

DYNAMICS OF PERSUASION IN ADVERTISING:  
AN ANALYSIS OF APPLE COMMERCIALS

By

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## ABSTRACT

Advertising through television commercials has always been at the forefront of persuasion. With different techniques and creative strategies, brands have pushed their products as a necessities rather than consumer goods, with devices or services to better consumers' lives. This thesis studies the dynamics of advertising in terms of persuasion, and the shift in the culture of Apple marketing when Steve Jobs served as CEO of Apple, compared to the reign Tim Cook as CEO of Apple. The method of content analysis using a qualitative approach was utilized to explore the use of different stereotypes in commercials, and how stereotypes are used to produce loss and gain frame. The qualitative approach to content analysis also helped to understand the shift in persuasion strategies during the time Steve Jobs served as the CEO of Apple and compared to that of Tim Cook as CEO of Apple.

*Keywords:* advertising, media framing, Apple commercials, qualitative content analysis.

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## CHAPTER 1

### INTRODUCTION

On Wednesday morning of September 12, 2018, Apple unveiled the iPhone XS, the iPhone XR, and the Apple Watch Series 4. The unveiling was cited as one of the “most disappointing iPhone launch event in the recent history” (Smith, 2018, para. 1), yet Apple’s share price went up by 0.40% on September 20, 2018 (AAPL, 2018). According to Gartenberg (2018) and Moorman (2018), this increase in Apple’s share price can be attributed to the sale numbers of the iPhone X in the first quarter of 2018, which was a direct result of Apple’s television and social media marketing strategies. In 2018, advertising spending on television advertising alone reached \$69.68 billion (Statista 2018). Additionally, recent research suggests television and social media advertisements drive consumers’ brand perceptions (Jin & Lutz, 2013).

Advertising through television commercials has always been at the forefront of persuasion. With different techniques and creative strategies, brands have pushed their products as a necessity rather than a consumer good, device or services to better consumers’ lives. Prior research suggests that brands have been known to promote products with the use of language, voice, gender, and ethnic stereotypes. Although the presence of gender and ethnic stereotypes are well established, relatively little research has examined the cultural notions of gender constructed by ads through different media outlets (King, 2012).

Advertising strategies combined with different stereotypes can establish a platform for persuasion, where consumers, without accessing the stereotypes, become attracted to a commercial allowing brands to gain competitive advantages. The use of social media, personalized psychographics, and consumer persona have given companies like Apple a persuasive edge over traditional style of advertising. Be it manipulative or non-manipulative advertising, the use of information or emotions. The use of different strategies for brand persuasion is well established. However, few studies have researched the psychological impact of the use of stereotypes on consumers, and almost no research has been done in the context of technology-enabled businesses such as Apple and their use of stereotypes for persuasion. The purpose of this thesis is to examine the content represented by Apple commercials across various media over the last 11 years (2007 to 2018) and to also understand the shift in persuasion during the time Steve Jobs served as the CEO of Apple and during the time of Tim Cook as the CEO of Apple. The researcher studied the dynamics of advertising in terms of persuasion and the shift in the culture of Apple marketing strategies over the years.

Previous studies have used different advertising and communication theories to guide the initial stages and coding process of studying advertising messages. The two theories used to help analyze and explain the results of the thesis are prospect theory and information-process theory. To better understand the relationship between persuasion and advertising the research method of qualitative content analysis is used for capturing media-rich data, as it is widely suggested “content analysis is a method of analyzing written, verbal or visual communication messages” (Cole, 1988, p. 55). This thesis



consists of different sections including literature review, theoretical framework, methodology, data analysis, results and conclusion.

### **Summary**

Chapter 1 presents an overview of the current market scenario of Apple's advertising and the effects of it on share prices. Reflecting on the importance of television and social media advertising and how different social cues have been used to gain persuasive advantages by marketers in the last few decades. The following sections consist of Chapters 2-5. Chapter 2 presents a literature review examining studies regarding advertising, how persuasion works in advertising and showcasing the use of gender, ethnicity, and class in advertising in context of persuasion. Chapter 3 discusses the use of prospect theory and information processing theory as the theoretical framework to guide the research. Chapter 4 discusses the qualitative approach to content analysis as the applied methodology for this thesis. Chapter 5 provides an overview of the data analysis for the thesis after collection of required data from Apple commercials and associated results. Chapter 6 provides a brief overview of the entire thesis, discusses findings and implications, and suggests areas for future research.

## CHAPTER II

### LITERATURE REVIEW

The chapter explores history and the transformation of advertising strategies, to understand the dynamics of persuasion through advertising which helps support the discussion of the critical psychological effects of gender, ethnicity, and class in advertising. The thematical structure of the review in this chapter aims to examine the background of Apple advertising strategies and effects it has on consumers' psychology. Also, how Apple advertising uses gender, ethnicity and other areas of persuasion in their commercials to impact buyers' decision.

This will help the researcher analyze and understand the dynamics of persuasion in advertising in an attempt to add to the literature and the field. For example, Apple's purchase of Dr. Dre's Beats Electronics and Beats Music shows a strategic move to reach the African American consumer market and to engage the "75 percent of African Americans who own smartphones" (DOMDOA, 2019, para. 2). Analysis of occurrences and strategies like these can help explain the dynamics of persuasion in advertising.

#### **Advertising**

Advertising in its true sense can be defined as "any device which first arrests the attention of the passer-by and then induces him to accept a mutually advantageous exchange" (O'Barr, 2018, para. 4). Now that is a general definition, especially in the 20th century, but during the late 17th century "word of mouth" (Scott, 2018, p. 118), was the

only way to advertise. Advertising was much more product and customer service oriented, the better the combination of advertising and customer service, the more people talk about the product. Back then, advertising was a cultural part of society, characters had significant cultural and ethical values and were built around products to “create a semblance of connection between viewers and brands” (Gallegos, 2016, para. 8).

For example, take the Marlboro Man, who became a recognizable cultural figure between the 1960s and 1990s. The purpose of this advertising strategy was to include a sense of masculinity with the help of strong and moody looking men. Advertising at that time had one aim, to sell. These advertising characters were important foundations for creating a promotion culture for buyers, but the product was always the centerpiece. In today’s world, the product is no longer the centerpiece, mostly because consumers have transformed from “passive to active consumer” (Gallegos, 2016, para. 22), where an active consumer is someone who is actively involved with the process of buying and needs the product to fulfill their personal desire and not necessities.

Customers now have adequate options and a significant selection of media-outlets they wish to connect and communicate with, which made it difficult for traditional style advertisements to achieve attention. For example, similar to the Marlboro ads, Apple’s Beats by Dre ads are more product based rather than consumer based but still uses celebrities of African American ethnicity to satisfy the cultural norms of the product use by consumers. A product-based advertisement primarily advertises about the quality and style of the product, where as a consumer-based advertisement focusses more on what the consumer segment needs and produce commercials based on those requirements. As Whitler (2018) mentioned, this shift from traditional marketing strategies to analytics-

driven marketing and technology-enabled business growth has changed the nature of advertising agencies and their strategies.

In this new era of advertising, advertisers have different areas to work with including consumers' psychology, targeted demographics and required psychographics for the product. With this shift, advertising agencies also gained the awareness that computers, mobile phones, websites, and other new technologies could also be considered as tools to influence people's behavior and attitudes. Fogg (2002) coined the term "Persuasive computing" (p. 90) to explain the phenomenon of persuasion using computers and other technologies.

He explained that there are five different kinds of "social cue" that can help advertisers gain advantage when using technology-enabled marketing; such as "physical, psychological, language, social dynamics, and social roles" (Fogg, 2002, p. 91). A similar study by McDowell (2004) concluded that the new age of television advertising also uses persuasive strategies by targeting consumers based on "sex/age demographics, personality, and lifestyle" (p. 222). Researchers acknowledge persuasion through advertising can be evident in every form of media. This shift in advertising strategies builds foundations on which advertisers practice persuasion through advertising.

### **Persuasion through advertising**

Persuasion is typically defined as "human communication that is designed to influence others by modifying their beliefs, values, or attitudes" (Simons, 1976, p. 21). Persuasion does work on many platforms and through different genres of advertising. No matter what kind of advertising strategies are implemented, whether non-manipulative or manipulative, or where the consumer is in their buyer's journey, recent studies have

found that “persuasion is both rational and emotional” (Danciu, 2014, p. 22). This suggests that the use of rational facts or emotional arguments together can help advertisers gain persuasive advantages over consumers’ attitude. Even if the stated fact is a rational lie it can be implied as truth through emotional arguments. For example, *Diamonds are Forever*, a slogan from a De Beers engagement advertisement in 1948, is a rational lie when argued in the context of science, but as it has an emotional appeal of existing forever, advertisers can therefore gain persuasive advantages from the statement above.

