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UDC 159

PECULIARITIES OF GLOSSY MAGAZINE READERS' PERCEPTION

SUMMARY. The hypotheses that glossy magazines with the similar content but different printing and different paper quality have different readers' perception are tested. The article proves that "glossy" effect in the perception of a magazine caused by three factors: glossy printing, glamour content and readers' activity that evokes images of a beautiful life.

KEY WORDS. Readers' attitudes, glossy magazines, psycho semantics, cluster and factor analysis.

This study tested the hypothesis that glossy magazines with the same content, but printed in different ways and on different quality paper, in visualization and evaluation by readers will be statistically and informatively different. **The purpose** of the study—to check the assumption that the respondents isolate glossy magazines both by printing quality ("Gloss" / "not gloss") and by the specifics of content ("glamor" / "not glamor"), and that the combination of "glossy" printing and "glamorous" content provides a "glossy" effect as a special way of reader interaction with a magazine through unity of content and printing process. [1]

Methodology

The objects of evaluation were different types of magazines: 1) a glossy magazine "as it is" ("glossy" printing and "glamorous" contents), 2) a magazine printed on plain paper in color ("not glossy" printing and "glamorous content"), 3) a magazine printed on plain paper in black and white ("not glossy" printing and "glamorous content"), 4) glossy magazines with not glamorous content ("glossy" printing and "not glamorous" contents). Assessment tools: modified semantic differential. The data was analyzed by multivariate statistical analysis (factor analysis, cluster analysis and multidimensional scaling).

The results of the cluster analysis

In Fig. 1 there are two groups of large clusters, and within them there are smaller clusters. One large group includes women's and men's glossy glamorous magazines, as well as glossy magazines with not-glamorous content. The other large group includes all kinds of not-glossy magazines with glamorous content.

In addition, in the first group of clusters, separate clusters combine male and female gloss with glamorous content, and male and female gloss with not glamorous content.

Cluster analysis allows to classify objects, estimated according to a number of attributes (features). In this case, the results reflect how different types of magazines are grouped together in test people's minds. The results suggest the following informative conclusions.
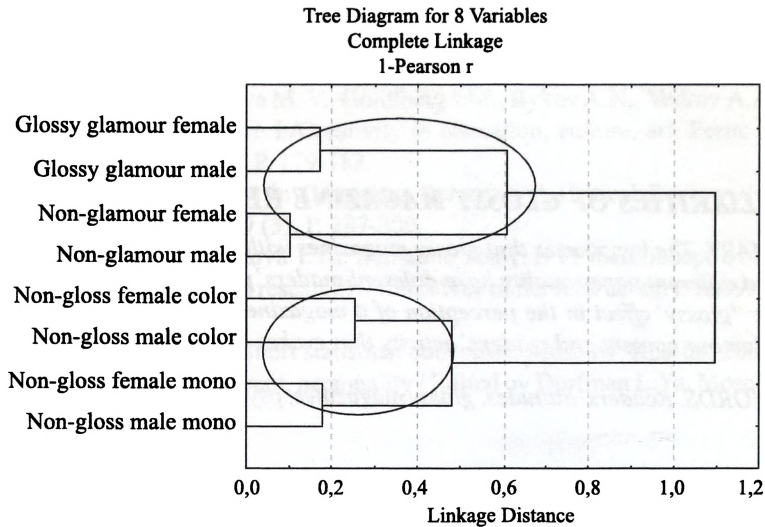

Fig. 1. Common matrix cluster tree

1. For the test subjects, the most significant feature of magazines' classification is their print quality – whether they are made with glossy printing or on plain paper. From their point of view, glossy magazines (with any content) differ considerably from magazines printed on plain paper.

2. The subjects place glossy magazines with various contents into different groups (glamorous and not glamorous). But in their minds, this difference is much less pronounced than in the case of magazines with glossy and not glossy printing.

3. The subjects' evaluation of men's and women's magazines shows almost no difference—the cluster groups are not distinguished by gender, but firstly by print quality, and secondly by content.

Results of multidimensional scaling

The main idea of multidimensional scaling is that there is an analogy between the concept of *difference* in psychology and the concept of *distance* in space. The more subjectively similar two objects are, the closer the points relevant to these objects should be located in the reconstructed space of the features. Respectively, the further apart the objects are, the more differentiated subjectively they become for a person. Based on the subjective data on the difference of one object from the other, their relative position in a space of several features is reconstructed. These features are treated as a subjective scale—criteria used by people in distinguishing objects.

In Fig. 2, the first scale (dimension 1) can be interpreted as "print quality". At the negative pole in space all "not glossy" objects ("female monochrome non-gloss",

"male monochrome non-gloss", etc.) are located, and at the positive pole all objects in "glossy" printing.

The second scale (dimension 2) is interpreted as "Content": at the positive pole of the scale objects with "glamorous" contents are located, and on the negative those with "not glamorous" contents.

The "glossy glamorous female" object distances itself most by print quality towards "gloss", and by content towards "glamour". This partially confirms the hypothesis, as women's glossy magazines are "classic" examples of this genre, namely, they satisfy the image of a glossy magazine to the fullest extent.

