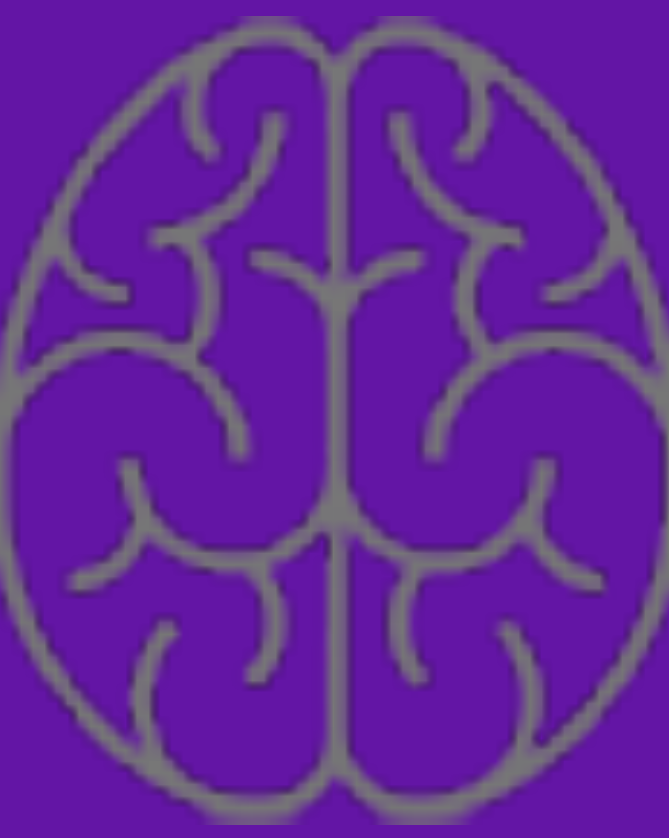


# Willingness to Use Male Birth Control: The Role of Advertisement Masculinity



Zoey Chidiac, Matthew Espinosa, and Sarah E. Hill  
Texas Christian University, Psychology Department



## Background

- The majority of birth control technologies have been directed towards women, creating an implicit association between femininity and the use of birth control (Campo-Engelstein, 2011).
- Men's lower willingness to use a male birth control is associated with a desire to avoid appearing feminine (Peterson et. al, 2019).

## Research Question and Hypothesis

- Research Question: Does the degree to which a male birth control is associated with masculinity in an advertisement (ad) influence men's willingness to, and interest in, using the depicted birth control?
- Hypothesis: Men will express greater willingness and interest in using a male birth control when presented with a masculine ad, compared to when presented with a neutral ad.

## Methods

- **Pilot Study:** Participants pre-rated 8 different advertisements (4 'masculine' ads and 4 'control' ads) on their masculinity and how realistic the ads appeared. The masculine ad chosen for this study scored the highest on masculinity, while the control ad chosen scored the most neutral on masculinity, and both ads were rated highly realistic.
- **Main Study:**
  - N = 98 Undergraduate Students
    - Control condition, n = 49
    - Masculine condition, n = 49
  - Predominantly 18-22 years old, heterosexual (n=90), and Caucasian (n=78)
- Participants viewed either ad, then indicated their willingness and interest in using the depicted birth control.