As mentioned earlier, in the late 1990s, product was the centerpiece of any successful advertisement. According to Danciu (2014) this strategy of keeping the product as the focus of any advertisement falls under the category of non-manipulative advertising. Where the non-manipulative persuasion is practiced by simply presenting the product or service in a cultural context, without emphasis on gender, ethnicity or socio-economic status. In this scenario the advertiser doesn’t need to “lie, omit details or intimidate the consumer” (Danciu, 2014, p. 21). On the other hand, research by Grover (2011) found that manipulative advertising strategies are based on facts and emotional arguments which is similar to the non-manipulative style of advertising. Traditionally, in manipulative advertising, the product is not the main focus of the advertisement. Second, advertisers lack truth and uses emotions, ethnicity, and gender as key elements in their arguments to pursue target-groups and consumers.

To understand how persuasion works through advertising in this new era we must explore and understand different types of manipulative advertising. Researchers can

utilize the spectrum of persuasion in advertising by Creighton (people.creighton.edu) to explore different ways of manipulation and persuasion as shown in Table 1.

**Table 1.** *The spectrum of persuasion in advertising*

<b>Coercion/Force</b>	<b>Manipulation</b>	<b>Rational persuasion</b>	<b>Factual information</b>
Threat	Deceitful advertising	Logical arguments	Qualities
Physical Violence	Fallacious arguments		Price
	Emotive persuasion		Display

**Source:** people.creighton.edu, p. 6.

Manipulative advertising can be broadly categorized into two types. The first type of manipulative advertising is *deceitful advertising* which uses facts, but misleading facts. It uses unclear, deceptive or false statements when promoting a product, that's why this advertising is also known as false advertising. Facts are given, yet they are either wrong, or there are significant facts which are covered up or not referenced. For example, Volkswagen in 2014 promoted their clean diesel vehicles as part of their yearly promotional plan to increase sales of diesel vehicles. The same company, later in 2015 were exposed for cheating emissions test on its "diesel cars in the United States from past seven year" (Heilpern, 2016, para. 6). This is a true example of deceitful or false advertising, where advertisers made an unethical claim about their products being better for the environment, targeting consumers' values and beliefs.

The second most important type of manipulation is *emotive persuasion*, which is the most common type of persuasion in the tech-world advertising community, especially in advertisements from Apple & Samsung. According to Danciu (2014) emotive persuasion plays on consumers' emotions and usually either promotes social and economic status based upon ethnicity and gender or by questioning the necessity of amazing results. A similar study done by Murray (2013) indicates that people rely on emotions, rather than information, to make brand decisions and that emotional responses to ads are more persuasive on an individual's commitment to buy than the content of an ad.

Both studies address psychological effects of emotive persuasion on consumers' behavior and suggest that future studies address the use of emotions, gender, and ethnicity to influence consumers' beliefs, values, and attitude. So far, the researcher discussed the dynamics of persuasion through advertising and concluded that advertisers use non-manipulative and manipulative strategies based on gender, language, and ethnicity to target consumers' psychology. The next section will explore the effects of these strategies and their application to help understand the background of Apple advertising.

### **Gender, Ethnicity, and Class**

Harris (1989) defines advertising as construction of semiotic words in ethnic and cultural context for the rhetorical purpose of swaying purchasers to buy what is advertised. Language, ethnicity, gender and class (status quo) plays a significant role in the formulation of advertising strategies when targeting consumers' psychology in the 21<sup>st</sup> century. Advertisers have been known to use gender and voice for influencing

buyers' decision process, and they do so by fulfilling the requirement of consumers' psychographic. A 2010 Adweek Media/ Harris Poll survey of 2,194 American citizens found that "almost half of Americans (48%) believe a male voice is more forceful while 46% believe a female voice is more soothing" (Pedelty & Kuecker, 2014, p. 252). This suggests that a male voice is predominant when it comes to influencing buyers' decisions compared to female voice in commercials. Use of gender for persuasion in advertising becomes a concern not because of the added advantage it has over the buying process, but how its effects consumers' psychology in regard to brand perception.

A similar study by Kim and Cheong (2011) shows the use of ethnicity in conjunction with gender for self-persuasion in advertising. Indicating that the audience is more likely to agree with an endorser who is perceived to be similar and disagree with an endorser who is perceived to be dissimilar. For example, the ethnic cue will gain more self-persuasive advantage when an African American customer responds to an African American endorser in the United States. However, it can turn into a disadvantage when the audience is from a minority group and the endorsement is from the ethnic majority because it would evoke less ethnic based identification. The shift in the use of gender and ethnicity in the new era of advertising for gaining persuasive advantage can be explained through a study done by Hatzithoms, Boutsouki, and Ziamou (2016) on Super Bowl commercials.

Where the conclusion of the study about Super Bowl commercials produced during 2016, found that, "after the millennium, women are more frequently represented in non-traditional activities and portrayal of men as figures of authority has significantly decreased" (Hatzithoms et al., 2016, p. 901). This explains the use of gender to effect



consumers' psychology in this new era of advertising, where women are being targeted more in today's advertising world because their purchasing power has grown significantly in recent years. Different studies have concluded the significant use of social norms such as ethnicity, gender, and class in advertising and discussed the importance of studying persuasive techniques in advertising, but there has been limited research on persuasion in Apple commercials. This thesis attempts to fill this gap by completing a qualitative content analysis of gender, ethnic, economic status based on sound, color and product placement.

**RQ 1: What are the stereotypes used in advertising by Apple for persuasion?**

**RQ 2a: How are stereotypes used to produce loss or gain frame in advertising?**

**RQ 2b: How do Apple advertisements stereotype ethnicity, gender, language, and tone under the leadership of Steve Jobs compared to Tim Cook?**

### **Summary**

Since the beginning of advertising, marketers used different strategies to pursue potential buyers and convert them into customers. Even when the product and customer service were at the center of all marketing strategies, marketers were known to use persuasive strategies. Be it manipulative or non-manipulative type of persuasion in advertising, different researchers such as McDowell (2004), Danciu (2014), Gallegos (2016) and Whitler (2018) have expressed growing concern about the effects of these strategies on consumers' psychology. This becomes an even bigger concern when talking in the context of social media advertising by giant tech companies such as Apple. As Whitler (2018) states, marketing and technology-enabled business growth have changed

the nature of advertising agencies and their strategies. Suggesting that previous studies have developed the relationship between persuasion and advertising but in the new era of advertising it is essential for researchers to understand the shift in the use and effects of persuasion on consumers' psychology.

As the review of the literature in this chapter indicates that stereotypes such as gender, ethnicity, and socio-economic status are used in advertising creates opportunities for persuasive advantages. The researcher studied the same in the assessment of Apple advertising to understand the dynamics of persuasion in advertising.

## CHAPTER III

### THEORETICAL GROUNDING

#### **Prospect Theory**

According to Tversky and Kahneman (1981), prospect theory implies that losses and gains are valued separately, thus individuals make choices based on perceived gains instead of perceived losses. The general idea is that if two choices are put before an individual, with one option representing positive outcomes (gains) and with the other option representing adverse outcomes (losses), the individual will choose the first option even if both options look the same in every aspect. This shows that people are not always rational in their choice and that emotions play a big role in the decision-making process by consumers. A similar study by Berger and Smith (1997) also indicated the advantage marketers gain by utilizing prospect theory and framing in their ad content and “its persuasiveness in influencing brand beliefs, e.g., which attribute is most important, or what the brand’s performance is with respect to the attribute” (p. 593).

The thesis uses prospect theory as one of the base theories for qualitative content analysis to help explore the dynamics of persuasion. The digital age has guided the importance of prospect theory in advertising and framing. Prospect theory has been used in a diverse range of situations which appear contradictory to the standard needs or requirements of today’s consumer market.

Several experiments by Newell, Henderson, and Wu (2001) and Hatzithomas, Boutsouki, and Ziamou (2016) have seen the phenomenon in people's reaction to advertisements, especially, technology related advertisements such as those produced by the Apple Corporation. For example, Samsung commercials during 2016 Super Bowl, were designed using gender to evoke strong emotional reactions including questioning the status quo.