Publications that have the same content but vary in print quality are perceived by the test subjects as completely different magazines. This also serves as partial confirmation of the hypothesis, as it shows that magazines in glossy print make a different impression on the test people perceiving them. At the same time, for the tested people there is a distance for magazines in glossy print, but with different informative contents.
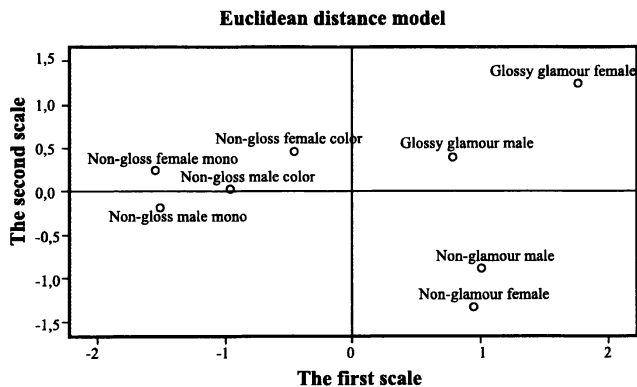
Euclidean distance model

Fig. 2. Results of multidimensional scaling

Factor analysis results

Factor analysis was carried out using principal component analysis (Principal components) followed by varimax-rotation (Varimax normalized). Three factors were noted.

The first factor (54.81%) "emotional appeal" includes the descriptors *well-known* (0.93), *popular* (0.89), *romantic* (0.89), *out-spoken* (0.87), *easy* (0.80), *cute* (0.77), *up-to-date* (0.75), *popular* (0.74), *fashionable* (0.74), *stylish* (0.74). It is a unipolar factor. Presumably it estimates scaling objects in terms of their emotional appeal, notably, of appeal focused on popularity and fame. The object "glossy glamorous female" received the top assessment according to this factor (2.06). This allows us to make the conclusion that glossy women's magazines with glamorous contents are estimated as the most emotionally appealing.

The second factor (23.72%), "Information density" is bipolar. The positive pole included the descriptors: *authoritative* (0.98), *smart* (0.98), *informative* (0.97), *cognitive* (0.97), *purposeful* (0.96), *competent* (0.95), *useful* (0, 93), *accurate* (0.86),

successful (0.85), *spectacular (enticing)* (0.77), *pleasant* (0.76), *business-related* (0.73). The negative pole—the descriptor *common* (-0.88). This suggests that the factor evaluates the scaling objects in terms of their intellectual appeal and informative density. Accordingly, the positive pole of the factor describes the objects "not glamour female" (1.86), "not glamour male" (1.30).

The third factor (8.98%) "Status assessment" is also bipolar. It includes the following descriptors: *expensive* (0.91), *glistening* (0.81), *versatile* (0.80), *colorful* (0.77), *rich* (0.75), *clear* (0.75), *beautiful* (0, 73), *innovative* (-0.73), *unusual* (-0.73), *simple* (-0.70).

The factor evaluates the scaling objects in terms of their luxury, value and attractiveness or their novelty. In a sense, the positive factor pole describes a high-status position of the scaling objects. The negative pole equates with refusal of the status membership. On the positive pole of the factor the object "glossy glamorous male" (1.89) and on the negative pole the object "female monochrome non-gloss" received the top assessments.

This factor is similar in the contents to the first factor—it also evaluates attractiveness of the scaling objects. But if the first factor is estimated in relation to popularity, romantics, simplicity, then the third factor is rather evaluated in relation to status strength of the object.

The general factor analysis shows that the respondents distinguish primarily the print quality of a magazine ("gloss")—all the three factors on the positive pole described magazines only with glossy printing, while on the negative—only with non-glossy printing. Next, the respondents separate the contents of the factors—it is the difference between "glamorous" content (the first and the third factor) and "not glamorous" content (the second factor). The respondents also distinguish between male and female "glamorous gloss", giving them different characteristics—among such magazines, having general emotional appeal for the respondents, "male glamorous gloss" is endowed rather with status appeal esteem, while "female glamorous gloss" with emotional appeal [2].

To assess the statistical significance of differences in estimation of the objects by the test subjects, T-Wilcoxon (Wilcoxon singer-rank test) was calculated between the esteems of all the objects in pairs. The results are given in Table. 1. In bold are the results that are statistically significant ($p < 0.05$).

As we can see, esteem of glossy magazines in their classic print form (glossy glamour) are differentiated statistically with magazines in not glossy print. Alongside this, it does not differ statistically from the esteem of glossy magazines with not-glamorous contents.

The results suggest that the esteem of the test subjects differs little based on the gender filling of a magazine: magazines for men and women of similar (print quality) type are evaluated as identical, despite the difference in the content (male and female). The most important parameter appears to be print quality and the content specifics ("glamorous" or "not glamorous").

Table 1

T-Wilcoxon test calculation results

		Glossy glamor		Non-gloss color		Non-gloss mono		Non-glamor	
		Male	Female	Male	Female	Male	Female	Male	Female
Glossy glamor	M		**2,0485**	**4,0861**	**2,9662**	**3,3902**	**3,7638**	0,8344	0,1475
	F	2,0485		**3,6655**	**3,9123**	**3,4033**	**3,8998**	0,7757	1,2246
Non-gloss color	M	4,0861	3,6655		**2,0267**	1,0484	0,8576	**3,7986**	**3,1574**
	F	2,9662	3,9123	2,0267		2,1578	3,1276	2,8242	1,9622
Non-gloss mono	M	**3,3902**	**3,4033**	1,0484	**2,1578**		0,4862	**3,6873**	**3,3159**
	F	**3,7638**	**3,8998**	0,8576	**3,1276**	0,4862		3,7037	3,0868
Non-glamor	M	0,8344	0,7757	**3,7986**	2,8242	**3,6873**	3,7037		1,4913
	F	0,1475	**1,2246**	**3,1574**	1,9622	**3,3159**	3,0868	1,4913	

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