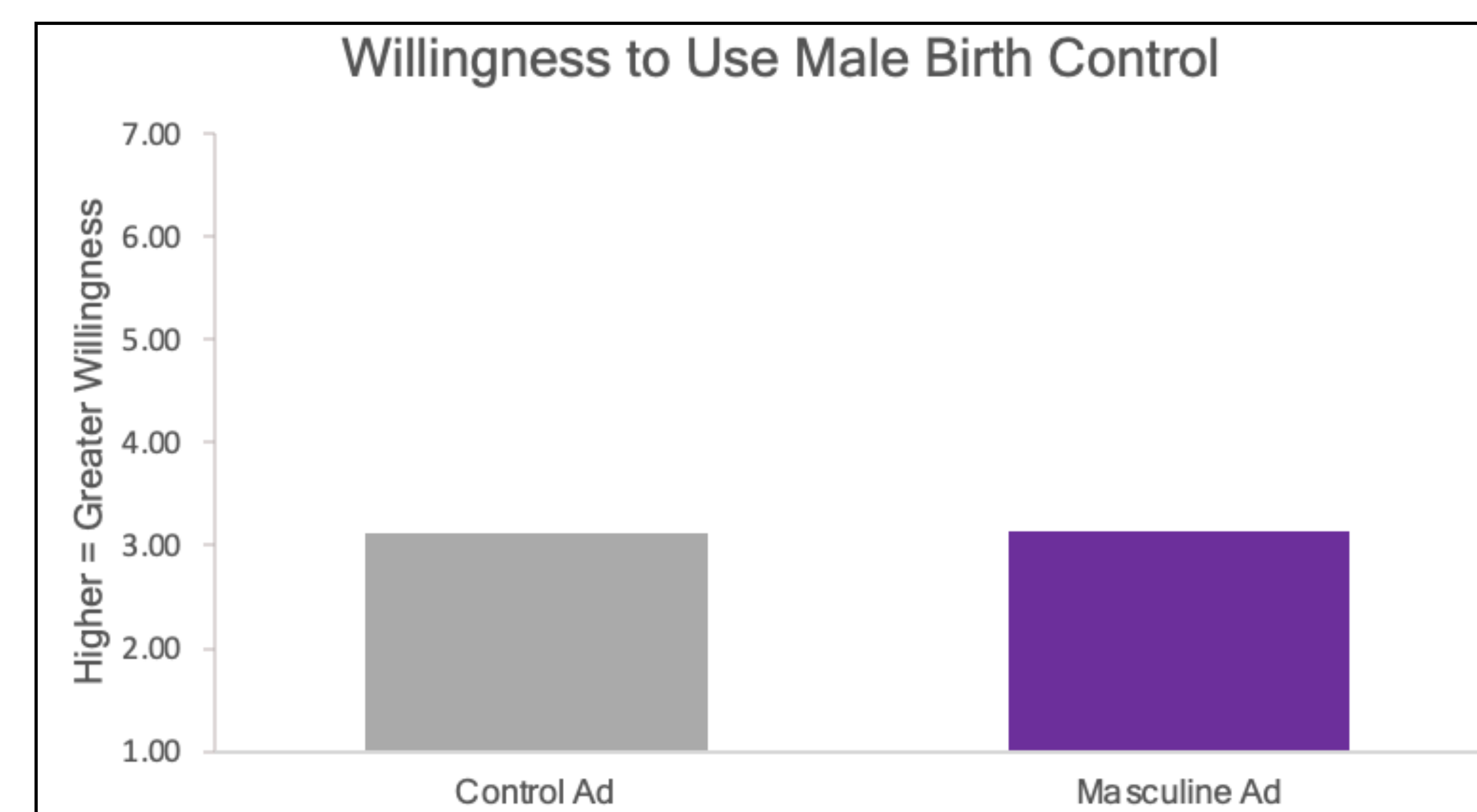
Masculine Advertisement



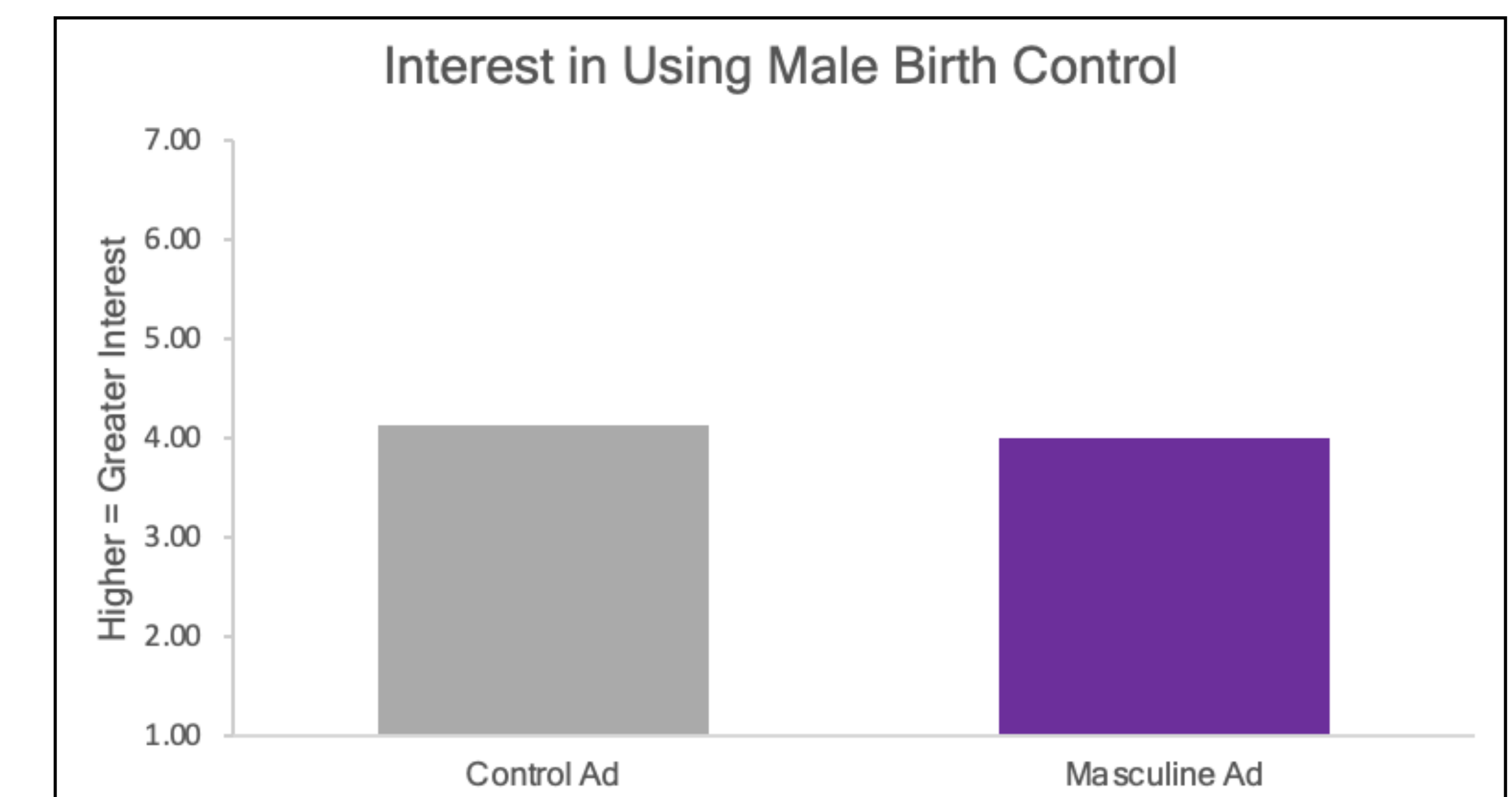
Control Advertisement

- Participants also completed the Revised Sociosexual Orientation Inventory (SOI-R; Penke & Asendorpf, 2008), to measure their openness to having short-term, uncommitted sexual relationships.
  - Example item: How often do you have fantasies about having sex with someone you are not in a committed romantic relationship with?

