

1. THE ORIGIN OF SEX DIFFERENCES

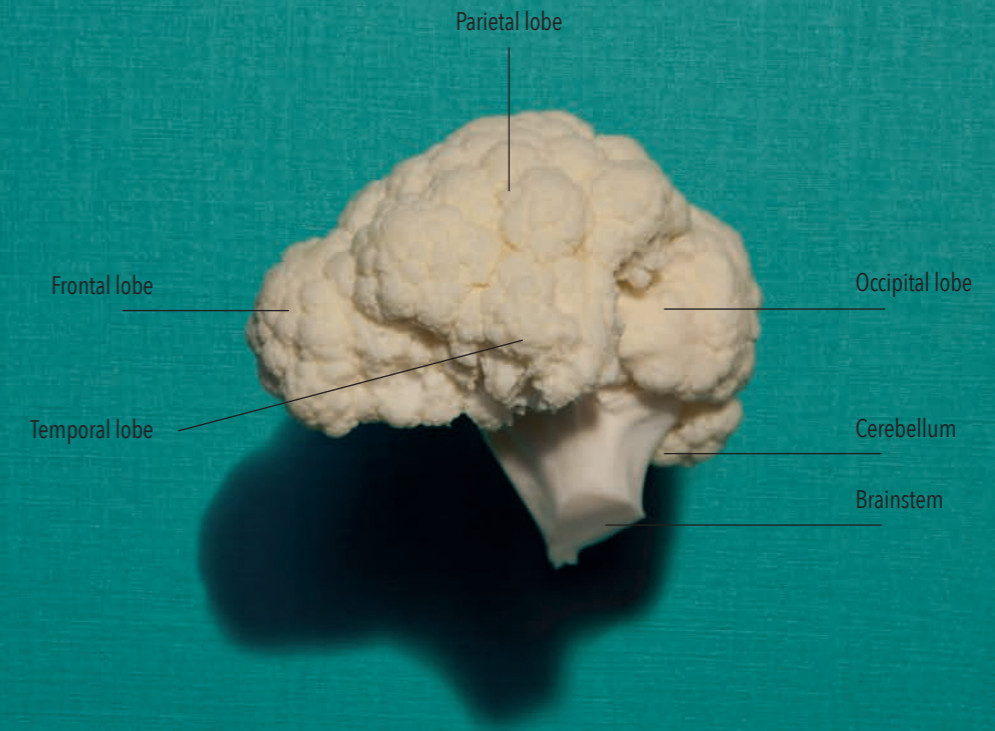
The differences between men and women can be explained in large part by our biology;

for example, differences with regard to chromosomes, hormones, brain structure and the like,

which will be discussed further in this section. Social and cultural influences are also important.

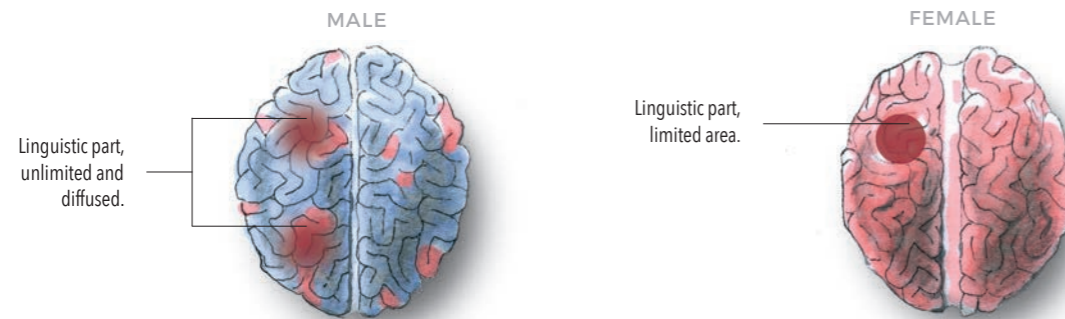
Structural differences in the brains of men and women will be explained below.

Afterwards, important environmental and evolutionary factors will be discussed.



