzy Feelings” in 2023 with Misunderstood even winning the Emmy on the category “Most Outstanding Commercial of the Year” (Dormehl, 2022). Other brands and industries that are prominently hoisting the same strategy such as “Share A Coke” by Coca-Cola, “Is Pepsi OK” by Pepsi, and many more (S. B. U., 2022).

The trend itself, as designed to induce emotional response and further create lasting brand impressions, is usually **not attuned to target specific genders** or in other words, **gender-neutral by its design** (Kasper, 2020). However, it is also notable that in various extents and evidence of emotional expressions and responses, the two perceived genders of men and women tend to express themselves differently in various contexts including in responding to emotional advertising (Kasper, 2020).

As had been previously mentioned, media and advertising greatly affect how individuals perceive the assumed roles of genders. Following the framework of “socialization” of such roles, the media and advertising companies are largely defined as a process that “portrays” the often perceptual and stigmatization of genders (Kasper, 2020). Such portrayals act as a perpetuating cycle that both formulates and reinforces the narrative of gender roles (as advertising also uses the narrative to appeal directly to gender-based products) (Kasper, 2020).

From a communication perspective, **the observable nature of the status quo exemplified that men and women face a difference when it comes to experiences in advertising**, with various **conclusions showing that women tend to be more emotionally expressive than men** (Simpson & Stroh, 2004). This particular assumption had shaped a **significant understanding gap between the direct and face-value link between gender and emotionalities** themselves, especially within the context of emotionally attuned advertisements.

1.2. RESEARCH PROBLEM

As it is well defined that perceived or social realities are as a result of multifactorial assessment by an individual, it is important to underline how it affects and plays a role in the general pragmatic world in which we live. As it is said that in almost every level of perceived

reality are assumed to be befitted with narrative, problematization arises to the disposition of responsibility. By principle, the ideal portrayal of clear communication is a complete process of information transfer from one agent, such as those in explaining events or products from an eye-witness or even do-er to the listener or even consumer. Complete, in this sense, especially in advertising is also related to the intentionality of the message design, which entails directly to the socialization role of the industry (Kasper, 2020).

Dissecting the problem even further in the analytical realm, the debate between determining the innate nature of expressivity measured through the lens of gender had neither concluded itself nor near the end of its discussion. Overwhelmingly, the efforts to identify differences in emotional expression between gender had resulted in a mixed conclusions and fluctuates due to various context, with a number of research inferring major difference and others reporting insignificant results (Deng et al., 2016) (Carlton et al., 2020). However, it is also expressed that differences in the result of research surrounding the examination of gender expressivity were also highly dictated by the epistemology of the studies themselves, with various factors such as design, samples, and cultural appropriation at play.

Although overwhelmingly mixed, there also persists the argument of significance, especially through research that examines literature through meta-analytical methods. Notable results in the field had concluded that small but significant differences between genders in expressing emotions do exist but are limited to specific contexts of socialization (Chaplin & Aldao, 2013). The study also cites moderation such as age, culture, religion, and other sorts of contexts plays a significant role in shaping emotional expressivity between genders (Chaplin & Aldao, 2013).

Other than that, the main object of this study, which was emotionally inducing advertisements, also played a major role in the identification of the gap that is persistent. The design, as previously mentioned, of such forms of advertisements, emotional messages, visuals, and storytelling is central to ensuring the engagement of the audience, with emotionalities being the major formula. Generalized as it may be, such forms of commercials, in their design, were also perceived academically to be gender-neutral (Kasper, 2020).

Pragmatic Gaps arose as the perceived reality of how genders react and express emotionalities differently in various studies, stretching from controlled epistemological experiments to even as pragmatic as day-to-day interactions (Goldschmidt & Weller, 2000).

Naturally, the question of how each gender reacts to seemingly emotionally-inducing advertisements (that are generally neutral in terms of their target market) became a strategic inquiry of marketing appeasement. Thus, this study aims **to study the gap in emotional expressivity in the context of emotionally-inducing commercials.**

Both interplays and complications of various indecisive conclusions in both the pragmatic and the analytical realms had led to the problematization of this specific study, with the link between gender communication discourses, innate nature, and socialization seemingly blurred. Thus, this study aims to draw a supporting pillar that connects the discourse of gender and the discussion surrounding innateness and socialization of roles, with an idealized projection of results that are objectively provable in signifying plausible differences themselves.

The gap also exists especially in the realm of the interlinkage between how socially constructed emotionality resulted in plausible variance in expressivity especially within the context of responding to emotionally-inducing commercials. This case was especially true as various research surrounding emotionally-attuned advertising were aimed to explore the effects of such designs to emotional expressivity, but did not place further extent of relativity towards gender roles themselves (in reference to the previously discussed effect of gender roles towards emotional expression) (Kasper, 2020).

