

## Annexes

### 1. Publicités mentionnées dans l'introduction

#### 1.1. Camel



[http://tobacco.stanford.edu/tobacco\\_main/images.php?token2=fm\\_st001.php&token1=fm\\_img0002.php&theme\\_file=fm\\_mt001.php&theme\\_name=Doctors%20Smoking&subtheme\\_name=More%20Doctors%20Smoke%20Camels](http://tobacco.stanford.edu/tobacco_main/images.php?token2=fm_st001.php&token1=fm_img0002.php&theme_file=fm_mt001.php&theme_name=Doctors%20Smoking&subtheme_name=More%20Doctors%20Smoke%20Camels)

#### 1.2. Old Navy



<http://www.sfgate.com/news/article/Internet-trolls-attack-Old-Navy-s-interracial-ad-7387687.php>

### 1.3. Tipalet



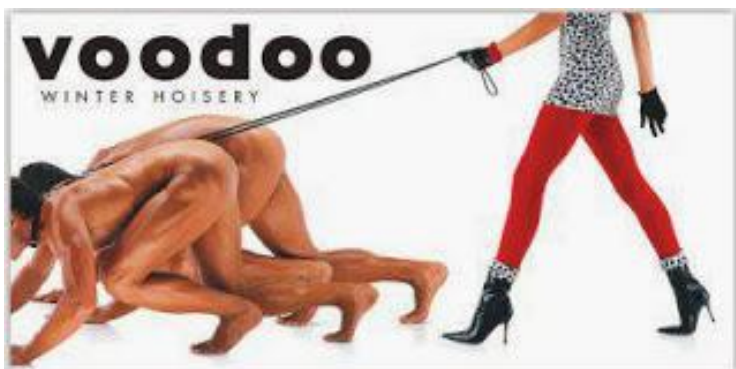
[http://tobacco.stanford.edu/tobacco\\_main/images.php?token2=fm\\_st031.php&token1=fm\\_img0742.php&theme\\_file=fm\\_mt012.php&theme\\_name=Targeting%20Women&subtheme\\_name=Objectifying%20Women](http://tobacco.stanford.edu/tobacco_main/images.php?token2=fm_st031.php&token1=fm_img0742.php&theme_file=fm_mt012.php&theme_name=Targeting%20Women&subtheme_name=Objectifying%20Women)

### 1.4. Van Heusen



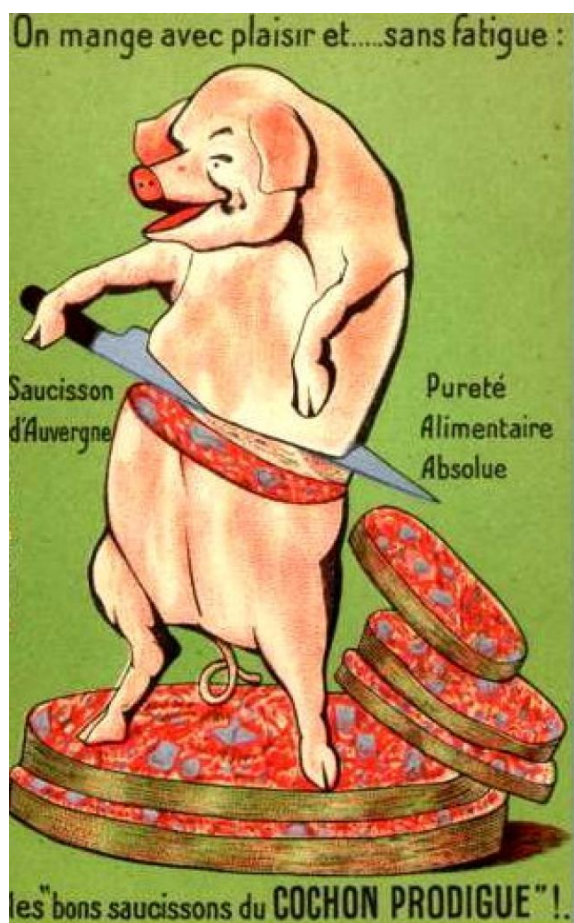
<https://sites.psu.edu/jmrrcl/2015/09/25/civic-artifact-essay-rough-draft/>

