

Photo Manipulation in the Media

A Senior Project

presented to

the Faculty of the Graphic Communication Department
California Polytechnic State University, San Luis Obispo

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science

by

Stephanie Coffaney

December 2011

Table of Contents

Abstract	3
Chapter 1	4
Chapter 2	6
Chapter 3	12
Chapter 4	14
Chapter 5	20
Appendix	22
Works Cited	35

Abstract

In today's society there are photos everywhere; they are in magazines, advertisements, newspapers, and books because photos make the text or the story stand out. Some may not know it, but most of these photos have been edited and retouched. This research paper attempted to determine the majority opinion of what types of photo editing was above the tolerable limit, as well as the public awareness of media manipulation. The different levels of photo editing included changing the contrast, removal of blemishes and dust, addition/removal of objects, and addition/removal of main subjects. The results revealed that most people are aware of photoshopping in the media and they suspected there was more photo editing in magazines and advertisements than newspapers.

Chapter 1

In every publication there are most likely photos accompanying articles, advertisements, or exist as an article by themselves. Pictures help support an article, promote a product, tell a story, and bring the viewer in. Nowadays there are an abundance of software programs that help edit photos. These programs are also continuously improving, making editing much easier. Artists and photographers enjoy using this software because of all the opportunities they have to make their pictures even better. However, when it comes to publishing a photo in a magazine, newspaper, or advertisement there should be a limit to how much they edit. As a piece of artwork, editing a photo can have no limits, but when editing a photo that will be published, like one that will accompany a news article, editing should be subtle so the picture does not completely change. Society turns to the news and media to gain information and photos should not provide them with false information. This study asks: How much photo editing is too much when published as fact in a publication, and is society aware of this editing? This research will bring awareness to the amount of editing that is done in the media and what is an acceptable limit.

There have been some reactions in the media about editing going too far. Most of society knows that photos in magazines have likely been retouched, but the public is not aware about the extent of editing that is done. Currently there are no laws regarding what an editor can publish when it comes to edited photography. It is up to the editor's discretion whether or not to add a tagline informing the viewer that the photo has been tampered with. Almost all photos are published with a certain amount of editing. The purpose of editing a photo is usually to create a better-looking picture. For example, the sky in a picture may look dull so an editor makes it bluer. Or there is trash in the background of a photo so the editor removes it. In other cases, such as a fashion magazine, the editor may want a model's figure to be thinner or their nose to be smaller, so they edit that as well. The tools make these edits extremely easy. If an edit is easy to make and does not take a lot of time to do then it is

considered not as big of a change. The editor may not realize how much they are changing the photo when the tools make it so easy to edit.

Even though the media is publishing these photos, they may not understand the public's reactions to certain levels of photo editing. Some may think applying changes to a photo make the photo more appealing and do not consider that some may prefer an unedited photo. There are different levels of alteration, which an editor can use to edit a photo. Certain levels may be more acceptable to the public when published, whereas other levels may not. Society may believe editing a part of a photo, such as the color, may not matter but changing the person's figure or rearranging the photo entirely is most likely not tolerable in the public's eye without some kind of caption or note informing the viewer that the picture has been altered. Even in the case where a note is provided, photos that have been edited drastically should not be published because it is providing a false sense of reality to the viewers. Therefore a limit should be implemented so as to keep published photos realistic as well as a regulation requiring a footnote or tagline of some kind to be added when a photo has been edited past the acceptable limit.

The purpose of this study is to find the majority opinion of what types of editing is above the tolerable limit of a small sample of people, as well as the public and media awareness of media manipulation. Surveys and media trends will determine society's awareness of modifications in published photography as well as what are tolerable levels of modifications.

Chapter 2

Technology is continuously advancing and has provided society with astonishing software and tools, some of which can completely distort the media, leaving society with a diminished reality. It causes people to think what is wrong with reality? Are all photos going to be better than the actual subject in the picture, whether it be a landscape or a person? Advertising relies heavily on photo manipulation to make their products look better or to make something look like something it is not, especially since there are currently no laws restricting photo-editing use in published photos. Adobe Photoshop CS5 recently came out with some new features that allow the user to completely alter the photos without viewers noticing a difference. Advancing technology has allowed for these extreme alterations; some may call it a form of art, while others call it altering reality.

About every 18 months a new version of Photoshop is released by Adobe featuring new tools that create less work for the user and more computer automated changes to a photo. This makes it easier for the user to do more modification to a photo. In the most recent release of Photoshop CS5, new tools were introduced and new features added: the Puppet Warp tool, Patch Match, and Content Aware Fill tool. Together these tools allow the user to alter a photo in such a way that it may become entirely different.

One new feature of Photoshop CS5 is the Puppet Warp tool. “Puppet Warp is a technique, which allows the user to modify shapes within an image: for example the curve of an elephant’s trunk or the position of a dancer’s arms and legs” (Drury). One may create anchor points along the object and then move each anchor point, which grabs the bit it is attached to, in any way to change the shape. Anchor points are points that the editor designates along a part of an object that will be altered. The anchor points break up the part of the image that is being altered so the editor can move only those parts.



Figure 1. “The key insights driving the algorithm are that some good patch matches can be found via random sampling, and that natural coherence in the imagery allows us to propagate such matches quickly to surrounding areas” (“CS5: Unofficial Adobe CS5 Blog”).

Patch Match is a tool that uses an “algorithm for structural image editing” (“New Image Editing Tools for Photoshop CS5”). The image in Figure 1 has been altered using the Patch Match tool in Photoshop. In the first frame the holes and damage done to the monument is repaired. Frame (a) is the before image, frame (b) is what it looks like during editing, and frame (c) is what it looks like after the editing. Frame (d) shows editing of the height of the pillars. Frames (e) and (f) show what it looks like after editing. This tool works similarly to the Content Aware or Fill tool, and “The key insights driving the algorithm are that some good patch matches can be found via random sampling, and that natural coherence in the imagery allows us to propagate such matches quickly to surrounding areas” (“New Image Editing Tools for Photoshop CS5”).