1.3. RESEARCH OBJECTIVE

With the overall gaps and suggestions that exist within both the pragmatic and the analytical realm, this research aims to further dissect the issue of emotional expressivity to explore the very foundations that had built the phenomenon that exists today. Contextually, this research is aimed to be guided by the following perspectives;

1. Are there any differences between gender (men and women) within the context of the range of emotional expressivity, especially within the context of emotionally-inducing advertisement?
2. Within the context of stereotypes, does gender roles socialization plays a significant role in shaping the phenomenon of emotional expressivity in both genders?

1.4. RESEARCH SIGNIFICANCE

1.4.1. Practical

This study, whilst aiming to build foundations in the academic realm, also provides insight for further problematization and the basis for building strategic communication tactics about gender differences. The luminance of the study aims to identify which intersections of differences matter in the costs of communication strategies.

1.4.2. Academic

This research, within an academic context, aims to build foundations of further studies that exemplify the variability of humans as an information-processing system in the context of how it interacts and communicates with others and its surroundings. In this instance, it refers to exploring and identifying the differentiating value between emotional expressivity in gender discourse.

1.4.3. Social

From a social perspective, this study provides further insights and clarity towards the vague discourse of gender identities and their reflection in the social reality. With clarity of trust and accountability being a core of ideal communication, this study aims to assist the realm of ethics and its social impact.

1.5. THEORETICAL FRAMEWORK

1.5.1. STATE OF THE ART

- a. Emotional Expressivity in Men and Women: Stereotypes and Self-Perceptions (Hess et al, 2000)

The study done by Ursula Hess, Sacha Senecal, Gilles Kirouac, Pedro Herrera, Pierre Philippot, and Robert E. Kleck in 2000 "Emotional Expressivity in Men and Women: Stereotypes and Self-Perceptions", stands forth as a substantial guidance on the plausible expressions on our pragmatic analysis of our data. The study itself posits the original objective of exploring and investigating the effect and reality of gender

stereotypes, especially within the context of emotional expression. Methodically the study by Hess was done in three different stages, the first two includes self-rated scales on how relatable it is to the subject (emotionally) towards certain presented social events. And the third being a qualitative description on the subjects towards past experiences and its relation towards how their emotions react to such events.

The result had managed to appraise and identify several self-reported differences in emotionality between men and women, concurrent with gender stereotypes which were expressed by the research subjects. The endorsement of such emotional behavior proves that gender stereotypes reflect social reality, as it is within the context of emotionality (Hess, 2000).

- b. Conceal, Don't Feel: Gender Differences in Implicit and Explicit Expressions of Emotions (Carlton et al., 2020).

The exploratory study by Sara Carlton, Abbey Harrison, Sydney Honore, and Leilani B. Goodmoon in 2020 "Conceal, Don't Feel: Gender Differences in Implicit and Explicit Expressions of Emotions" stands as a valuable guidance for this study especially in the context of epistemological design. The study itself was aimed to explore and investigate the existence of gender differences in both explicit and implicit form of emotional expressions, followed by a silver lining objective to identify whether such differences were a result of gender roles. Methodically, the study was formulated and conducted in a restricted experimental setting, with the main object being the visual stimuli that express and trigger emotional responses amongst its research subjects. Measurements were taken through a self-filled survey (for the purpose of explicit response) which was recorded before and after the stimuli and health gauges (oximeters, blood pressure, and biopotentials for the purpose of implicit response measurements).

The main result of the study concludes that there exist differences in terms of both implicit and explicit emotional expression between both genders. Such claims were proven through how genders react differently in the provided stimuli within the study, especially within the population that conforms to gender roles. By which the study concludes that emotional expressivity, as limited to the methodological context, posits

differences based on gender due to the effects of socialization and social norms (Carlton et al., 2020).

- c. Gender Differences in Emotional Response: Inconsistency between Experience and Expressivity (Deng et al., 2016).

A correlational study done by Yaling Deng, Lei Chang, Meng Yang, Meng Huo, and Renlai Zhou in 2016 “Gender Differences in Emotional Response: Inconsistency between Experience and Expressivity” stands as a supporting provision in the ontological design of this paper. The studies themselves were aimed to identify and examine gender differences in terms of emotional response and expressivity, with the background problematization of how stereotypes surrounding contrasting emotional expectations exist in various cultures. Methodically the study was designed in a two-stage process: (1) screening, which was aimed to filter the population based on depressive tendencies, and (2) experimentation, aligning with the direct aim of the study.

Within the screening stage, a two-scale method was used to filter out the population, with Beck Depression Inventory (BDI) which was utilized to control the research subjects to only select those who do not posit intense depressive tendencies followed by the Toronto Alexithymia Scale (TAS-20) that was aimed to further pick subjects that are able to express emotional feelings. As for the experimentation themselves, the study was designed around video clips that induces emotional response based on the range of emotion by Gross, measurements of the subject were taken through self-assessment of emotional response by Manikin (Deng et al., 2016). The study results envoys that gender differences in the context of emotional response are considered to be unclear by nature, this is also to argue that self-assessment procedures were also the main epistemological limitations in providing valid correlations (Deng et al., 2016).

