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This journal article focuses on two studies which were performed to explore how media images effect women’s gender role beliefs based upon stereotypical roles for women and counter-stereotypical roles for women. The study exposed women to media images of women in both roles, stereotypical and counter-stereotypical. The study recorded women’s perceptions of themselves in these roles. The article discusses how gender stereotypes can produce harmful repercussions of women’s self-perceptions, well-being and behavior. The article also mentions that constant exposure to images of males and females in, what have been deemed, traditional gender role activities in media assists in perpetuated and enforcing gender stereotypes. It is also mentioned that media images of men and women are generally images of traditional gender role stereotypes. Furthermore, it is stated that these images create expectations of how people are supposed to perceive themselves. It also discusses that those who are exposed to a wide variety of media images that they are more likely to have a less rigid belief in gender role beliefs and behavior. Additionally, present research on the topic is discussed, the pilot study is referred to, and each study is presented, to include the method of the study, which included the participants and the design of the study, the procedure and measures, the results of the study, and the analysis of the study.

This is a beneficial source as it helps to support research that media does affect gender stereotypes. It assists in the development of well-rounded and supported argument. This is an important source as it is new data, having been published in 2012. This article’s recent publication date helps to show that gender stereotypes in media are still a relevant problem. This article is a reliable source as it is a peer-reviewed journal article published in the Group Processes Intergroup Relations, found in the Cameron University Library Database through SAGE publications. I believe the article’s reliability is enforced further being that the authors even discuss the limitations of their research and that future research needs to be conducted and would prove beneficial to the field of study.