

Advertising and changes in society 1950-1975

SND-ID: snd0090-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/002320>

Associated documentation

0090.html (99.72 KB)

Citation

Andrén, G., & Nowak, K. (1982) Advertising and changes in society 1950-1975 (Version 1.0) [Data set]. Stockholm University. Available at: <https://doi.org/10.5878/002320>

Alternative title

Ideologi och retorik i populärpressannonser 1950-1975

Creator/Principal investigator(s)

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Research principal

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Description

This study is part of a research program about cultural indicators in Sweden, 'Kulturindikatorer: Svensk symbolmiljö 1945-1975'. Primarily the study is about the imagination of advertisements, but the study also deals with the interplay between the content of the advertisement and other parts of the world of ideas in society, and between the content of advertisement and the material development. The content analyse is divided into three parts; the description of people in advertisements (sex, age, occupation, relations, etc.); environments occurring in the advertisements; statements about the product, and rhetoric used to influence buying the product.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Media unit: Text](#)

Population

Commercial advertisement covering at least 1/3 of a page in papers classified as popular for the years 1950-1975.

Time Method

[Cross-section](#)

Time period(s) investigated

1950-01-01 – 1975-12-31

Variables

152

Number of individuals/objects

2312

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Compilation/Synthesis
- Time period(s) for data collection: 1976-01-01 – 1976-01-01
- Data collector: Stockholm University, Centrum för masskommunikationsforskning
- Source of the data: Communications: Public, Communications

Geographic spread

Geographic location: [Sweden](#)

Responsible department/unit

Centrum för masskommunikationsforskning

Funding

- Funding agency: Bank of Sweden Tercentenary Foundation

Research area

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Public relations](#) (CESSDA Topic Classification)

[Gender and gender roles](#) (CESSDA Topic Classification)

Keywords

[Culture](#), [Women's role](#), [Mass media exposure](#), [Consumption](#), [Press advertising](#), [Gender role](#)

Publications

Nowak, K., & Andren, G. (1981) Reklam och samhällsförändring 1950-1975. Variation och konstans i svenska populärpressannonser 1950-1975. Kulturindikatorer Svensk symbolmiljö 1945-1975. Report no 3. Lund: Studentlitteratur. ISBN: 91-44-19551-6.

[Libris](#)

ISBN: 91-44-19551-6

Accessibility level

Access to data through SND

Access to data is restricted

Use of data

[Things to consider when using data shared through SND](#)

Versions

Version 1.0. 1982-01-01

Download metadata

[DataCite](#)

[DDI 2.5](#)

[DDI 3.3](#)

[DCAT-AP-SE 2.0](#)

[JSON-LD](#)

[PDF](#)

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Published: 1982-01-01

Last updated: 2019-02-06