- d. Gender and Modality Differences in Experiencing and Emotional Expression (Sells & Martin, 2001)

A true experimental study, done by David J. Sells and Randall B. Martin in 2001 “Gender and Modality Differences in Experiencing and Emotional Expression” functions as the main epistemological demonstration of the methodology that is used in this

particular research. The paper aims to investigate and explore further the correlation between “experiencing” and the “expression” of emotions themselves, under the repercussion of two independent variables; men and women, standing above the problematization of the knowledge gap between experiencing and the expression of emotions (Sells & Martin, 2001). This research also took into consideration the variable of “modality”, also defined as the setting by which the process of emotional expression took place, In this regard, it is tied to the plausible difference between public and private (controlled) context.

As defined previously, by which the study took into consideration the factor of modality, there exist two methods in this study with the same ultimate goal of exploring plausible differences and correlation between experience and expression of emotion between men and women; in-depth interview and open-ended questionnaire. It is notable however as an experimental study, that both of the data-gathering methods are accompanied by a single stimulant framework, which is the exposure of an 18-minute emotionally-provoking video before the subjects were asked to be interviewed/surveyed. The qualitative method utilized post-data gathering, was language analysis which codifies the use of words that were expressed or written by the subject and are divided into predetermined themes of different nationalities, which was aimed to identify the plausible differences between the use of language between men and women (Sells & Martin, 2001).

The notable result of this study exemplifies a correlative result between expression and experience, this is due to the reflective nature of the use of emotional words. The second value outcome was the demonstration of differences between men and women in the context of emotional involvement (both experiencing and expression) by which female subjects were able to be substantially more expansive in terms of the usage of words. Followed by a third value of modality by which all subjects within the research are more likely to be able to expand their emotionally related glossary and express themselves more freely in a private or controlled context than it is in a public setting (Sells & Martin, 2001).

- e. 'Doing gender and gender equality' through emotional expressions during a research interview. Views of highly educated Swedish young adults (Hellum & Olah, 2019)

A critical analytical study was done by Merete Hellum and Livia Az. Olah in 2019 "‘Doing gender and gender equality’ through emotional expressions during a research interview. Views of highly educated Swedish young adults' serves as a basis of developing knowledge of expressivity between gender, as well as providing thematic guidance for plausible gender differences. This study aims to uncover and deepen the knowledge of differences that exist between genders as articulated in both verbal and non-verbal manner (Hellum & Olah, 2019).

Methodologically, the approach that was undertaken in this study is quite novel as it took a multifaceted approach towards understanding constructivism. Such predicaments are due to how the evidence themselves were extracted and analyzed, as it utilized the expression and articulation of words rather than the substance of the deliverables (Hellum & Olah, 2019). The insight that was aimed to be exhumed with this approach is to incorporate emotional expression to the production of the message itself, as it is proven that production of any sorts of expressivity are related to the "manner" in which the message is delivered.

The result of this study shows that articulation or expression of emotions are much more complex than it seems, especially within the context of gender performativity. Such a predicament refers to the involvement of discourses (femininity and masculinity), emotional work (emotional and rationality between genders), and situated situations (the context or rules of that specific condition) (Hellum & Olah, 2019). This study as per mentioned previously, functions as the ontological 'script' or basis of reasoning.

1.5.2 Research Paradigm

The clarity, upon which this study stands and the manner in which thoughts are produced, is understandably relativistic by nature. Due to the undeniable fact that the study undergoes observation of individual experiences, the paradigm that is utilized is **post-positivist**. Built above the basis of science that interprets "commonalities" of social constructivism, and are both relativistic and indeterminate by nature, post-positivism ultimately assumes that any subjects (as it is humans) are idiosyncratic, unpredictable,

and are subject to biases (Charney, 1996). The knowledge that it produces is considered to be **context-driven**, especially in the context of aiming for generalization (Cooper, 1997).

Knowledge, representative as it is expected to be generalizable, is by word defined differently in the post-positivist paradigm. Rather than it being labeled nor expected to be able to “predict” or “normative” towards a specific condition, situation, or behavior of the subject, post-positivism defines generalization as the reinforcement, replication, and extension of context-dependent situations by which it “builds upon one another” (Charney, 1996).

In such a sense, the study mechanizes its ontological and epistemological approach to appear as “true” as possible toward the pragmatic reality of constructivism, driven by the assumption to expand the knowledge and context of emotional expressivity and its relation to gender as it is in concordance to post-positivist paradigm. Following the assumption of the paradigm being relativistic and bound to biases, it is important to the study to also minimize the involvement or contact of the researcher towards the research subject in order to prevent chances of influenced disposition (Cooper, 1997).

1.5.3. Theoretical Framework

1. Social Construction of Gender

The foundational thinking framework of this study begins with the appropriation of the research itself, with its ontological perspective accepting the perspective of constructivism in the complex social life. The “ontological” view on assessing the constituents of humans as both individual and communicative beings, social construction, defined as the creation of reality based on interactionist value and systems of symbols and linguistically mode of individuals. In its theatrical concept, the process of such interactions between individuals is called “habitualization”, in which the performativity of interactions results in repeated patterns and thus shapes the concepts and images of reality in and around a single context of community (Berger & Luckmann, 1966).

