

---

# 'So Is Mine...'

---

*A content analysis of the internet response to Amazon's Kindle Paperwhite commercial*

By Anna Mueller

The introduction of one of Amazon's newest digital tablets/e-readers was marred with much more discussion than the tablet itself. Most of the feedback was based on the ad used to sell it, which featured a gay couple alongside a straight couple. Using the comment threads from the YouTube video from the official Amazon channel, I was able to gauge people's reactions to the video. I was able to see the intense passion that people on both sides of the issues within the gay community have; the issues mentioned because of this simple commercial ranged from the simple idea of a gay man in a commercial, all the way to their equal rights within America.



Qualitative Research Methods  
Professor Lee Vigilant  
March 4, 2013

# *Introduction*

---

The world is a constant evolving place, in all aspects of life. Social change is something that is consistently put to the test. With the advent of the internet, and more specifically social networking, social change seems to have heated up in the last few years. There is access to more information and people than ever before, and any message you wish to have heard can be heard or seen by millions of people. With all of these changes happening in the outside world, it's only a matter of time before these social changes make it into the advertising world.

Often times, advertising in the United States features only heterosexual couples, and when homosexual couples are portrayed in mainstream advertising, there is often a campy, over sexualized, and effeminate view (re: gay men) put upon them. Only recently have advertisers stepped up and started to portray more "normal" lifestyles; this is not to say that hyper sexualized, campy, effeminate gay men are not normal, they are just over represented in media. One such advertiser was Amazon.

Their advertisement, which debuted at the end of February 2013, features a fairly innocuous beginning. There is a white middle age woman, reading on a digital device by the beach. A white man, around the same age as her, is sitting next to her. His attempt to read on his digital reader is being thwarted by the sun, and the glare on the screen. He leans over to her, asking if what she is reading on is a Kindle. (Kindles are the digital readers manufactured by Amazon; the man is clearly using an iPad, which is Apple's tablet.) She responds in the positive, and goes on to talk up all of the features that make this product

superior. While she is talking, you see him tapping and swiping on his own iPad, and he quickly announces that he is “Done!” It turns out, that he was quickly convinced by her glowing review, and purchased a Kindle. She quickly responds, asking if he is done with his book, and he announces his purchase. He quickly leans over his beach chair, saying that he and this beautiful woman should celebrate. Up to this point, it looks like any sort of commercial that uses heterosexual flirting to achieve advertisement success. But, the woman just smiles, and states her husband is getting her a drink right now. The man smiles, states “So is mine...” Both characters turn, and the audience sees two men purchasing beverages at an outdoor bar. They both wave at each other, and the man and the woman turn back to their seats, continuing to read from their respected devices. And then the commercial is over.

There was no glitter, there was no gyration, there was no awkward nudity... it was just two couples, poolside, talking about an electronic device. There was no big, shocking reveal of the homosexual couple, and no big reaction. They just *were*.

## *Reflexivity Statement*

---

I chose this particular advertisement because it was one of the most recent, and contained the least ‘obvious’ gay character. But, as with any media featuring gay characters in the day and age of the internet, the internet flocked to this ad in both support and rejection. It was an important thing for me to look at simply because I am a supporter/member of the LGBTQQIA community.

The acronym for the community has evolved over the years. LGBT is still the most commonly used, which represents Lesbian, Gay, Bisexual & Transgender. LGBTQIA is a newer acronym, which aims to be much more inclusive, and now includes individuals identifying as Queer, Questioning, Intersex and/or Asexual.

Normalizing the visualization of members of the community is such an important thing to the community; showing that we are all just people is a huge part of the image projection the media participates in. It's important to see that we can be portrayed as normal without the world ending, but it's just as horrible to see the reaction to an image as simple as this.

## *Objective*

---

The objective of this analysis was to gauge the reaction to a homosexual couple being normalized in a mainstream advertisement. For something that is not seen on a regular basis in mainstream media, if at all, I knew there would be some very strong reactions to the commercial.