Prospect Theory helped the analysis of transcript for this thesis and served as a guide for the coding process by assisting in the formation of themes based on emotional patterns through the use of stereotypes represented in selected commercials. For example, an Apple commercial showing the iPhone 5 helps consumers detect a horse's pulse or helps firefighters save a life, can make consumers appreciate the product emotionally, even if most iPhone 5 consumers will not be using the iPhone for those same purposes.

### **Information Processing Theory**

Information processing theory argues that the human mind is like a computer or an information processing unit. Rather than relying on behavior, people merely respond to stimuli. The theory emphasizes that information can be processed in various ways including perception, attention, labeling, and meaning, which affects the ability to access the same information later on. Craik and Lockhart (1972) suggest the degree to which information is elaborated upon will affect how well the information was learned.

Information processing theory is extensively used in the advertising industry, through the use of humor, sound, gender, text and cinematic visuals. Information processing theory explains that these small keynotes help consumers retain memory of the product rather than the actual information or consumers' need for the product.

The thesis use information processing theory to understand how commercials not only shape the public understanding of a product but also influences how they perceive other products in comparison. The purpose of using information processing theory is to understand the dynamics of memory retention and how commercials use keynotes as mentioned above to push products in the market. The theory helped the researcher analyze commercials based on, pathos: an appeal to emotion, logos: an appeal to logic or reason, and ethos: an appeal to credibility or character (Persuasive Techniques in Advertising, 2009).

### **Summary**

This section discusses the use of prospect theory and information processing theory for guiding the process of qualitative content analysis for this study. Prospect theory guides the coding process by helping the researcher reflect on gain and loss frame used by marketers in advertising. Previous researchers such as Bereger and Smith (1997) have indicated the use of different stereotypes to produce a gain frame in ads. Prospect theory supports the coding process in the formation of themes based on emotional patterns through stereotypes, whereas information processing theory is used to understand the psychological effects of advertisement. Prospect theory and information processing theory can help understand how commercials not only affect brand perception but also how stereotypes are used in commercials. The theoretical framework helped the researcher in the evaluation of commercials based on Aristotle's modes of persuasion: ethos, pathos, and logos.

## CHAPTER IV

### METHODOLOGY

The purpose of this thesis is to understand the dynamics of persuasion in Apple's advertising. To better understand the relationship between persuasion and advertising, the researcher used qualitative content analysis as the method of analysis for capturing media-rich data as "content analysis is a method of analyzing written, verbal or visual communication messages" (Cole, 1988, p. 55). Most studies take a quantitative approach to content analysis, involving counting the number of certain types of messages used in advertising.

As McDowell (2004) mentioned there is also justification for "qualitative analysis, emphasizing the meanings associated with the message rather than with the number of times message variable occur" (p. 219). Suggesting that a qualitative approach to content analysis, can help understanding the patterns, themes, or shared categories from different types of messages used in advertising.

The thesis used qualitative content analysis method because the aim of this study was not only to develop a relationship between persuasion strategies and advertising but also to explore and understand the use of stereotypes in advertising.

Also, researchers like Fields, Swan, and Kloos (2010) and Neuendorf (2011) have found qualitative content analysis as a suitable method for analyzing cultural patterns of societies and investigating gender roles and stereotypes in advertising. As the method of

content analysis with a qualitative approach got popular, there has been debates as how to apply this methodology. There are three different approaches to the process of analysis which is, conventional content analysis, directed content analysis, and summative content analysis (Hsieh & Shannon, 2005).

According to Kondracki and Wellman (2002), in conventional content analysis the researcher avoids using any predetermined categories, and instead allows the categories, and names for categories to flow from the data. The researcher suggested this type of analysis for the current study as prior research have used conventional content analysis for exploring the field of advertising. This method is also suggested for the purpose of ensuring validity for the research. Also, conventional content analysis is generally used “with a study design whose aim is to describe a phenomenon,” in this case, the stereotypes used by Apple commercials for persuasion is the phenomenon (Hsieh & Shannon, 2005, p. 1279).

To conduct a conventional content analysis after the transcription of data, the researcher reads all the data “to achieve immersion and obtain a sense of the whole” (Tesch, 1990). Then the researcher starts coding the transcript looking for patterns, themes, or shared categories for the presence of the phenomenon, which for this thesis is the use of stereotypes for persuasion. These codes are then sorted into categories or themes based upon “how different codes are related and linked” (Hsieh & Shannon, 2005, p. 1279). The researcher analyzed commercials from different media outlets including print, online and television, and transcribed them for emerging codes. These codes are then sorted into categories based on how different codes are related

and are interconnected with each other. The researcher also used specific indicators, for example, an indicator for ethnicity was names or appearance, and language.

### **Design**

To understand the relationship between persuasion and advertising the collected data for the thesis is Apple commercials dated from 2007 to 2018. The data population included all print, online and television commercials from Apple in the last 10 years of its establishment. The data from the last 10 years was divided in two different groups during the initial data collection process. One group consisted of five years of commercials produced during the time Steve Jobs was the chief executive officer (CEO) of Apple (2007 – 2011) and the other group had five years of commercials produced during the time Tim Cook is the CEO of Apple (2013-2018). In total, 12 commercials were analyzed, consisting of six commercials per group. This segregation of the data helped the researcher answer RQ 2b, and also made the coding process and analysis convenient.

As in today's advertising landscape, many different media outlets and third-party media agents, such as internet influencers and tech reviewers work towards the marketing of apple products it was difficult to choose a data sample that is reliable. For the reliability of the data analysis, the researcher only analyzed first-party data, which means the data sample, only included commercials from Apple. The source of data for the thesis was all television commercials from Apple on YouTube, and print commercials officially released by Apple on their official website only. The restrictions for the data collection was, data such as news reports on Apple's release, reviews of Apple products or third-party commercials of Apple applications wasn't collected during the data collection process.



The researcher suggested these boundaries for the reliability of data analysis and to justify the context of the research that is Apple's persuasion in advertising. Analyzing content which is only released by Apple officially supported the validity of data analysis and an explicit sampling inclusion and exclusion criteria helped support the reliability of the results. For the sampling of data, the researcher implied probability sampling, and the type of probability sampling was simple random sampling (SRS), "SRS is a method in which any two groups of equal size in the population are equally likely to be selected. Mathematically, simple random sampling selects  $n$  units out of the population and size  $N$  such that every sample of size  $n$  has an equal chance of being drawn" (Fricker, 2016, p. 6).

After collecting data, two data groups were organized into all ads produced during Steve Jobs' time as the CEO of Apple and all ads produced during Tim Cook's time as the CEO of Apple. After data collection, the sample for analysis was chosen randomly using an online randomizer software Research Randomizer. The software used SRS sampling and selected 12 random ads from data sets described above, consisting of six commercials per group. Giving the researcher all ads produced by Apple during the time of Steve Jobs and Tim Cook. For the list of commercials collected during the initial process, and for the list of commercials after random sampling, refer to appendices.

### **Data Collection**

The data collection process for this thesis included close examination of different online social media sites managed by Apple Corporation, which incorporated Apple's official YouTube channel and Apple's official website. During the data collection process, all available data was collected from different social media platforms managed

by Apple and the only applied inclusion criteria was the above-mentioned time period during which a particular commercial was posted. All data collected was either posted during 2007 – 2011 or 2013 – 2018 by Apple on their official website or social media platforms only. There was no applied cap on the number of video and picture advertisements collected during the initial process of data collection. For the list of commercials collected during the initial process see appendix A.

Once the collected data was divided into two groups depending on the time period ads were produced by Apple, one group had ads produced during 2007 to 2011 and the other had ads produced during 2013 to 2018. The researcher randomly selected six advertisements from each group using an online randomizer software hence completing the data collection process including 12 commercials in total, consisting of six commercials per above mentioned group. For the list of commercials selected after random selection, please refer to appendix B.