## 1.5. Voodoo



<http://medcultsoc.blogspot.be/2013/11/case-study-construction-of-gender.html>

## 1.6. Saucisson d'Auvergne



<http://vintage-ads.livejournal.com/2011/07/30/>

## 2. Etude 1

### 2.1. Données démographiques

#### 2.1.1. Genre

Genre					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	89	51,1	51,1	51,1
	2	85	48,9	48,9	100,0
	Total	174	100,0	100,0	

#### 2.1.2. Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	1	,6	,6	,6
	17	3	1,7	1,7	2,3
	18	3	1,7	1,7	4,0
	19	2	1,1	1,1	5,2
	20	11	6,3	6,3	11,5
	21	27	15,5	15,5	27,0
	22	40	23,0	23,0	50,0
	23	35	20,1	20,1	70,1
	24	19	10,9	10,9	81,0
	25	11	6,3	6,3	87,4
	26	8	4,6	4,6	92,0
	27	3	1,7	1,7	93,7
	28	1	,6	,6	94,3
	29	1	,6	,6	94,8
	30	1	,6	,6	95,4
	33	1	,6	,6	96,0
	41	2	1,1	1,1	97,1
	44	1	,6	,6	97,7
	45	1	,6	,6	98,3
	49	1	,6	,6	98,9
	59	2	1,1	1,1	100,0
	Total	174	100,0	100,0	

### 2.1.3. Nationalité

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	136	78,2	78,2	78,2
	2	27	15,5	15,5	93,7
	3	11	6,3	6,3	100,0
	Total	174	100,0	100,0	

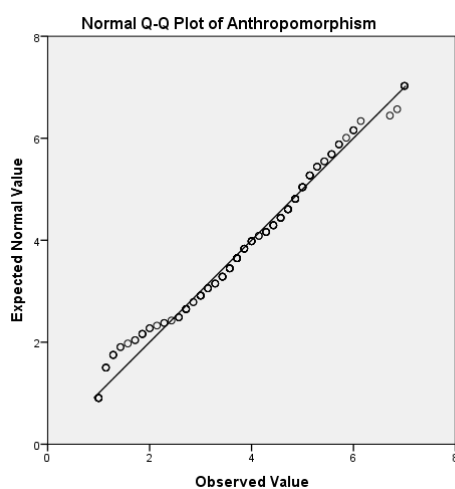
## 2.2. Tests de H<sub>1.1</sub>. et H<sub>2.1</sub>.

### 2.2.1. Vérification de l'homogénéité des variances et de la normalité

#### Test of Homogeneity of Variances

Anthropomorphism

Levene Statistic	df1	df2	Sig.
,919	3	170	<b>,433</b>



### 2.2.2. ANOVA de la variable anthropomorphism

#### ANOVA

Anthropomorphism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	74,217	3	24,739	14,635	<b>,000</b>
Within Groups	287,376	170	1,690		
Total	361,592	173			

### 2.2.3. Post-hoc tests pour observer chaque condition séparément

NB :

- Condition 1 : solo marque
- Condition 2 : solo homme
- Condition 3 : endorserment marque
- Condition 4 : endorserment homme

#### Multiple Comparisons

Dependent Variable: Anthropomorphism

	(I) Condition	(J) Condition	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	1	2	-1,616*	,256	,000	-2,28	-,95
		3	-,340	,268	<b>,584</b>	-1,04	,36
		4	-,943*	,293	,008	-1,70	-,18
	2	1	1,616*	,256	,000	,95	2,28
		3	1,276*	,280	,000	,55	2,00
		4	,673	,304	<b>,123</b>	-,12	1,46
	3	1	,340	,268	,584	-,36	1,04
		2	-1,276*	,280	,000	-2,00	-,55
		4	-,602	,314	,224	-1,42	,21
	4	1	,943*	,293	,008	,18	1,70
		2	-,673	,304	,123	-1,46	,12
		3	,602	,314	,224	-,21	1,42
Bonferroni	1	2	-1,616*	,256	,000	-2,30	-,93
		3	-,340	,268	1,000	-1,06	,38
		4	-,943*	,293	,009	-1,73	-,16
	2	1	1,616*	,256	,000	,93	2,30
		3	1,276*	,280	,000	,53	2,02
		4	,673	,304	,168	-,14	1,48
	3	1	,340	,268	1,000	-,38	1,06
		2	-1,276*	,280	,000	-2,02	-,53
		4	-,602	,314	,341	-1,44	,24
	4	1	,943*	,293	,009	,16	1,73
		2	-,673	,304	,168	-1,48	,14
		3	,602	,314	,341	-,24	1,44

\*. The mean difference is significant at the 0.05 level.