Another feature of Photoshop CS5 is the Content Aware or Fill tool. This tool can take an image and completely erase large flaws or objects and replace those spots that you removed with pixel content that is similar to what would have been seen if that object was not in the way. Once an area is selected, “Photoshop looks closely at the edges of your selection and the background around the selection and creates a new image that is almost identical to what would be behind the selected area” (“Photoshop CS5”).

Currently there are no laws in the United States that set a boundary for photo editing. European nations such as the United Kingdom and France have tried to pass legislation relating to Photoshop but have not been successful. In the UK in 2009 “Valerie Boyer championed a bill to ban websites that seemed to encourage anorexia and bulimia” and also wants to take in even further and “require

warning labels on retouched photos published for editorial purposes as well as those in print ads. Violators could face fines of 37,500 euros, or almost \$55,000[US] or up to 50 percent of the cost of an advertisement” (Pfanner). “Though the U.S. laws do not explicitly regulate the use of Photoshop, the software may be used to violate existing laws. For instance, a libel case can be made if a digitally altered image is used to defame someone’s character falsely. Further, in the legal system, any forensic evidence that is altered by prosecutors through the use of graphics software would be grounds for a mistrial if not a perjury case. Defense lawyers also may use Photoshop improperly to exonerate their clients” (Lawrence).

When Democratic candidate John Kerry was running for President of the United States in 2004 a photo was circulated of him and Jane Fonda in the 1970s sharing a platform protesting the Vietnam

Fonda Speaks To Vietnam Veterans At Anti-War Rally



Actress And Anti-War Activist Jane Fonda Speaks to a crowd of Vietnam Veterans as Activist and former Vietnam Vet John Kerry (LEFT) listens and prepares to speak next concerning the war in Vietnam (AP Photo)



Figure 2. “February 2004: This digital composite of Senator John Kerry and Jane Fonda sharing a stage at an anti-war rally emerged during the 2004 Presidential primaries as Senator Kerry was campaigning for the Democratic nomination. The picture of Senator Kerry was captured by photographer Ken Light as Kerry was preparing to give a speech at the Register for Peace Rally held in Mineola, New York, in June 1971. The picture of Jane Fonda was captured by Owen Franken as Fonda was speaking at a political rally in Miami Beach, Florida, in August 1972” (“Infamous Jane Fonda/John Kerry Photoshop”).

War (See figure 2). This photo was edited in Photoshop, but many think the damage it caused Kerry’s campaign, contributed to him losing the election. This photo was actually created from two different photos.

There are many photos like this published in newspapers, magazines, and advertising everyday. “People have come to expect it in the fashion and entertainment world, where airbrushing blemishes and wrinkles away is routine” (Farid). In fact, “It now seems fresh, even exclamation-worthy, when a magazine presents

an unvarnished image” (Wilson). “Photoshop has, like Google, transcended its origins in the world of computing, and become a verb. But whereas ‘to Google’ is almost always used positively to express usefulness, Photoshopping is almost always a term of abuse” (Arthur). Photoshopped photos “misrepresent reality while claiming to be straight reportage” (Newbold).

In magazines and other printed publications photos are often photoshopped to make the models or people featured in the articles look better than they actually do. News products could also alter photos in tabloids or breaking news stories to be more dramatic and persuade the viewer to buy their



Figure 3. “Both the digitally retouched image, and what appears to be the unaltered version, both appear on the Ralph Lauren Australia website, inviting instant comparisons” (“Herald Sun”).

product (See figure 3). The model’s figure was completely altered to make her look thinner. Her figure looks unrealistic and alien like. A reason “why editors use Photoshop is to support the story...it makes sense to ‘thin’ a model used for a diet ad, for example [or] a politician will have his image subtly enhanced to reduce age, increase appeal or to make him or her more attractive” (“YouAreBeingManipulated.com”). It is unfortunate that photo manipulation does not concern many people. However, “as a result of the overuse of these techniques, over time the audiences are going to increasingly discount pictures...once the audience believes that the pictures are doctored beyond reality, some of that magic is lost” (“YouAreBeingManipulated.com”).

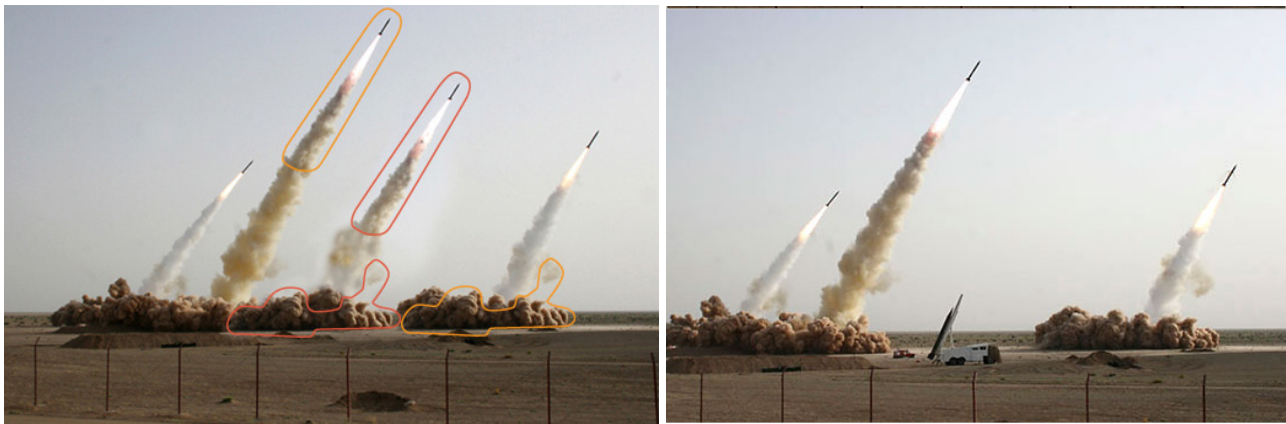


Figure 4. On the left, “In the four-missile version of the image released Wednesday by Sepah News, the media arm of Iran’s Revolutionary Guard, two major sections (encircled in red) appear to closely replicate other sections (encircled in orange). (Illustration by The New York Times; photo via Agence France-Presse)” (Nizza, and Lyons). On the right is the original image.