3.2 SPECIALISATION IN THE LEFT AND RIGHT CEREBRAL HEMISPHERE

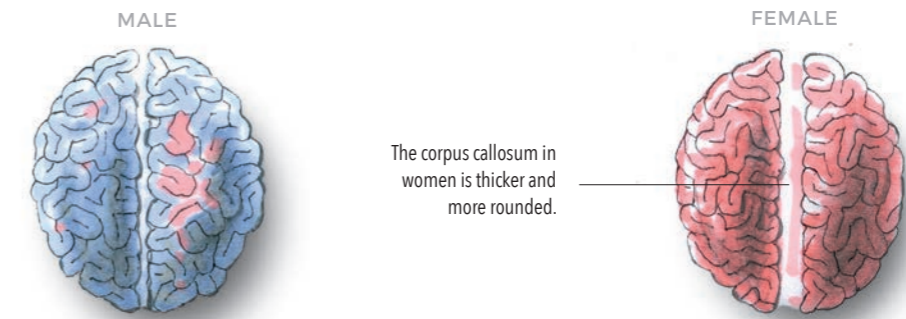
The variations in the predisposed brain structure as described in Chapter 2.1 are completed during puberty. Male and female hormones rise to their peak level during this period, strengthening the existing rudimentary gender properties. Puberty starts fairly suddenly for boys, with testosterone levels rising to a level no less than 20x higher than the female hormone (Severson, 2013). In women, the left cerebral hemisphere is slightly thicker than in men, which indicates a more developed left cerebral hemisphere. This is also where the linguistic part of the brain is located. On average, women perform better when carrying out linguistic tasks such as grammar, spelling, oral expression, writing and reading. In women, the linguistic area is located in just one place: the foremost part of the left cerebral hemisphere, which makes that area better equipped for



specialisation. This is why girls tend to learn to speak earlier than boys; this part of the brain is more efficiently organised for speech. In men, the linguistic area is located in both the foremost part, as well as the rearmost part of the left cerebral hemisphere; this type of organisation is less effective (Moir & Jessel, 1991).

3.3 COMMUNICATION BETWEEN THE LEFT AND RIGHT CEREBRAL HEMISPHERE

According to research, the corpus callosum or callosal commissure, which enables the exchange of information between the left and right cerebral hemisphere, appears to be approximately 12% thicker and more rounded in women than in men (Rozendaal, 2002). This corpus callosum provides a larger number of neural interconnections in women than in men, which improves information transfer between the cerebral hemispheres. In other words, women use both cerebral hemispheres during their thinking process, allowing them to reach a more balanced judgement on issues. In return, fewer specialisations take place when compared with men. Men have shown less cooperation between the left and right cerebral hemisphere, which makes them less effective in associating cognition and affection.



This has the disadvantage of men drawing less balanced conclusions than women in a combined affective and cognitive problem. On the other hand, a man is able to come to a conclusion more quickly because he is not hampered by a cognitive or affective value judgement. He simply is not able to have both cerebral hemispheres work well together. The more 'specialised and limited' neurological processes in a man ensure that he can reach a height of genius in one concentrated area after adolescence (Kimura, 1992). The specialised male brain experiences less distraction when concentrating; however, there is a lot more that can go wrong. It is often said that genius is close to madness, and there is an element of truth in that.

6.1 PRIMARY EMOTIONS

In modern people, physiological stimuli engender any of eight primary emotions. These emotions arise spontaneously and automatically in the brainstem without our direct influence. Primary emotions are explicit and require a direct action to respond to the emotional reality of the moment. In addition, a facial expression is a result of an emotion. These primary facial expressions belong, except for small nuances, to the range of universal facial expressions.

