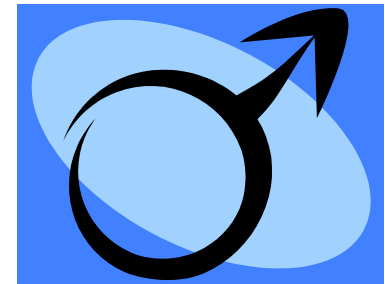


GENDER



Gender

- sex: male and female
- gender: masculine and feminine
- gender typing: categorizing things, activities, people as masculine and feminine.



Gender Stereotypes

- beliefs about the personal attributes of males and females
- TV, movies, ads, pop music convey messages about gender stereotypes
 - can you come up with examples?

Gender Stereotypes

- *"Boys don't wear pink they wear blue"*
- *"Boys play and love sports"*
- *"Boys should not cry when beaten up or hurt"*
- *"Girls should be lady-like"*
- *"Girls should know how to cook and clean"*
- *"Women can't make rational or practical decisions. They are too emotional"*
- *"He is a man he will marry again"*
- *"She is a woman, she cannot leave her children and marry again"*
- *"A real man should be tall, and broad shouldered"*
- *"A real woman has to be beautiful"*

Parents begin the socialization process for children.

It all starts with how boys and girls should behave

[See this example](#)



Gender Stereotypes

- Men experts, women subordinates
- Men in wide variety of roles / activities, women in domestic / family roles
- Men active, assertive, influential
- Females underrepresented
- [Take a look at this example](#)



Media Images

- In typical male pictures almost 2/3 devoted to face, in female pictures less than 1/2
- From Hong Kong to Kenya in 11 countries face-ism tendency occurs
- Ads in popular magazines more likely to emphasize women's buttocks, legs, stomach, shoulders, or back
- More face shots of male guests' and body shots of female guests on TV shows
- Perhaps reinforce the automatic idea of men as thinkers and women as sex objects

Gender Stereotypes

- cultural stereotypes: societal images of members of a social group.
 - e.g., mass media, religion, art, literature
- personal stereotypes: own beliefs about typical attributes of groups of people

Gender Stereotypes

- Typical Woman
 - Gentle
 - Cries easily
 - Tactful
 - Religious
 - Needs security
 - Dependent
 - Interested in own appearance
- Typical Man
 - Aggressive
 - Unemotional
 - Ambitious
 - Objective
 - Self-confident
 - Independent
 - Dominant

Women: communication, connection, and relationships
Men: independence, power, and accomplishment

Gender Stereotypes

- gender subtypes: images of different subgroups of males and females.
- women: mothers, beauty queens, feminists, sluts, career women, tomboys
- men: fathers, businessmen, jocks, sissies, chauvinists, nerds

Gender Stereotypes: When?

Determinants: On the basis of stereotypes or as unique individuals?

- Amount of information besides gender
 - e.g. baby video
- Salience of gender
 - gender stands out as a prominent characteristic
e.g., solo member in a group
- Power and stereotyping
 - subordinates vs. dominants in social roles

Gender Stereotypes

The Dangers of Stereotypes

- May be inaccurate, and these inaccurate beliefs may be used to justify discrimination.
- Exaggerates differences between groups & minimizes differences within.
- Creates self-fulfilling prophecies.
- Can bias the evaluation of people at work or at school.

Evaluating Performance

- Goldberg (1968) experiment.
 - Women read an essay by:
John T. McKay vs. Joan T. McKay
 - Evaluated better if written by a man
1. BUT: **sex-typing** of the task is important
- 28% of females discouraged for masculine jobs
 - 44% of males for feminine jobs



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Evaluating Performance

2. Amount of information about the person is also important
 - Evaluating a manager based on letters, memos, etc written by John Griffin or Joan Griffin: No diff.
 - Karen vs. Brian Miller: In hiring, prefer Brian. In promotion, no preference.
3. Actual size of bias may be small

Evaluating Performance

- Men managers => women workers as less skilled, motivated, able to cope with stress
- Women managers => more negative ratings:
 - adopt a task-oriented and directive leadership style
 - traditionally masculine job
 - when evaluated by men
- **Male's** success at work and school tends to be attributed to **ability**; **female's** to **effort**.

