IMAGES OF WOMEN IN HUNTING MAGAZINES

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Research Focus & Questions

- Does the quantity and characteristics of presentation of women in hunting magazines coincide with the women’s movement?
  - Does it coincide with the increase in women hunting?
  - What is the difference between for-profit magazines and non-profit magazines in how they present women?
  - How are women portrayed as hunters?
Background

- Women and hunting
- Women’s movement and feminism
- Symbolic Interactionism
- Erving Goffman’s Image analysis
Women and Hunting

- Women have always been hunters (Stange, 1997)
  - Approximately 10% of all hunters in US today (1.2 million)
  - A growing population in #s and %s
  - Often in popular hunting magazines long ago (Smalley, 2005)
The Women’s Movement

- Second Wave Feminism
  - 60s Civil rights movement
  - 1963 - The Feminine Mystique
  - 1971 - Ms. Magazine
  - 1972 - Title IX
  - 1973 – Roe v. Wade
  - 1975 – military service

(Collins, 2008)
The Women’s Movement cont.

- The Feminist Backlash
  - late 1980s-1990s
    - Many claimed the ‘fight’ to be over
    - Defeat of the Equal Rights Amendment
    - Rise of folks like Phyllis Shlafley

  - (Andersen, 1997)

- Third Wave Feminism
  - aka post-feminism
  - General society has common stereotype of feminists
  - Simultaneous with the reinforcing traditional gender roles
The Women’s Movement cont.

- Contemporary presentation of women is becoming more sexualized
  - (Lindner, 2004)
Symbolic Interactionism

- Three premises of SI
  - humans relate to objects based on the object’s meaning
  - meanings are created through social interaction
  - meanings of objects can change over time and through further interaction (Fine, 1993)

- Symbols are social objects that are used intentionally by people to communicate specific ideas (Charon, 2010)

- Hunting is rife with symbols (trophies, clothing, guns, behaviors, etc.)
Erving Goffman

- Gender Ads, 1979
- The images in advertisements reflect the symbolic meanings of gender roles
  - Ritualization of Subordination
  - Function Ranking
  - Feminine Touch
    - modified to touching game and firearms
Gender Ads, 1979

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Magazines

- Field and Stream
  - Nationwide audience
  - Readers/subscribers
    - 83% men
    - 22% < age 35
    - 25% > age 55

- North Dakota Outdoors
  - Published by Game and Fish Department
  - Readers primarily in ND
  - No other data available
Sampling

- Every year between 1962 – 2008
  - Randomly selected 6 months in each year
- Counted every image with people in it
  - EXCLUDED all advertisements from count
  - Scanned all images that contained women

- *Field and Stream*
  - 44 years, 264 issues, 878 images

- *North Dakota Outdoors*
  - 45 years, 270 issues, 495 images
Frequency of Images w/Women or Girls

- Field and Stream
- North Dakota Outdoors

# of Images with women or girls

<table>
<thead>
<tr>
<th>Decade</th>
<th>Field and Stream</th>
<th>North Dakota Outdoors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1964-69</td>
<td>217</td>
<td>56</td>
</tr>
<tr>
<td>1970s</td>
<td>260</td>
<td>122</td>
</tr>
<tr>
<td>1980s</td>
<td>141</td>
<td>97</td>
</tr>
<tr>
<td>1990s</td>
<td>105</td>
<td>118</td>
</tr>
<tr>
<td>2000-2008</td>
<td>155</td>
<td>102</td>
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</tbody>
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Coding Process

- Two categories of coding
  - Whole Image codes
    - Get an overview of the types of images with women
  - Character Group codes
    - Get a more specific look at how they are portrayed
    - Each female or group of females will be classified as a ‘character group’ if they are all doing the same thing and codes would be the same for each individual woman/girl.
Character groups

Field and Stream
1963
Whole Image Coding

- Image Type
  - Humorous, action shot, posed, ceremonial, head shot, crowd scene, collage

- Image Category
  - Hunting, fishing, harvest presentation, research/stewardship, boating, teaching/learning, camping, homemaker, other

- # of women, girls, men and boys

- # of Character Groups
Whole Image Coding – Game and Tools

- Presence and Touching of **game** animals
  - Fish
  - Birds
  - Mammals

- Presence, Use, Touching hunting or fishing tool
  - Firearms
  - Bows
  - Rod/reel

- Modified Goffman framework
Character Group Coding

- Role
- Appearance
- Sexually provocative
- Ritualization of Subordination
- Function Ranking
Role Presentation - Traditional

Traditional Roles: homemaker wife/partner, mother

* Indicates significant difference
Role Presentation – Researcher or Steward

- Field and Stream
- North Dakota Outdoors

% of Character groups

- * Indicates significant difference

Data from:
- ND - 2003
- ND - 2007

- 1960s
- 1970s
- 1980s
- 1990s
- 2000s
Shown as a Hunter or Shooter

% Character Groups

1960s 1970s 1980s 1990s 2000s

* Indicates significant difference
Women as Sexual Objects

<table>
<thead>
<tr>
<th>Percent of character Groups</th>
<th>Field and Stream</th>
<th>North Dakota Outdoors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960s</td>
<td>23</td>
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<td>2000s</td>
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Results – Ritualization of Subordination

Field and Stream vs. North Dakota Outdoors

- * Indicates significant difference at p<.05
Function Ranking – in relation to men

 Counts of Character Groups

 All decades EXCEPT 2000s (gray bars) significantly different
 p < .05
Conclusions

- The number of images with women was fairly consistent over time ~ 15%
- The portrayal of women in traditional roles went down while the numbers of women shown as hunters and other non traditional roles went up
- However, the portrayal of ritualization of subordination has remained fairly constant
- Other characteristics did show changes that coincided with timeline of the women’s movement
- Field and Stream and North Dakota Outdoors do differ significantly in how they present women in their publications
  - FS – more sexualized, more subordinate, more traditional, more hunters
  - ND – more researchers, less images of lower ranking women
Implications and Future Research

- Add additional magazines for analysis
  - Wyoming Wildlife
  - Outdoor Life
- Resource managers
- Magazine presentation
- Future research
  - Specific methods of hunting – bow, rifle, small game
  - In-depth interviews to determine what it is like to be a woman hunter in a man’s sport
Questions?