Another example of photo editing gone too far is Figure 4. This photo was published in several newspapers, as seen in Figure 5, before the tampering was noticed. Four of Iran’s missiles were shown being launched into the air when only three actually left the ground: “it appeared to contain



Figure 5. On the left, “The Los Angeles Times, The Palm Beach Post and Chicago Tribune, among others, used the image on their front pages” (Nizza, and Lyons). On the right, “[New York Times] home page” (Nizza, and Lyons).

one too many missiles, a point that had not emerged before the photo was used on the front pages of The Los Angeles Times, The Financial Times, The

Chicago Tribune and several other newspapers as well as on BBC News, MSNBC, Yahoo! News, NYTimes.com and many other major news Web sites” (Nizza, and Lyons). This was a big alteration on the editor’s part and the editor reached millions of people and caused much hype over a false image. Photoshopping can affect a lot of people.

There are many more examples of bad photoshopping and can be found all over the Internet, such as the infamous blog “Photoshop Disasters.” These examples show what is being done everyday in publications. While there has been discussion about creating regulations, there are no laws or regulations restricting any use of Photoshop in published photos. They are making editing easier and easier and editors are feeling less guilty about what they change in a photo. “The person who pushes the button decides what is in the frame and creates an atmosphere, an emotional context, through the use of composition and lighting that can be as powerful as the subject matter itself. For example, a person lit from below will appear ghoulish, while the same person with the same expression lit from the side will look much more attractive. The resulting two images leave the viewer with totally different impressions, accomplished by moving a light, not a pixel” (Salvo). Many programs make editing photos simple and the future will provide newer technologies simplifying the process even more. Editors will be able to convey any kind of message they want to alter the perceptions and opinions of the public and viewers of the media.

Chapter 3

Certain levels of photo editing can be more acceptable to the public when published, whereas other levels may not. Even though the media was publishing these photos, they may not have understood the public's reactions to certain levels of photo editing. Descriptive Research and Content Analysis determined public and media awareness of modifications in published photography as well as what were tolerable levels of modifications.

Descriptive research “is used to obtain information concerning the current status of the phenomena to describe what exists with respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the correlation study which investigates the relationship between variables, to developmental studies which seek to determine changes over time” (Key). In my research surveys (see Appendix) were used to find out the general public's opinion of the issue of photoshopping and media manipulation. After receiving the surveys back, Content Analysis was used to draw conclusions about the data: “Content analysis is ordinarily employed because the researcher is interested in drawing an inference about some state in the subject which originated the content, or some state in the group or person who received it, or some more global inference about several parts or all of the communication system involved” (Levenson).

The surveys were sent out to the entire Graphic Communication student body through the email alias. Graphic Communication students are well versed in design and print. They may be more likely to tell when an image has been photoshopped because they are very familiar with the Adobe Creative Suite programs, especially Photoshop. The survey was also posted to social media sites such as Facebook and Twitter, and sent it out to my family and friends through email.

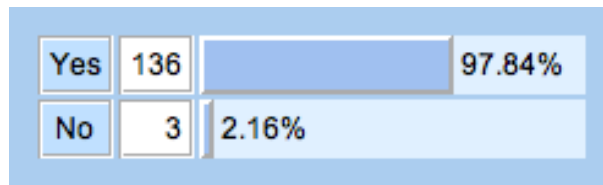
The survey helped support my purpose of study and found a general awareness of media manipulation within the public media. After sending out the surveys and receiving them back the

data was gathered together and the results were generalized from each question. Content Analysis was used to measure the acceptable levels of photoshopping for magazine, newspapers, and advertisements.

Chapter 4

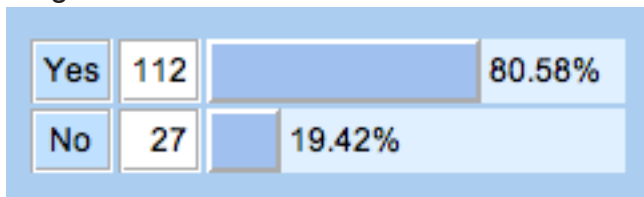
The purpose of this study was to find the majority opinion of what types of photo editing was above the tolerable limit, as well as the public awareness of media manipulation. The survey discussed in the previous chapter and shown in the Appendix was created at kwiksurveys.com and sent out to many people. Before the people surveyed began taking the survey they were given the definition of photoshopping: when someone digitally edits a photo to distort or change the original image. 139 completed responses were received. See Appendix for all results.

The first question asked if you are aware of photoshopping in the media. 97.84% of the 139 people who completed the survey answered yes.

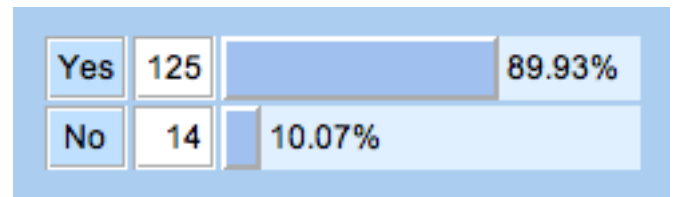


Most people assumed there was photoshopping in magazines (80.58%) and advertisements (89.93%), but 82.01% did not assume there was photoshopping in newspapers.