### **Summary**

This thesis applied a qualitative content analysis method for capturing media-rich data to understand the relationship between persuasion and advertising. For the reliability of the applied methodology only commercials and advertisements, officially produced by Apple were used. For external validity, the sampling strategies included random selection of data sample through an online randomizer software Research Randomizer. Two different data groups were formed based on the dates commercials were released by Apple, 1) during the time period of Steve Jobs and 2) during the time period of Tim Cook, the proposed segregation of data helped the researcher develop a deeper relationship between stereotypes in advertising and also helped answer RQ 1. Also, the

data sample size criteria were set as five ads minimum and 20 ads maximum for each group, due to the time restriction for data collection and data analysis, only 6 ads per group were selected and a total of 12 ads were analyzed which included ads from both groups. Which means commercials including videos and pictures, which are officially produced by Apple during a fixed time period were collected and analyzed for this thesis.

## CHAPTER V

### DATA ANALYSIS AND FINDING

To analyze any qualitative data, it is important that the content is transformed into suitable data style before analysis. The choice of content for the thesis was any video or picture advertisements produced by Apple Corporation during a fixed period of time. As the content includes both picture and video advertisements, the researcher transcribed all data collected, including transcription of verbalizations and observations made during data collection. This helped develop a rich, thick description of different codes and themes found and will also save time during analysis.

This thesis aims to understand and explore the dynamics of persuasion in Apple advertising, where persuasion is defined as any kind of manipulative or non-manipulative type of “human communication that is designed to influence others by modifying their beliefs, values, or attitudes” (Simons, 1976, p. 21). As the thesis seeks to explore persuasion in advertising, RQ 1 and RQ 2a seek to explore persuasion through stereotypes such as gender, ethnicity, language, and tone, the researcher applied an inductive approach for data analysis.

The research questions were used in the grouping and analyzing of the data based on time period and stereotypes. As the phenomena of persuasion is immense and ever changing, emerging codes and themes were used as a part of the coding scheme during the process. The researcher searched for patterns and themes related to stereotypes and persuasion

during the analysis of Apple's commercials, and used descriptive coding while coding the data.

The patterns that emerged after analyzing the commercials are used to form different themes based upon their shared characteristics and are also used to answer the research questions. As 12 different commercials were analyzed, this chapter contains a comprehensive view of the commercials and important quotes or cues supporting research themes. The analysis was terminated after 12 commercials because the researcher reached the saturation point, where the reoccurrences of similar patterns could be identified. A sample of the transcription is available in appendix C.

### **RQ 1: What are the stereotypes used in advertising by Apple for persuasion?**

RQ 1 aimed to understand the stereotypes used by Apple for persuasion in their commercials that aired from 2007 to 2018. There were 12 different sub-themes which were initially identified through the coding process resulting in four major themes including the use of stereotypical symbols of ethnicity, color, physical cues and cultural and socio-economic cues. These major themes were used to explore the use of stereotypes in the context of persuasion.

#### Ethnicity

Every commercial from Apple in the last ten years was found to use ethnicity to achieve persuasive goals. Some commercials used ethnicity in a general form whereas others have a complex use of this stereotype in correlation with other stereotypes, such as physical cues, and cultural and socio-economic cues. Initially, the use of one ethnicity can be seen in the commercials which were primarily Caucasians. Even when Apple

targeted just one ethnicity, the researcher found that many different aspects were explored in terms of marketing. For example, when showing the gallery feature of the new iPod Touch 1st generation, all the pictures used were primarily of people of Caucasian ethnicity, but then the pictures had cultural values also, such as the girl with a cowboy hat representing the cultural stereotype associated with the South and Southwestern parts of the United States. The same commercials were found showcasing albums from a different genre of music, even though the famous song “Stronger” by Kanye West (African-American) can be coded as a symbol of ethnicity. As it was used in a picture format and not as a part of the audio for the commercial, the researcher decided not to use it as a stereotypical symbol of ethnicity.

Similarly, Apple commercials of MacBook Pro (2008), iPhone 3GS (2009), iPhone 4 (2010) did not use more than one ethnicity, as the target audience until 2010 for all Apple commercials were primarily Caucasian and this was evident as all characters used during the commercials were of Caucasian ethnicity. Traces of different ethnicities can be seen through the use of different artifacts, for example, the use of a book cover “The Boy Who Harnessed The Wind” (African) while showcasing the virtual page feature of the Apple iPad (2010). The researcher did not find their use associated with persuasion, but rather artifacts were just used to showcase the product’s new features as they were popular in their genre of origin.

The use of only one ethnicity can be explained by the dynamics of persuasion, as the targeted audience for Apple at that time was primarily people of Caucasian ethnicity, the commercials were focused on the Caucasian population only. The same cannot be said for the commercials aired after 2013. During the analysis the researcher found that

the commercials aired after 2013 started taking a more general approach towards targeting audiences, different ethnicities were used, and more data regarding ethnicity was discovered per commercial.

The Apple iPhone 6s commercial aired in 2015 was found to be the first commercial from Apple to use characters from more than eight different ethnicities, including an African-American man, few Asian students, a Hispanic woman, a Caucasian girl, an Indian girl, an Italian chef, an African woman, and an Indian kid. The commercial was also one of the first to utilize a celebrity from a different ethnic group than Caucasians, Selena Gomez. Every commercial by Apple produced after 2015 was found to be diverse in terms of stereotyping ethnicities.

Significant use of ethnicities as stereotypes can be seen in iPhone 6s (2015) commercial, where an Indian kid is shown reading news on the iPhone, and the voice over says, “to read the news, oh wait you read the news? Of course, you do!” Apple can be seen using the ethnic stereotype that Indians are smart, by showing a 6 or 7-year-old kid reading the news.

A similar pattern was found in the commercials regarding Asian male and female characters. Also, the researcher found that iPhone 6s (2015), and iPhone X (2018) both used characters from Asian ethnicity when showcasing the camera feature of iPhone. Where Asian males were either shown making a documentary on the iPhone 6s or shooting slow-motion cinematic videos on the iPhone X, similarly Asian females were always shown taking single selfies using iPhone 6s and group selfies using iPhone X during the commercials.

Use of African-American characters showed a similar pattern of stereotypes in commercials such as iPhone 6s (2015), Apple Music (2016), iPhone X (2018), where both male and female characters are shown participating in athletic activities during the iPhone 6s commercial. Drake, a famous African-American hip-hop artist, is shown working out while enjoying music, again stereotypically underlining the athletic factors of African-Americans. During the iPhone X (2018) commercial, the researcher found over nine different ethnicities, and each of the ethnicities was used stereotypically. An Indian person opened up an iPhone X in regional language, a Caucasian person hit the screen and fell off where the screen was used as a wall and a young African-American girl paid off her bills with Apple-pay. The reoccurrence of these patterns in commercials aired after 2011, showcasing Apple's shift in dynamics of persuasion and marketing strategies based upon different ethnicities.

### Color

The second theme formed after the analysis of the transcript is color. Different codes such as the color of the product, the color of the backdrop, and the color of the apparel different characters wore during the commercial together constituted a common theme of color. As Burst (2018) found, "colors have a powerful psychological impact on people's behavior and can impact consumers' buying decisions" (para. 2). Therefore, the researcher suggests this theme as part of the stereotypes used by Apple for persuasion. As mentioned previously, the analysis of Apple commercials prior to 2015 suggests that Apple's targeted audience was primarily consumers from the upper-middle-class Caucasian community and the same results can be re-confirmed by the occurrence of the theme of color.



Apple commercials for products such as the iPod Touch (2007), MacBook Pro (2008), iMac (2008), iPhone 3GS (2009), iPhone 4 (2010), and iPad (2010) were found utilizing only white and black color. Commercials where the color of the backdrop was white were found to be showcasing products which were black in color and vice-versa. Researchers such as Kaunisto (2016) and Burst (2018) compare the philosophy of using black and white color in correlation to the philosophy of yin-yang.

Information processing theory was used during the analysis as Burst (2018) mentions, that the use of black color is “associated with authority, power, stability, and strength and often are used as a symbol of intelligence” (para. 8) whereas the color white is “associated with feelings of purity, cleanliness, and safety,” which can be used to showcase brand neutrality and the essence of elegance (para. 10). These colors were found to affect consumers’ perception of the brand in terms of labeling and also in terms of comparison with other brands based on information processing theory. The use of these two colors by Apple during commercials before 2011 underlines the fact that Apple used these colors in a stereotypical way to target consumers who demanded a sense of authority and power and consumers who would acknowledge and appreciate something elegant.

