Name ……………………………………………………………..

**Your Summer Task Instructions**

You will be carrying out a Content Analysis by watching Top MTV Music Videos spanning from 2010 until 2018.

1. Find the music videos on the internet, and for each of them you will have to put a tick/mark against each ‘clothing category’ for the relevant year, in the tally chart provided. For example the top music video for 2014 was “Wrecking ball” by Miley Cyrus. Find the 2014 column on the tally sheet and place a tick/mark for each clothing type which you saw. i.e. if there is a woman in hot pants you will put a tick in this box.
2. Following this you need to add up the **totals** for each year and write this in the total row at the bottom of the chart.
3. Then calculate **percentages** for each year and write this under the relevant year in the ‘Percentage of categories ticked in each year out of potential categories’ row. For example, if 3 of the clothing categories were ticked out of the possible 12 categories, this would equal 25%.
4. You are also required to draw a **bar graph** of the results which will be marked out of 4. Your bar graph should be appropriately titled, the vertical and horizontal axes should be clearly and accurately labelled, and the bars should be accurately drawn.
5. Finally, you should draw a **Conclusion** from your research. What Conclusion can you draw based on your findings? Remember, **a conclusion is not simply restating your findings,** but thinking about what the findings **suggest or mean.**

**You must bring the completed work with you to your first psychology lesson in September where it will be assessed.**

You need to look at each of these MTV music videos and put a tick in your Tally Sheet, under the relevant year for each of the clothing types in the video. An example is provided below.

|  |  |
| --- | --- |
| Year | Music |
| 2010 | Bad Romance/ Lady Gaga |
| 2011 | Firework/ Katy Perry |
| 2012 | We found Love/ Rihanna feat. Calvin Harris |
| 2013 | Mirrors/Justin Timberlake |
| 2014 | Wrecking Ball/ Miley Cyrus |
| 2015 | Blank space/Taylor Swift |
| 2016 | Formation/Beyonce |
| 2017 | Humble/Kendrick Lamaar |
| 2018 | Ariana Grande – “No Tears Left to Cry” |

**An example of how the tally chart should be completed is shown below.**

|  |  |
| --- | --- |
|  |  |
| **Category of clothing types**  | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
| Man with open shirt  |  |  |  |  |  |  |  |  |  |
| Woman with open shirt |  |  |  |  |  |  |  |  |  |
| Man in hot pants |  |  |  |  |  |  |  |  |  |
| Woman in hot pants |  |  |  |  |  |  |  |  |  |
| Man with no shirt |  |  |  |  |  |  |  |  |  |
| Woman in bathing suit  |  |  |  |  |  |  |  |  |  |
| Man with undergarments exposed |  |  |  |  |  |  |  |  |  |
| Woman with undergarments exposed  |  |  |  |  |  |  |  |  |  |
| Man in undergarments  |  |  |  |  |  |  |  |  |  |
| Woman in undergarments  |  |  |  |  |  |  |  |  |  |
| Partial nudity (male/female) |  |  |  |  |  |  |  |  |  |
| Total nudity (male/female) |  |  |  |  |  |  |  |  |  |
| **Total no. of categories ticked** |  |  |  |  |  |  |  |  |  |
| **Percentage of categories ticked in each year, out of potential categories** |  |  |  |  |  |  |  |  |  |

A bar graph showing ……………………………………………………………………………………………………………………..

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Marks out of 4 …………………..

In conclusion ………………………………………………………………………………………………………………………………….

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