## *Methodology*

---

Using Amazon's official account on the website YouTube.com, I used the video of the commercial they had posted. Using that specific video, I used the comments left by registered users of the YouTube.com website.

# Ethics

---

All comments posted on YouTube.com videos are available for viewing by anyone, whether they are registered users of YouTube.com or not. During registration, which is required to post comments, users are made aware that their comments are public domain. They may not logically realize that their comments would be used in any sort of research. But, because of the public domain, involvement with the Institutional Review Board (IRB) was not required.

# Findings

---

## Language

It's important to understand that the internet is not often a place where proper language usage takes center stage, and there are also endless ways to express emotion. Often times single words, and groups of words are abbreviated down for convenience. Words like 'you' and 'why' often times are abbreviated down to single letters. Phrases not often used in vernacular, created especially for internet conversations include things like 'lol' (laugh out loud).

"This is depressing. It's funny that gay supporters call those of us who think its a sin are narrow minded. lol. What hypocrites. We have just as much right to be against it as they have to be for it, but you will never here them say that." – *chrisperrvww*

The internet has created a whole new language of expression. There are endless abbreviations and styles of languages used among many different communities. Words not often used in the spoken language, are often used in internet communication. One such word I saw quite often in the comments as the word 'butthurt', which may confuse those

“Hats off to Amazon. The second I saw this I came to this video to see how butthurt people were getting, and I was right. Still really glad to see that marketers are willing to take a step like that, well played.” – *Kris AQUI*

not involved in certain online communities. The basic definition of the word is having your feelings hurt over something that was not meant to hurt your

feelings, and being overly sensitive to the things being said, often times not even in your direction. Other words, like ‘troll’, may not have the meaning first assumed. Troll(ing), in reference to the internet is the idea of baiting someone into saying something they may not normally say by saying something that is usually horrible. The main purpose of these acts is to agitate someone to respond in a manner that may be out of their normal emotional range or just to be so bizarre that people can not quite help question you.

Anti-Gay, Homophobic Remarks

One of the biggest responses to the video was comments regarding the sexuality of the two

“Homosexuality is an abomination to God-yes He gives us free will, but warned us whoever is involved in these acts will not see the kingdom of heaven, but be thrown into the lake of fire, for this is not the will of The Lord” - *jworthy08*

“Society doesn't benefit from same sex marriage. Sure they might love each other, but with marriage comes new life, something impossible to achieve in a same sex relationship.” – *ThisIsOurMontage*

gay characters

in the commercial. They ranged from not approving of same sex marriage to quoting Bible verses to show how

certain Christians disapprove of homosexuals in all aspects of life. These statements were often refuted by others, using many different means. But, these anti-homosexual comments

were something that did not stop, no matter the evidence put up against them. Many people quoted other parts of the Bible that mention other things that are technically prohibited

“What if his "husband" had been a 9 year old boy? Is no different, sexual perversion is sexual perversion” – *joel053*

“It's always the anti-gay who automatically bring up the non-sequitor of adults having sex with children. This just goes to show the sick ways the homophobic mind works.” – *dexterxyz*

“What if her husband had been a nine year old boy? Pedophilia is not a thing limited to gay people. In fact, I believe it is most common in straight men.” – *mp5690*

(shellfish, mixed fabric, contact with women while menstruating, etc), while others used

scientific studies on sexuality. All of these rebuttals often fell on deaf ears, with no response other than more hate filled speech.

### Anti-Advertisement

There were many people that directed their hate directly at Amazon for creating an advertisement involving homosexual characters.

“Sneak a little homo here. Get the kiddies used to it. Call sin acceptable. America, where are we going and why are we in this handbasket? You gay? Fine with me. Keep it off my TV please.” - *Jane Smith*

“Feel free to turn off your TV and/or move to another country. I hear Iran still uses religion to guide legislation. Maybe you'd be more comfortable there.” - *David Santos*

Many stated that they would end their purchasing relationship with the company, while others said they would be getting rid of their previously purchased Kindles, and other Amazon products. Many people viewed the advertisement as liberal propaganda, used to convert children to the ‘gay lifestyle’.