A change in Apple’s marketing strategies can be seen in commercials aired after 2012, where the researcher found use of three to five different colors. For example, iPhone 5s (2013) commercial used a white backdrop and showcased products in white, black, and gold. Similarly, iPhone 6s (2015) commercials used different color backdrops, showcasing a new range of Apple iPhones in four different colors including white, black, gold, and rose gold. During the analysis, it was found that Apple commercials aired after

2011 were more diverse in the selection of colors used during the commercials, a significant indication of this was the use of color in regards to the apparel different characters wore during the commercials.

Commercials after 2011 were found to use more colors as compared to the simple and elegant colors such as white and black. Use of red, blue, green, gold, and rose gold were found more often in backdrops, product color, and the color of apparel different characters wore. This indicates that Apple was using a much diverse approach in regards to the use of color to influence buyers' decision.

#### Cultural and socio-economic cues

From the first commercial analyzed, codes of cultural and socio-economic cues were evident. The researcher found the use of cultural and socio-economic cues in almost every commercial analyzed, but in a different context in terms of targeted audience. For example, commercials aired prior to 2011 had primarily used artifacts from Christian culture with an undertone of elegance appealing to the upper-middle class of society.

Commercials such as iPod Touch (2007) and MacBook Pro (2008) were found to use audio and sexuality during the commercial to set an undertone of elegance. Lyrics of the audio such as "*Music is my boyfriend, Music is my girlfriend*" -can be seen using sexuality to target two different groups based on gender, whereas "*Music is my king-size bed*" was found to be a statement regarding the socio-economic status of Apple product users at that time.

A similar approach was found in the commercial for the MacBook Pro (2008), where the use of Opera music created a frame of richness and elegance, again targeting upper-middle class and high-class sections of society.

During the analysis, *location* was also found as a code of cultural cue, as commercials such as iPhone 3GS (2009) and iPhone 4 (2010) were found using different locations to set a cultural tone. For example, the commercial of iPhone 4 (2010) was found using the Golden Gate Bridge to show Apple's root to the technology-driven state of California and the cultural context of it. The researcher found an increase in the number of times where the location was used as a cultural cue. The iPad (2010) commercial utilized Twitter and the location of San Francisco beach to set a cultural context, where a young man tweets about what he is doing, showcasing the young and hip culture of current iPad users.

Commercials after 2013 were also found using more than one religion as cultural and socio-economic cues. For example, commercials such as iPhone Christmas (2013), iPhone 6s (2015), and iPhone X (2018) were found to use Christianity, Islam, Hinduism, and Judaism. Characters and events from different parts of the world were shown, for example, iPhone Christmas (2013) used Christmas, which is a religious celebration from Christianity as the base of the commercials, similarly.

Characters from Islam and Hinduism were shown wearing ethnic dresses during the commercial of iPhone X (2018) highlighting the use of religion during the commercial for persuasion. So far, the researcher discussed the use of different stereotypes and subcategories of stereotypes used by Apple in their commercials to gain a persuasive edge and to target different segments of consumers while answering RQ 1. The researcher then analyzed the transcripts to find if these stereotypes were used to produce loss or gain frames in order to answer RQ 2a.

**RQ 2a: How are stereotypes used to produce loss or gain frame in advertising?**

Loss or gain frame

RQ 2a is aimed towards understanding the use of different stereotypes such as ethnicity, gender, color, cultural and socio-economic level cues, location, and religion to produce loss or gain frame in Apple advertising. During the analysis, the researcher found that it was not only the use of different stereotypes but also how different statements were made in regards to stereotypes that created a framing effect. For example, a voice-over from iPhone 3GS (2009):

Thief- “I think it’s the same”

Voice over- “Introducing the next iPhone, it’s the iPhone you love!

Now with video! Just one of the amazing new features on the iPhone 3GS! The fastest most powerful iPhone yet!”

This showcases that statements made by the male character, such as “I think it’s the same” initially develops a loss frame for the audience, but then the male voice-over makes a few statements about the new iPhone such as “it’s the iPhone you love!” and “the fastest most powerful iPhone yet” resulting in generating a gain frame by the persuasive statement. Also, use of gender can be seen while developing loss and gain frame, both the character playing as a thief and the voice-over have voices with deep bass, which adds weight to the persuasive part of the commercial.

The loss and gain frame was also supported by the video representation of characters. While showing a thief trying to steal the new iPhone 3GS, the commercial develops a loss frame in terms of data privacy, but then when the thief is not able to break

into the iPhone it ultimately creates a gain frame for the audience by proving that iPhone is a smartphone that does not compromise user privacy.

Commercials such as iPhone Christmas (2013) was also found to use emotions in a cultural context to develop loss and gain frame. The commercial shows a kid always busy on his iPhone 5s while the whole family is enjoying the Christmas holiday together, which develops a loss frame in terms of smartphone usability and in terms of losing time with family. Different members of the family are shown being annoyed, because the kid is on his iPhone all the time. The same factor of usability later in the commercial was used to develop a gain frame, when the kid finally shows the family video on Christmas evening. He made the video during the holiday, which eventually develops a gain frame in regards of bringing the family together and usability of an iPhone.

To answer RQ 2a, Prospect theory was used to understand how the theme of usability was used for persuasion by affecting individuals understanding of perceived gain and loss. Which in this case, perceived loss was not spending time with family, and perceived gain was the emotional rhetoric of bringing the family closer through the family video.

Commercials after 2013 for products such as iPhone 6s (2015), MacBook Pro (2016), and Apple Music (2016) were found to use persuasive statements to develop loss and gain frame. For example, during the beginning of iPhone 6s (2015) commercial, a voice-over says, “this is iPhone 6s, not much has changed” which immediately sets a loss frame for the audience. The commercial then shows many new features of the iPhone 6s, such as built-in screen flash for taking selfies and 3D touch, finally making a statement “so yeah, that’s what’s changed!” resulting in developing a gain frame that yes the new

iPhone has new features and consumers can look forward to buying it. Similarly, the MacBook Pro (2016) commercial uses a persuasive statement, “it’s the little things in life that I feel,” to develop a gain frame suggesting that Apple’s main focus while creating the MacBook Pro (2016) was to keep all the little things that matter the most in a laptop.

During the analysis of Apple commercials, the researcher did not find much evidence of use of stereotypes to produce loss or gain frame. Commercials such as iPhone 3GS (2009), iPhone Christmas (2013), iPhone 6s (2015), MacBook Pro (2016), and Apple Music (2016) were found to use different stereotypes to represent the practicality and usability of Apple products, but no emerging codes were found in correlation with framing. Instead, the researcher found use of characters and persuasive statements to produce loss and gain frame.

**RQ 2b: How do Apple advertisements stereotype ethnicity, gender, language, and tone under the leadership of Steve Jobs compared to Tim Cook?**

RQ 2b was established to help make the analysis process simple in terms of comparison and to understand how the shift in the dynamics of persuasion in advertising under the leadership of two different CEOs of Apple. After the analysis, the researcher compared both data sets, where data set 1 had commercials aired during 2007 to 2011 and data set 2 had commercials aired during 2013 to 2018. The comparison is based on different stereotypes found while answering RQ 1 and the use of stereotypes in commercials during the time when Steve Jobs served as the CEO of Apple (2007-2011) and the time Tim Cook is the CEO of Apple (2013-2018).

Stereotypical use of ethnicity was evident in all the commercials analyzed, but during the era of Steve Jobs (2007-2011), commercials such as iPod Touch (2007),

MacBook Pro (2008), iPhone 3GS (2009), and iPhone 4 (2010) were found only using one ethnicity. Apple was found to be targeting primarily consumers from Caucasian ethnicity. Also, the theme of socio-economic status was found affiliated with the use of ethnicity in these commercials. The genre of music such as R&B and Opera and persuasive statements made about the products suggested that consumers from upper-middle class and rich socio-economic statuses were the main targets only.

Whereas, commercials such as iPhone 6s (2015), MacBook Pro (2016), Apple Music (2016), and iPhone X (2018) produced during the era of Tim Cook (2013-2018) were found to be distantly different from previous commercials. Use of multiple ethnicities were found in these commercials and socio-economic status was found not to be used as a part of the persuasion strategies. Rather, use of ethnicity in cultural context was found to be used predominantly for persuasion. Cultural cues like ethnic dresses, music from different cultures, and cultural stereotypes were used in these commercials for persuasion. For example, an Indian kid reading news during the iPhone 6s (2015) commercial or Asian kids shown either taking selfies or making videos in iPhone 6s (2015), and iPhone X (2018) commercial were coded as cultural cues used in regards to different ethnicities in these commercials.

