

Relatório de Pesquisa Sobre "Ética na Propaganda"

Bolsista de Iniciação Científica: **ADRIANA UONO**

Orientadora: **Prof.^a Dr.^a MARIA CECILIA COUTINHO DE ARRUDA**

Período da Bolsa do CNPq: 01/08/93 a 31/07/94

OBJETIVOS DA PESQUISA:

- Identificar atitudes e manifestações éticas e não-éticas de dirigentes ou proprietários de agências de publicidade, no Brasil e no exterior, através de pesquisa de campo.
- Organizar o levantamento de dados primários junto ao público alvo da pesquisa.

Este projeto constitui parte de um projeto mais amplo em que será efetuada uma análise comparativa com os padrões levantados em pesquisa elaborada em 1986/1987 e esta de 1994.

Adriana Uono

METODOLOGIA DA PESQUISA:

Para caracterizar atitudes e manifestações éticas e não-éticas dos dirigentes / proprietários de agências de publicidade, foi elaborada uma pesquisa de campo, que constou das seguintes atividades:

1. Leitura e compreensão do projeto mais amplo da pesquisa em que estava inserido o trabalho como bolsista.
2. Avaliação dos dados existentes sobre a mala-direta empregada na pesquisa de campo de 1986/87 (informes provenientes da tese da Prof.^a Maria Cecilia Coutinho de Arruda - 1986 e anuários estatísticos de agências de publicidade).
3. Atualização da mala-direta:
 - 3.1. Pesquisa bibliográfica sobre os dados atuais relativos a dirigentes / proprietários de agências de publicidade em 76 países.

Para isso, foram colhidas informações junto às seguintes instituições:

- a) ABAP - Associação Brasileira de Agências de Publicidade;
- b) Sindicato das agências de Publicidade;
- c) Revista Meio&Mensagem;
- d) Clube de Criação;
- e) ABIPEME - Associação Brasileira de Instituições de Pesquisa de Mercado;
- f) Biblioteca da EAESP/FVG;
- g) Agência J. Walter Thompson Publicidade Ltda.;
- h) Agência W/Brasil Publicidade Ltda.;
- i) Agência Salles/Interamericana de Publicidade S/A;
- j) Agência Standard, Ogilvy & Mather Publicidade Ltda.

Adrian

3.2. Consolidação dos dados coletados, principalmente a partir da fonte bibliográfica: Revista "Advertising Age" - Abril/1993 (inteira).

4. Definição da amostra:

- Exterior: 471 questionários (76 países)
- Brasil: 139 questionários

5. Elaboração da mala-direta:

- 5.1. Verificação da possibilidade de aproveitamento dos dados compilados no aplicativo "Multimate";
- 5.2. Transferência e adaptação dos dados para um aplicativo viável de processamento da mala-direta (carta, questionário, etiquetas);
- 5.3. Análise de adequação dos softwares disponíveis aos dados já compilados (Word For Windows, Access e DBase III);
- 5.4. Complementação do cadastro dos dados relativos às agências a serem pesquisadas;
- 5.5. Impressão das etiquetas para envio do questionário;
- 5.6. Providências para elaboração e impressão das cartas de encaminhamento e questionários (vide cópia em anexo);
- 5.7. Preparo e remessa da correspondência completa (carta, questionário e envelope).

6. Controle:

- 6.1. Elaboração de um sistema de controle de recebimento dos questionários preenchidos;
- 6.2. Desenvolvimento de um sistema de processamento de dados para controle das respostas recebidas e tabulação dos dados.

7. Preparação e envio da segunda remessa de questionários (para os casos em que não houve resposta até a data limite), como requisito acadêmico para possível publicação posterior.

Odlo

8. Análise:

- 8.1. Planejamento de sistema de análise dos dados coletados na pesquisa de campo;
- 8.2. Planejamento de quadros de análise que permitam avaliar a evolução dos padrões de publicidade empregados em diferentes países (ou blocos).

RESULTADOS DA PESQUISA:

O trabalho de pesquisa sobre "Ética na Propaganda" apresentou as seguintes dificuldades iniciais, posteriormente superadas:

- Atualização dos nomes das principais agências de publicidades do mundo, seus dirigentes e respectivos endereços;
- Possibilidade de reutilização dos dados empregados na pesquisa feita em 1986/87.

A busca de informação a fim de atualizar os dados existentes mostrou como é possível fazer contatos e como obter informação ou, na falta da mesma, meios para se chegar a ela.

Através do primeiro contato (ABAP - Associação Brasileira de Agências de Publicidade) foi possível obter meios alternativos para se chegar ao anuário estatístico mundial de agências de publicidade o qual seria a principal fonte de nomes das agências, endereços e seus principais dirigentes/proprietários.

Salvo

Diante da impossibilidade de acesso ao anuário em questão, a opção feita foi pelo uso dos dados empregados na pesquisa de campo realizada em 1986/87. Tais dados apresentavam-se compilados no programa Multimate. Sendo este software pouco conhecido atualmente, foi analisado uma forma de convertê-los para um programa de mais fácil acesso, como por exemplo, Word for Windows, Access ou dBase III. Isso contribuiu para um maior conhecimento de recursos facilitados pela informática. Por exemplo: banco de dados, mala direta, confecção de etiquetas, classificação de acordo com critérios escolhidos e mescla de dados entre outros recursos do aplicativo Word for Windows e fórmulas, vínculos de planilhas e formatações do aplicativo Excel para a tabulação das respostas dos questionários.

