

UNIVERSITY
of GUELPH

CHANGING LIVES
IMPROVING LIFE

The Psychology of Gender

PSYC*3300

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A boy and a father were in a major car accident. The father was pronounced dead at the scene; meanwhile the boy was rushed to the nearest hospital. A prominent surgeon was called to perform a life-saving operation. As the boy was being prepared for the surgery, the surgeon saw him and declared: "I can't operate. He's my son." How can this be?

The more common answer in class is usually that the second is also a father, as it may be a gay couple

The answer that professor was looking for: the surgeon is the son's mother. Not a lot of students will say this because of gender stereotypes surrounding men being in the science-dominant professions

Overview

- ▶ Gender Stereotypes
- ▶ Gendered Nature of Power and Status
- ▶ Gender and Sexist Prejudice
 - Explicit
 - Implicit
- ▶ Gender and Sexist Discrimination
- ▶ Stereotype Threat
- ▶ (we will catch up on slides from methods and theory on Feb 1st instead of having a poster session).

Gender Stereotypes

- ▶ Gender stereotypes
 - Beliefs about gender appropriate (or common) behaviours and characteristics
- ▶ Gender–role stereotypes
- ▶ Cognitive benefits of stereotyping
 - Stereotypes are just schemas
- ▶ Can stereotypes be positive?
- ▶ Both positive and negative stereotypes for men and women.
 - cognitive beliefs helps us understand the world; schemas help us function in the word.
 - Yes, there can be positive stereotypes (i.e. women are kind), it also implies that there may be negative stereotypes (i.e. men are unkind)

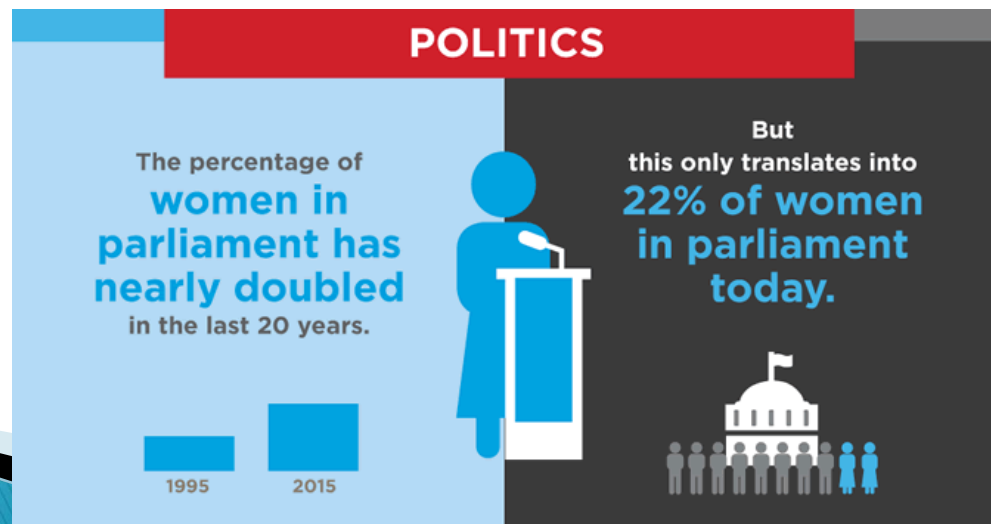
Stereotypes of women usually come with understanding about power and status; positive stereotypes of women can also have negative outcomes

Status and Power are Gendered

- ▶ Power is the ability to influence what happens in interactions and to limit access to resources (Galliano, 2003).
- ▶ Status construction theory
 - Being male (along with other more valued statuses) is regarded as superior *these practices are considered superior, meaning that they have more power*
 - Have more capabilities *We're talking about status and power at a societal level.*
 - Are more instrumental *- aka having more agency, being able to actively control the world*
 - Having agency and actively taking control *as opposed to not doing this*

Women's Low Power: Resources

- ▶ According to the United Nations:
 - Male employment-to-population ratio stood at 72.2%, while the ratio for females was 47.1% (2013) - men have more income, more resources and more power
 - Women in most countries earn on average only 60 to 75 per cent of men's wages
 - Two-thirds of the 774 million illiterate people in the world are female (2013) - being able to read is a resource
 - As of January 2017, 10 women are serving as Head of State and 9 are serving as Head of Government



government is seen in power, a place where resources are decided; it is still not enough that only 22% of women are in the parliament

Women's Low Power: Institutions

- ▶ Masculine power is maintained by social structures, economic influence, and gender ideology (Hearn, 1998).
- ▶ Political Power
 - Public's perception of political leaders is consistent with gender stereotypes
 - Gender imbalance in government
- ▶ The Legal System - we keep trying to catch up by changing policies around resources
 - Women's rights in marriage in Canada
 - IPV, rape
 - Women's rights in Canada for tax deductions
 - child care until 1982: there were not a lot of definitions around women's rights; there was no understanding of this within the legal system.