Another theme that was found different when compared is color. The use of color in commercials during 2007 to 2011 was minimal to either white or black, which was found to produce frames of simplicity and elegance. Of course, as discussed earlier, the target audience for Apple were rich and upper-middle class consumers and so the frames of simplicity and elegance are justifiable to be used for persuasion in those commercials. The same cannot be said for commercials produced during 2013 to 2018 as it was found

that Apple's strategic use of color changed. Use of more than two colors were found in commercials such as iPhone 5s (2013), iPhone 6s (2015), MacBook Pro (2016), and iPhone X (2018).

Apple products were shown in more than two colors, as Apple was not targeting consumers based upon socio-economic levels. Different colors were used to show features of the products and characters in the commercials were found to be wearing more bright colors than simple black and white. Also, color was used to produce frames of practicality and generality, by showing different products been used by people from different walks of life and having a choice of color. For example, during iPhone 6s (2015) commercial, Apple introduced a new color, the rose gold iPhone 6s, giving the idea that consumers now have a choice. This idea was also reinforced by a persuasive statement during the commercial, *"it's rose gold and its awesome!"*

The researcher found that there was a major shift in the persuasive strategies of Apple commercials under the leadership of Steve Jobs as compared to Tim Cook. Stereotypes of ethnicity, color, and socio-economic cues were used differently by both CEOs, where Steve Jobs was found to take an approach of simplicity and elegance by using simply two colors, black and white, either as the color of the backdrop or the color of the product. On the other hand, Tim Cook was found to take an approach of practicality and generality by using multiple colors in the commercials. The researcher also found an essence of LGBT colors as part of Apple's persuasive strategies in the iPhone X (2018) commercial.



## **Summary**

This chapter discussed the data analysis and finding of this thesis to answer RQ 1, RQ 2a, and RQ 2b. To analyze the data, it is important that the content was transformed into suitable data style before analysis. The choice of content for the thesis was commercials produced by the Apple Corporation during a fixed period of time. The aim of this thesis seeks to understand and explore the dynamics of persuasion in Apple's advertising.

It was established during the analysis that Apple commercials use stereotypes such as ethnicity, color, and socio-economic cues for persuasion. It was also found that Apple commercials use different stereotypes to represent the practicality and usability of Apple products, but no emerging codes were found in correlation with loss or gain frames. Instead, the researcher found use of characters, persuasive statements, and gender to produce loss and gain frame.

The researcher also found that there was a major shift in the persuasive strategies of Apple commercials under the leadership of Steve Jobs as compared to Tim Cook. Stereotypes of ethnicity, color, and socio-economic cues were used differently by both CEOs, where Steve Jobs was found to take an approach of simplicity and elegance, Tim Cook was found to take an approach of practicality and generality.

## CHAPTER VI

### CONCLUSION AND FUTURE RESEARCH

#### **Discussion**

The purpose of this thesis was to examine the content represented by Apple commercials across various media over the last 11 years (2007 to 2018) and to also understand the shift in persuasion during the time of Steve Jobs as the CEO of Apple as well during the time of Tim Cook as the CEO of Apple. The researcher's aim was to study the dynamics of advertising in terms of persuasion and the shift in the culture of Apple marketing strategies over the years. To understand the dynamics of Apple advertising in terms of persuasion, the collected data consisted of all Apple commercials from 2007 to 2018.

The data population included all commercials from Apple in the last 10 years of its establishment. The data from the last 10 years was then divided in two different groups during the initial data collection process. One group consisted of five years of commercials produced during the tenure of Steve Jobs as the chief executive officer (CEO) of Apple (2007-2011). The other group had five years of commercials produced during the tenure of Tim Cook as CEO of Apple (2013-2018). In total, 12 commercials were analyzed, consisting of 6 commercials per group.

Method of qualitative content analysis was used to analyze the collected data as “content analysis is a method of analyzing written, verbal or visual communication

messages” (Cole, 1988, p. 55). This thesis took a qualitative approach for the content analysis as McDowell (2004) mentioned, “qualitative analysis, emphasizing the meanings associated with the message rather than with the number of times message variable occur” (p. 219). Suggesting that a qualitative approach to content analysis, can help understanding the patterns, themes, or shared categories from different types of messages used in advertising.

### **Overview of Patterns and Themes**

By applying the methodology of qualitative content analysis, and by using prospect theory and information processing theory as guiding framework for the analysis, the researcher found three significant themes used by Apple for creating persuasive commercials across all product types. The three major themes were ethnicity, color, and cultural and socio-economic cues. These three major themes included different codes in regard to creating persuasive commercials such as stereotypical use of age, gender, and the location to target ethnicity.

The use of color of product, color of back-drop, and color of apparels different characters wear during the commercial, produce a theme of color. The use of lyrics of the audio, persuasive statements, culture, and frames of socio-economic status develop the use of socio-economic cues. While answering RQ 2a, the researcher also found that it was not only the use of different stereotypes, but also how different statements were made in regard to stereotypes that created a framing effect for persuasion in Apple commercials.

Apple commercials were found to produce loss and gain frames by the video representation of characters in context of gender, to add weight to the persuasive part of

commercials. While answering RQ 2b, the researcher found that there was a major shift in the persuasive strategies of Apple commercials under the leadership of Steve Jobs, as compared to Tim Cooks. Stereotypes of ethnicity, color, and socio-economic cues were used differently by both CEOs.

Commercials produced during the period of Steve Jobs were found to take an approach of simplicity and elegance by using simply two colors, black and white, either as the color of the backdrop or the color of the product. Also, commercials were found targeting only one ethnicity, which was Caucasian, and only consumers from rich and upper-middle socio-economic status.

On the other hand, Tim Cook was found to take an approach of practicality and generality, with the use of multiple ethnicity and colors that were found in the commercials. Commercials produced during Tim Cooks' era were found to not exploit consumers based upon their socio-economic level, especially by showing different products being used by people from different walks of life and having a choice of color.

The researcher also found an essence of LGBT colors as part of Apple's persuasive strategies in the iPhone X (2018) commercial. It was also found that commercials produced during the time period of Steve Jobs stereotypically used cultural cues in correlation with ethnicities, such as Asian kids shown either taking selfies or making videos in iPhone 6s (2015), and iPhone X (2018) commercials.

### **Limitations and Future Research**

During the course of this thesis, the researcher came across some limitations. First, is the limited time period of this thesis, which acted as a boundary in analyzing extensive data, as only 12 commercials were analyzed which were then divided into six

commercials, for the two time frames chosen for this thesis. However, while analyzing, the researcher felt the need to have more data sample for analysis. This segregation between the data sets still meets the minimum requirement of conducting qualitative research, where Creswell (1998) recommends five to 25 samples, while Morse (1994) suggests at least six samples per data set.

Second, while the data set was small for this research, the sampling process was the second limitation for this thesis. The researcher used simple random sampling as part of the probability sampling method for the reliability of data analysis. This became a limitation as through random sampling of Apple commercials that used stereotypes for persuasion were not selected for the next process, resulting in recurrences of patterns and themes early on during the analysis process.

There are several areas of recommendation for future research. First, the researcher found that there is a shift in the dynamics of persuasion in Apple commercials, therefore research can be done in the area of how CEOs of different organizations impact the marketing strategies and advertising schemes. Future research can compare different CEOs from the same organization, or CEOs from different organizations, to understand the rhetoric of persuasion in the field of academia and organizational rhetoric.

Second, during analysis, the researcher found the use of the LGBT theme to gain persuasive edge in Apple commercials, especially in commercials after Tim Cook became the CEO of Apple. This suggests two more areas of future research: 1) research can be done on how personal attributes and gender orientation of a CEO impacts the overall marketing dynamics of an organization such as Apple, and 2) how marketers and advertisers are using themes of LGBT to develop frames of persuasion.

Third, produced during the tenure of Steve Jobs stereotypically used cultural cues in correlation with ethnicity. For example, an Indian kid reading news during the iPhone 6s (2015) commercial or Asian kids shown either taking selfies or making videos in iPhone 6s (2015), and iPhone X (2018) commercials. Future research can be done about the use of cultural cues and ethnicity and how the use of both together develop persuasive commercials.

The last portion of future research can be done in areas of global marketing, as Apple was found to have a much diverse approach by using characters from different ethnicity and featuring cultural context to peruse consumers, research can be done in terms of how persuasive strategies and different languages effects the dynamics of persuasion in Apple commercials on a global level.