A observação feita quanto aos resultados da pesquisa realizada via correspondência foi que o número de retorno, ou seja, questionários preenchidos, era baixo. A expectativa de quem inicia um trabalho científico diante do envio de mais de 500 questionários era de que haveria um grande número de respostas. Após o término do período estabelecido para o recebimento dos questionários da primeira remessa, obteve-se apenas 5,6% do total enviado de questionários respondidos e 10,2% de correspondências devolvidas devido a dados desatualizados.

QUESTIONÁRIOS	Nº	%
Respondidos: <i>Brasil: 8</i> <i>Exterior: 26</i>	34	5,6
Devolvidos: <i>Brasil: 2</i> <i>Exterior: 60</i>	62	10,2
Sem resposta	514	84,2
TOTAL	610	100,0

Jdkon

Ficou patente a necessidade de uma segunda remessa para reforçar a importância das respostas daqueles que não responderam até a data limite.

Como costuma ocorrer com pesquisas feitas por correspondências, correu-se também o risco de que muitos daqueles que foram enviados não chegassem ao destinatário, ou aqueles que receberam não respondessem. Da mesma forma questiona-se a veracidade de quem realmente preencheu o questionário.

Outro aspecto interessante, do ponto de vista profissional, foi notar a abertura de outras pessoas e mesmo de empresas ao demonstrar grande disponibilidade para colaborar no que estivesse ao seu alcance, para que se minimizassem as dificuldades encontradas, especialmente na fase de atualização dos dados referentes a amostra e utilização de computadores.

Uma fase de especial motivação da pesquisa foi poder palpar resultados ao chegarem os primeiros questionários respondidos. Mais do que elaborar friamente quadros de tabulação e análise, revelou-se compensador o fato de que já se dispor de dados em mãos, a medida em que se concretizavam os instrumentos de medição e controle, ao tabular as informações.

Abreu

Exemplo de tabela elaborada para tabulação por país:

PAÍS					
AGÊNCIA:	Agência A	Agência B	Agência X	TOTAL
1.1	1				1
1.2					0
1.3		1			1
1.4					0
1.5				1	1
2.1					0
2.2					0
2.3	1	1		1	3
2.4					0
2.5					0
....					0
....					0
....					0
....					0
....					0
170.1					0
170.2		1		1	2
170.3					0
170.4					0
170.5	1				1

obliw

Exemplo de tabela elaborada para consolidação por bloco/continente:

BLOCO/CONTINENTE					TOTAL
PAÍS	País 1	País 2	País N	
1.1					
1.2					
1.3					
1.4					
1.5					
.....					
.....					
.....					
.....					
.....					
170.1					
170.2					
170.3					
170.4					
170.5					

Adriano

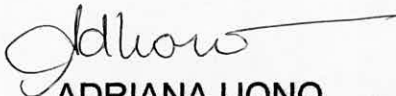
Foi importante para se atingir os objetivos propostos na pesquisa de campo, a integração que logo se estabeleceu com os funcionários da EAESP/FGV das áreas de informática, almoxarifado e biblioteca. No entanto, uma experiência muito positiva foi perceber que, ao se realizar uma pesquisa, nunca, ou dificilmente, os dados ou subsídios chegam da forma idealizada. O que faz com que as soluções sejam encontradas são: o espírito de investigação, o empenho denodado e paciente, persistência e responsabilidade para atingir as metas propostas.

BIBLIOGRAFIA:

**ANUÁRIO BRASILEIRO DE PROPAGANDA: AGÊNCIAS E VEÍCULOS
92/93 - São Paulo: Editora Meio & Mensagem, 1993**

ADVERTISING AGE. April, 1993

São Paulo, 21 de outubro de 1994


ADRIANA UONO

São Paulo, Brazil
June 25, 1994

Dear Sir,

This questionnaire is part of a survey about "The Moral Themes in Advertising" on which I have been working for some years in a program sponsored by the Brazilian Government. The objective of the research is to compare the state of the art in Brazil and in 76 countries to the results of the same survey in 1987. I aim a future publication, either in Portuguese or in English. I am aware of the fairly large controversy about the subject, but I understand the results could bring a significant contribution to the studies on sex-stereotyping, pornography, decency, sexism, moral/ethics in advertising. I would be very grateful if the questions were answered with total sincerity. All respondents shall have a directive position, which will assure us the highest quality of information. I appreciate your cooperation and I will be looking forward to hearing from you.

Sincerely,



Prof.ª Dr.ª MARIA CECILIA ARRUDA
Assistant Professor
EAESP/FGV - Marketing Department
Av. 9 de Julho, 2029 - MCD
01313-902 São Paulo - SP - BRAZIL

QUESTIONNAIRE FOR ADVERTISING AGENCIES DIRECTORS (In case the questionnaire cannot be answered by the person to whom it was addressed, I would like to have it filled out by another director of the agency, preferably of the creative area).