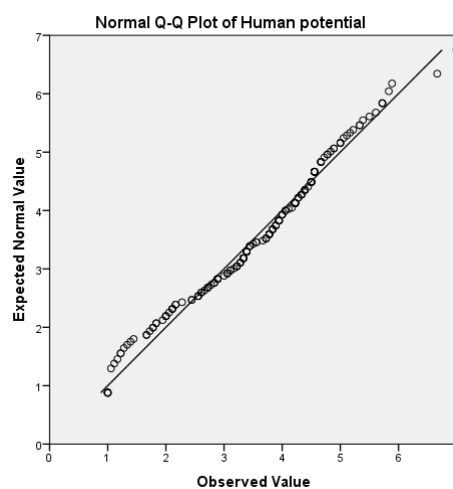
## 2.3. Tests de H<sub>1.2.</sub> et H<sub>2.2.</sub>

### 2.3.1. Vérification de l'homogénéité des variances et de la normalité

#### Test of Homogeneity of Variances

Human\_Potential

Levene Statistic	df1	df2	Sig.
,846	3	170	,470



### 2.3.2. ANOVA de la variable Human\_Potential

#### ANOVA

Human\_Potential

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	43,228	3	14,409	10,190	<b>,000</b>
Within Groups	240,383	170	1,414		
Total	283,611	173			

## 2.3.3. Post-hoc tests pour séparer chaque condition

## Multiple Comparisons

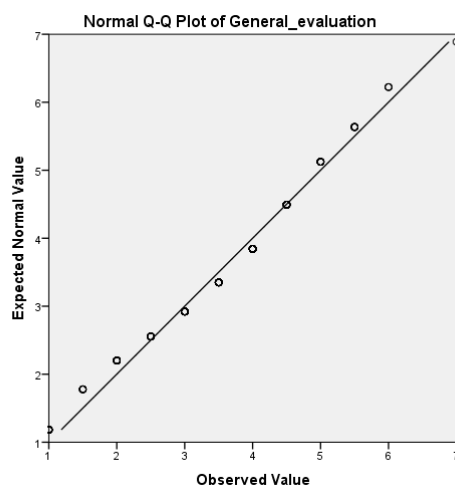
Dependent Variable: Human\_Potential

	(I) Condition	(J) Condition	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	1	2	-1,070*	,234	,000	-1,68	-,46
		3	,183	,245	<b>,878</b>	-,45	,82
		4	-,486	,268	,271	-1,18	,21
	2	1	1,070*	,234	,000	,46	1,68
		3	1,253*	,256	,000	,59	1,92
		4	,584	,278	<b>,157</b>	-,14	1,30
	3	1	-,183	,245	,878	-,82	,45
		2	-1,253*	,256	,000	-1,92	-,59
		4	-,669	,287	,095	-1,41	,08
	4	1	,486	,268	,271	-,21	1,18
		2	-,584	,278	,157	-1,30	,14
		3	,669	,287	,095	-,08	1,41
Bonferroni	1	2	-1,070*	,234	,000	-1,70	-,44
		3	,183	,245	1,000	-,47	,84
		4	-,486	,268	,429	-1,20	,23
	2	1	1,070*	,234	,000	,44	1,70
		3	1,253*	,256	,000	,57	1,94
		4	,584	,278	,223	-,16	1,33
	3	1	-,183	,245	1,000	-,84	,47
		2	-1,253*	,256	,000	-1,94	-,57
		4	-,669	,287	,126	-1,44	,10
	4	1	,486	,268	,429	-,23	1,20
		2	-,584	,278	,223	-1,33	,16
		3	,669	,287	,126	-,10	1,44

\*. The mean difference is significant at the 0.05 level.