The relativistic nature of social construction is what posits its greatest value in this research, as the ever-growing complexity of human societies, led to the perspective

of the invalidation of “ultimate truth”. By its basis, it is also arguable that the interactionist nature of humans as social creatures point out that absolutism in perceiving reality is invalid, for which individual with its cognitive empirics, perceives reality through perception, memory, and emotion all of which entails individualistic bias (Franks & Keller, 1996).

In the inquiry of gender and its relation to social constructionism, underlines the value that there exists no inherent truth towards the concept itself, and that the basis of the performativity of categories (men, women, and other fluidity) are properties that were intersected, created, and perceived as a result of patterns of interaction. Thus, gender in this sense, is fundamentally a result of social relationships, where the process of recurring patterns of presentation and evaluation of roles determines the reality in which an individual is situated (Butler, 2006).

In its functionality, the perception of gender as a social construct serves as a fundamental goal of this particular research. With the ultimate goal of exploring the “construct” especially in the means of the already shaped individualistic bias of memory and perception.

2. Gender Roles

As agreed upon in this study, the constituent of perceptions surrounding reality is by its fundamental, socially constructed, the context of it about gender extends to the attributes that it creates surrounding the categorical inferences. Gender is thus defined as the characteristics that make an individual woman or man that are socially constructed (WHO, 2019). This particular interaction with the concept of “attributes” and “characteristics”, as previously discussed, is a pattern that is socialized, habitualized, and recurring (Berger & Luckmann, 1966).

One such attribute is the normativity of gender “roles”, which by its constituent, heavily impacted the nature of interactivity of both genders in a social context, extending its context to other influences such as healthcare, jobs, etc. (WHO, 2019). Roles in this instance focus directly on the patterns of behavior that were shown to be empirically in place and in which differences were directly associated with a particular category of

gender (Basow and Rubinfeld, 2003). These roles were also directly causality with the shape of “identities” of a single individual, which creates a state of discourse and power strain between categories of gender themselves (Sanz, n.d). This particular state of discourse, as it changes from time to time, are the ones largely responsible for the shape and state of reality of our society today, especially within the context of inequality and equity between both genders.

3. Gender and Emotional Expressivity

The fundamental constituent that reality is shaped by an extensive process of habitualization, in this case, the socialization of roles, was by holistic perspective a result of various patterns of expression and behavior by each gender, one of which was emotional expressivity. Defined as the changes in behavioral stance and communication of emotional states through both verbal and non-verbal gestures, emotional expressivity acts as a response to various factors of impulse and stimulus (Gross & John, 1995).

The complex debates surrounding the empirical facts surrounding emotional expressivity remain shrouded, with various instances in the Western context that the existence of a fundamental difference in emotionality, hence emotional expression exists in empirical reality (Kaiser et al., 2013)). However, it is considerable that the assumption itself is highly tied down to the societal context of various empirical data from which the supporting research arose. Reinforcing the fact that being tied to societal context further proves the argument for which emotional expressivity itself is a recurring pattern that both habituates and is socialized as a social construction of gender roles.

Positioned as the practical aim of this particular research, emotional expressivity serves as a determining value in establishing clarity of differences between both genders. Further exploration as to why such differences exist is reinforced by the causality factor that was determined in the previous discussion of social construction.

4. Related Theories

4.1. Emotions

4.1.1. Basic Emotional Theory (BET)

With the purpose of this study underlines emotional expressivity as its main valence, an inquiry for this research to utilize a concept surrounding emotions to be its substance guidance for standardized measurements. The manifestation of emotion as an empiric evidence, are evident through the recurring biological and psychological patterns of human beings when associated with various behavioral components (Wilson-Mendenhall et al, 2013; Ekman, 1992). Cross-referencing various perspectives and studies surrounding emotions themselves, the researcher would utilize the basic approach of emotions, proposed by Ekman.

Ekman in his works "An Argument for Basic Emotions", took the perspective to view emotions as an inseparable aspect of human lives, a product of evolutionary constructions that provide adaptive value in responding and dealing with everyday societal life (Ekman, 1992). Compounding the observable nature of emotions itself, Ekman had formulated 6 (six) components of emotions, ranging from anger, disgust, fear, happiness, sadness, and surprise (Ekman, 1992).

The aptitude of Ekman's basic emotion theorem, are widely accepted as the fundamental starting point of various state-of-the-art research surrounding emotional responsiveness. However the value of the theorem, as debated by various scholars, was also considered to be a reductionist view in observing behavior and its emotional associations due to its proposal to instate the "basic" limits of human emotions (Gu et al, 2019). However the basic dimension of the theorem, as per stated previously, benefits greatly to the design of the research, this is due to the value of universality and commonalities across different cultures (Keltner et al, 2019).