NAME: Age:
 AGENCY: Country:
 POSITION: Time of experience as advertiser: Areas:
 Graduate: () NO () YES. In: Undergraduate: Institution:
 Graduate: Institution:

GENERAL INSTRUCTIONS TO ANSWER THE QUESTIONNAIRE:

1. Answer ALL the questions, in the indicated sequences.
2. Don't go back, after reading the following questions.
3. If in doubt, write the alternative that seems closer to your opinion.
4. For each assertion you should sign only ONE score, regarding intensity, frequency or concordance.
5. Answer all the questions, as soon as possible.

OBSERVATIONS:

1. Please return your answered questionnaire by August 15, 1994 (Air Mail, please!) to:

Prof. Dr. MARIA CECILIA ARRUDA
 Assistant Professor
 EAESP/FGV - Marketing Department
 Av. 9 de Julho, 2029 - MCD
 01313-902 São Paulo - SP - BRAZIL

2. No specific analysis will be done on individual questionnaires. The study shall cover group tendencies only.
3. All questionnaires will be kept in strictest confidentiality.

4. SCALES:

INTENSITY	FREQUENCY	CONCORDANCE
Nn=None (1)	Nv=Never (1)	Td=Totally discordant (1)
Lt=Little (2)	Ft=A few times (2)	Fd=Fairly discordant (2)
Md=Median (3)	St=Some times (3)	Id=Indifferent (3)
Pt=Plenty (4)	Mt=Many times (4)	Fc=Fairly concordant (4)
Tt=Total (5)	Aw=Always (5)	Tc=Totally concordant (5)

Based on your opinion, circle the concordance/discordance grade for the following assertions regarding Ethics:

	Td	Fd	Id	Fc	Tc
1. Ethics is a theme regarding to economic, political and cultural interests.....	1	2	3	4	5
2. Ethics is a theme regarding belief(s).....	1	2	3	4	5
3. Ethics implies value judgement.....	1	2	3	4	5
4. There is physical good or evil (health,etc.).....	1	2	3	4	5
5. There is spiritual good or evil (psychic, cultural, religious, etc.).....	1	2	3	4	5
6. There is concern with good or bad intentions.....	1	2	3	4	5
7. There is concern with good or bad actions.....	1	2	3	4	5
8. There is concern with good or bad consequences.....	1	2	3	4	5
9. Moral conscience is a judgement about good and evil.....	1	2	3	4	5
10. There is total "freedom," there are neither conventions nor natural law in moral.....	1	2	3	4	5
11. There are only conventions in moral/ethics.....	1	2	3	4	5
12. There is only natural law(common sense) in moral/ethics.....	1	2	3	4	5
13. Human rights are a convention.....	1	2	3	4	5
14. Human rights are based in natural law (common sense).....	1	2	3	4	5
15. Natural law is an ethical limit.....	1	2	3	4	5
16. Positive law is an ethical limit.....	1	2	3	4	5
17. The codes of ethics are conventions.....	1	2	3	4	5
18. There are goods which should not be produced, for their immoral concepts.....	1	2	3	4	5
19. There are services which should not be offered, for their immoral character.....	1	2	3	4	5
20. There are ideas which should not be divulged, for their immoral nature.....	1	2	3	4	5
21. The natural law is a set of absolute, objective values, independent of time and space, characteristic of human nature. The advertiser must regulate himself by it, in a unrestricted way.....	1	2	3	4	5