Women's Low Power: Behaviour

- ▶ Associated with women and with lower status
 - Non verbal communication
 - Taking up less space
 - Waiting more
 - Being touched and touching less
 - Smiling more
 - Nodding more
 - More communal (warm and devoted to others)
 - wanting to connect with other people; associated with women and lower status
 - Less agentic (aggressive and independent)
 - Studies have manipulated both gender and status (Conway et al., 1996)

all of these things are associated with lower status, and all of these are also associated with women

Privilege

▶ Privilege

- An advantage that is granted to some and not others generally, it is also taken for granted because what we usually ignore it because that is who we are. privilege is invisible because it is often what we don't see

▶ White privilege: Unpacking the invisible knapsack (Peggy McIntosh)

▶ The male privilege checklist (Barry Deutsch)

▶ Heterosexual privilege

for example, it may be difficult for a homosexual to disclose their partners, in fear of being judged heterosexual beings can introduce their partners, and nobody would really judge the gender - this is a privilege

From Stereotypes to Stereotyping

▶ Sexist Stereotyping

- Ascription of both positive and negative stereotypes that characterize women (and men) as well suited to restricted, less powerful and disliked roles

Sexism

▶ Sexism

- Attitude or feeling toward people based on their sex along (men or women; positive or negative) simply a judgement you are making about someone

▶ Gender Prejudice

- A negative attitude toward an entire group based on gender (men, women, trans*)

▶ Sexist Prejudice

- Negative and apparently positive attitudes toward girls, women, trans* people that serve to oppress them
 - usually serves to oppress them
 - men are usually not included in this category because are usually not oppressed as a group and the pressures are usually applied for the opposite gender

Explicit Stereotypes and Prejudice

▶ Explicit measures

- Attitudes Toward Women Scale (traditional)
 - “Swearing and obscenity are more repulsive in the speech of a woman than a man”
- Modern Sexism Scale
 - “Due to social pressures, firms frequently have to hire under qualified women”
- Ambivalent Sexism Inventory
 - Hostile Sexism - *being much more overt*
 - “Most women interpret innocent remarks or acts as being sexist”
 - Benevolent sexism - *much more positive*
 - “Many women have a quality of purity that few men possess”

both of these types of sexism have negative impact on women

How Prejudice Varies

		Warmth (non-threatening)	
		Low	High
Competence (high status)	Low	Contemptuous Prejudice (contempt, disgust, anger, and resentment) E.g., welfare recipients; criminals <i>one of the worst groups</i>	Paternalistic Prejudice (pity and sympathy) E.g. Housewives, elderly <i>ideal category</i>
	High	Envious Prejudice (envy and jealousy) E.g. Feminists, business women, men <i>tend not to be too likeable</i>	Admiration E.g., Women, middle class

Implicit Stereotypes and Prejudice

- ▶ Implicit measures

- Stroop test

BLUE **GREEN** **YELLOW**

PINK **RED** **ORANGE**

GREY **BLACK** **PURPLE**

TAN **WHITE** **BROWN**

also an example of implicit association test

idea here is that we use tests with reaction times to get at something

- Implicit association test

Implicit Association Test

Female
or
Career

Male
or
Family

children

Gender Discrimination

▶ Gender Discrimination

- A behaviour that disadvantages a person based on their gender

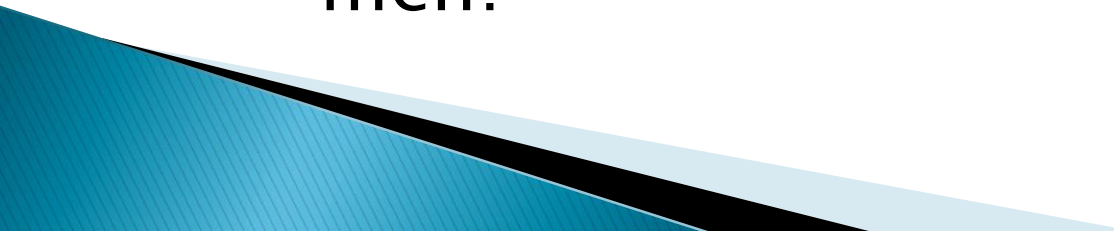
▶ Sexist Discrimination

- Behaviour that oppresses women, girls, trans* people - we don't have this kind of discrimination against men b/c it's at a broader level
- Blatant sexist discrimination
- Covert sexist discrimination it's not so obvious, but it is deliberate (e.g. don't want to hire a women, but will make another excuse than telling exactly)
- Subtle sexist discrimination - people themselves aren't even aware that they are discriminating (e.g. not aware that you hired a male applicant because the job was typically for men than women)