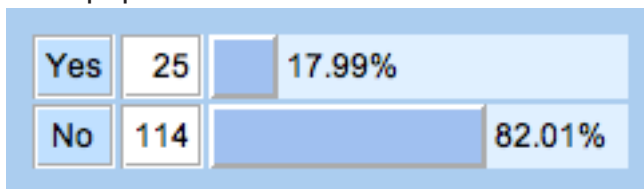
Magazine



Advertisements

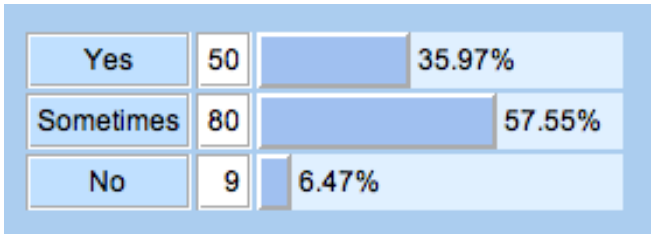


Newspapers

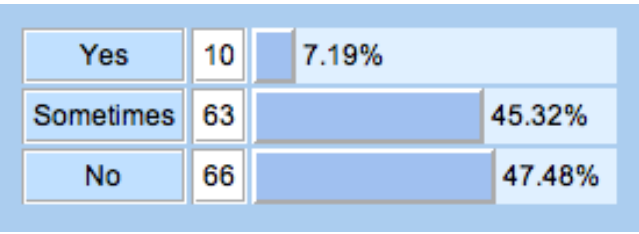


The next set of questions refers to whether or not people noticed photoshopped images in magazines, newspapers, and advertisements. 35.97% of people surveyed said they noticed when a photo in a magazine had been edited; 57.55% sometimes noticed it and 6.47% did not notice when a photo in a magazine had been edited. When looking at a newspaper, 7.19% noticed photoshopped photos, 45.32% sometimes noticed it, and 47.48% did not notice photoshopped photos in newspapers. In advertisements, 39.57% noticed photoshopping, 56.12% sometimes noticed it and 4.32% did not notice it.

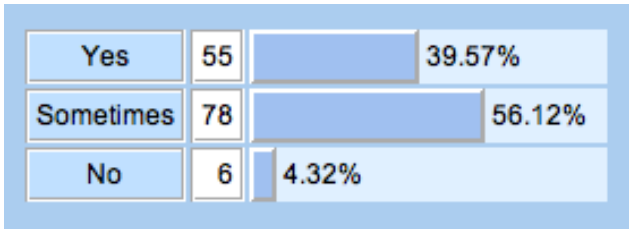
Magazine



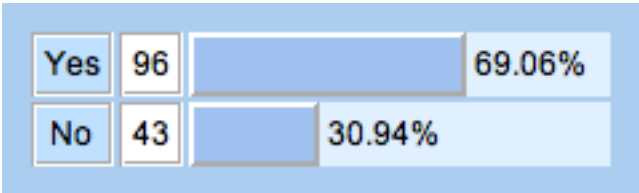
Newspapers



Advertisements



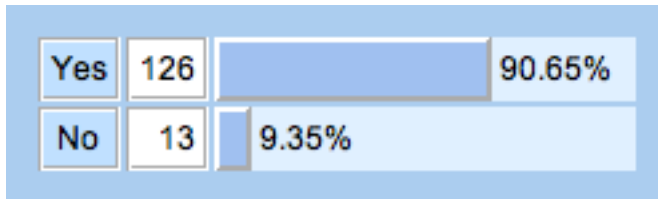
When asked if there should be a law that sets boundaries as to how much editors can photoshop their photos when publishing them most people, 69.06%, said yes, while 30.94% said no.



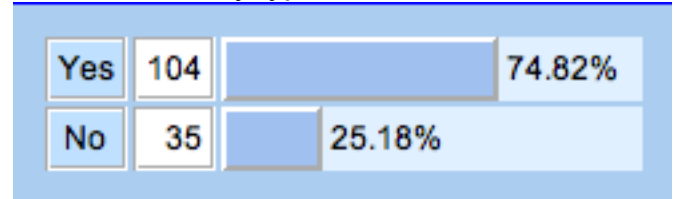
After looking at an original photo of an ancient ruin and then looking at the photoshopped photo, which repaired part of the ruin, 44.60% said they would consider it acceptable to publish it in a magazine article. Only 18.71% said they would consider it acceptable to publish in a news article and 56.83% considered it acceptable to be published in an advertisement. The majority of people

surveyed (90.65%) also said there should be a disclaimer stating the image was photoshopped if it was part of an article. 74.82% said there still should be a disclaimer stating it was photoshopped if published in any type of media.

Published in article

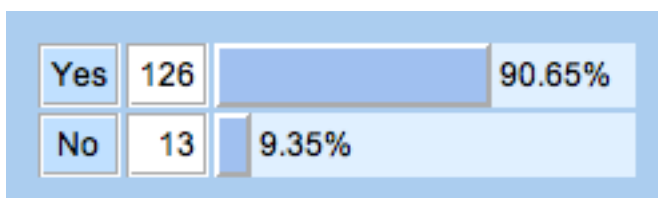


Published in any type of media

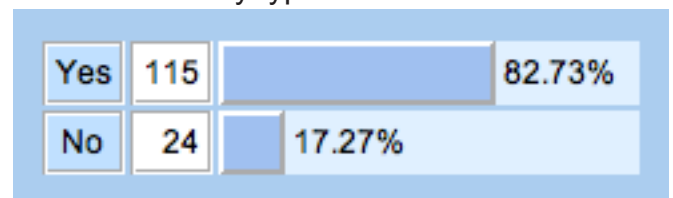


The image was edited further and the shape and size of the ruin was changed. This time only 24.46% believed it was acceptable to publish the photo in a magazine article, 12.95% said it was acceptable for a news article and 36.69% said it was acceptable to be published in an advertisement. 90.65% said it should have a disclaimer saying it was photoshopped if part of an article and 82.73% said it should still have a disclaimer if published in all kinds of media.

Published in article

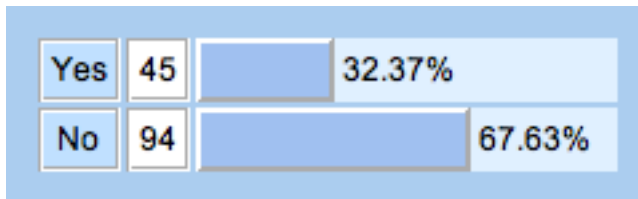


Published in any type of media

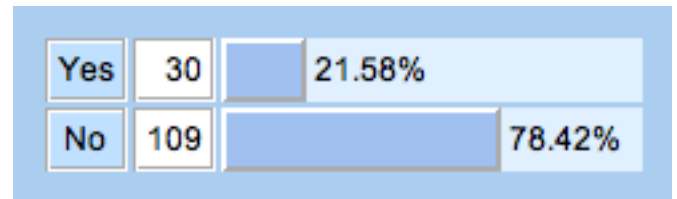


There was another set of photos on the survey of a Ralph Lauren model. The photoshopped photo altered the model's figure to make her a lot thinner. The editor made her so much thinner that her head was bigger than her waist. 67.63% thought it was unacceptable to publish the photoshopped image in a magazine article, 78.42% thought it was unacceptable to publish it in a news article and 65.47% thought it was unacceptable to publish it in an advertisement.