### Gay Support, Pro Marriage

On the opposite side to all of the anti-arguments, were the supporters of the LGBTQQIA community, and of same sex

“I'm gay and PROUD! Thank you for supporting my right to marry! ... Love is love. Black, white, tall, short, fat, skinny. Why should gay be treated different from straight? Support equality now!” - *Mike Orson*

marriage. Some of the most fevered responses were often in response to those negatives

“Marriage is a civil right. It doesn't matter what your religion does or doesn't say, because the USA has a separate church and state. If your religion doesn't allow gay marriage, don't marry someone gay. Problem solved. Your religion has no effect on the law or what is morally right. Keep in mind that fifty years ago it was illegal for blacks and whites to marry.” - *DoctorHilarious*

ones, but there were still those who spoke freely of their support of both same sex marriage and the community as a whole. These people often were ones who shared their own sexuality. Their support was often based in their own experiences as a gay member of society. Many

people not only showed their support for the community, but also for Amazon as a company willing to use their name in an advertisement like this.

### Amazon Support

“Amazon is one of the largest corporations in the world (if not the largest in the cyber-world) and yes, they know their demographic, but they also have an excellent advertising firm that is every bit as creative as Amazon's marketing. The advert told a short, story about the Kindle Paperwhite, reading, enjoying the sun, and of course, love. Amazon is on target re: 21st century reality. It's only good business to market to gay consumers: they're income is higher-than-average! It's good economics!” – *Susie Parker*

Many commenters were posting on their support for not only the community, but for

Amazon to be a company brave enough to feature gay characters. Many people stated that is was very refreshing to see a company take a such a ‘normal’ approach when featuring gay characters. Many also spoke of the economic advantages of targeting a new community, in both the members of the community and their supporters.

One of the biggest supporting messages from this commercial was the fact that there were no discerning factors that led you to believe that the male character was gay when the commercial began. Gay men have suffered

“The fact that the same-sex couple was portrayed as normal and not so different from the opposite-sex couple is exactly what has homophobes' undies in a wad. They like their gay people miserable, alcoholic and/or suicidal; that way they can have "compassion" for them and nod sagely among themselves about the consequences of sin and general ickiness. A lot of people are just fine with the amount of misery in the world as long as it doesn't inconvenience them.” - *talkstocoyotes*

“The coolest thing about ad is that I can't tell which fella at the bar is gay. How far we've come. Be proud, Amazon!” - *froggyjamie*

through a lot of media stereotypes, and have long struggled for normalcy in media. This commercial challenged that norm with two gay men who did not present

themselves in any of media’s stereotypical ways; there was no effeminate speech, no greased up bodies, no speedos, and not one piece of glitter. Their relationship

“I like how perfectly he shuts her down for just assuming he's coming onto her. I also like how the husbands are all "Oh, whatever! Let's have another piña colada before we play Cabana Boy to our partners. You see the game?” – *Sarah Jacobs*



was portrayed as healthy, and they were married!

The Next Step

---

There were many people that supported the commercial, but thought there were certain things that Amazon could have done to make the commercial more inclusive. One thing that was noted was that all the characters in the film were white. Many commenters made that comment, along with featuring a non-stereotypical lesbian in the next ad. No one was outright angry about the lack of any people of color, but more gave Amazon the challenge of featuring them in the next ad.

“Aww, I liked it. :D Now if only gay people of color get some visibility...the world would seem right.” - *tytheeman20*

It’s The Government!

---

Several people made comments directed towards the government, and the current United States President, Barack Obama. The target was also often the liberals, who are often more supportive of gay rights, which include gay marriage. They often placed blame on not just the gay community but liberalism and liberals in general.

“proof that the obama administration is trying to force feed gay proppanda to turn our kids into homos?” - *TheTrillmatic*

“Progressives are destroying society. Open homosexuality is a sign of a crumbling empire.” - *nickrak1*

Isn’t It Ironic?