## 2.4. Test de H<sub>3</sub> et H<sub>4</sub>

### 2.4.1. Vérification de la normalité et de l'homogénéité des variances



#### Test of Homogeneity of Variances

General\_evaluation

Levene Statistic	df1	df2	Sig.
1,814	3	170	,147

### 2.4.2. ANOVA sur la variable d'évaluation générale

#### ANOVA

General\_evaluation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11,803	3	3,934	2,468	<b>,064</b>
Within Groups	271,032	170	1,594		
Total	282,835	173			

## 2.4.3. Post-hoc tests pour séparer chaque condition

## Multiple Comparisons

Dependent Variable: General\_evaluation

	(I) Condition	(J) Condition	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	1	2	,33259	,24878	,541	-,3129	,9781
		3	,69934*	,26044	<b>,039</b>	,0236	1,3751
		4	,20351	,28480	,891	-,5355	,9425
	2	1	-,33259	,24878	,541	-,9781	,3129
		3	,36676	,27162	,532	-,3380	1,0715
		4	-,12908	,29507	<b>,972</b>	-,8947	,6365
	3	1	-,69934*	,26044	,039	-1,3751	-,0236
		2	-,36676	,27162	,532	-1,0715	,3380
		4	-,49583	,30496	,367	-1,2871	,2954
	4	1	-,20351	,28480	,891	-,9425	,5355
		2	,12908	,29507	,972	-,6365	,8947
		3	,49583	,30496	,367	-,2954	1,2871
Bonferroni	1	2	,33259	,24878	1,000	-,3315	,9967
		3	,69934*	,26044	,048	,0041	1,3946
		4	,20351	,28480	1,000	-,5568	,9638
	2	1	-,33259	,24878	1,000	-,9967	,3315
		3	,36676	,27162	1,000	-,3583	1,0918
		4	-,12908	,29507	1,000	-,9168	,6586
	3	1	-,69934*	,26044	,048	-1,3946	-,0041
		2	-,36676	,27162	1,000	-1,0918	,3583
		4	-,49583	,30496	,635	-1,3099	,3183
	4	1	-,20351	,28480	1,000	-,9638	,5568
		2	,12908	,29507	1,000	-,6586	,9168
		3	,49583	,30496	,635	-,3183	1,3099

\*. The mean difference is significant at the 0.05 level.

### 2.4.4. Moyennes pour voir le sens des différences d'attitudes significatives

#### Report

General\_evaluation

Condition	Mean	N	Std. Deviation	Minimum	Maximum
1	3,7368	57	1,46417	1,00	7,00
2	3,4043	47	1,14985	1,00	5,50
3	3,0375	40	1,11164	1,00	5,50
4	3,5333	30	1,20297	1,00	5,50
Total	3,4511	174	1,27863	1,00	7,00

## 3. Etude 2

### 3.1. Fréquences démographiques

#### 3.1.1. Genre

Genre					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	77	47,5	47,5	47,5
	2	84	51,9	51,9	99,4
	3	1	,6	,6	100,0
	Total	162	100,0	100,0	

#### 3.1.2. Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	107	66,0	66,0	66,0
	2	43	26,5	26,5	92,6
	3	7	4,3	4,3	96,9
	4	5	3,1	3,1	100,0
	Total	162	100,0	100,0	

### 3.1.3. Occupation

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	108	66,7	66,7	66,7
	2	45	27,8	27,8	94,4
	3	8	4,9	4,9	99,4
	4	1	,6	,6	100,0
	Total	162	100,0	100,0	

### 3.2. Tests de H<sub>1</sub>

NB :

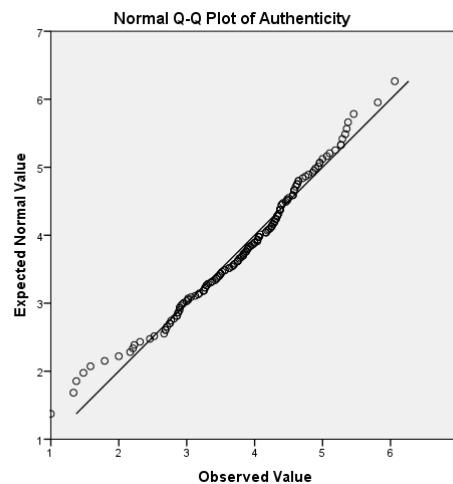
- Ad 1 : Topo Chico
- Ad 2 : 7up
- Ad 3 : Coca-Cola

#### 3.2.1. Vérification de l'homogénéité des variances et de la normalité

##### Test of Homogeneity of Variances

Authenticity

Levene Statistic	df1	df2	Sig.
2,399	2	159	,094



### 3.3. Tests de H<sub>1</sub> et H<sub>2</sub>

#### 3.3.1. ANOVA de l'authenticité

##### ANOVA

Authenticity					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26,756	2	13,378	19,527	<b>.000</b>
Within Groups	108,928	159	,685		
Total	135,684	161			