Gender and the Self

- gender identity is our sense of ourselves as male or female
- by 2 or 3, children identify own sex.
- by 4 or 5, children correctly label others.
- by 6 or 7, children develop gender constancy, the idea that gender is unchangeable.
- see example

Gender and the Self

- what if we don't feel we neatly 'fit' into a category?
- See [this video](#), for example
- [transsexual](#): discrepancy between biological sex and mental gender identity.
- heterosexual cross-dressers, feeling both male and female, and other rigid gender rules...
- people differ in the extent to which they perceive themselves with gender-stereotypical attributes
 - *psychological masculinity & femininity*

Gender and the Self

- Early tests viewed masculinity and femininity as mutually exclusive polar opposites:

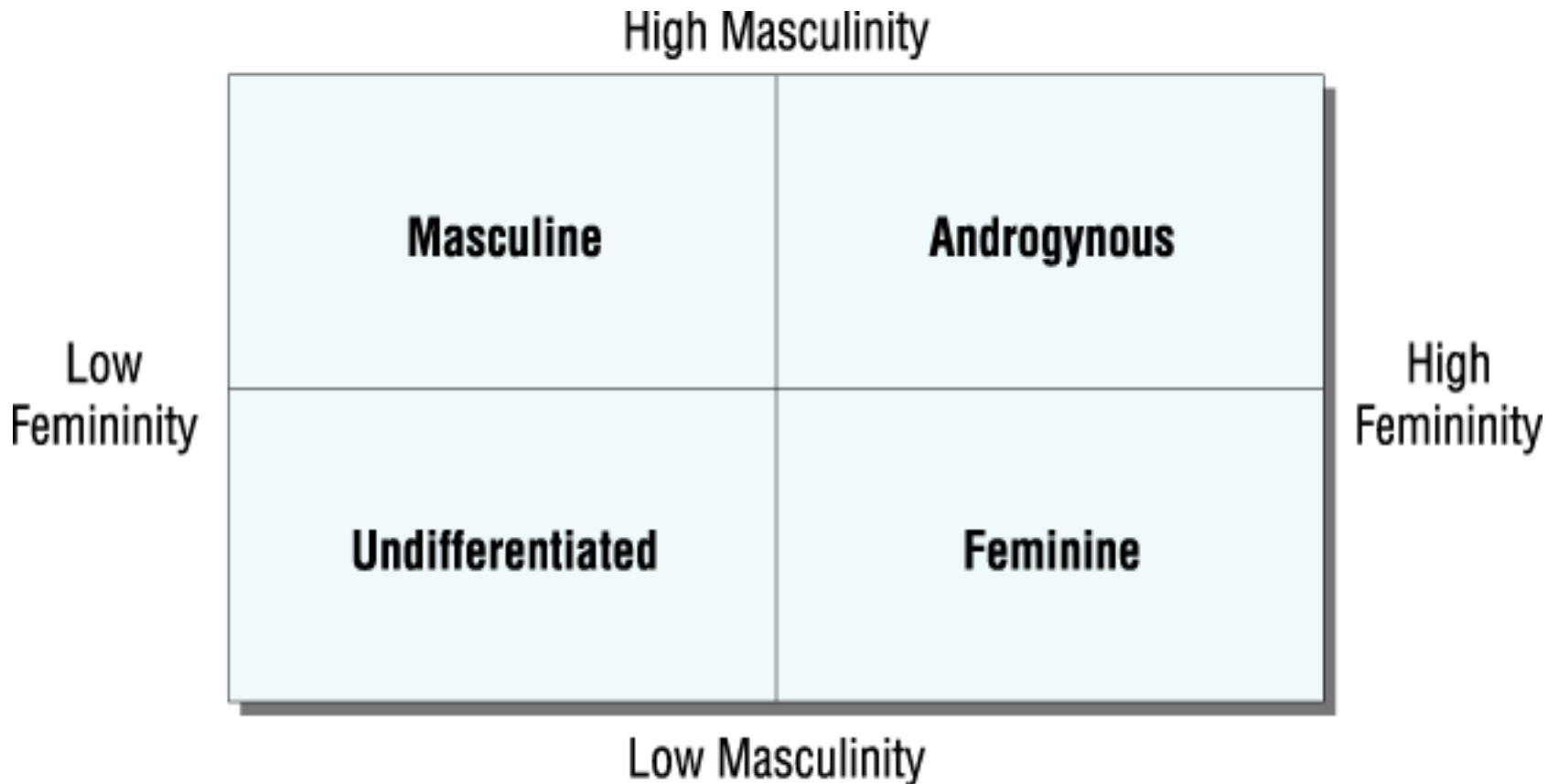
Feminine.....Masculine

- Tests use a forced choice format:
 - Do you prefer showers or bathtub?
 - Would you work as a building contractor or a librarian?