6.1.1 JOY-HAPPINESS-GLADNESS

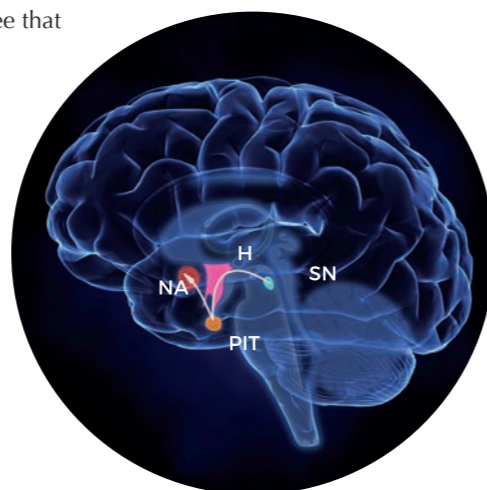
Joy, happiness and gladness are caused by dopamine release from the reward system. Dopamine is sent to a part of the frontal cortex, the nucleus accumbens, and is transmitted via the frontal cortex to other parts of the brain. When this occurs spontaneously, it is called the 'bottom-up reward' or the 'mesolimbic dopamine pathway.' Joy is almost always a spontaneous uncontrolled emotion. Therefore, when we artificially try to generate happiness by acting or faking, there will be virtually no release of happiness hormones.

Joy is for men a performance-oriented emotion. Men see this as a reward after personal achievement or acumen; confirmation that they have managed to get something under control or whether they have enforced happiness.

'Men attribute success to their skills, and their failures to other factors, such as an insufficient effort. Women attribute success to luck and consider a failure to be the (obvious) result of a lack of talent' (Tobias, 1996).

For women, joy is something you share with others. Women see in joy a confirmation that the group or subculture can enjoy something as a whole. Joy works cumulatively for women: the more individuals experiencing joy, the greater the joy she feels. It is striking to see that women at a time like this often seek eye contact with everyone involved. They try to read and absorb the delight on all the various faces.

The mesolimbic dopamine pathway runs from the substantia nigra (SN) to the hypothalamus (H). The hypothalamus (H) gives an order to the pituitary gland for a dopamine release. The pituitary gland (PIT) then starts sending dopamine to the nucleus accumbens (NA), a part of the frontal cortex (the reward system). The nucleus accumbens (NA) is settled in the consciousness.

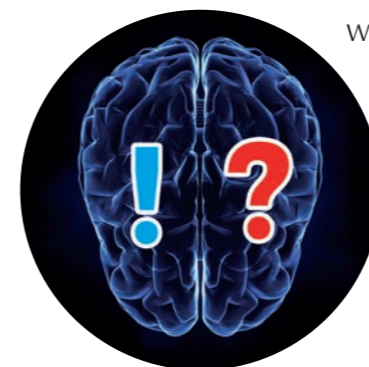


6.1.2 HUMOUR-LAUGHTER-BURST OUT LAUGHTER

Humour is a combination of surprise or amazement and joy. It occurs when logic appears suddenly illogical or when we encounter an absurd situation. The brain is always looking for balance in the left (cognition) and right (affection) hemispheres. However, when a conflict arises between the left and right brain, they collide with each other, in a sense. There is an apparent dissonance between two brain areas involving (1) the septum (a connection between cognitive and affective processes) and an area around the amygdala (organ for emotional assessment); and (2) the nucleus accumbens, which is the reward area and part of the frontal cortex (thinking). Both areas register an error and ask for a review or a correction of the thinking route. The brief clash, conflict or imbalance creates a laugh, laughter or smiles.

Humour is an effective means of relaxing the brain. This mental relaxation has a direct impact on physical health. For example, humour can relieve muscle tension in the body, which is often the cause of headaches and neck or back pain. Laughing also triggers the release of pleasant substances such as dopamine, which provide a refreshing and positive feeling. Humour is the means to overcome the issues of the day and helps to bring things into perspective.

Humour for men is one of the major emotions. For example, men tend to turn a disappointment, sadness or a stressful situation into humour by imagining an absurd fantasy show. This is because they have less ability to express sorrow or to regard it as a useful emotion, and thus they don't give their sorrow attention.



