Table 1

*Hierarchical Multiple Regression on WWII Information Recall*

| Block # | Predictor Variable | r | Final β | $R^2$ change |
|---|---|---|---|---|
| 1 | | | | .022 |
| | Age | .130 | .113 | |
| | Sex (female-ness) | -.042 | .003 | |
| | Income | .031 | .053 | |
| 2 | | | | .088** |
| | Past WWII Film Exposure | .286** | .201* | |
| | Significant Other Fought in WWII | .208* | .101 | |
| 3 | | | | .086* |
| | Media condition (b & w-ness) | -.169* | -.101 | |
| | Immersion | .193* | -.023 | |
| | Engagement | .245** | .095 | |
| | Perceived Visual Attractiveness | .291** | .226* | |

$R^2 = .196$. Adjusted $R^2 = .123$.
$F_{(9,99)} = 2.688, p < .01$.

Note: *$p < .05$. **$p < .01$.

Denny, J. (2004). Color vs. black-and-white in filmed historical footage. Unpublished masters thesis, Department of Communication, Cleveland State University.

# Shaken and Stirred: A Content Analysis of Women's Portrayals in James Bond Films

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Table 3 Prediction of sexual activity by female characters in Bond films.

|  | $r$ | $\beta$ at enter | Final $\beta$ | $R^2$ change |
|---|---|---|---|---|
| Block 1 |  |  |  | .02* |
| Year | .15* | .15* | .06 |  |
| Block 2 |  |  |  | .22** |
| Age | −.11 | .01 | −.05 |  |
| Body size | −.19** | −.08 | −.05 |  |
| U.S. accent | .18* | .16* | .07 |  |
| Blond | −.02 | −.16* | −.07 |  |
| Glasses | −.03 | .03 | −.04 |  |
| Long hair | .13 | .04 | .02 |  |
| Short hair | −.07 | −.05 | −.08 |  |
| Straight hair | .12 | .07 | −.05 |  |
| Non-white | −.14 | −.15* | −.13* |  |
| Extremely attractive | .39** | .35** | .13* |  |
| Extremely unattractive | −.14* | −.03 | −.04 |  |
| Block 3 |  |  |  | .25** |
| Major role | .63** | .56** | .46** |  |
| Block 4 |  |  |  | .05** |
| Good at end of film | .14* | .02 | .02 |  |
| Attempts to kill Bond | .06 | −.20** | −.20** |  |
| Weapon use | .51** | .28** | .28** |  |

Total $R^2 = .54$
Adjusted $R^2 = .50$
$F(16,169)=12.34$
$p<.001$
*$p<.05$; **$p<.01$

## TABLE 1

### Stepwise Prediction of Aided Advertisement Recall

| Independent Variable | Pearson $r$ | Reliability (% or $r$) | Frequency (%) | Final Beta | Sig. |
|---|---|---|---|---|---|
| *Form variables* | | | | | |
| Fractional page | −.53 | 96% | 19.4% | −.47 | <.0001* |
| Junior page | −.15 | 96% | 47.4% | −.34 | <.0001* |
| Tabloid spread | .36 | 96% | 6.9% | .31 | <.0001* |
| Color | .48 | .92($r$) | NA | .24 | <.0001* |
| Copy in bottom half | .10 | 78% | 49.8% | .18 | .0002* |
| Copy in right half | −.04 | 78% | 14.2% | −.16 | .0005* |
| Major visual chart/graph | −.12 | 75% | 1.6% | −.10 | .0140 |
| Average size of subvisuals | .18 | 85–100% | NA | .09 | .0336 |
| *Content variables* | | | | | |
| Service advertised | .18 | 84% | 20.6% | .12 | .0059 |

Total $R^2$ = .59; Adjusted $R^2$ = .58

$F_{(9,233)}$ = 37.83; Sig. = .0001

Note: NA indicates the reliability or frequency is not applicable because variables in this table have been combined, averaged, or otherwise manipulated from the original measure(s).

*Sig. holds at p < .05 using Bonferroni test (criterion = .0007) for the final 75 independent variables entered in the multiple regression.

listed in Appendix A[10] and four dependent variables taken from the PARR Reports: Aided Advertisement Recall, Advertisement Readership, Informativeness of the Advertisement, and Attractiveness of the Advertisement. A stepwise-multiple-regression model was developed for each dependent variable. Categorical independent variables were included via standard procedures for dummy and effect coding (Cohen and Cohen, 1983). Inspection of interitem correlations for the predictor variables and condition index/VIF coefficients revealed no significant multicollinearity problems.

## RESULTS

### Advertisement aided recall

In the prediction of Aided Advertisement Recall, the stepwise-multiple-regression analysis yields a total of nine predictors from the list of seventy-five variables—eight form variables and one content variable. Table 1 displays a summary of the zero-order correlations, reliabilities, frequencies, final betas, and levels of significance for Aided Recall. The total $R^2$ of .59 indicates a high level of variance explained by the nine predictors.

Final regression coefficients for the predictor variables for Aided Recall show four negative predictors—fractional page ($\beta$ = −.47), junior page (−.34), copy in the right half of the advertisement (−.16), and use of a chart or graph in the major visual (−.10). Positive contributions to Aided Recall are indicated for tabloid spread ($\beta$ = .31), color (.24), copy in the bottom half of the advertisement (.18), service as the subject of the advertisement (.12), and the average size of secondary visuals (.09).

Predictors relating to the size of the advertisement—fractional page, junior page, and tabloid spread—thus provide some interesting comparisons when all predictors are submitted in a regression. The frequencies indicate that junior pages are the most-often-used page size (47.4 percent) followed by fractional pages (19.4 percent). Yet, the final standardized regression coefficients (betas) indicate that both

[10]We chose not to factor analyze the predictor set, a technique used by Twedt (1952) and Holbrook and Lehmann (1980). While a reduction in the predictor set is beneficial to degrees of freedom and power, the collapsing of variables also washes out individual variances and potential predictive ability. Instead, we included individual variables and employed the Bonferroni adjustment for multiple significance tests.