**Elizabeth Chandler Topic Submission**

**Tentative paper title:**

* Asian Americans in Collegiate Advertising: The Efficacy of Model Minority Stereotyped Artifacts in Advertising
* OR: Asian Americans in Collegiate Advertising: A Content Analysis Revealing the Status of Model Minorities in Advertising

**Potential Research Questions:**

1. More quantitative option: Are Asian Americans more persuaded by advertising materials which utilize model minority stereotyped imagery or not? Is there zero correlation?
	1. What other demographics skew Asian American receptiveness toward model minority-coded advertising? (Assumption: Asian Americans from less diverse communities might be more receptive than Asian Americans raised in more prevalently Asian-communities.)
2. More qualitative option: How do colleges represent their Asian students in their advertising?
	1. Is there discrepancy in how they are portrayed versus other student groups? (Ex: Are Asian students depicted in research setting more often than student life ones?)
	2. What do Asian Americans pay attention to when they assess diversity/belonging at colleges? How do they feel about diversity in PWIs? (This would require an interview approach likely, which I do not include under data sets. It is, however, an interesting question I might want to pursue further.)

**Area of Comm:** Mass communication

**Theory:**

* The “model minority stereotype” or “model minority myth”[[1]](#footnote-2) of Asian Americans (particularly in advertising [[2]](#footnote-3)) frames my proposed study. This theory articulates the sometimes-positive stereotype of Asians wherein they are perceived to be intelligent and well-educated. It also acknowledges the sometimes-negative stereotype wherein Asians are perceived to be less-warm and less socially competent.
* Additionally, the “match-up theory” [[3]](#footnote-4)could frame the study. This theory articulates how consumers may react to advertisements more favorably when a spokesperson’s perceived symbolic features match with the product. (This idea reminds me of semiotics.)

**Data Set (each bullet point belongs to the respective research question):**

* If experimental/quantitative: Potentially find factors relevant in the Model Minority Stereotype Response Scale?[[4]](#footnote-5) (Further clarification needed on the scale.)
* If content analysis: Looking at a variety of colleges’ advertising materials, noting representation of Asians and the contexts they occupy (such as student life, academics, undergraduate research, etc.)
1. Jessica Walton & Mandy Truong (2023) A review of the model minority myth: understanding the social, educational and health impacts, Ethnic and Racial Studies, 46:3, 391-419, DOI: [10.1080/01419870.2022.2121170](https://doi.org/10.1080/01419870.2022.2121170) [↑](#footnote-ref-2)
2. Taylor, C. R., Landreth, S., & Bang, H.-K. (2005). Asian americans in magazine advertising: portrayals of the “model minority.” *Journal of Macromarketing,*25(2), 163–174. https://doi.org/10.1177/0276146705280634 [↑](#footnote-ref-3)
3. Yoo, J. J. (2020). Does the Model Minority Image Work?: Consumer Responses to the Model Minority Stereotypes in Ads*. Journal of Promotion Management*, 26(6), 911–941. https://doi.org/10.1080/10496491.2020.1745983 [↑](#footnote-ref-4)
4. Suh, H. N., Rice, K. G., & Osborne, A. (2023). Development and Validation of the Model Minority Stereotype-Response Scale. *The Counseling Psychologist,* 0(0). <https://doi.org/10.1177/00110000231197687> [↑](#footnote-ref-5)