Women can more easily express emotions such as laughing or crying. They experience both emotions as useful and see in both a certain beauty. Women consider a life in which one has only laughed as one-sided and incomplete. For women, humour belongs to one of the many emotions. This explains why women, unlike men, love to watch soap operas in which many emotions are expressed and wherein mostly positive and negative emotions alternate.





7.1 INFORMATION SPEED AND DETAIL

Please read this text, it only takes 1,16 minutes!

00:00 Men are quicker to absorb offered information such as an advertisement. This is probably because they observe and process information that is fragmented into main issues. **00:07** These main issues often consist of arguments, characteristics and attributes of a brand, product or service. **00:11** Women need more time than men to form a reasoned judgment because they want to absorb all the detailed information. **00:29** Unlike men, women pay attention to things such as fine colour gradations, captions and any human emotions. When a woman wants to receive an ad message quickly, she more often limits herself to only the visual language or the total atmosphere (Alexander, 1986; Van Putten, 2003; Hupfer, 2002). **00:50**

By incorporating more time for information processing, brands could take more account of women. **00:54** For example, using visual and/or spatial presentations both in stores and at trade shows. Such situations increase the need for women to assess the product (e.g. food) through multiple senses (touch, smell, sight) (Underhill, 1999). **01:16**

Rituals is a great example of a store/brand that incorporates time for information processing. Women can smell and try out all kinds of products. 'Happiness can be found in the smallest of things. It is our passion to transform your everyday routines into more meaningful rituals' (Rituals, 2000).



7.2 AFFECTIVE VERSUS COGNITIVE DECISION LEVEL

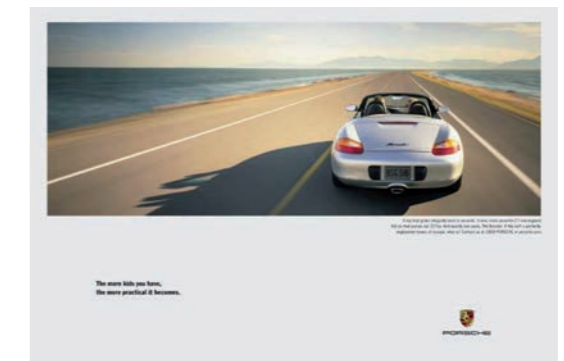
Men base their opinion more often based on cognition. At the same time, men are less able to switch between the left and right hemispheres. This means that in the selection process they often react either completely rationally or emotionally. Brands could anticipate this by convincing a man first through cognitive arguments and then afterwards affectively.

Take, for example, the purchase of a particular car brand. If a man rationalises his choice on a cognitive level, he can then be influenced emotionally. Cognitive issues about a high price will usually be suppressed because he mainly decides on emotional grounds. Rationality is temporary in the background or is completely unavailable. Men prefer cognitive decision-making that only later will be substantiated or supported by affection. The emotional brain in men is linguistically less supported; therefore, they are less able to put emotions into words or name them. Decisions that are made purely from the right cerebral hemisphere (emotional part), bringing him thereby to (total) confusion because there is little cognitive support. This confusion can lead him to love a particular type of car, and infatuation often leads to less critical buying behaviour.

Men choose for themselves rather than for their social environment. The decision-making of a man is based on choosing brands that confer status, and men are more brand loyal than women.

Men are also more likely to fall in love with a woman and less likely to break up a relationship (Moir & Jessel 1991).

Women sense much more because emotion and rationality, via the left and right cerebral hemisphere, are in constant contact with each other. They collect various materials, relativize, think back and thereby make their choices. As a result, they more frequently doubt whether they should purchase something or not. Women are also more sensitive to atmosphere and search for more confirmation of their decision. These complex mental machinations may make a woman more uncertain; therefore, they often play it safe, which could be a pitfall.