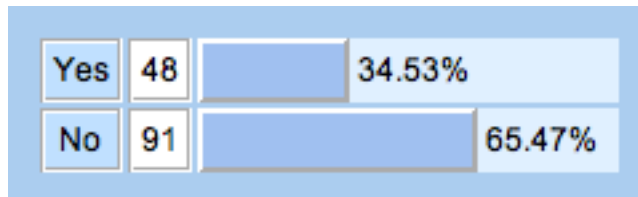
Published in a magazine



Published in a news article



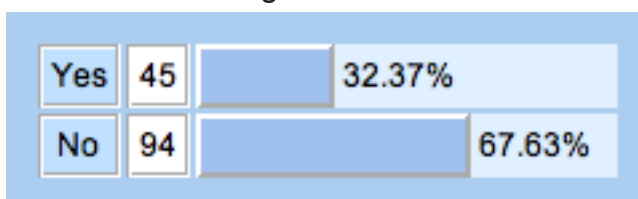
Published in an advertisement



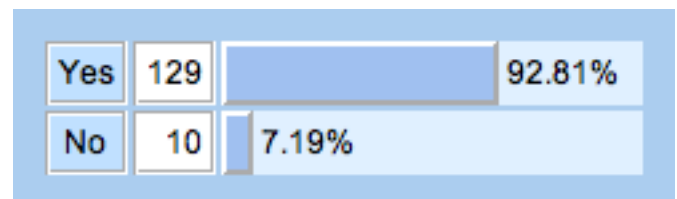
85.61% thought the photo should include a disclaimer saying it was photoshopped if published in an article and 79.86% thought it should still include a disclaimer if published in all types of media.

The last set of photos on the survey was of 4 Iranian missiles. In the original image only 3 missiles are launched in the air. In the photoshopped image, all 4 of the missiles are launched. 76.98% considered it unacceptable for it to be published in a magazine article, 84.17% thought it was unacceptable to be published in a news article and 67.63% thought it was unacceptable to be published in an advertisement.

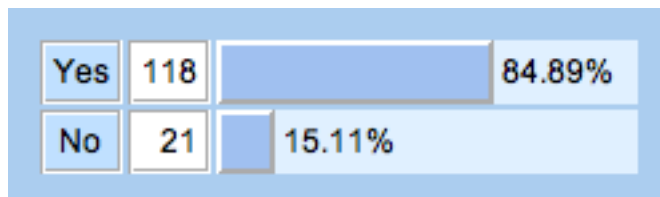
Published in a magazine



Published in a news article

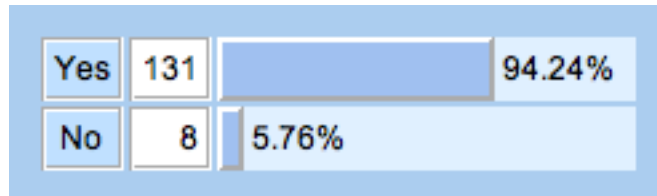


Published in an advertisement

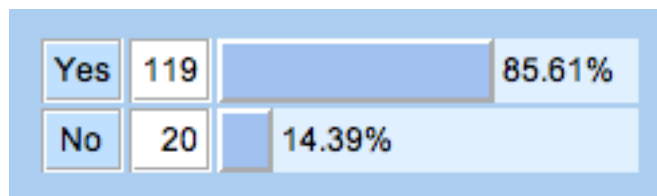


92.81% believed there should be a disclaimer saying it was photoshopped if part of an article and 84.89% said it should have a disclaimer attached to it if published in all types of media.

The last set of questions refers to the different types of editing. 94.24% of people surveyed said it was acceptable if only the contrast was changed.

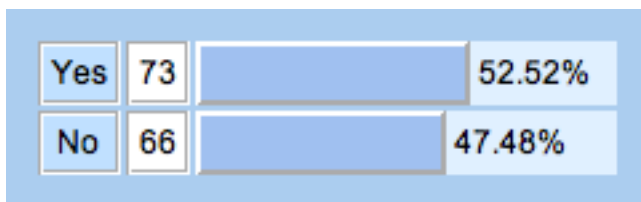


85.61% considered it acceptable if blemishes, dust and clutter were removed from a photo.

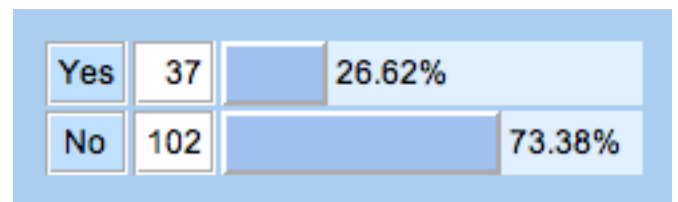


52.52% said it was acceptable if objects were added to a photo and 26.62% considered it acceptable if main subject items or people were moved or deleted from a photo.