	Td	Fd	Id	Fc	Tc
22. The social moral is a set of relative values, related to time and space, found in most costumers. The advertiser must regulate himself by it, in an unrestricted way.....	1	2	3	4	5
Note: Questions 21 and 22 are antagonistic. Be sure that the signed tendencies indicate this opposition.					
23. You regulate yourself by the social moral.....	1	2	3	4	5
24. You regulate yourself by the natural law.....	1	2	3	4	5
Note: Keep the opposition between questions 23 and 24.					
25. Advertisers view Ethics as a moral conscience issue.....	1	2	3	4	5
26. Advertisers' increasing counciousness is missing today regarding respect to society, customs and ideas.....	1	2	3	4	5
27. The consumer is rational, knows how to decodify messages, demanding no special attention from advertisers.....	1	2	3	4	5
28. When developing a campaign, agency directors mpose ethical limits on themselves.....	1	2	3	4	5
<i>Regarding ethical performance and social responsibility in the advertising activity, in your country:</i>					
29. When approving a campaign, announcers (clients) impose ethical limits on themselves.....	Nv	Ft	St	Mt	Aw
30. When planning a campaign, creative professionals impose ethical limits on themselves.....	1	2	3	4	5
31. When accepting a campaign, media managers impose ethical limits on themselves.....	1	2	3	4	5
32. When defending the consumer, the government is concerned with ethics in ads.....	1	2	3	4	5
33. The government is concerned with the censorship of ads and programs.....	1	2	3	4	5
<i>Considering the standards and guidelines for your action as an advertiser, how important are the following items to you?</i>					
34. Advertisers' code of ethics.....	Nn	Lt	Md	Pt	Tt
35. Self-regulatory body.....	1	2	3	4	5
36. Governmental legislation.....	1	2	3	4	5
37. Natural right.....	1	2	3	4	5
<i>How have the following parameters been used in the development of a campaign?</i>					
38. Customs valid in the target-segment.....	Nn	Lt	Md	Pt	Tt
39. Customs valid for most of the public hit by the ad.....	1	2	3	4	5
40. Customs valid for most inhabitants of the country.....	1	2	3	4	5
41. Customs valid in all countries.....	1	2	3	4	5
42. Natural laws.....	1	2	3	4	5
<i>How often have the following institutions reacted to abuse in ads, concerning decency?</i>					
43. Government agencies.....	Nv	Ft	St	Mt	Aw
44. Civil institutions.....	1	2	3	4	5
45. Religious institutions.....	1	2	3	4	5
46. Consumers associations.....	1	2	3	4	5
47. Individual consumers.....	1	2	3	4	5
48. Competitors.....	1	2	3	4	5
49. Advertising agencies.....	1	2	3	4	5
50. Self-regulatory body.....	1	2	3	4	5
51. Is there an Advertising Self-regulatory body in your country?					
() Yes(go to question No. 52) () No(go to question No. 83)					
52. It was created because it was necessary, but it should not exist.....	Td	Fd	Id	Fc	Tc
53. It is a self-censor agency.....	1	2	3	4	5
54. It is a consultant/guide agency.....	1	2	3	4	5
55. It is a debate forum.....	1	2	3	4	5
56. It is an agency where only interest games are played.....	1	2	3	4	5
57. It has big prestige among advertisers.....	1	2	3	4	5
58. It exists so as to avoid government's censorship.....	1	2	3	4	5
59. It has an absolutely honest conduct.....	1	2	3	4	5
60. It has objective parameters of decision.....	1	2	3	4	5
61. It has subjective parameters of decision.....	1	2	3	4	5
62. It should have a larger structure and be more active.....	1	2	3	4	5
63. It acts only after consumer/competitor complaints.....	1	2	3	4	5
64. It should divulge its disaccordance with the ad, so that the consumer knows his opinion is supported.....	1	2	3	4	5
65. It should not divulge its actions, because the advertisers and announcers would be dually chastized.....	1	2	3	4	5
66. It should divulge its actions as a warning to the other advertisers/announcers.....	1	2	3	4	5
67. It should divulge its actions, so as to instruct other advertisers/announcers.....	1	2	3	4	5
68. It seems to act under contradiction, considering the advertising self-regulation code and some of the body's reproval.....	1	2	3	4	5
69. It is not concerned with guarding or promoting moral values.....	1	2	3	4	5
70. It is concerned with increasing the advertisers' social responsibility.....	1	2	3	4	5
71. It should encourage the radio/TV broadcasting stations and publishing houses to diminish the youth segment's moral sloppiness in the the country.....	1	2	3	4	5

It should promote surveys in order to verify the psychographic characteristics to be used when judging social/moral issues.....

1 2 3 4 5

73. It stimulates the advertising agencies to have a moral filter regarding decency.....

1 2 3 4 5

74. It has trouble with fixing limits of judgement in what deals with decency.....

1 2 3 4 5

75. It is insufficiently known by the public.....

1 2 3 4 5

76. It should intensify its relationship with consumers' defense entities (governmental or private).....

1 2 3 4 5

77. It is inoperative in some matters.....

1 2 3 4 5

78. It takes the initiative, concerning to denouncement.....

1 2 3 4 5

79. It emphasizes veracity issues.....

1 2 3 4 5

80. It emphasizes moral/social issues.....

1 2 3 4 5

81. It should take over the defense of the natural right's principles, regarding to advertising.....

1 2 3 4 5

82. Do you have a governmental agency for the consumers' protection?

() Yes. Name:.....(Go to question No. 83) () No...(Go to question No. 90)

In your opinion, regarding decency in advertising, this governmental agency:

Td Fd Id Fc Tc

83. Should not exist.....

1 2 3 4 5

84. Is a censor agency.....

1 2 3 4 5

85. Is an advisory agency, only puts denouncements on the way and attends.....

1 2 3 4 5

86. Has little prestige among private/public entities.....

1 2 3 4 5

87. Has good ends, but obtains few results.....

1 2 3 4 5

88. Should have more divulgation.....

1 2 3 4 5

89. Stimulates the public to defend the dignity of human being.....

1 2 3 4 5

90. Do you have a private consumers' association?

() Yes. Name the most important:.....(go to question No. 91) () No...(go to question No. 99)

In your opinion, regarding decency in advertising, the consumers' association in your country:

Td Fd Id Fc Tc

91. Takes no action at all.....

1 2 3 4 5

92. Is a faultfinder.....

1 2 3 4 5

93. Is an advisory agency, only puts denouncements on the way and attends consultations.....

1 2 3 4 5

94. Has little prestige among private or public entities.....

1 2 3 4 5

95. Should have more divulgation.....

1 2 3 4 5

96. Stimulates the consumer to defend his person and his moral principles.....

1 2 3 4 5

97. Tries to instruct the consumer by giving him solid consultations.....

1 2 3 4 5

98. Should have more support from the government.....

1 2 3 4 5

Have you ever acted (direct or indirectly) with ideas / products / services regarding the following social/moral themes in advertising?