#### 3.3.2. Post-hoc tests pour avoir H<sub>1</sub> et H<sub>2</sub> séparément

##### Multiple Comparisons

Dependent Variable: Authenticity

	(I) Ad	(J) Ad	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	1,00	2,00	-,619*	,164	<b>.001</b>	-1,01	-,23
		3,00	-1,076*	,172	,000	-1,48	-,67
	2,00	1,00	,619*	,164	,001	,23	1,01
		3,00	-,457*	,152	<b>.008</b>	-,82	-,10
	3,00	1,00	1,076*	,172	,000	,67	1,48
		2,00	,457*	,152	,008	,10	,82
Bonferroni	1,00	2,00	-,619*	,164	,001	-1,01	-,22
		3,00	-1,076*	,172	,000	-1,49	-,66
	2,00	1,00	,619*	,164	,001	,22	1,01
		3,00	-,457*	,152	,009	-,82	-,09
	3,00	1,00	1,076*	,172	,000	,66	1,49
		2,00	,457*	,152	,009	,09	,82

\*. The mean difference is significant at the 0.05 level.

### 3.3.3. Moyennes permettant de voir dans quel sens vont les différences entre les publicités

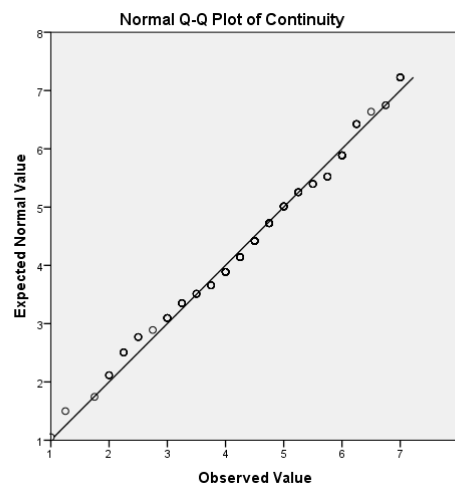
#### Report

Authenticity

Ad	Mean	N	Std. Deviation	Minimum	Maximum
1,00	3,21	41	1,000	1	5
2,00	3,83	68	,715	2	5
3,00	4,28	53	,816	3	6
Total	3,82	162	,918	1	6

### 3.4. Tests séparés pour discussions

#### 3.4.1. Continuité : vérification de la normalité et de l'homogénéité des variances, ANOVA, et post-hoc tests



#### Test of Homogeneity of Variances

Continuity

Levene Statistic	df1	df2	Sig.
5,250	2	161	<b>.006</b>

#### ANOVA

Continuity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	162,895	2	81,447	108,866	<b>.000</b>
Within Groups	120,451	161	,748		
Total	283,346	163			

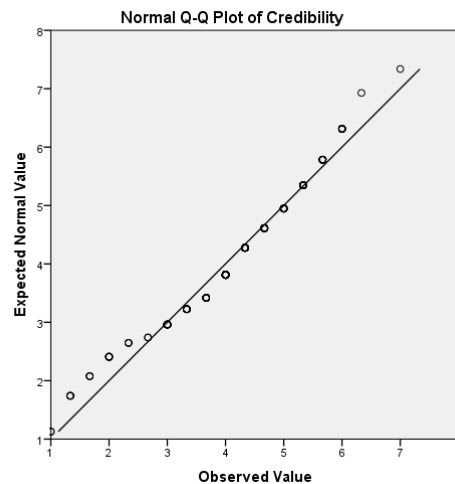
### Multiple Comparisons

Dependent Variable: Continuity

	(I) Ad	(J) Ad	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	1,00	2,00	-1,208*	,171	<b>,000</b>	-1,61	-,80
		3,00	-2,618*	,179	<b>,000</b>	-3,04	-2,19
	2,00	1,00	1,208*	,171	<b>,000</b>	,80	1,61
		3,00	-1,410*	,157	<b>,000</b>	-1,78	-1,04
	3,00	1,00	2,618*	,179	<b>,000</b>	2,19	3,04
		2,00	1,410*	,157	<b>,000</b>	1,04	1,78
Bonferroni	1,00	2,00	-1,208*	,171	<b>,000</b>	-1,62	-,80
		3,00	-2,618*	,179	<b>,000</b>	-3,05	-2,18
	2,00	1,00	1,208*	,171	<b>,000</b>	,80	1,62
		3,00	-1,410*	,157	<b>,000</b>	-1,79	-1,03
	3,00	1,00	2,618*	,179	<b>,000</b>	2,18	3,05
		2,00	1,410*	,157	<b>,000</b>	1,03	1,79

\*. The mean difference is significant at the 0.05 level.