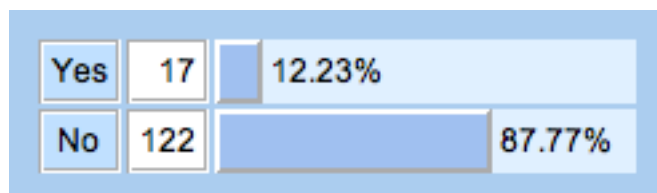
Added



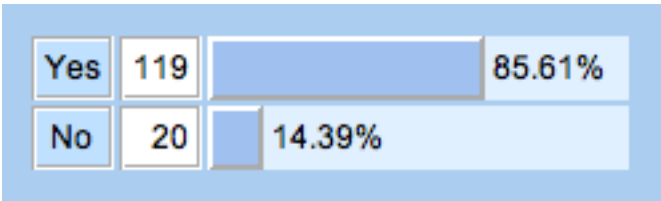
Moved or deleted



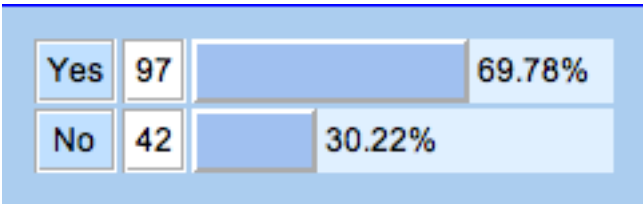
Only 12.23% of people thought it was acceptable if the photo editing completely changed the context/meaning of the photo.



85.61% thought published photoshopped images were acceptable if there were disclaimers saying the photos had been altered.



Lastly, 69.78% of people surveyed would be more suspectful that photos had been edited if they were found online.



Chapter 5

The results of the survey showed that most of the public is aware of photoshopping in the media. However it was interesting to see that people assumed images in a newspaper are not photoshopped and that people generally noticed photoshopping more often in magazines and advertisements, opposed to newspapers. This could be because newspaper articles are not necessarily selling something or promoting something: they are telling a story and referencing actual facts. Magazines and advertisements are more superficial and are trying to sell something so photos are more likely to be photoshopped in them to make them look better.

The majority of people surveyed believed there should be a law regulating the amount of photoshopping done to an image. However, it is hard to determine what is tolerable and what is not tolerable. In the survey there were three very different pictures. One was of an ancient ruin that could appear in any type of media. The second photo was of a model, which would most likely appear in a magazine. The third image was of Iranian missiles: something one would see in a newspaper article. With all three images there was not a majority ruling on any of them that the image was okay to be published after it had been photoshopped unless there was a disclaimer attached to it saying it had been edited. Many photos in magazines, newspapers, and advertisements are photoshopped yet they do not have any sort of disclaimer saying so; it is only assumed. The public accepts this currently but after viewing the results of the survey, most people would like there to be some sort of disclaimer saying the photos were edited.

The subject of photoshopping and publishing photoshopped images is controversial and subject to each viewer's opinion. This research has brought some light to what a small set of people believe is acceptable on this subject. Changes in the contrast and removal of blemishes, dust, and clutter were considered acceptable levels of changes to published photos. Most people surveyed believed

it was unacceptable to publish a photo if main subject items were moved or deleted from a photo and if the meaning/context was changed. From this it can be concluded that minor changes such as color adjustment or contrast adjustment as well as basic touchups and cleaning the photo up are considered acceptable levels of photo editing. Changing the picture context and adding/deleting/moving objects is considered unacceptable unless there is a disclaimer saying the photo was edited.

Appendix

Survey

I am doing a research paper on Photo manipulation in the media. Before answering these questions, please read the following definition of “photoshopping.” Photoshopping is when someone digitally edits a photo to distort or change the original image.

1. Are you aware that photoshopping happens in printed media?
Yes
No
2. Do you automatically assume there are photoshopped images in a...
...magazine article?
Yes
No
...newspaper article?
Yes
No
...advertisements in either magazines or newspapers?
Yes
No
3. Have you noticed when a photo in a magazine article has been photoshopped, such as a celebrity photo?
Yes Sometimes No
4. Do you notice when a photo in a news article has been photoshopped?
Yes Sometimes No
5. Do you notice when a photo in an advertisement has been photoshopped?
Yes Sometimes No
6. Do you think there should be a law that sets boundaries as to how much editors can photoshop their photos when publishing them?
Yes Sometimes No



This is the original photo of an ancient ruin.



This is the photo after it has been photoshopped using the Patch Match tool.

7. Would you consider it acceptable if this photo was published in the following?
 - A. Magazine article - Yes No
 - B. News article - Yes No
 - C. Advertisements - Yes No
 - D. Should it include a disclaimer stating it was photoshopped if a part of an article? Yes No
 - E. Should it include a disclaimer stating it was photoshopped if in all types of media? Yes No



This is the photo after it has been photoshopped again using the Patch Match tool to remove columns and elongate them.

8. Would you consider it acceptable if this photo was published in the following?

- A. Magazine article - Yes No
- B. News article - Yes No
- C. Advertisements - Yes No
- D. Should it include a disclaimer stating it was photoshopped if a part of an article? Yes No
- E. Should it include a disclaimer stating it was photoshopped if in all types of media? Yes No



The far left image is the original image of a Ralph Lauren model. The image on the right is the image after it has been photoshopped.

9. Would you consider it acceptable if the photoshopped image was published in the following?

- A. Magazine article - Yes No
- B. News article - Yes No
- C. Advertisements - Yes No
- D. Should it include a disclaimer stating it was photoshopped if a part of an article? Yes No
- E. Should it include a disclaimer stating it was photoshopped if in all types of media? Yes No



This is the original image of four Iranian missiles being launched. One of them did not leave the ground.



This is the photoshopped image of four Iranian missiles leaving the ground.

10. Would you consider it acceptable if the photoshopped image was published in the following?
- A. Magazine article - Yes No
 - B. News article - Yes No
 - C. Advertisements - Yes No
 - D. Should it include a disclaimer stating it was photoshopped if a part of an article? Yes No
 - E. Should it include a disclaimer stating it was photoshopped if in all types of media? Yes No
11. Would you consider it acceptable if the contrast (lighten/darken) was changed in a photo but the other objects were kept the same in the following?
- A. Magazine article - Yes No
 - B. News article - Yes No
 - C. Advertisements - Yes No
 - D. Should it include a disclaimer stating it was photoshopped if a part of an article? Yes No
 - E. Should it include a disclaimer stating it was photoshopped if in all types of media? Yes No
12. Would you consider it acceptable if blemishes, dust, or clutter were removed from a photo in the following?
- A. Magazine article - Yes No
 - B. News article - Yes No
 - C. Advertisements - Yes No
 - D. Should it include a disclaimer stating it was photoshopped if a part of an article? Yes No
 - E. Should it include a disclaimer stating it was photoshopped if in all types of media? Yes No
13. Would you consider it acceptable if objects were added to a photo such as a background in the following?
- A. Magazine article - Yes No
 - B. News article - Yes No
 - C. Advertisements - Yes No
 - D. Should it include a disclaimer stating it was photoshopped if a part of an article? Yes No
 - E. Should it include a disclaimer stating it was photoshopped if in all types of media? Yes No

14. Would you consider it acceptable if main subject items/people were moved or deleted from a photo in the following?

A. Magazine article - Yes No

B. News article - Yes No

C. Advertisements - Yes No

D. Should it include a disclaimer stating it was photoshopped if a part of an article? Yes No

E. Should it include a disclaimer stating it was photoshopped if in all types of media? Yes No

15. Would you consider it acceptable if the photo editing completely changed the context/meaning of photo in the following?