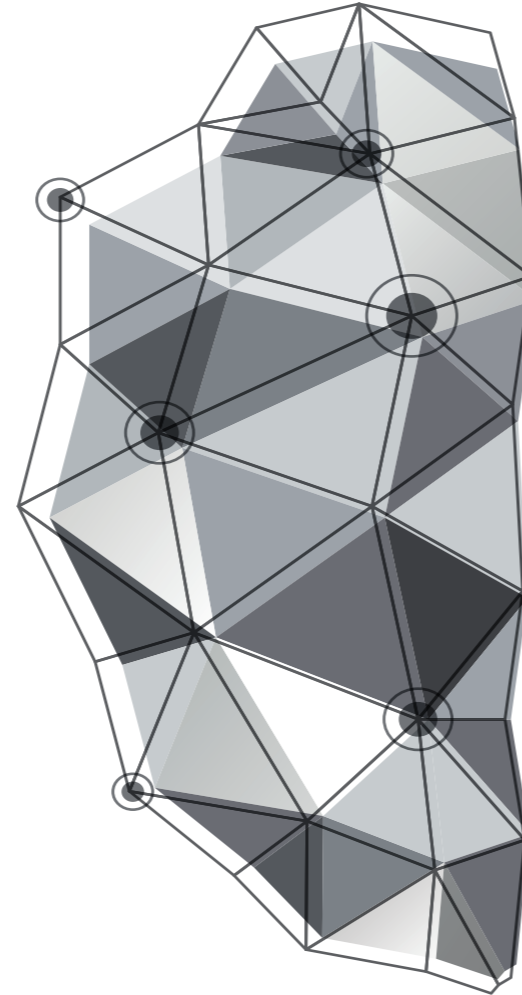


AGENCY: CARMICHAEL LYNCH, MINNEAPOLIS
'The more kids you have, the more practical it becomes.'

7.12 GENDER ROLES

Even though we try to keep from separating male from female tasks as much as possible, we fall back into the classic gender roles unnoticed, again and again. Perhaps both sexes have, without realising, a different role and predisposition. The male role, for example, is divided into father, husband and professional. At work, the decision to purchase a computer system will be entirely different from that of a father of two children. In the workplace, there is a much more rational view of things, such as the capabilities of the computer, depreciation, solidity and reliability. In the role of father, in the purchase of a mobile phone, tablet or computer a man will take into account more subjective things, such as if the child has certain preferences concerning colour, brand, storage or speed.

The female role is often divided into mother, wife, and working mother, and in addition: attractive woman. A great example wherein the different needs of a woman are beautifully translated is in a commercial of Oil of Olay, in which a middle-aged woman is featured. In this ad, the roles of caring mother and attractive woman translated quite nicely. It is beautifully communicated that a mother, in addition to her caring tasks, may pamper herself with beautiful cosmetic products to look good. Herein, two representations are united in one advertising message. Superb! (De Jong, 2005).



The various female roles



The female empathic ability

7.13 EMPATHIC ABILITY

Women have more empathy, which is why they are better at empathising with others. They will notice subtle details in facial expressions faster than men. They sooner notice when someone is feeling under the weather, is feeling uncomfortable or is insecure. These insights are not always explainable and often come from pure intuition. Women seem to be able to practically scan a person and just know. Women are emotion-oriented, are very sensitive to the prevailing atmosphere and are very people-driven. This means that every product and/or service should contain something human. When a human emotion is not directly visible, they create emotions themselves. Consider the emoticons used during a Whatsapp conversation or adding feelings to a subject.

Women's senses are also more sensitive and better developed. They see subtler shades, smell spoiled food faster, notice sudden noise levels sooner, are more sensitive to temperature changes, notice a light touch sooner, have a wider field of view, hear better subtle tones of voices, notice weird insects more quickly, more often feel unclean or sloppy, collect pictures of beloved animals, acquaintances and family and surround themselves with all kinds of emotionally associated decorations. Women do not always perceive this as an advantage. The lack of empathy in men makes it easier for them to choose for themselves. Women sometimes long for this independent thinking, which makes them sometimes envy the uncomplicated way men act. Consider the sense of responsibility that the average working woman has for her family.