The utility of this theory, other than its methodological function, is to build the very foundation of **hypothesis 1 (H1) and hypothesis 2 (H2)**. Within the epistemological scope, the Basic Emotional Theory (BET) functions as the **operationalizable indicator for which measurements and reasonings are made over the discussion of emotionalities** and its plausible differences between genders.

4.1.2. Schachter-Singer two-factor theory

Proposed by Stanley Schachter and Jerome Singer in 1962, known also as the “two-factor” functions as a bridge between the abstract concept of emotion and the pragmatic nature of expressivity. At its core, the formulation of expression is caused by various ranges of stimuli and is affected by two main factors; cognitive interpretation (accumulation of experiences) and environmental context (arousal of specific context), ultimately leading to the production of a specific emotional response (Yarwood, n.d.).

Within the Schachter-Singer theorem, the recognition of cognitive appraisal plays a central role in determining emotional responses from a particular source of stimulants. Within this study, the theorem serves as a reasoning and explanation that bridges stimulants and the resulting emotional expression. The pillars of reasoning of this theory is to epistemologically build the arguments behind **hypothesis 2 (H2)**, with **causality of socialization** (as defined in **cognitive interpretation**) to be its main basis.

Schachter-Singer Two-Factor Theory

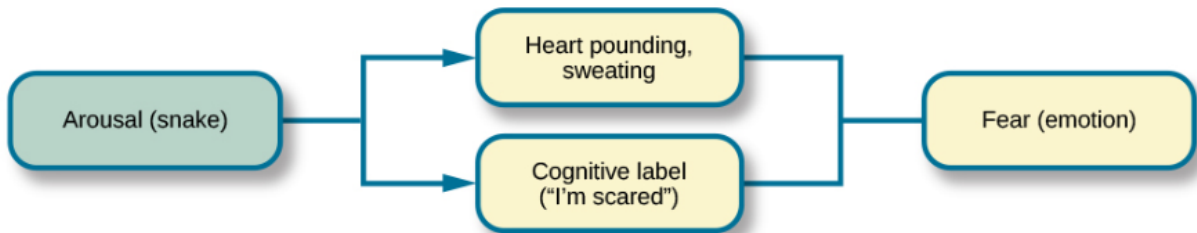


Figure 1. Schachter-Singer two-factor theory (Lumen, 2011)

4.1.3. Emotional Information Management (EIM)

Formalized by Harry A. Taute, Shaun McQuitty, and Elise Pookie Sautter in 2011, Emotional Information Management, or EIM, was designed to explain the phenomenon of individuals' cognitive processing and changes in behavior post-exposure to emotionally appealing advertising or any sort of mediated communication messages. The EIM theorem as a descriptive model, defines and suggests that emotionalities, or the production of such a state, is the core process that humans utilize in processing persuasive messages (Taute et al, 2011).

At the EIM model, the core progression of emotions in determination to bring “appeal” towards a certain message is directly tied with the level of “empathy” that was produced as a result of processing either or both of positive or negative emotionality (Taute et al, 2011). Within this research, the EIM stands at the core as a base of argumentation of how emotional advertising is processed cognitively and results in attitudes or intentions. The epistemological function of the EIM model is to build the **causal link between recognition of emotionalities (stimulant) and the behavior it produces (emotional expression in response to stimulants) in the support of hypothesis 2 (H2).**

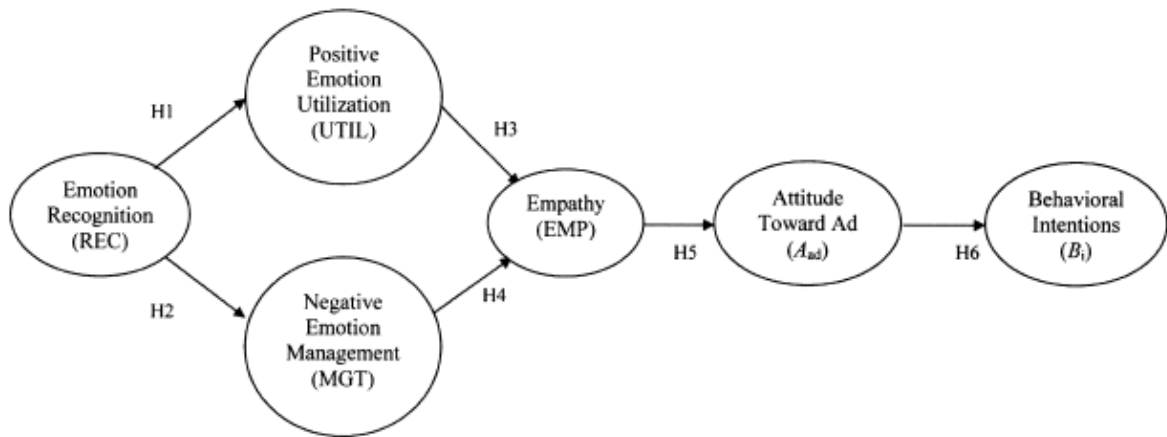


Figure 2. Emotional Information Management (Taute et al, 2011).