Nv Ft St Mt Aw

99. Abortion.....

1 2 3 4 5

100. Contraceptives.....

1 2 3 4 5

101. Armament.....

1 2 3 4 5

102. Marriage.....

1 2 3 4 5

103. Birth control.....

1 2 3 4 5

104. Drugs.....

1 2 3 4 5

105. Sterilization.....

1 2 3 4 5

106. Euthanasia.....

1 2 3 4 5

107. Family.....

1 2 3 4 5

108. Homosexualism.....

1 2 3 4 5

109. Conjugal infidelity.....

1 2 3 4 5

110. Lacquering.....

1 2 3 4 5

111. Masturbation.....

1 2 3 4 5

112. Nudity.....

1 2 3 4 5

113. Racism.....

1 2 3 4 5

114. Torture.....

1 2 3 4 5

115. Vasectomy.....

1 2 3 4 5

116. Virginity.....

1 2 3 4 5

117. Others.....

1 2 3 4 5

According to your convictions, how intense would be your activities in order to advertise ideas/products/services regarding the following themes? (In case you don't accept to do it, sign "none")

Nn Lt Md Pt Tt

118. Abortion.....

1 2 3 4 5

119. Contraceptives.....

1 2 3 4 5

120. Armament.....

1 2 3 4 5

121. Marriage.....

1 2 3 4 5

122. Birth control.....

1 2 3 4 5

123. Drugs.....

1 2 3 4 5

	Nn	Lt	Md		
124. Sterilization.....	1	2	3	4	
125. Euthanasia.....	1	2	3	4	5
126. Family.....	1	2	3	4	5
127. Homosexuality.....	1	2	3	4	5
128. Conjugal infidelity.....	1	2	3	4	5
129. Lacquering.....	1	2	3	4	5
130. Masturbation.....	1	2	3	4	5
131. Nudity.....	1	2	3	4	5
132. Racism.....	1	2	3	4	5
133. Torture.....	1	2	3	4	5
134. Vasectomy.....	1	2	3	4	5
135. Virginity.....	1	2	3	4	5
136. Others:.....	1	2	3	4	5

In your opinion, the erotic appeal and the pornography in your country

	Nv	Ft	St	Mt	Aw
137. Have been used in general.....	1	2	3	4	5
138. Originate more sales than other appeals.....	1	2	3	4	5
139. Are an abuse, concerning moral/ethics.....	1	2	3	4	5
140. Are used for products related to sensuality.....	1	2	3	4	5
141. Depreciates the product, with negative effects on sales, in a long term basis.....	1	2	3	4	5

Reason:

	Nn	Lt	Md	Pt	Tt
142. To shock and to call attention for the product.....	1	2	3	4	5
143. To shock and to call attention for the announcer.....	1	2	3	4	5
144. To shock and to call attention of other advertisers.....	1	2	3	4	5
145. To shock and to free society from tabus.....	1	2	3	4	5
146. To switch values in society.....	1	2	3	4	5
147. To shock and to indicate freedom of creation.....	1	2	3	4	5
148. To associate with the pleasure the product offers.....	1	2	3	4	5
149. For lack of creativeness.....	1	2	3	4	5
150. For bad taste.....	1	2	3	4	5
151. For being difficult to show creatively a daily reality.....	1	2	3	4	5
152. Because they are very often used in other countries.....	1	2	3	4	5
153. Because they reflect local habits.....	1	2	3	4	5
154. Because they reflect developed countries' habits found only among few people in this country.....	1	2	3	4	5
155. Because the concept of decency is relative.....	1	2	3	4	5
156. Because the sense of decency is lost.....	1	2	3	4	5
157. Because decency is seen as something oldfashioned.....	1	2	3	4	5
158. Because they are coherent with what is presented in radio/TV programs, in magazines and newspapers.....	1	2	3	4	5
159. Because the libidinous behavior is often found in the segment that most consumes.....	1	2	3	4	5
160. Because the announcer asks them.....	1	2	3	4	5
161. Because they are cheaper.....	1	2	3	4	5
162. Because the legislation and self-regulation are not concrete enough to help advertisers in this matter.....	1	2	3	4	5

Concerning the moral/social customs, the advertising in your country:

	Td	Fd	Id	Fc	Tc
163. Is avant-garde (induces, innovates).....	1	2	3	4	5
164. Is parallel to society (reflects, goes along with).....	1	2	3	4	5
165. Is caudal (follows, comes after).....	1	2	3	4	5
166. Is aimed to consumer targets only.....	1	2	3	4	5
167. Should consider the public marginally hit by the ad.....	1	2	3	4	5
168. Influences the consumer's attitudes, together with magazines, radio and TV programs.....	1	2	3	4	5
169. Is analysed by the government, to whom competes the social responsibility.....	1	2	3	4	5
170. Is censored by the government, to whom competes the social responsibility.....	1	2	3	4	5

Comments:

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São Paulo, Brazil
June 25, 1994

Dear Sir,

This questionnaire is part of a survey about "The Moral Themes in Advertising" on which I have been working for some years in a program sponsored by the Brazilian Government. The objective of the research is to compare the state of the art in Brazil and in 76 countries to the results of the same survey in 1987. I aim a future publication, either in Portuguese or in English. I am aware of the fairly large controversy about the subject, but I understand the results could bring a significant contribution to the studies on sex-stereotyping, pornography, decency, sexism, moral/ethics in advertising. I would be very grateful if the questions were answered with total sincerity. All respondents shall have a directive position, which will assure us the highest quality of information. I appreciate your cooperation and I will be looking forward to hearing from you.

