1. How much money would you estimate that you spend on:
   1. make-up?
   2. clothes?
   3. beauty products (e.g., shampoo, skin treatments, etc.) ?
   4. healthcare (including prescriptions) ?
   5. education (other than Simmons) ?
   6. insurance?
2. Are ads a cause or a consequence of gender differences? How?
3. What are the direct consequences of the way ads portray beauty?
4. What are the ***indirect*** consequences of the way ads portray beauty?
5. The video discusses females. What about males?
6. In your favorite TV show, how are males portrayed? females?