



compare

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DISCUSSION & REVIEW QUESTIONS:

- Towards the beginning of the video, Mr. Prager states that, "...the power of the visual to excite men has no analogue in women. Women don't get excited by virtually every male body at the beach. Male legs don't turn them on like female legs turn men on." Why do you think that this is the case? Why do you think that this condition, unique to men, causes so many problems?
- Mr. Prager informs us that "Men find other woman attractive in large measure just because they are other women. Men are programmed by nature to want variety – indeed endless variety," and that "It takes massive willpower in fact for a heterosexual man not to look at bikini-clad women. And few men – even the nicest, finest, and most monogamously faithful and loving – have such willpower." Since men are biologically programmed to look at other women, it's not their fault if they succumb to their urge to look- so why do you think they get in trouble when they really didn't have much of a choice? Do you think men should be blamed for looking? Why or why not?
- When discussing part of why women dislike it when men look at other women, Mr. Prager explains, "...why does she feel threatened? Because she thinks he is comparing her to those women." Why do you think that this is generally the case? Do you think women are preprogrammed by nature to compare themselves to other women, and/or to assume that men are comparing?
- After explaining that, "...the visual gets men's total attention in a matter of seconds, but as soon as the woman he was focused on vanishes, most men forget what they saw in an equal number of seconds," Mr. Prager asks, "Why does this come as news – and hard to believe news, at that – to most women?" How would you answer his question? Do you think it might have more to do with women not being able to relate to this condition or with Mr. Prager's assertion that women don't forget the other women being looked at so they assume the man doesn't forget either?
- At the end of the video, Mr. Prager sums up by stating, "Where there is basic domestic harmony and mutual physical attraction, more than anything, your husband wants you. When he looks, he isn't comparing, he isn't getting dissatisfied, and he won't have a clue later as to who he saw." Do you think that hearing this brings some degree of comfort to women irked by men who look? Why or why not? Do you think that most women who watch this video will believe the information presented? Why or why not?

EXTEND THE LEARNING:

CASE STUDY: Pinup Girls

INSTRUCTIONS: Read the article “Coca-Cola and Fairlife teamed up for an ultra-filtered premium milk product, but their new advertisements won’t see the light of day after Twitter users deemed them ‘sexist,’” then answer the questions that follow.

- Why did the ad campaign receive criticism? What was the criticism? Do you think that the criticism was warranted? Why or why not?
- Which gender was more offended by the ads? Why do you think that is the case? Why do you think that Fairlife will not be using the campaign after all?
- Do you think that the same biological and psychological mechanisms at work for men and women described in the video apply to pinup girls and ‘celebrity crushes’ as well? Why or why not?



QUIZ

HE WANTS YOU

1. What was the number one problem on a couple's vacation?

- a. Disagreeing over dinner reservations.
- b. Spending too much money.
- c. Activities versus relaxing.
- d. Men checking out other women.

2. What is a woman usually thinking when her boyfriend or husband is looking at other women?

- a. Other women must be more attractive.
- b. He must be dissatisfied and might leave her.
- c. He'll continue to think about these other women.
- d. All of the above.

3. What doesn't the woman know?

- a. It doesn't matter.
- b. He wants the other woman more than he wants his girlfriend or wife.
- c. He is actually thinking of football.
- d. He is actually salivating over the steak ad he saw

4. When he's looking at other women, he is:

- a. comparing his girlfriend or wife to the other women.
- b. not becoming dissatisfied with his girlfriend or wife.
- c. thinking of them later.
- d. counting the hours until the date is over.

5. More than anything, he wants:

- a. to watch football.
- b. to go shopping.
- c. his girlfriend or wife.
- d. to eat a hamburger.



QUIZ - ANSWER KEY

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<http://www.breitbart.com/big-hollywood/2014/12/03/coca-cola-under-fire-for-sexist-milk-ads-featuring-pin-up-girls/>

Coca-Cola Under Fire for ‘Sexist’ Milk Ads Featuring Pin-Up Girls



by [Kelli Serio](#) 3 Dec 2014

Coca-Cola and Fairlife teamed up for an ultra-filtered premium milk product, but their new advertisements won't see the light of day after Twitter users deemed them “sexist.”

The ads in question feature pin-up girls, baring it all, with milk dripping off of their naked bodies.

In the images, some of the models are riding scooters and mopeds, while one is even standing on a scale, which did not go over so well.

“Ass up on a scale: @CocaCola knows how women like to drink milk,” Brooklyn Middleton [said](#).

“In case you missed: ads for Coke’s new milk brand show nude women, covered in milk, being weighed. #everydaysexism,” [said](#) Dan Barker.

“Anyone else disgusted by Coca-colas new milk ad campaign w naked women on scales??” [asked](#) Abbey Sharp.

“Sexist much? I’m throwing this new @CocaCola milk ad under the proverbial bus at 7:55,” [said](#) Kristine Zell.

Following the backlash, Fairlife announced on their website that the marketing technique was only a test, and they will use a different approach as they gear up for the national launch of their product in 2015.

[Fairlife](#) sets the record straight:

In June, we concluded two test markets in Denver and Minneapolis. The test markets allowed fairlife to learn what was working and what we needed to improve for the upcoming national launch.

So you’ll see all new packaging and new advertising once we launch. The “pin-ups” advertising may have been eye-catching, but we’re taking a totally new approach... that campaign was retired in June and we’re super excited about what’s to come...

The fancy milk product has 50 percent more natural protein, 30 percent more calcium, and 50 percent less sugar than your average milk. Sounds harmless.