---

There are also the people, who took the ironic speech to a level only seen in our post-modern, ironic society. The

“I’m throwing away my kindle. I cannot believe they included a straight couple in this commercial. GROSS!!” - *George Corral*

“AMAZON! I used to think you were a great company. Now I’m throwing out my kindle. How dare you include a straight couple in this commercial. This is gross , how am I supposed to explain to my children a heterosexual relationship!?!?” - *icewhitenow*

comments often started out as something that could have been perceived as hatred, but in the end were just people trying to prove the conservatives wrong.

## *Limitations*

---

People's opinions vary, and often times tone is something misconstrued on the internet, so opinions that I may see as drastic, could differ greatly with a different tone. I also only stuck to the one video, and did not search through any other articles or video responses. Another limitation is the fact that everyone with something to say about gay marriage (both positive or negative) may not have access to the internet, the viewing of this commercial, or an interest in posting comments on a YouTube video.

Because of these issues, the true nature of how a majority of people may feel about the 'issue' of a homosexual couple being featured in a mainstream commercial may be a bit skewed. This data was really only of those on the extreme sides; there were very few commenters, if any, that expressed a generally neutral feeling about the whole thing.

## *Conclusions*

---

Through this research I was able to come to some pretty strong conclusions and have some other ideas cemented in my head.

The participants that chose to comment on these types of things are often on the extreme sides of each spectrum; if you are commenter on a video like this you are probably one of three things: a very staunch conservative, an intense liberal, or an internet troll.

There are not often views that appear in threads like this that are neutral, the commenter is usually very strongly defending their personal views; personal views that are often very strongly engrained in them. This usually brings out aggression that may not normally happen.

Regardless of all of the ideas people have about a world devoid of hate, and equality across all, these comments have proved that idea wrong. There are always going to be people full of hate that pass the hatred down, no matter how much effort is made toward equality. It may become more of a social norm as time passes, but it will be a long time, if ever, that it becomes something that is not a social faux pas to at least one section of society.



# Notes

---

ADVERT SUPPORT "I LOVE this commercial! When advertising ACTUALLY catches up to REALITY... it catches MY attention!" – RobinRedtailhawk

ADVERT SUPPORT "A commercial that was actually cute and made me smile unlike a majority of commercials these days, and portrayed a gay person as a normal every-day enjoyable person, not as some exaggerated stereotype to be made fun of." Amanda Lulz

ADVERT SUPPORT "Amazon is one of the largest corporations in the world (if not the largest in the cyber-world) and yes, they know their demographic, but they also have an excellent advertising firm that is every bit as creative as Amazon's marketing. The advert told a short, story about the Kindle Paperwhite, reading, enjoying the sun, and of course, love. Amazon is on target re: 21st century reality. It's only good business to market to gay consumers: they're income is higher-than-average! It's good economics!" Susie parker

ADVERT SUPPORT "Good for you, Amazon! This commercial is how commercials should be- not ignoring gay couples, not making fun of them (because this definitely didn't feel negative in any way), simply accepting it. I think this commercial did a great job of that and I think it makes the product even more appealing to the awesome people of the world who deserve to enjoy the awesomeness of Kindles." AlissGranger

CHECK! ADVERT SUPPORT "Hats off to Amazon. The second I saw this I came to this video to see how butthurt people were getting, and I was right. Still really glad to see that marketers are willing to take a step like that, well played." – Kris Aqui

ADVERT SUPPORT "i just wanted to jump up and down when i saw this! i am so getting a kindle paperwhite" – ivyismyqueen

ADVERT SUPPORT "I saw this just now and had to look it up. HAVE TO GO BUY A KINDLE NOW." – MimiDetNazca

ADVERT SUPPORT "I think the fact that Kindle included a same-sex couple in their ad is awesome!" – Amethyst Sorrows

ADVERT SUPPORT "Some companies should start realising how massive and important the gay market is, and aim better at it." – miguel1

ADVERT SUPPORT "The point is exactly that, being homosexual has nothing to do with selling an electronic device as the same way that being heterosexual has nothing to do with it either. The sexuality of one of the characters on the commercial is not related in any way to the product, it doesn't give a positive message about the kindle or a negative message about the rival product. The point is that gay people exist, they are normal and they are a valid trait for a character as being blonde, tall or fat." ZeKaffeMeister