A. Magazine article - Yes No

B. News article - Yes No

C. Advertisements - Yes No

D. Should it include a disclaimer stating it was photoshopped if a part of an article? Yes No

E. Should it include a disclaimer stating it was photoshopped if in all types of media? Yes No

16. If a magazine or newspaper article is found online would you be more suspicious that the photos may have been photoshopped?

Yes

No

Survey Results

Results for survey: Photo Manipulation in the Media - Senior Project

Page: 1/5

Photo Manipulation in the Media

I am doing a research paper on photo manipulation in the media. Before answering these questions, please read the following definition of "photoshopping:"

Photoshopping is when someone digitally edits a photo to distort or change the original image.

Thanks for helping me out!

Question 1*

Are you aware that photoshopping happens in printed media?

Yes	153	98.08%
No	3	1.92%

Question 2*

Do you automatically assume there are photoshopped images in a magazine article?

Yes	125	80.13%
No	31	19.87%

Question 3*

Do you automatically assume there are photoshopped images in a newspaper article?

Yes	27	17.31%
No	129	82.69%

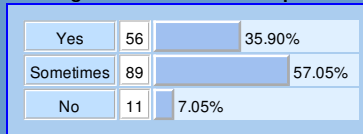
Question 4*

Do you automatically assume there are photoshopped images in advertisements in either magazines or newspapers?

Yes	139	89.10%
No	17	10.90%

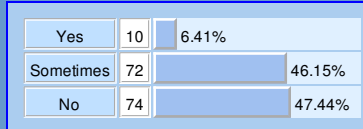
Question 5*

Have you noticed when a photo in a magazine article has been photoshopped, such as a celebrity photo?



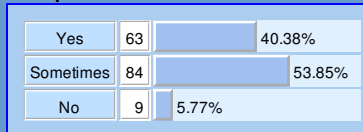
Question 6*

Do you notice when a photo in a news article has been photoshopped?



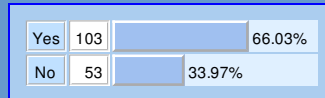
Question 7*

Do you notice when a photo in an advertisement has been photoshopped?



Question 8*

Do you think there should be a law that sets boundaries as to how much editors can photoshop their photos when publishing them?



Page: 2/5

Photo Manipulation in the Media

I am doing a research paper on photo manipulation in the media. Before answering these questions, please read the following definition of "photoshopping:"

Photoshopping is when someone digitally edits a photo to distort or change the original image.

Thanks for helping me out!

Question 9



This is the original image of an ancient ruin.



This is the photo after it has been photoshopped using the Patch Match tool.

Would you consider it acceptable if this photo was published in the following:

No answers required.

Question 10*

...a magazine article?

Yes	68	45.95%
No	80	54.05%

Question 11*

...a news article?

Yes	31	20.95%
No	117	79.05%

Question 12*

...in advertisements?

Yes	86	58.11%
No	62	41.89%

Question 13*

Should that image include a disclaimer stating it was photoshopped if a part of an article?

Yes	133	89.86%
No	15	10.14%

Question 14*

Should that image include a disclaimer stating it was photoshopped if published in all types of media?

Yes	110		74.32%
No	38		25.68%

Question 15



This is the photo after it has been photoshopped again using the Patch Match tool to remove columns and elongate them.

Would you consider it acceptable if this photo was published in the following:

No answers required.

Question 16*

...a magazine article?

Yes	39		26.35%
No	109		73.65%

Question 17*

...in a news article?

Yes	21		14.19%
No	127		85.81%

Question 18*

...in advertisements?

Yes	57		38.51%
No	91		61.49%

Question 19*

Should it include a disclaimer stating it was photoshopped if a part of an article?

Yes	133		89.86%
No	15		10.14%

Question 20*

Should it include a disclaimer stating it was photoshopped if published in all types of media?

Yes	121	81.76%
No	27	18.24%

Page: 3/5

Photo Manipulation in the Media

I am doing a research paper on photo manipulation in the media. Before answering these questions, please read the following definition of "photoshopping:"

Photoshopping is when someone digitally edits a photo to distort or change the original image.

Thanks for helping me out!

Question 21



The far left image is the original image of a Ralph Lauren model. The image on the right is the image after it has been photoshopped.

Would you consider it acceptable if the photoshopped image was published in the following:

No answers required.

Question 22*

...a magazine article?

Yes	46	31.72%
No	99	68.28%

Question 23*

...a news article?

Yes	32	22.07%
No	113	77.93%

Question 24*

...in advertisements?

Yes	49	<div></div>	33.79%
No	96	<div></div>	66.21%

Question 25*

Should it include a disclaimer stating it was photoshopped if a part of an article?

Yes	124	<div></div>	85.52%
No	21	<div></div>	14.48%

Question 26*

Should it include a disclaimer stating it was photoshopped if in all types of media?

Yes	116	<div></div>	80.00%
No	29	<div></div>	20.00%

Page: 4/5

Photo Manipulation in the Media

I am doing a research paper on photo manipulation in the media. Before answering these questions, please read the following definition of "photoshopping:"

Photoshopping is when someone digitally edits a photo to distort or change the original image.

Thanks for helping me out!

Question 27



This is the original image of four Iranian missiles being launched. One of them did not leave the ground.