4.1.4. Gender Differences in Emotional Expression

The discussion to epistemologically guide the arguments and foundations of plausible differences between genders in emotional expression, this study would utilize the concluding result of various studies as per mentioned in the theoretical framework of this paper. Various past studies had pointed out that even in different modalities and contexts, differences in expression of emotions do exist, from the most apparent to the most subtle of manners.

In its appearance, a study done by Ursula Hess “Emotional Expressivity in Men and Women: Stereotypes and Self-Perceptions” concluded that in the context of stereotypical conditions, self reports between genders had shown levels of differences in

the manner in which both groups represent and expressed their nationalities (Hess, 2000). Further reinforcing the previous idea, is the study done by Sara Carlton "Conceal, Don't Feel: Gender Differences in Implicit and Explicit Expressions of Emotions", which entails an exploratory laboratory approach in stipulating emotional responses, concluded by a self rapport that also had shown significant differences as tied to the stimuli (Carlton et al, 2020).

The idea of modalities in this instance was also brought to mind, as it is pointed out in a study done by Sells and Martin "Gender and Modality Differences in Experiencing and Emotional Expression" which entails that expressivity, with its range of variety in outcomes are also dependent in the modalities such as the condition of the data collection (Sells & Martin, 2001). Also reinforced by a study 'Doing gender and gender equality' through emotional expressions during a research interview. Views of highly educated Swedish young adults" by Hellum and Olah, which identifies discourses in the condition or "situated situation" of the data collection plays a significant role in shaping emotionalities (Hellum & Olah, 2019).

The accumulation of past studies as had been mentioned in this section, is to build the epistemological basis of arguments to **forecast the result of hypothesis 1 (H1). Specifically in plausible differences between genders in responses to exposure towards emotionally-inducing stimuli, for which in this case are specially-designed commercials.**

1.6. OPERATIONALIZATION FRAMEWORK

1.6.1. Emotional Expressivity

Emotions are defined as the adaptive value of a human response toward his or her individual and societal life (Ekman, 1992). Within the observable realm, there exists an abundance of operative definitions surrounding the term itself, this study however would follow Ekman's basic emotional theorem (BET) of which is defined as follows;

No.	Emotional Aspect	Operationalization	Expressive Triggers	Measurement
1.	Anger	Negative response from a situational blockade to a certain goal or conditions of discrimination.	The cognitive interpretation of interference, injustice, hurt, and common anger (immersive and observational).	Spectrum measurement (Likert-style) of least to very much
2.	Disgust	Negative response towards the situation of aversion (dislike) or offensiveness.	The cognitive interpretation of offensiveness, poisonous, or possibly contaminated.	
3.	Fear	Negative responses towards situations that expose the subject to situations of potential hurt or danger.	The cognitive interpretation of imagined hurt (threat)	
4.	Happiness	Positive responses towards situations that excite, pleasure, and give a sense of enjoyment.	The cognitive interpretation that 'excites', such as enjoyment (from the 5 senses), compassion, humor, achievement, etc.	
5.	Sadness	Negative response towards situations of loss and the need for comfort or help.	The cognitive interpretation of loss in value such as rejections, ending, disappointment, etc.	
6.	Surprise	Neutral response towards unexpected stimulants that focus attention.	The cognitive interpretation of sudden or expectations.	

Figure 3. Basic emotions operationalization, derived from Ekman Basic Emotional Theorem (BET) (Ekman, 2019)

This research would follow Ekman's Basic Emotional Theorem in the first stage of the methodology which is the quasi-experiment stage. In its mechanization, the BET framework would serve as a guide for the pre-and post-test formulation. The result of the

measurement is foundational for this study in several contexts; (1) to identify plausible increase, subtraction, or stagnation in levels of the already mentioned 6 range of emotional variables, and (2) to identify possible differences and variability of the previous point between both genders.

1.6.2. Gender Roles

To build coherence between the critical foundation of gender, in this regard role, and the empirical realm of emotional levels, this study involves the framework process on the creation or processing of “emotions” themselves. Following such function, the aptitude that is utilized in this context is Schachter-Singer's two-factor theory, which is defined in the following operationalization;

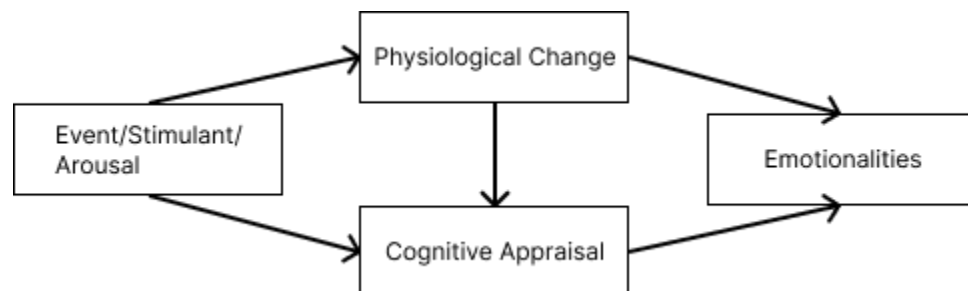


Figure 4. Adapted Schachter-Singer two-factor theory for the purpose of the study.