ADVERT SUPPORT “they are making an attempt to show that its normal.. because gay dudes take vacations and read kindles too. how is anyone supposed to know things are OK unless they SEE them being ok?” nathanwallacei3

ADVERT SUPPORT “This commercial makes me happy. Well done, Amazon.” – Greg Easton

ADVERT SUPPORT [dracukon 1 week ago](#) As an account supervisor at LGBT marketing agency Target 10, I applaud Amazon's spot-on inclusivity in this ad. Subtle and not stereotypical, the producers nailed the insight - and the twist ending makes it all the more fun. 10/10!

ADVERT SUPPORT [Emily Wang 1 week ago](#) How is this a homosexual propaganda? It's more of a Kindle advertisement that includes a homosexual and heterosexual couple. A propaganda is a biased, one-sided advertisement that influences the audience. Nowhere in this commercial does it influence us to be homosexual nor is this one-sided. Please get your facts right before you make an arrogant comment.

ADVERT SUPPORT [rosesandgumdrops 1 week ago](#) What the fuck you guys. There's no need to be debating about the homosexual man's place in media or whatever. This is a commercial for a freaking Kindle. Homosexuality is widely accepted. The fact that the two go hand in hand here isn't a huge deal, because the commercial is portraying two people who meet by chance, and one of them happens to be gay. His gayness doesn't affect he product that they are selling. The purpose of this commercial isn't to sell "gayness," BUT TO SELL A GOD DAMN KINDLE

ADVERT SUPPORT They clearly don't want business from bigots like you anyway. It's cool, for all of you people are are "boycotting" because they believe in equality, they will get even more new customers. BlueShades152

ADVERT SUPPORT [Thomas Simmons 1 week ago](#) Wow....what a TIDAL change of opinion and attitudes I have experienced in MY lifetime! WHAT a great time to be living....Hats off to you, Amazon!

ANTI ADVERT "I AM FED UP WITH ALL THE FAGGOTRY BEING PUSHED INTO OUR FACES AND INTO OUR HOMES! IF YOU LIKE GETTING YOUR FUDGE PACKED THAT'S YOUR DISTURBED PROBLEM BUT DONT BE SELLING THIS BULLSHIT TO THE REST OF US! BAN KINDLE, BAN AMAZON FOR PROMOTING THIS GARBAGE. I JUST STOPPED SELLING AND BUYING from FAGmazon!" – dadstoybin

ANTI ADVERT “I am sincerely disappointed, Amazon.” – LadyRoseWinters

ANTI ADVERT “Just cuz this commercial is promoting gayness I will never buy anything from this company” – chatonimor1

ANTI ADVERT “Sneak a little homo here. Get the kiddies used to it. Call sin acceptable. America, where are we going and why are we in this handbasket? You gay? Fine with me. Keep it off my TV please.” – Jane Smith“ Feel free to turn off your TV and/or move to

another country. I hear Iran still uses religion to guide legislation. Maybe you'd be more comfortable there." David Santos

ANTI ADVERT "This commercial is so liberal, it shows yet another reason why america is losing its moral values. Also this goes against my beliefs as a christian; because this video shows that its is acceptable to be gay in society which by the way is totally unacceptable. Not only does it say in the bible that this is wrong, but there is also that old time saying; "its not Adam and Steve but its Adam and Eve". That further supports my statement saying that this commercial is wrong." – Cordell Williams

ANTI ADVERT [David Davidson 1 week ago](#) Amazon catering to filthy faggots, disappointing

ANTI ADVERT [figgy4 1 week ago](#) Two things that are sad about this commercial. Amazon is only doing this for positive PR and sales. Number two is all the sheep clapping their hands in support of it. SMH

CHECK! ANTI ADVERT [kevkup1231 1 week ago](#) Ramping up the gay marriage propaganda. It was acceptable when it was not pushed onto us. Now since it is being forced upon us, expect backlash. Plus I was going to purchase a kindle, now amazon can kiss my heterosexual ass. I won't let them profit from me and use said profit to push the homosexual agenda on the world.