Sincerely,



Prof.^a Dr.^a MARIA CECILIA ARRUDA
Assistant Professor
EAESP/FGV - Marketing Department
Av. 9 de Julho, 2029 - MCD
01313-902 São Paulo - SP - BRAZIL

QUESTIONNAIRE FOR ADVERTISING AGENCIES DIRECTORS (In case the questionnaire cannot be answered by the person to whom it was addressed, I would like to have it filled out by another director of the agency, preferably of the creative area).

NAME: Age:
 AGENCY: Country:
 POSITION: Time of experience as advertiser: Areas:
 Graduate: () NO () YES. In: Undergraduate: Institution:
 Graduate: Institution:

GENERAL INSTRUCTIONS TO ANSWER THE QUESTIONNAIRE:

1. Answer ALL the questions, in the indicated sequences.
2. Don't go back, after reading the following questions.
3. If in doubt, write the alternative that seems closer to your opinion.
4. For each assertion you should sign only ONE score, regarding intensity, frequency or concordance.
5. Answer all the questions, as soon as possible.

OBSERVATIONS:

1. Please return your answered questionnaire by August 15, 1994 (Air Mail, please!) to:

Prof. Dr. MARIA CECILIA ARRUDA
 Assistant Professor
 EAESP/FGV - Marketing Department
 Av. 9 de Julho, 2029 - MCD
 01313-902 São Paulo - SP - BRAZIL

2. No specific analysis will be done on individual questionnaires. The study shall cover group tendencies only.
3. All questionnaires will be kept in strictest confidentiality.

4. SCALES:

INTENSITY	FREQUENCY	CONCORDANCE
Nn=None (1)	Nv=Never (1)	Td=Totally discordant (1)
Lt=Little (2)	Ft=A few times (2)	Fd=Fairly discordant (2)
Md=Median (3)	St=Some times (3)	Id=Indifferent (3)
Pt=Plenty (4)	Mt=Many times (4)	Fc=Fairly concordant (4)
Tt=Total (5)	Aw=Always (5)	Tc=Totally concordant (5)

Based on your opinion, circle the concordance/discordance grade for the following assertions regarding Ethics:

	Td	Fd	Id	Fc	Tc
1. Ethics is a theme regarding to economic, political and cultural interests.....	1	2	3	4	5
2. Ethics is a theme regarding belief(s).....	1	2	3	4	5
3. Ethics implies value judgement.....	1	2	3	4	5
4. There is physical good or evil (health, etc.).....	1	2	3	4	5
5. There is spiritual good or evil (psychic, cultural, religious, etc.).....	1	2	3	4	5
6. There is concern with good or bad intentions.....	1	2	3	4	5
7. There is concern with good or bad actions.....	1	2	3	4	5
8. There is concern with good or bad consequences.....	1	2	3	4	5
9. Moral conscience is a judgement about good and evil.....	1	2	3	4	5
10. There is total "freedom," there are neither conventions nor natural law in moral.....	1	2	3	4	5
11. There are only conventions in moral/ethics.....	1	2	3	4	5
12. There is only natural law (common sense) in moral/ethics.....	1	2	3	4	5
13. Human rights are a convention.....	1	2	3	4	5
14. Human rights are based in natural law (common sense).....	1	2	3	4	5
15. Natural law is an ethical limit.....	1	2	3	4	5
16. Positive law is an ethical limit.....	1	2	3	4	5
17. The codes of ethics are conventions.....	1	2	3	4	5
18. There are goods which should not be produced, for their immoral concepts.....	1	2	3	4	5
19. There are services which should not be offered, for their immoral character.....	1	2	3	4	5
20. There are ideas which should not be divulged, for their immoral nature.....	1	2	3	4	5
21. The natural law is a set of absolute, objective values, independent of time and space, characteristic of human nature. The advertiser must regulate himself by it, in a unrestricted way.....	1	2	3	4	5