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## APPENDIX A

### List of Commercials 2007-2011

Nub	Product	Link	Date
1	Apple TV 1 <sup>st</sup> gen	<a href="https://www.youtube.com/watch?v=pE97x_HOLRA">https://www.youtube.com/watch?v=pE97x_HOLRA</a>	Sep 1, 2007
2	iPhone 1 <sup>st</sup> gen “Hello”	<a href="https://www.youtube.com/watch?v=ubxxk1lHx1U">https://www.youtube.com/watch?v=ubxxk1lHx1U</a>	Sep 5, 2007
3	iPod Nano 3 <sup>rd</sup> gen	<a href="https://www.youtube.com/watch?v=r2eu9gDzk_A">https://www.youtube.com/watch?v=r2eu9gDzk_A</a>	Sep 6, 2007
4	iPod Classic 6 <sup>th</sup> gen	<a href="https://www.youtube.com/watch?v=eMw0ZIN4FPo">https://www.youtube.com/watch?v=eMw0ZIN4FPo</a>	March 2008
5	iPod Touch	<a href="https://www.youtube.com/watch?v=F1uLhH0Utjg">https://www.youtube.com/watch?v=F1uLhH0Utjg</a>	2008
6	MacBook Pro (early 2008)	<a href="https://www.youtube.com/watch?v=EUzNVh3eBaA">https://www.youtube.com/watch?v=EUzNVh3eBaA</a>	March 2008
7	Apple MacBook Pro Commercial "Date Night"	<a href="https://www.youtube.com/watch?v=VJq3ksdaC1Q">https://www.youtube.com/watch?v=VJq3ksdaC1Q</a>	Dec, 2009

8	TIME CAPSULE 1ST GEN APPLE	<a href="https://www.youtube.com/watch?v=szm-f8R_q0g">https://www.youtube.com/watch?v=szm-f8R_q0g</a>	2008
9	Apple iMac Commercial - Glass	<a href="https://www.youtube.com/watch?v=gdhhxLrC7_o">https://www.youtube.com/watch?v=gdhhxLrC7_o</a>	April 15 <sup>th</sup> , 2008
10	Apple iPhone 3G	<a href="https://www.youtube.com/watch?v=WUeGy-11vgw">https://www.youtube.com/watch?v=WUeGy-11vgw</a>	June 9, 2008
11	iPod Shuffle Commercial	<a href="https://www.youtube.com/watch?v=vpdnTSJXtVA">https://www.youtube.com/watch?v=vpdnTSJXtVA</a>	March 19, 2007
12	MacBook Air ad  The first official MacBook Air ad. Song, "New Soul", by Yael Naim.	<a href="https://www.youtube.com/watch?v=E98Eyl5Et0w">https://www.youtube.com/watch?v=E98Eyl5Et0w</a>	Jan 15, 2008
13	Introduction of the 24" LED ACD	<a href="https://www.youtube.com/watch?v=nAQiPnTFWz4">https://www.youtube.com/watch?v=nAQiPnTFWz4</a>	June, 22, 2009

14	Late 2008 MacBook Presentation	<a href="https://www.youtube.com/watch?v=blwPD3Q_dTw">https://www.youtube.com/watch?v=blwPD3Q_dTw</a>	Nov 24, 2008
15	Justin Long Apple Mac Computer Television Commercial 2009	<a href="https://www.youtube.com/watch?v=OwJNv_blrFk">https://www.youtube.com/watch?v=OwJNv_blrFk</a>	2009
16	Mac 2009 Model introduction video	<a href="https://www.youtube.com/watch?v=GldBdKKC8kA">https://www.youtube.com/watch?v=GldBdKKC8kA</a>	2009
17	iMac Ad (Late 2009)	<a href="https://www.youtube.com/watch?v=MZEU9C2yj0Q">https://www.youtube.com/watch?v=MZEU9C2yj0Q</a>	Nov 2009
18	NEW iPhone 3GS	<a href="https://www.youtube.com/watch?v=4OEgYEJLgts">https://www.youtube.com/watch?v=4OEgYEJLgts</a>	June 2009
19	New Magic Mouse Commercial 2009	<a href="https://www.youtube.com/watch?v=i6uueQRevhg">https://www.youtube.com/watch?v=i6uueQRevhg</a>	2009
20	Pod Nano 5th Generation	<a href="https://www.youtube.com/watch?v=s2JN8p_Iyag">https://www.youtube.com/watch?v=s2JN8p_Iyag</a>	2009

21	iPhone 4 commercial	<a href="https://www.youtube.com/watch?v=qntr-15wnMM">https://www.youtube.com/watch?v=qntr-15wnMM</a>	2010
22	Apple iPad Commercial	<a href="https://www.youtube.com/watch?v=c2jYtkwOwF8">https://www.youtube.com/watch?v=c2jYtkwOwF8</a>	2010
23	Magic Trackpad	<a href="https://www.youtube.com/watch?v=Ofu-pwPsjAA">https://www.youtube.com/watch?v=Ofu-pwPsjAA</a>	2011
24	Zooey Deschanel iPhone 4S Siri commercial	<a href="https://www.youtube.com/watch?v=fbEjCvdGaZU">https://www.youtube.com/watch?v=fbEjCvdGaZU</a>	2011
25	Apple iPhone 4S Siri Assistant commercial	<a href="https://www.youtube.com/watch?v=8HaEmu-qkD4">https://www.youtube.com/watch?v=8HaEmu-qkD4</a>	2011

# List of Commercials 2013-2018

1	Apple TV 3rd Generation Commercial	<a href="https://www.youtube.com/watch?v=QPv1TkaZj8Q">https://www.youtube.com/watch?v=QPv1TkaZj8Q</a>	2013
2	MacBook Pro 13-Inch Retina Commercial	<a href="https://www.youtube.com/watch?v=WjVh28s64XE">https://www.youtube.com/watch?v=WjVh28s64XE</a>	2013
3	iPod Touch 5g Commercial	<a href="https://www.youtube.com/watch?v=8OLw-xLbQYM">https://www.youtube.com/watch?v=8OLw-xLbQYM</a>	2013
4	iPhone 5s	<a href="https://www.youtube.com/watch?v=GrHUTadzgbM">https://www.youtube.com/watch?v=GrHUTadzgbM</a>	2013
5	Apple iPhone Christmas Commercial	<a href="https://www.youtube.com/watch?v=v76f6KPSJ2w">https://www.youtube.com/watch?v=v76f6KPSJ2w</a>	2013
6	iPhone 5C commercial For the colorful	<a href="https://www.youtube.com/watch?v=NrF7Mbb4x2A">https://www.youtube.com/watch?v=NrF7Mbb4x2A</a>	2013
7	Introducing iMac with Retina 5K Display	<a href="https://www.youtube.com/watch?v=6vBEiPaegjM">https://www.youtube.com/watch?v=6vBEiPaegjM</a>	2014



8	Robin Williams Apple iPad Air Commercial	<a href="https://www.youtube.com/watch?v=Ep2_0WHogRQ">https://www.youtube.com/watch?v=Ep2_0WHogRQ</a>	2014
9	iPhone 6 & 6 Plus Commercial	<a href="https://www.youtube.com/watch?v=glDAEdDb-KQ">https://www.youtube.com/watch?v=glDAEdDb-KQ</a>	2014
10	iPad Air 2 - TV Ad - Change is in the Air	<a href="https://www.youtube.com/watch?v=tgXR7YxCiVM">https://www.youtube.com/watch?v=tgXR7YxCiVM</a>	2014
11	Apple Watch	<a href="https://www.youtube.com/watch?v=AszYuCYuH78">https://www.youtube.com/watch?v=AszYuCYuH78</a>	2015
12	Apple Watch – Up	<a href="https://www.youtube.com/watch?v=OEOh0eVy0BA">https://www.youtube.com/watch?v=OEOh0eVy0BA</a>	2015
13	Apple iPad mini 4 commercial	<a href="https://www.youtube.com/watch?v=AzSpRPXGgMI">https://www.youtube.com/watch?v=AzSpRPXGgMI</a>	2015
14	Apple iPhone 6s Commercial	<a href="https://www.youtube.com/watch?v=mwQjHZp9I6w">https://www.youtube.com/watch?v=mwQjHZp9I6w</a>	2015
15	Apple iPhone 6s — "Onions"	<a href="https://www.youtube.com/watch?v=zcCJgN4nndU">https://www.youtube.com/watch?v=zcCJgN4nndU</a>	2015
16	Apple TV	<a href="https://www.youtube.com/watch?v=8wR9aK6DsVI">https://www.youtube.com/watch?v=8wR9aK6DsVI</a>	2015
17	New iPad Pro (9.7')	<a href="https://www.youtube.com/watch?v=nFPJ1RtSty8">https://www.youtube.com/watch?v=nFPJ1RtSty8</a>	2016
18	MacBook Pro — Reveal	<a href="https://www.youtube.com/watch?v=swqYo18z4uo">https://www.youtube.com/watch?v=swqYo18z4uo</a>	2016