ANTI ADVERT [صامد سوري 1 week ago](#) Promoting gay marriage. What a clever and disgusting way of advertising.

CHECK! ANTI GAY "This is depressing. It's funny that gay supporters call those of us who think its a sin are narrow minded. lol. What hypocrites. We have just as much right to be against it as they have to be for it, but you will never here them say that." – chrisperrywv

ANTI GAY "GROSS FAGS I bet a pubble of semen and blood drips down that beach chair when he sat up" – joel053

ANTI GAY "Homosexuality is wrong. Why do you think that most HIV/AIDS diagnoses are among homosexuals? You think it's an irony?" – adogandi

CHECK! ANTI GAY "Homosexuality is an abomination to God- yes He gives us free will, but warned us whoever is involved in these acts will not see the kingdom of heaven, but be thrown into the lake of fire, for this is not the will of The Lord" jworthy08

ANTI GAY "What if his "husband" had been a 9 year old boy? Its no different, sexual perversion is sexual perversion" – joel053 "You are retarded sir." – LeroySifiaton "It's always the anti-gay who automatically bring up the non-sequitor of adults having sex with children. This just goes to show the sick ways the homophobic mind works." – dexterxyz "What if her husband had been a nine year old boy? Pedophilia is not a thing limited to gay people. In fact, I believe it is most common in straight men." – mp5690

ANTI GAY "What is wrong with you, Amazon? Gay marriage is anti-family!" – TangledThorns

ANTI GAY "You cant figure out how to use your body parts, and stick your penis in another man. DISGUSTING and God's law says it is a stoning, too bad America dos not follow that anymore judgment is coming from GOD very VERY SOON" – joel053

ANTI GAY Steven Stroof 1 week ago Im sick of all these people saying that we should just accept the Gay community into our society, and that they were born that way or something, its a choice, no one is born or "pre chosen" to be Gay its a choice, something has to happen in that persons life that will cause them to make that decision, they arent just "born" like that, the human race is intended to reproduce, we were born to reproduce thats how we got here,please feel free to argue, we are only one Gay generation from Extinction

CHECK!! ANTI MARRIAGE "Society doesn't benefit from same sex marriage. Sure they might love each other, but with marriage comes new life, something impossible to achieve in a same sex relationship." – ThisIsOurMontage

GOVT nickyarak1 1 week ago Progressives are destroying society. Open homosexuality is a sign of a crumbling empire.

GOVT TheTrillmatic 1 week ago proof that the obama administration is trying to force feed gay proganda to turn our kids into homos?

IRONY "AMAZON! I used to think you were a great company. Now I'm throwing out my kindle. How dare you include a straight couple in this commercial. This is gross , how am I supposed to explain to my children a heterosexual relationship!?" icewhitenow

IRONY "ugh idc if ur heterosexual but pls dont flaunt it y cant u all keep it private?!?!?! its SOOO gross!!!!!! Sounds crazy and stupid, doesn't it? Yeah, sounds just as fucking stupid when said about any other sexuality." Hippydippy123

IRONY George Corral 1 week ago I'm throwing away my kindle. I cannot believe they included a straight couple in this commercial. GROSS!!

LOGIC "Reading through these comments, and do people just not understand that if you hate a video (or its moral values), then don't comment on it? All you're going to do is get butthurt and cause a commotion that nobody's going to take your side on." LLawlietFangirl  
Maybe the next ad." – OverUnderwhelmed

CHECK! NEXT STEP "Aww, I liked it. :D Now if only gay people of color get some visibility...the world would seem right." – tytheman20

NEXT STEP "love that you can't really tell which husband is which, they don't give into stereotypes. That's important because it's not offensive at all and AHHH I JUST LOVE THIS!" – harajukukevin6657

NEXT STEP "LOVE this ad! But...all of them are White. There are some of us people of color who like to read, can buy a Kindle and who maybe aren't even straight.