	Td	Fd	Id	Fc
22. The social moral is a set of relative values, related to time and space, found in most costumers. The advertiser must regulate himself by it, in a unrestricted way.....	1	2	3	4 5
Note: Questions 21 and 22 are antagonistic. Be sure that the signed tendencies indicate this opposition.				
23. You regulate yourself by the social moral.....	1	2	3	4 5
24. You regulate yourself by the natural law.....	1	2	3	4 5
Note: Keep the opposition between questions 23 and 24.				
25. Advertisers view Ethics as a moral conscience issue.....	1	2	3	4 5
26. Advertisers' increasing conciousness is missing today regarding respect to society, customs and ideas.....	1	2	3	4 5
27. The consumer is rational, knows how to decodify messages, demanding no special attention from advertisers.....	1	2	3	4 5
28. When developing a campaign, agency directors mpose ethical limits on themselves.....	1	2	3	4 5
<i>Regarding ethical performance and social responsibility in the advertising activity, in your country:</i>				
	Nv	Ft	St	Mt Aw
29. When approving a campaign, announcers (clients) impose ethical limits on themselves.....	1	2	3	4 5
30. When planning a campaign, creative professionals impose ethical limits on themselves.....	1	2	3	4 5
31. When accepting a campaign, media managers impose ethical limits on themselves.....	1	2	3	4 5
32. When defending the consumer, the government is concerned with ethics in ads.....	1	2	3	4 5
33. The government is concerned with the censorship of ads and programs.....	1	2	3	4 5
<i>Considering the standards and guidelines for your action as an advertiser, how important are the following items to you?</i>				
	Nn	Lt	Md	Pt Tt
34. Advertisers' code of ethics.....	1	2	3	4 5
35. Self-regulatory body.....	1	2	3	4 5
36. Governmental legislation.....	1	2	3	4 5
37. Natural right.....	1	2	3	4 5
<i>How have the following parameters been used in the development of a campaign?</i>				
	Nn	Lt	Md	Pt Tt
38. Customs valid in the target-segment.....	1	2	3	4 5
39. Customs valid for most of the public hit by the ad.....	1	2	3	4 5
40. Customs valid for most inhabitants of the country.....	1	2	3	4 5
41. Customs valid in all countries.....	1	2	3	4 5
42. Natural laws.....	1	2	3	4 5
<i>How often have the following institutions reacted to abuse in ads, concerning decency?</i>				
	Nv	Ft	St	Mt Aw
43. Government agencies.....	1	2	3	4 5
44. Civil institutions.....	1	2	3	4 5
45. Religious institutions.....	1	2	3	4 5
46. Consumers associations.....	1	2	3	4 5
47. Individual consumers.....	1	2	3	4 5
48. Competitors.....	1	2	3	4 5
49. Advertising agencies.....	1	2	3	4 5
50. Self-regulatory body.....	1	2	3	4 5
51. Is there an Advertising Self-regulatory body in your country? () Yes(go to question No. 52) () No(go to question No. 83)				
	Td	Fd	Id	Fc Tc
52. It was created because it was necessary, but it should not exist.....	1	2	3	4 5
53. It is a self-censor agency.....	1	2	3	4 5
54. It is a consultant/guide agency.....	1	2	3	4 5
55. It is a debate forum.....	1	2	3	4 5
56. It is an agency where only interest games are played.....	1	2	3	4 5
57. It has big prestige among advertisers.....	1	2	3	4 5
58. It exists so as to avoid government's censorship.....	1	2	3	4 5
59. It has an absolutely honest conduct.....	1	2	3	4 5
60. It has objective parameters of decision.....	1	2	3	4 5
61. It has subjective parameters of decision.....	1	2	3	4 5
62. It should have a larger structure and be more active.....	1	2	3	4 5
63. It acts only after consumer/competitor complaints.....	1	2	3	4 5
64. It should divulge its disaccordance with the ad, so that the consumer knows his opinion is supported.....	1	2	3	4 5
65. It should not divulge its actions, because the advertisers and announcers would be dually chastized.....	1	2	3	4 5
66. It should divulge its actions as a warning to the other advertisers/announcers.....	1	2	3	4 5
67. It should divulge its actions, so as to instruct other advertisers/announcers.....	1	2	3	4 5
68. It seems to act under contradiction, considering the advertising self-regulation code and some of the body's reprovral.....	1	2	3	4 5
69. It is not concerned with guarding or promoting moral values.....	1	2	3	4 5
70. It is concerned with increasing the advertisers' social responsibility.....	1	2	3	4 5
71. It should encourage the radio/TV broadcasting stations and publishing houses to diminish the youth segment's moral sloppiness in the the country.....	1	2	3	4 5

2. It should promote surveys in order to verify the psychographic characteristics to be used when judging social/moral issues..... Td Fd Id Fc Tc 1 2 3 4 5
73. It stimulates the advertising agencies to have a moral filter regarding decency..... 1 2 3 4 5
74. It has trouble with fixing limits of judgement in what deals with decency..... 1 2 3 4 5
75. It is insufficiently known by the public..... 1 2 3 4 5
76. It should intensify its relationship with consumers' defense entities (governmental or private)..... 1 2 3 4 5
77. It is inoperative in some matters..... 1 2 3 4 5
78. It takes the initiative, concerning to denouncement..... 1 2 3 4 5
79. It emphasizes veracity issues..... 1 2 3 4 5
80. It emphasizes moral/social issues..... 1 2 3 4 5
81. It should take over the defense of the natural right's principles, regarding to advertising..... 1 2 3 4 5
82. Do you have a governmental agency for the consumers' protection? () Yes. Name:..... (Go to question No. 83) () No...(Go to question No. 90)

- In your opinion, regarding decency in advertising, this governmental agency:*
83. Should not exist..... Td Fd Id Fc Tc 1 2 3 4 5
84. Is a censor agency..... 1 2 3 4 5
85. Is an advisory agency, only puts denouncements on the way and attends..... 1 2 3 4 5
86. Has little prestige among private/public entities..... 1 2 3 4 5
87. Has good ends, but obtains few results..... 1 2 3 4 5
88. Should have more divulgation..... 1 2 3 4 5
89. Stimulates the public to defend the dignity of human being..... 1 2 3 4 5
90. Do you have a private consumers' association? () Yes. Name the most important:..... (go to question No. 91) () No...(go to question No. 99)

- In your opinion, regarding decency in advertising, the consumers' association in your country:*
91. Takes no action at all..... Td Fd Id Fc Tc 1 2 3 4 5
92. Is a faultfinder..... 1 2 3 4 5
93. Is an advisory agency, only puts denouncements on the way and attends consultations..... 1 2 3 4 5
94. Has little prestige among private or public entities..... 1 2 3 4 5
95. Should have more divulgation..... 1 2 3 4 5
96. Stimulates the consumer to defend his person and his moral principles..... 1 2 3 4 5
97. Tries to instruct the consumer by giving him solid consultations..... 1 2 3 4 5
98. Should have more support from the government..... 1 2 3 4 5