This is the photoshopped image of four Iranian missiles leaving the ground.

Would you consider it acceptable if the photoshopped image was published in the following:

No answers required.

Question 28*

...in a magazine article?

Yes	32	22.38%
No	111	77.62%

Question 29*

...in a news article?

Yes	22	15.38%
No	121	84.62%

Question 30*

...in advertisements?

Yes	46	32.17%
No	97	67.83%

Question 31*

Should it include a disclaimer stating it was photoshopped if a part of an article?

Yes	133		93.01%
No	10		6.99%

Question 32*

Should it include a disclaimer stating it was photoshopped if in all types of media?

Yes	122		85.31%
No	21		14.69%

Page: 5/5

Photo Manipulation in the Media

I am doing a research paper on photo manipulation in the media. Before answering these questions, please read the following definition of "photoshopping:"

Photoshopping is when someone digitally edits a photo to distort or change the original image.

Thanks for helping me out!

Question 33*

Would you consider it acceptable if the contrast (lighten/darken) was changed in a photo but the other objects were kept the same?

Yes	131		94.24%
No	8		5.76%

Question 34*

Would you consider it acceptable if blemishes, dust, or clutter were removed from a photo?

Yes	119		85.61%
No	20		14.39%

Question 35*

Would you consider it acceptable if objects were added to a photo such as a background?

Yes	73		52.52%
No	66		47.48%

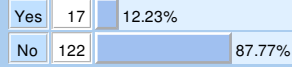
Question 36*

Would you consider it acceptable if main subject items/people were moved or deleted from a photo?

Yes	37		26.62%
No	102		73.38%

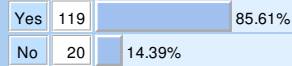
Question 37*

Would you consider it acceptable if the photo editing completely changed the context/meaning of photo?



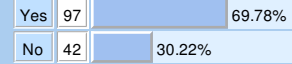
Question 38*

Would you consider a published photoshopped image acceptable if there was a disclaimer saying it had been edited?



Question 39*

If a magazine or newspaper article is found online would you be more suspicious that the photos may have been photoshopped?



Works Cited

“An Image is Worth 1000 Mouse Clicks...” YouAreBeingManipulated.com. Web. 20 April 2011.

<<http://youarebeingmanipulated.com/media-manipulation-in-pictures/>>.

“Another Ralph Lauren Model Air-Brushed into a Skeleton.” Herald Sun. 22 Oct. 2009: Web. 20

Apr 2011. <<http://www.heraldsun.com.au/entertainment/confidential/asdfs/story-e6frf960-1225789952664>>.

Arthur, Charles. “How We Learned to Love Photoshop.” Guardian 11 Feb. 2010: Web. 20 Apr 2011.

<<http://www.guardian.co.uk/technology/2010/feb/11/photoshop-20-years-old-verb>>.

“New Image Editing Tools for Photoshop CS5.” CS5: Unofficial Adobe CS5 Blog 06 Jun. 2009:

Web. 25 Apr 2011. <<http://cs5.org/?p=147>>.

Drury, Fred. “Drury’s Digital Diary.” PSA Journal 76.7 (2010): 14-15. Academic Search Elite.

EBSCO. Web. 20 Apr 2011.

Farid, Hany. “Seeing Is Not Believing Doctoring Digital Photos is Easy. Detecting it can be Hard.”

IEEE Spectrum Aug. 2009: 44-51. Web. 20 Apr 2011. <<http://spectrum.ieee.org/computing/software/seeing-is-not-believing>>.

“Infamous Jane Fonda/ John Kerry Photoshop.” Pixel Dough. Web. 20 Apr 2011.

<<http://pixeldough.blogspot.com/2010/10/infamous-jane-fondajohn-kerry-photoshop.html>>.

Key, James P. “Descriptive Research.” Research Design in Occupational Education. Oklahoma

State University, 1997. Web. 20 May 2011. <<http://www.okstate.edu/ag/agedcm4h/academic/aged5980a/5980/newpage110.htm>>.

Lawrence, Nowl. "Laws Regulating Usage of Photoshop." eHow Money 15 Nov 2010: Web. 25 Apr 2011. <http://www.ehow.com/list_7347521_laws-regulating-usage-photoshop.html>.

Levenson, Harvey. Some Ideas about Doing Research in Graphic Communication. 2001.

Newbold, Charlotte. "The Airbrush." Design Week (Online) 9 Mar 2011: ABI/INFORM Trade & Industry, Pro Quest. Web 15 Apr. 2011.

Nizza, Mike, and Patrick J. Lyons. "In an Iranian Image, a Missile Too Many." New York Times 10 Jul 2008: Web 20 Apr 2011. <<http://thelede.blogs.nytimes.com/2008/07/10/in-an-iranian-image-a-missile-too-many/>>.

Pfanner, Eric. "A Move to Curb Digitally Altered Photos in Ads." New York Times 27 Sep 2009: Web. 27 Apr 2011. <http://www.nytimes.com/2009/09/28/business/media/28brush.html?ref=business>.

"Photoshop CS5's Content Aware Fill." Photoshop CS5 Feature Tour. Adobe TV. 12 April 2010. Web Television. <http://tv.adobe.com/watch/photoshop-cs5-feature-tour/contentaware-fill/>

"Reality Eye Beholder." YouAreBeingManipulated.com 20 Oct 2011. Web. 20 Apr 2011. <<http://youarebeingmanipulated.com/reality-eye-beholder/>>.

Salvo, S. "True lies." Communication World 1 Sep. 2008: ABI/INFORM Global, ProQuest. Web. 11 May. 2011.

"Un-Reality Television." YouAreBeingmanipulated.com 17 Jan 2011. Web 20 Apr 2011. <<http://youarebeingmanipulated.com/un-reality-television/>>.

Wilson, Eric. "Second Thoughts on Retouching the Debate Over Photo Manipulation has Spilled into the Public View, With One of the World's Best Known Image Makers Leading the Charge Against the Practice." International Herald Tribune 2 Jun 2009, ProQuest Newsstand, ProQuest. Web 15 Apr 2011.