NEXT STEP "The support is appreciated, but calling a group of people "cute" like we're a big pile of puppies and kittens is a little condescending. We don't want to be called cute. We just want to be." – jessicabuie

NEXT TEP "I love how subtle they made it and the fact that people are still pissed about it." FentonCrazy

NORM [SpaghettiDinosaur 1 week ago](#) Thank you Amazon, for doing your part to help normalize homosexuality in the public eye. It's little things like this that move us closer and closer to a time when LGBT folk can finally stop catching shit for loving someone.

NORMS "I like how perfectly he shuts her down for just assuming he's coming onto her. I also like how the husbands are all "Oh, whatever! Let's have another piña colada before we play Cabana Boy to our partners. You see the game?" – Sarah Jacobs

NORMS "I love how you can't tell which is gay. Not only pro-equality, but it promotes seamlessness which is the ultimate goal." – NijlonKai

NORMS "The best part about this is that I can't tell whose husband is whose. The hubbies are basically dressed the same way, drinking the same (fruity, "girly") drinks, have the same body language... Nothing immediately tells me, "Oh, that's the gay one." Which is exactly as it should be." – Ishara135

NORMS [David Robertson 1 week ago](#) There is nothing political about a man using a Kindle and being with his boyfriend at a beach resort. The ad is not a gay ad, it's not an ad about sexual orientation. It's a Kindle ad that happens to include a same-sex couple. It's not a big deal. Sorry.

NORMS [Madmayhem0 1 week ago](#) This was a great example of homosexuality in the media. No one is hating each other. No one looks stereotypically flamboyant. People are getting along.

NORMS [SOADluvr98 1 week ago](#) I like the way the homosexual couple was portrayed. They were just a normal couple EQUAL to the straight couple next to them. Not being stereotyped or anything, a happy couple on vacation just like anyone else.

NORMS [talkstocoyotes 1 week ago](#) I'm old enough to remember the 20th century civil rights movements, and it was startling when black actors first started appearing in commercials. Even civil rights supporters did a double-take the first few times, simply because it was unexpected. Sooner or later commercials were going to get more inclusive, but both advertisers and consumers are going to have to make some adjustments. IMO the Kindle ad did a pretty good job.

CHECK! NORMS [talkstocoyotes 1 week ago](#) The fact that the same-sex couple was portrayed as normal and not so different from the opposite-sex couple is exactly what has homophobes' undies in a wad. They like their gay people miserable, alcoholic and/or suicidal; that way they can have "compassion" for them and nod sagely among themselves

about the consequences of sin and general ickiness. A lot of people are just fine with the amount of misery in the world as long as it doesn't inconvenience them.

CHECK! NORMS The coolest thing about ad is that I can't tell which fella at the bar is gay. How far we've come. Be proud, Amazon! [froggyjamie](#)

NORMS [VampireMadonna 1 week ago](#) My friend suggested I watch this and of course, I loved it. The ending is so cute, fun and it was a nice twist on the stereotypical "husband showing up and pounding the guy who dared to hit on his wife" scene.

SUPPORT "Way to go. :) I commend you for taking this step forward Amazon." - fizzles5

SUPPORT "God, nor Jesus said monogamous relationships between two men is wrong. It is in the bible, but the two people in the bible who really matter were never quoted saying it is wrong. So technically your religion argument is invalid." CARL COUPONZ

SUPPORT "Great ad and great break on Human Rights! We need more like this! After all we are living in the year 2013! You would think that in this day in age that we has Humans would all have the same rights but we don't." - marioleon07

CHECK! SUPPORT "I'm gay and PROUD! Thank you for supporting my right to marry! ... Love is love. Black, white, tall, short, fat, skinny. Why should gay be treated different from straight? Support equality now!" - Mike Orson

CHECK! SUPPORT "Marriage is a civil right. It doesn't matter what your religion does or doesn't say, because the USA has a separate church and state. If your religion doesn't allow gay marriage, don't marry someone gay. Problem solved. Your religion has no effect on the law or what is morally right. Keep in mind that fifty years ago it was illegal for blacks and whites to marry." DoctorHilarious