- Have you ever acted (direct or indirectly) with ideas / products / services regarding the following social/moral themes in advertising?*
99. Abortion..... Nv Ft St Mt Aw 1 2 3 4 5
100. Contraceptives..... 1 2 3 4 5
101. Armament..... 1 2 3 4 5
102. Marriage..... 1 2 3 4 5
103. Birth control..... 1 2 3 4 5
104. Drugs..... 1 2 3 4 5
105. Sterilization..... 1 2 3 4 5
106. Euthanasia..... 1 2 3 4 5
107. Family..... 1 2 3 4 5
108. Homosexualism..... 1 2 3 4 5
109. Conjugal infidelity..... 1 2 3 4 5
110. Lacquering..... 1 2 3 4 5
111. Masturbation..... 1 2 3 4 5
112. Nudity..... 1 2 3 4 5
113. Racism..... 1 2 3 4 5
114. Torture..... 1 2 3 4 5
115. Vasectomy..... 1 2 3 4 5
116. Virginity..... 1 2 3 4 5
117. Others:..... 1 2 3 4 5

- According to your convictions, how intense would be your activities in order to advertise ideas/products/services regarding the following themes? (In case you don't accept to do it, sign "none")*
118. Abortion..... Nn Lt Md Pt Tt 1 2 3 4 5
119. Contraceptives..... 1 2 3 4 5
120. Armament..... 1 2 3 4 5
121. Marriage..... 1 2 3 4 5
122. Birth control..... 1 2 3 4 5
123. Drugs..... 1 2 3 4 5

	Nn	Lt	Md	Pt	Tt
124. Sterilization.....	1	2	3	4	5
125. Euthanasia.....	1	2	3	4	5
126. Family.....	1	2	3	4	5
127. Homosexuality.....	1	2	3	4	5
128. Conjugal infidelity.....	1	2	3	4	5
129. Lacquering.....	1	2	3	4	5
130. Masturbation.....	1	2	3	4	5
131. Nudity.....	1	2	3	4	5
132. Racism.....	1	2	3	4	5
133. Torture.....	1	2	3	4	5
134. Vasectomy.....	1	2	3	4	5
135. Virginity.....	1	2	3	4	5
136. Others.....	1	2	3	4	5

In your opinion, the erotic appeal and the pornography in your country

	Nv	Ft	St	Mt	Aw
137. Have been used in general.....	1	2	3	4	5
138. Originate more sales than other appeals.....	1	2	3	4	5
139. Are an abuse, concerning moral/ethics.....	1	2	3	4	5
140. Are used for products related to sensuality.....	1	2	3	4	5
141. Depreciates the product, with negative effects on sales, in a long term basis.....	1	2	3	4	5

Reason:

	Nn	Lt	Md	Pt	Tt
142. To shock and to call attention for the product.....	1	2	3	4	5
143. To shock and to call attention for the announcer.....	1	2	3	4	5
144. To shock and to call attention of other advertisers.....	1	2	3	4	5
145. To shock and to free society from tabus.....	1	2	3	4	5
146. To switch values in society.....	1	2	3	4	5
147. To shock and to indicate freedom of creation.....	1	2	3	4	5
148. To associate with the pleasure the product offers.....	1	2	3	4	5
149. For lack of creativeness.....	1	2	3	4	5
150. For bad taste.....	1	2	3	4	5
151. For being difficult to show creatively a daily reality.....	1	2	3	4	5
152. Because they are very often used in other countries.....	1	2	3	4	5
153. Because they reflect local habits.....	1	2	3	4	5
154. Because they reflect developed countries' habits found only among few people in this country.....	1	2	3	4	5
155. Because the concept of decency is relative.....	1	2	3	4	5
156. Because the sense of decency is lost.....	1	2	3	4	5
157. Because decency is seen as something oldfashioned.....	1	2	3	4	5
158. Because they are coherent with what is presented in radio/TV programs, in magazines and newspapers.....	1	2	3	4	5
159. Because the libidinous behavior is often found in the segment that most consumes.....	1	2	3	4	5
160. Because the announcer asks them.....	1	2	3	4	5
161. Because they are cheaper.....	1	2	3	4	5
162. Because the legislation and self-regulation are not concrete enough to help advertisers in this matter.....	1	2	3	4	5

Concerning the moral/social customs, the advertising in your country:

	Td	Fd	Id	Fc	Tc
163. Is avant-garde (induces, innovates).....	1	2	3	4	5
164. Is parallel to society (reflects, goes along with).....	1	2	3	4	5
165. Is caudal (follows, comes after).....	1	2	3	4	5
166. Is aimed to consumer targets only.....	1	2	3	4	5
167. Should consider the public marginally hit by the ad.....	1	2	3	4	5
168. Influences the consumer's attitudes, together with magazines, radio and TV programs.....	1	2	3	4	5
169. Is analysed by the government, to whom competes the social responsibility.....	1	2	3	4	5
170. Is censored by the government, to whom competes the social responsibility.....	1	2	3	4	5

Comments:

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