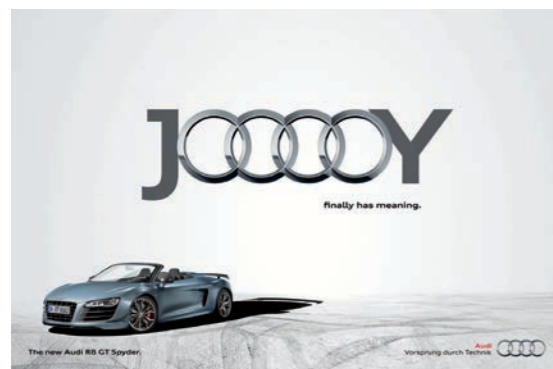
8.4 TYPOGRAPHY

For women, the originality of the font is of less importance. They attach more importance to the atmosphere of the overall picture and less on the rationale behind it. Women pay more attention to subtle details of a styled font and its decorative possibilities. For women, the font used in combination with the image is of great importance. They take in all the detailed information and try to interpret the overall feeling of the image. Women notice subtle details more quickly, such as differences in line distances (more white in typography), font size or the correct use of punctuation. Texts may also contain colour or subtle nuances to clarify the text content.

For men, typography has primarily a functional value whereby the overall picture should radiate a certain peace (or dynamic). Men think more in terms of clear contrasts in which one moment creates total peace and in another situation creates the opposite. In both cases, men would rather not be distracted by explicit typography when it adds nothing. Men are certainly interested in special fonts, but only if there is a clear reason for them. They prefer, in specific situations, dynamic letterforms, perspective and alignment of the font. Men respond more quickly to large and prominent headings with an original punchline. In short, men more like surprising and original fonts that stress the contents of the image, or a new and unique combination of letters (Van Putten, 2003).



AGENCY: REVOLUTION BRASIL, SÃO PAULO
For women, the font used in combination with the image is of great importance. They pay more attention to subtle details of a styled font and its decorative possibilities.



AGENCY: TONIC INTERNATIONAL, DUBAI
Men more like surprising and original fonts that stress the contents of the image, or a new and unique combination of letters.

8.5 USE OF COLOUR

Women are clearly at an advantage regarding colour recognition. They recognise colour sooner and can identify it more accurately. When an appeal is made to men with colour in advertising, it is better that the colour is actually shown. However for women it is often sufficient to just mention the name of the colour. Moreover, for both sexes showing the colour communicates more effectively. Men often find it unclear when there are only words about a colour in online and offline advertising, or via radio. Men will, in many cases, not understand what the ad is about (Alexander, 1986).

Men prefer chromatic (saturated) colours or clear black and white contrasts. This is probably because they distinguish subtle nuances less well. That is not to say, of course, that the use of achromatic (unsaturated) colours is undesirable.

Women have a greater sense of colour harmony and their use of colour is more flexible and diverse, because they can distinguish subtle nuances exquisitely. Warm colours draw women's attention and symbolise the message. Women prefer warm grey over cool grey, while in men, it is just the opposite. Creative professionals can benefit from this by freely using shadows and shades in promotional materials for women (Alexander, 1986; Khouw, 1998).



AGENCY: DM9 DDB, SÃO PAULO
Men prefer chromatic (saturated) colours or clear black and white contrasts.



AGENCY: DÉBUT ART, ARNO, LONDON
Women can distinguish subtle nuances exquisitely.

8.10 HEURISTIC VERSUS COMMUNAL

Men are transformational when it comes to choosing. As cognitive processors, they reach the essence of a message step-by-step. From cause to effect to objective evidence. Their actions are often carried out in order to reach a certain goal. This approach makes men more competitive and makes them value status more. Men think in a limited manner and focus on one single matter. Social aspects play an insignificant role during the thought process of men. Men as subjects of a single specific processing unit will value a message that is focused on only one quality a lot more than women will (Putrevu, 2001).

Women are social creatures in whom the human is the centre. They care less for the technical side of a product and more for the information on its actual working process. This is why it is necessary to provide women with enough information regarding the possibilities, organisation, accessories, usage and maintenance of a product.