No.	Concept	Description
1.	Arousal	Event that serves as stimulus to a particular response
2.	Physiological Context	The changes in physical or conditions of the body in response towards specific arousal
3.	Cognitive Interpretation	The cognitive processing of both the event/stimulant in relation to the physiological changes. The role of cognition in this sense is to label the event based on cumulative experience dealt by similar stimulation
4.	Emotional Response	The corresponding emotional effect produced by both cognitive interpretation and physiological changes.

Figure 5. Operationalization of Schachter-Singer two-factor theory for the purpose of the study.

The two-factor framework serves as the foundation of the study in evidently defining the pragmatic process of emotional expression and its relation to gender roles. The concept itself provides grounds of justification for the role of social construction in identifying the plausible differences between genders and how each of which delivers, communicates, or expresses emotions.

In its mechanization, the two-factor framework would be deployed at the second stage of the study, of which were the qualitative part. The measurements themselves would materialize in the form of semi-structured interviews post-stimulation of the aforementioned experiment. This framework would assist our study in exploring and identifying; (1) the extent of how the stimulant affects the plausible increase, subtraction, or stagnation of emotional level, and (2) the role of gender socialization towards emotional expressivity.

1.7. RESEARCH HYPOTHESIS

In concordance with the objective of this study, which is to identify the plausible differences and to explore the reasonings behind the appropriate result of the previous observation. Running with quasi-experimental methodology, the hypothetical expression of this study is based on the analysis of multiple previous studies, positing the following framework:

- H1. There exists some levels of differences surrounding emotional expression between both genders (men and women), with women showing more significant levels of changes after exposure to emotionally-inducing messages.
- H2. The due process of such differences are caused by multi-modal factors, one of which being the cognitive appraisal of each individual due to extensive socialization that resulted in the perceptive social construction of gender roles surrounding expression of emotions.

1.8. RESEARCH METHODS

This study, defined with its goals to explore and identify the plausible differences of the population concerning emotional expressivity toward specific media exposure, is designed with a mixed epistemological approach. In particular, a quasi-experimental approach would be utilized to directly observe a select group of respondents with a 2 x 2 design. The distribution of the sample would consist of gender (male and female) as the main grouping and repeated variable, followed by measurement values that are materialized in the form of pre-test (2 x 2) and post-test (2 x 2).

Quasi, directly translated as “resemblance” is considered to be a valid research methodology that resembles experimental study, but is also considered not to be true experiment research. Such considerations were a result of the non-randomized nature of the experiment, in which independent variables (per usual research subjects) were categorized, controlled, and not randomly assigned (Cook & Campbell, 1979).

The designs of this study’s quasi-experiment follow the pretest and posttest design as had been previously mentioned. For such, our dependent variable is first measured through an already established survey design (pre-test) before being exposed or treated

with the stimulant, followed by another test (post-test). Such methodology aims to measure the “responsibility” or the causal value of the treatment itself (Chiang et al, n.d.)

This study was also aimed to explore the fundamental differences that may occur throughout the experiment. As it is comparative, a statistical test method of two-way ANOVA would be utilized for comparative even interval data derived from the study design's self-reported pre and post-test. The purpose of this statistical reduction is to identify and investigate plausible differences in the function of the subjects (groups between men and women) in relation to the stimulus and levels of emotional expression it may produce.

A causative link of socialization and social-construction in the design of this study, would be further explored following the result of the quasi-experiment. With a semi-structured interview aimed at exploring reasons and cognitive constructions behind the plausible differences, verified through thematic analysis.

1.8.1. RESEARCH PARTICIPANT

The quantitative participant, this study, following the ANOVA methodology in measuring the plausible differences between the two groups, would posit a minimum number of 40 participants total, with 20 for each group (men and women) in order to yield appropriate numerical results. The population, following the ground aim of the stimulant, for which targets young people, this study would sample subjects with the age range of 19 - 25, with proficiency in spoken and written English language.

The qualitative participant, as the design of this study that aims to explore the causation and factors of social construction in emotional expression between genders, a qualitative assessment would follow as the second stage of the research. Following the previous data processing of the quantitative stage, a select group of participants from each group would be further recalled and interviewed, with a minimum number of 5 per gender group.

1.8.2 DATA COLLECTION TECHNIQUE

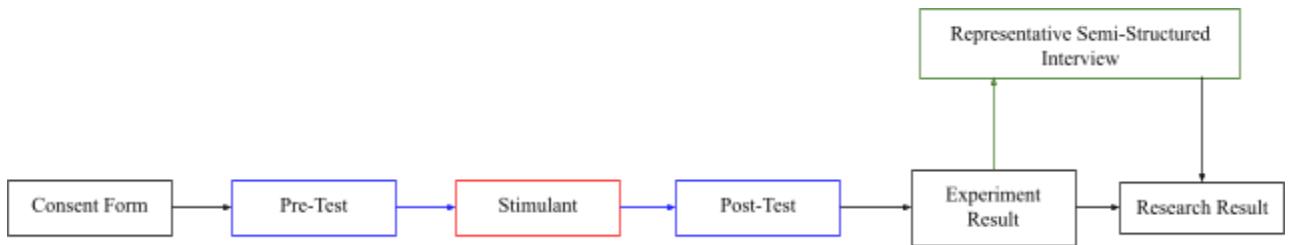


Figure 6. Operationalization of the quasi-experiment followed by qualitative assessment of the result.