Gender and the Self

- What if you:
 - enjoy both carpentry and cooking?
 - are both assertive at work and nurturing at home?
- Bem's research: independent dimensions

Gender and the Self



Gender and the Self

- **Congruence Model:**

- adjustment is best when gender matches self-concept
- boys & men should be masculine and girls & women should be feminine

- **Androgyny Model:**

- androgynous people are best off
- higher in behavioral flexibility
 - M & A: better to resist conformity, succeed in army, positive feedback
 - F & A: better for playing with baby, talking to a transfer student new to college

Gender and the Self

- Current research in psychological masculinity and femininity views them as multi-faceted
 - **Masculinity** --- “agency” or “instrumentality” (active, self-confident, decisive)
 - **Femininity** --- “communion” or “expressivity” (emotional, kind, and helpful to others)
- Both sets of attributes have both socially desirable and undesirable aspects.
 - Extremity on either dimension is correlated with health problems

Theoretical perspectives

1. Biology

- obvious physical differences,
- hormones,
- evolutionary pressures... contribute

BUT:

- social forces and nature of group living can modify basic biological dispositions

Theoretical perspectives

2. Socialization

- children learn about gender and sex-appropriate behavior
- parents, peers, media contribute to socialization
- different experiences --> different attitudes, interests, skills, personalities...

Theoretical perspectives

- 3. Social roles:** people's behavior strongly influenced by social roles
- social roles that males and females typically occupy are different
 - different expectations from males and females (associated with these roles)
 - e.g., assuming men as confident leaders and women as supportive followers
 - e.g., single fathers with kids < 13
 - e.g., Luo people in Kenya

Theoretical perspectives

4. Social situations

- m & w equal in potential for different social behaviors
- situational context and personal choice determine differences
 - e.g., act of a male w/ male friends or girlfriend
- desire to be accepted --> more or less gender-stereotypical ways

In summary, causes of sex differences are complex and multi-faceted!

Meta-analysis: technique for integrating many studies to estimate size of sex differences

COMPARING WOMEN AND MEN

Comparing Women and Men

1. Aggression:

- M > F as children and adults
 - more so for physical aggression
 - more so for naturalistic rather than lab
 - more so when no clear provocation
- Why?
 - Society more tolerant of aggression in males
 - females more concerned about consequences

Comparing Women and Men

2. Conformity

- stereotypes: W more gullible, yielding, conforming
- small difference but statistically significant difference: $W > M$
- results are inconsistent from study to study
- gender-typing of the task and measure of conformity also important
- people in power (more likely to be male), less likely to be influenced

Comparing Women and Men

3. Non-verbal communication

- W more skilled at decoding nonverbal cues
- reading faces > body cues > vocal cues
- also better at recognizing faces
- why?
 - genetic programming (infants)
 - training
 - relationship motivation
 - power difference (subordination hypothesis)

Comparing Women and Men

4. Sexuality

- W: partner-centered / relational orientation to sex
- M: body-centered / recreational orientation to sex
 - M more permissive in attitudes towards
 - casual, premarital, extramarital sex
 - reasons for having sex in relationships:
 - W emphasize desire for intimacy, goal is expressing affection
 - M emphasize sexual variety, goal is physical gratification
 - male sex-drive stronger

Comparing Women and Men

5. Personal entitlement

- e.g., men expect to earn 10% more than women
- for same prestige, seniority, and other dimensions for a full time job, W consistently paid less
 - “paradox of the contented female worker”
- personal entitlement: what a person believes he or she deserves from a job or relationship
- for identical contributions, men expect more benefits than women

Sex Differences in Perspective

- There is much individual variation that contributes to these average differences
- Differences may be changeable through learning
- At the level of basic abilities & motivations, gender differences are virtually nonexistent
- The daily lives of men and women are often very different.