AGENCY: LEO BURNETT, LONDON

Men are more competitive and value status more. Their actions are often carried out in order to reach a certain goal.



CLIENT: L'OREAL

Women are social creatures in whom the human is the centre. They care less for the technical side of a product and more for the information on its actual working process.



AGENCY: GUTE WERBUNG, HAMBURG

Men have always been interested in the big idea. It is important to have a clear concept incorporated in the message.

8.11 CONCEPTUAL ADVERTISING

Men are naturally more playful, active, sporty, experimental, and they care about research. They often show more interest in the backstory of something than the actual story itself. This is why men have always been interested in a possible 'catch'. It is important to have a clear concept incorporated in the message.

Women are usually looking for one or multiple storylines that contain various emotional components within a commercial message. A woman values ideal beauty, whilst men are aware of the fact that clearly a lot has been manipulated during retouching. Women are more aware of interpersonal relations, such as a social issue and its total experience. The concept, the big idea, whereas the finding or the catch are of less importance.



AGENCY: GREY, TORONTO

Women are more aware of inter-human relations such as a social issue and its total experience.

8.12 AGENTIC VS. COMMUNAL

Advertising for a male audience is more effective when it appeals to personal qualities such as security and independence. The person themselves usually is the centre with men, in terms of motivation and interests. These characteristics are classified as something personally oriented that is also known as agentic oriented. Joseph, Markus and Tafaodi's research in 1992 has shown that men remember information better when it's personal, and that women remember information much better when it concerns someone else. The manner in which males form judgement is often based on analytic and logical connections.

Advertising to a female audience is more effective when it focuses on their identity and personal relations. Not only do they put themselves at the centre, but also their social surroundings. They value personal involvement and harmony within their own environment. Women usually develop a self-image that is mainly based on the important considerations of others. According to Markus and Oyserman, these differences imply decisions, information and a difference in mental processes. Her process, which is focused on others, is also partly connected to her own considerations. These connecting processes that women possess might have to do with the more complex repetition of interpersonal information. This would mean that women are better at

remembering information about others. There is little empirical evidence that it has to do with gender differences and the type of memory one can have. However, in a study on facial recognition, it became clear that women are far superior at recognising faces than men (Hupfer, 2002).

Women usually feel more responsible for their family. When both a man and woman are being held responsible for getting home on time to take care of their children, a man will question his responsibility more easily and choose an important meeting over the care of children. In that perspective, a woman is often more a giver than a taker. She is better at organising her own social surroundings and therefore feels more responsible. Of course, the necessity of nurturing and guilt also play a role to a certain degree. Women do not like to give away their nurturing role because they feel everything needs to be done properly and feel as if they can do a better job, which is why they will take up such tasks rather than giving them away. Men are not always trusted with nurturing tasks. Women feel as if men lack the social side and that they perceive nurturing as a task to be solved with simplicity. Men are too formal and lack sensitivity in these circumstances.



AGENCY: SPRINGER & JACOBY WERBUNG, HAMBURG
 'Freedom since 1933'
 Women usually feel more
 responsible for their family.

AMSTEL BEER AD

This ad for the Amstel brand does not fit many of the criteria for the male target group. First, the ad does not stand out from the rest due to the excessive detail. Men have more difficulty processing complex information and sometimes do not want to understand it (Wolff, 2005). They are inclined to assess information on certain key issues and are more likely to arrange the information to arrive at a simpler conclusion. This is not an easy task for this ad because it has no obvious main theme.

Men also have a more limited range of emotions, unlike women, and are less able to understand all the subtle human interactions in the ad or derive meaning from them. This is probably because men's emotions are less well supported by the linguistic system, leaving a man with only limited abilities to put his emotion into words (Moir & Jessel, 1990).

The colours used are also suboptimal for men, given that approximately 1 in 12 men (8.3%) has a colour vision disorder. The most common colour vision disorder is distinguishing red and green (Brettel, Vienot & Mollon, 2004). Some shapes can, for men, flow into one another and thereby make it difficult to recognise the image. This perception also affects recognition of the Amstel brand, which is depicted among many other details.