Quasi-experiment, this study will begin with the researcher/experimenter distributing a questionnaire for pre-testing purposes. The pre-questionnaire itself will contain instructions, guidance regarding the procedure, and consensual measures for the research subject. The main substance within the questionnaire was aimed to identify pre-conditions of the subject before exposure to the stimulus, with questions surrounding the manner of “how will the subject react” towards each emotion or indicated behavior. After that, the experimenter would proceed to the procedure of exposing the subject to the established stimulus derived from media contents that evoke emotional responses.

Stimulus, a selected emotionally-inducing advertising video, targeted towards the population of young adults and adults with enough level of comprehension in the English language would be utilized as a stimulus of this study. The rationale for the selection of this stimulus would be assisted by initiating a piloting measurement using the selected stimuli followed by the pre-test and post-test on a similar set group of subjects.

The second stage of the study would revolve around a similar procedure as the pre-exposure stage, with the experimenter/researcher distributing a second set of questionnaires that are aimed to identify the increase/triggers of emotional responses and experience through an interval-point scale. The correlational purpose of both tests is the first to identify the emotional profile of each subject, whilst the second is to assist and

identify the likelihood of behavior tendency outcome based on the already established profile.

Qualitative assessment, following the exposure stage, a semi-structured interview would be utilized by the experimenter for each group as represented with a minimum number of 5 subjects per gender. This discussion aims to produce and explore in-depth the idea of how each group reacts and profiles their responses towards the already shown stimulus, a thematic analysis is utilized to identify the varying differences between the groups in this stage.

a. TYPES OF DATA

Quantitative, the datasets that are utilized in the first stage of the experimental study, are the numerical result of plausible differences in emotional expressivity (dependent variable) and its levels between the determined category of gender (independent).

Qualitative, in the function to further explain the causative and critical reasoning behind the result of the quantitative measurements, a descriptive exploration surrounding the determined stimulant would be utilized in a qualitative manner.

b. SOURCES OF DATA

Primary, the main datasets that are the main locus in this study, functions as primary data, as it is in reference to the empirical nature of the quasi-experiments, with the population as predetermined in the previous section of this study.

1.8.3 SCALE AND MEASUREMENTS

Likert-Style, in the function to measure the plausible differences between levels of emotional expressivity of both the categorical genders within this quasi-experimental study, a questionnaire would be distributed as a pre-and post-test of the stimulation. The questionnaire itself utilizes a Likert-style scale to determine levels of emotional expressivity, defined as a “rating” scale to assess thoughts and opinions that are direct and unidimensional of the respondents (Sullivan & Artino, 2013).

1.8.4 DATA PROCESSING

a. Editing (Reduction)

The procedures within our quantitative entries follow a thorough descriptive analysis and exclusion of errors and inputs that are not suitable to be considered as qualified entries. The goal of this edit is to reduce particular statistical errors to maintain the integrity and reliability of the data themselves.

Within our qualitative entries data as gained through transcripts of the semi-structured interview, would be reduced and directed to only information that is necessary for categorization. Removing data noises such as unnecessary chatter in the note.

b. Coding and Tabulation (Presentation)

The result of the quantitative analysis is sorted and categorized through relevant statistical codes and equations. The latter categorized data would be provided in both tabulation tables and boxplots (MANOVA) for observable analysis.

Following the Filing System method in the thematic qualitative analysis, which entails the structuring of data into "categories" or "domains". Such categories refer to operationalizations of concepts or themes to be utilized as pieces of information to draw conclusions.

1.8.5 DATA ANALYSIS

a. STATISTICAL ANALYSIS

MANOVA, Functions to interpret and analyze the variance of the already established Likert-style even interval datasets. As our datasets would imply a two-categorical independent variable, a Multivariate ANOVA (MANOVA) would be

utilized to investigate the differences between both genders (independent) in their levels of emotional expressivity (continuous/dependent variable).

		Second Factor						AV
		Anger	Disgust	Fear	Happiness	Sadness	Surprise	Average
First Factor	Men	x	x	x	x	x	x	xAV1
	Women	x	x	x	x	x	x	xAV2

Figure 7. ANOVA table visualization.

b. THEMATIC ANALYSIS

Thematic analysis in this study is defined as categorization or locating “themes” for the purpose of identifying causal patterns due to their positions (Braun & Larke, 2006). Methodically, this includes the process of identifying and interpreting the causal relation within one theme towards another, entailing the inquiry to follow pre-existing theorems and provide further nuance and insight on the existing variables.