## Results

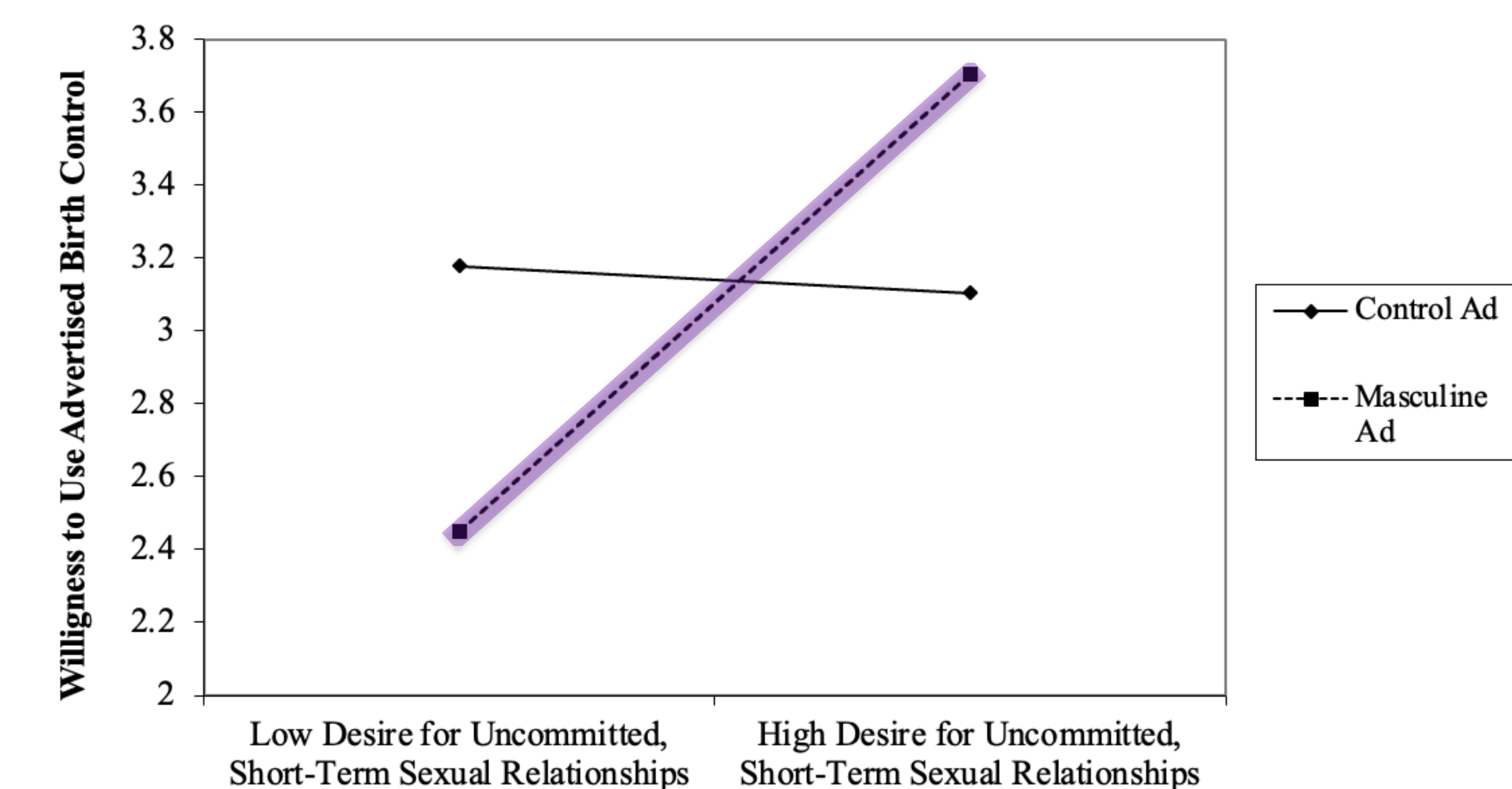


- There was no significant difference in the willingness to use the advertised birth control between the two conditions ( $p = 0.96$ ).



- There was no significant difference in interest to use the advertised birth control between the two conditions ( $p = 0.48$ ).

- Men who saw the masculine ad who also indicated a desire for short-term, uncommitted sexual relationships indicated more willingness to use the advertised birth control, even when controlling for perceived risk of pregnancy.



## Discussion

- Participants who viewed the masculine and the neutral ad reported similar levels of willingness and interest in the advertised birth control.
- Among the men who viewed the masculine ad, the more they desired short-term, uncommitted sexual relationships, the more willing they were to use the advertised birth control.
- Overall, these findings suggest when men are motivated to pursue short-term, uncommitted sexual relationships, a masculine advertisement could increase men's willingness to use the depicted birth control.

## Limitations

- Data was collected from predominantly white men, so results may not generalize to a more representative population.

## Future Directions

- Finishing data collection
- Investigating actual behavioral outcomes
- Exploring whether manipulating men's short-term sexual desires would influence willingness to use a male birth control

## References

- Campo-Engelstein, L. (2011). No More Larking Around! Why We Need Male LARCs. The Hastings Center Report, 41(5), 22-26. <http://www.jstor.org/stable/41241303>
- Penke, L., & Asendorpf, J. B. (2008). Revised Sociosexual Orientation Inventory. PsycTESTS. <https://doi-org.ezproxy.tcu.edu/10.1037/t05284-000>
- Peterson, L.M., Campbell, M. A. T., & Laky, Z. E. (2019). The next frontier for men's contraceptive choice: College men's willingness to pursue hormonal contraception. Psychology of Men and Masculinities, 20(2), 226-237. <https://doi.org/10.1037/men0000174>