Furthermore, the image contains a lot of atmosphere and amusing details but has no real action, hook or idea on which men can focus. Men clearly have more need for originality. To attract them, a surprising punch line or an amusing pun is needed (Van Putten, 2003). There is a high probability that men won't notice this ad because they cannot discern what the ad is trying to convey. A layout with lots of detail more quickly passes a perception threshold in men and is therefore less accessible to them. For men, a layout should be uncluttered and functional. Men scan a layout for the essentials and spend relatively shorter time on them (Meyers & Sternthal-Levy, 1991). An advertisement is sometimes compared to a two-second commercial. This short time period will, in this situation, probably be too short for men.

	negative	positive	n.a.
focus on one topic	●		
organised layout	●		
positive approach		●	
use of colour	●		
original idea	●		
action element			●
humour	●		
emotion		●	
appeal to status			●
size of ad		●	



AGENCY: PROMOTIONAL SOURCE, AMSTERDAM

MINOLTA PHOTO CAMERA AD

The billboard with the advertisement for the new waterproof photo camera from Minolta has two aspects that appeal to both men and women. First, there is the social side. Women prefer a human message that talks to the viewer. Women have a wider view of the world in which human intuition plays a central role. Women are looking for a human brand (Key, 2005). This advertisement not only effectively shows the benefits of this small family camera but also refers to the fact that technique is subservient to man. Minolta touts its user friendliness, unlike many competitors who often focus too deeply on the technical details and thereby fail to communicate well with the female sex.

The peeing toddler evokes emotions in women such as sweetness, cuteness and pampering. Women want to identify with an advertisement. They seek symbolism with which to explore the atmosphere of the picture. They possess greater empathy and more frequently look for affinity, acceptance, admiration, idealism and commitment (Van Putten, 2003). She recognises the importance of a camera that can capture a drop of water and realises the possibilities and opportunities for capturing her surroundings. For women the social aspect is very important, which does not mean that there always has to be a 'human presence' in an advertisement but that a 'social dimension' is preferred (Alexander, 1986).

Men are much more fascinated with the original idea of a peeing poster and the technique behind it. To them, there is a certain feeling of competition; 'I wish I had thought of this; it's brilliant!' On the other hand, men also find this peeing toddler a bold and cool image. A boy who is barely two years old already has so much courage? Boys strongly identify themselves with such a toddler, giving their imagination free rein, such as, 'If I were that small, I would definitely do it that way!' Men adopt a more adventurous vocabulary and are generally more creative and inventive (Moir & Jessel, 1990). Their child-like fantasy world develops well into adulthood. 'In men, you more often suddenly see the boy' (Dresselhuis, as cited in Camps, 2001).

The male sphere of interest lies more in sports, action and movement (Alexander, 1986). Men clearly need more originality. A surprising punch line, a clever pun or a special music clip is needed to attract men. The link to the product or brand should remain well preserved, otherwise men's attention will quickly flag. However, this does not mean that women are not susceptible to original advertising. An advertisement with an original concept quickly attracts the attention of both sexes and scores higher in terms of brand image and brand awareness (Van Putten, 2003).



AGENCY: KKBR/SMS, AMSTERDAM

'The camera that can handle a splash'. (The Minolta photocamera is water resistant. 'Tegen een spatje kunnen' (Can handle a splash) is a pun on the Dutch saying 'tegen een een stootje kunnen', which means: can take a beating.)

	negative	positive
overall atmosphere		●
detailed information	●	
human element		●
eliminates negative emotion		●
eliminates sex or violence		●
use of colour		●
rich in details		●
rich in emotion		●
nonverbal signs		●
creates 'we' feeling		●

	negative	positive
focus on one topic		●
organised layout		●
positive approach		●
use of colour		●
original idea		●
action element		●
humour		●
emotion		●
appeal to status	●	
size of ad		●