19	Apple Music (Drake vs Bench)	<a href="https://www.youtube.com/watch?v=86D7AGm5sHk">https://www.youtube.com/watch?v=86D7AGm5sHk</a>	2016
20	Apple Music – Taylor vs. Treadmill	<a href="https://www.youtube.com/watch?v=egHjkeiqjrA">https://www.youtube.com/watch?v=egHjkeiqjrA</a>	2016
21	iPhone 7	<a href="https://www.youtube.com/watch?v=eRBGsSs8GTo">https://www.youtube.com/watch?v=eRBGsSs8GTo</a>	2016
22	Introducing Air Pods	<a href="https://www.youtube.com/watch?v=qLsn5ZMhgu4">https://www.youtube.com/watch?v=qLsn5ZMhgu4</a>	2016
23	iPhone SE Official Commercial	<a href="https://www.youtube.com/watch?v=dg0vjDBECHk">https://www.youtube.com/watch?v=dg0vjDBECHk</a>	2017
24	iPhone 8 and iPhone 8 Plus Commercial Video	<a href="https://www.youtube.com/watch?v=BSICHs8P27E">https://www.youtube.com/watch?v=BSICHs8P27E</a>	2017
25	iPhone 10	<a href="https://www.youtube.com/watch?v=0S6pHex-KCo">https://www.youtube.com/watch?v=0S6pHex-KCo</a>	2017
26	Apple's big news in 108 seconds	<a href="https://www.youtube.com/watch?v=iol8n3m88SA">https://www.youtube.com/watch?v=iol8n3m88SA</a>	2018

## APPENDIX B

### List of Commercials 2007-2011

Nub	Product	Link	Date
1	iPod Touch	<a href="https://www.youtube.com/watch?v=F1uLhH0Utg">https://www.youtube.com/watch?v=F1uLhH0Utg</a>	2008
2	MacBook Pro (early 2008)	<a href="https://www.youtube.com/watch?v=EUzNVh3eBaA">https://www.youtube.com/watch?v=EUzNVh3eBaA</a>	March 2008
3	Apple iMac Commercial - Glass	<a href="https://www.youtube.com/watch?v=gdhhxLrC7_o">https://www.youtube.com/watch?v=gdhhxLrC7_o</a>	April 15 <sup>th</sup> , 2008
4	NEW iPhone 3GS	<a href="https://www.youtube.com/watch?v=4OEgYEJLgts">https://www.youtube.com/watch?v=4OEgYEJLgts</a>	June 2009
5	iPhone 4 commercial	<a href="https://www.youtube.com/watch?v=qntr-15wnMM">https://www.youtube.com/watch?v=qntr-15wnMM</a>	2010
6	Apple iPad Commercial	<a href="https://www.youtube.com/watch?v=c2jYtkwOwF8">https://www.youtube.com/watch?v=c2jYtkwOwF8</a>	2010

# List of Commercials 2013-2018

1	iPhone 5s	<a href="https://www.youtube.com/watch?v=GrHUTadzgbM">https://www.youtube.com/watch?v=GrHUTadzgbM</a>	2013
2	Apple iPhone Christmas Commercial	<a href="https://www.youtube.com/watch?v=v76f6KPSJ2w">https://www.youtube.com/watch?v=v76f6KPSJ2w</a>	2013
3	Apple iPhone 6s Commercial	<a href="https://www.youtube.com/watch?v=mwQjHZp9I6w">https://www.youtube.com/watch?v=mwQjHZp9I6w</a>	2015
4	MacBook Pro — Reveal	<a href="https://www.youtube.com/watch?v=swqYo18z4uo">https://www.youtube.com/watch?v=swqYo18z4uo</a>	2016
5	Apple Music (Drake vs Bench)	<a href="https://www.youtube.com/watch?v=86D7AGm5sHk">https://www.youtube.com/watch?v=86D7AGm5sHk</a>	2016
6	iPhone 10	<a href="https://www.youtube.com/watch?v=0S6pHex-KCo">https://www.youtube.com/watch?v=0S6pHex-KCo</a>	2017

## APPENDIX C

### Sample Transpiration

Commercial: **Apple iPhone 6s commercial** (1:00) Date: 3/13/19 Year aired: 2015

Video	Audio	Denotation	Connotation
<p>-The video shot with an <b>African-American</b> guy holding a <b>gold</b> iPhone 6s.</p> <p>- Bunch of <b>Asian</b> students watching something on the <b>Black iPhone 6s</b></p> <p>- A <b>Hispanic</b> lady opening iPhone with her finger print.</p> <p>- A <b>Caucasian girl</b> opening Apple Maps</p>	<p>This Is iPhone 6s. Not much has changed.</p> <p>Except it responds to the pressure of your finger.</p> <p>So you can peek into stuff and pop store open which changes how you play a song.</p> <p>Read a text or read an email read the news.</p> <p>Wait you read the news?</p>	<p>The commercial is about the launch of the new iPhone 6s, its features and all the new colors it comes in. The add show case how it can be useful for all age groups and all ethnicity groups.</p>	<p>The video shows case a lot of new features of the apply iPhone. The commercial is a brand new approach to diversity.</p> <p>Each shot has different ethnicity and cultural cues to it.</p> <p>For example- The Indian kid is stereotyped to be</p>

<p>by pressing on the screen.</p> <p>- Different people from different age and ethnicity opening the maps and images by hard pressing on the screen.</p> <p>- A white girl opens up music and then the shot shows an Indian girl and a white boy sharing headphones for listening to music.</p> <p>-Next shot, an <b>Italian</b> chef reads a message and gets back to cooking.</p>	<p>Yep!!</p> <p>Of course you do!!</p> <p>now you can change apps like this pay at more places like this</p> <p>and</p> <p>then</p> <p>the color it looks like this “it's rose gold it's awesome”</p> <p>and Siri is more helpful than ever</p> <p>“Hey Siri” show me photo of tortellini?</p>		<p>smart by showing that he read news when is just the age of 6 or 7.</p> <p>A lot of ethnicity is used to show how different groups used iPhone and how it fits all of their needs. A lot of cultural stereotypes are been challenged in the add by showcasing a kid reading news, different ethnicity group enjoying a same music culture and people from all walks of life</p>
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<p>- Next shot an <b>African</b> lady checking her emails.</p> <p>- Next shot the audio say “To read the news” and <b>Indian kid</b> is shown reading the news” and the audio say, “wait you read the news?”</p> <p>- An <b>African American</b> girl is running and tracking her health with the iPhone app, another <b>African American guy</b> in tuxedo similes taking his new iPhone out of his pocket.</p>	<p>...maybe you can take out??</p> <p>The camera shoots 4K video now which changes how your movies look!!</p> <p>Nice!!!</p> <p>Even selfies are changing up! Now your screen is The Flash that's going to get like a million likes!!</p> <p>“Thanks”- Selena...</p> <p>Actually photos themselves have changed they move now you just touch</p>		<p>regardless of their economic level using iPhone as professionals.</p>
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<p>-Next shot shows <b>three Asian girls</b> taking a selfie with a Rose Gold iPhone.</p> <p>-A <b>Caucasian guy</b> making tortellini and a kid is using the iPhone to shoot a video.</p> <p>- A group of <b>Asian kids</b> are using iPhone to shoot a documentary in “slo-mo”.</p> <p>- Different people are show taking selfie with flash, 3 other <b>Asian girls</b>, next shot a <b>Caucasian girl</b> and then in the next shot</p>	<p><b>them so yeah that's what's changed!!</b></p>		
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<p><b>“Selena Gomez”</b></p> <p>taking a selfie.</p> <p>- The video ends with saying “ <b>The Only things that’s changed is everything</b>”</p>			
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