### 3.4.2. Crédibilité : vérification de la normalité et de l'homogénéité des variances, et ANOVA



### Test of Homogeneity of Variances

Credibility

Levene Statistic	df1	df2	Sig.
2,172	2	161	<b>,117</b>

## ANOVA

Credibility

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18,061	2	9,031	6,597	<b>,002</b>
Within Groups	220,408	161	1,369		
Total	238,469	163			

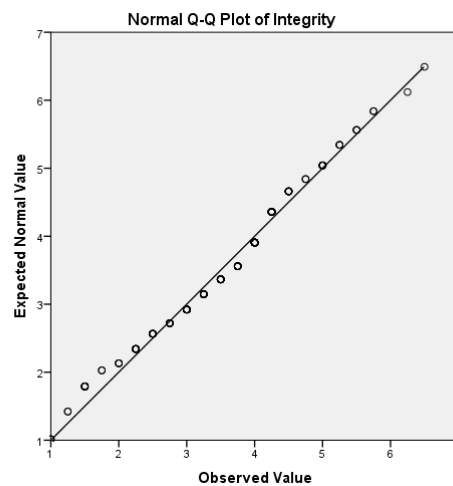
## Multiple Comparisons

Dependent Variable: Credibility

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) Ad	(J) Ad				Lower Bound	Upper Bound
Tukey HSD	1,00	2,00	-,739*	,231	<b>,005</b>	-1,28	-,19
		3,00	-,797*	,242	,004	-1,37	-,22
	2,00	1,00	,739*	,231	,005	,19	1,28
		3,00	-,058	,213	<b>,960</b>	-,56	,44
	3,00	1,00	,797*	,242	,004	,22	1,37
		2,00	,058	,213	,960	-,44	,56
Bonferroni	1,00	2,00	-,739*	,231	,005	-1,30	-,18
		3,00	-,797*	,242	,004	-1,38	-,21
	2,00	1,00	,739*	,231	,005	,18	1,30
		3,00	-,058	,213	1,000	-,57	,46
	3,00	1,00	,797*	,242	,004	,21	1,38
		2,00	,058	,213	1,000	-,46	,57

\*. The mean difference is significant at the 0.05 level.

### 3.4.3. Intégrité : vérification de la normalité et de l'homogénéité des variances, ANOVA, et post-hoc tests



### Test of Homogeneity of Variances

Integrity

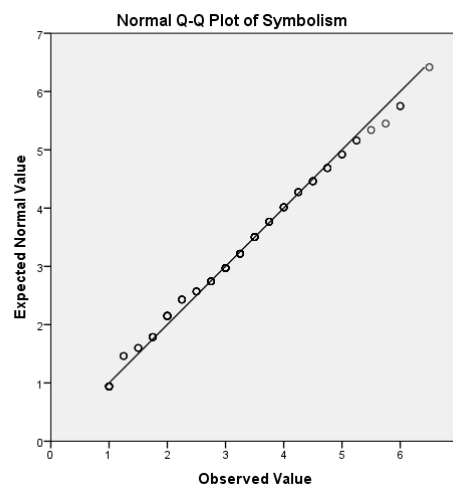
Levene Statistic	df1	df2	Sig.
2,435	2	161	<b>,091</b>

### ANOVA

Integrity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,805	2	1,402	1,171	<b>,313</b>
Within Groups	192,833	161	1,198		
Total	195,637	163			

### 3.4.4. Symbolisme : vérification de la normalité et de l'homogénéité des variances, et ANOVA



### Test of Homogeneity of Variances

Symbolism

Levene Statistic	df1	df2	Sig.
1,002	2	159	<b>,369</b>

### ANOVA

Symbolism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,405	2	3,703	2,330	<b>,101</b>
Within Groups	252,690	159	1,589		
Total	260,096	161			