Stereotype Threat (outlined in another chapter)

- ▶ A negative stereotype impacts the performance of someone affected by the stereotype also like the self fulfilling prophecy
- ▶ Requirement of stereotype threat:
 - Knowledge of stereotype
 - Task beliefs (e.g., importance of task)
 - Priming a threatened identity (e.g., group composition)
- ▶ Tokenism
- ▶ Cyclic nature of stereotype threat

Discussion Questions

- a. What is the difference between traditional, modern, hostile and benevolent sexism? What examples of hostile and benevolent sexism have you seen (e.g., in your life or in the media). Which is worse and why? What is similar and different between sexism directed at women versus sexism directed at men?
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Discussion Questions

- b. How do stereotypes of men and women change depending on ethnicity and subcategory? Does this imply that there are no “real” gender stereotypes?

Discussion Questions

- c. Describe the two consequences of stereotypes that are discussed in the book? Which is worse and why?

Discussion Questions

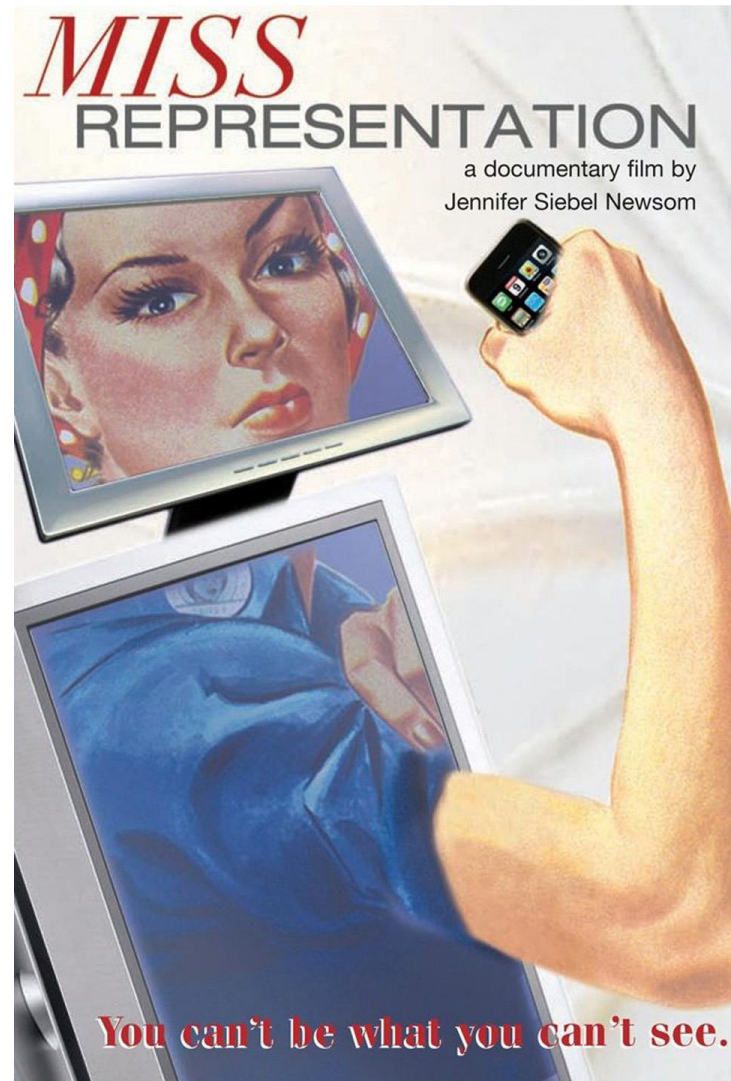
d. What was your impression of the implicit association test? Do you think it gets at sexism?

MISS REPRESENTATION - DISCUSSION

- men are shown pictures of supermodels in magazines, which causes them to judge women in real life more harshly
- advertising makes people see what they are not, and implicitly pressurizes them to be that way
- the more women self-objectify, they have lower cognitive functioning, emotional functioning, eating disorders
- US does not have political legitimacy; not a lot of women serve in the government as much as men, which does not give the country a lot of perspective through women's eyes
- If girls don't see a lot of women in certain position, they won't be inspired to reach that particular position (for ex. women in leadership is fairly uncommon, so younger girls won't aspire to be in those positions)
- media usually objectifies women and make them seen like they are sex objects (e.g. children's animated movies will have female models wearing same clothes as a real woman in R rated movies)
- women seen on TV are usually younger, even though most of the population in reality is over the age of 40; this gives a strong message that women are usually not seen positively in media once they grow old, or beyond the child bearing age.

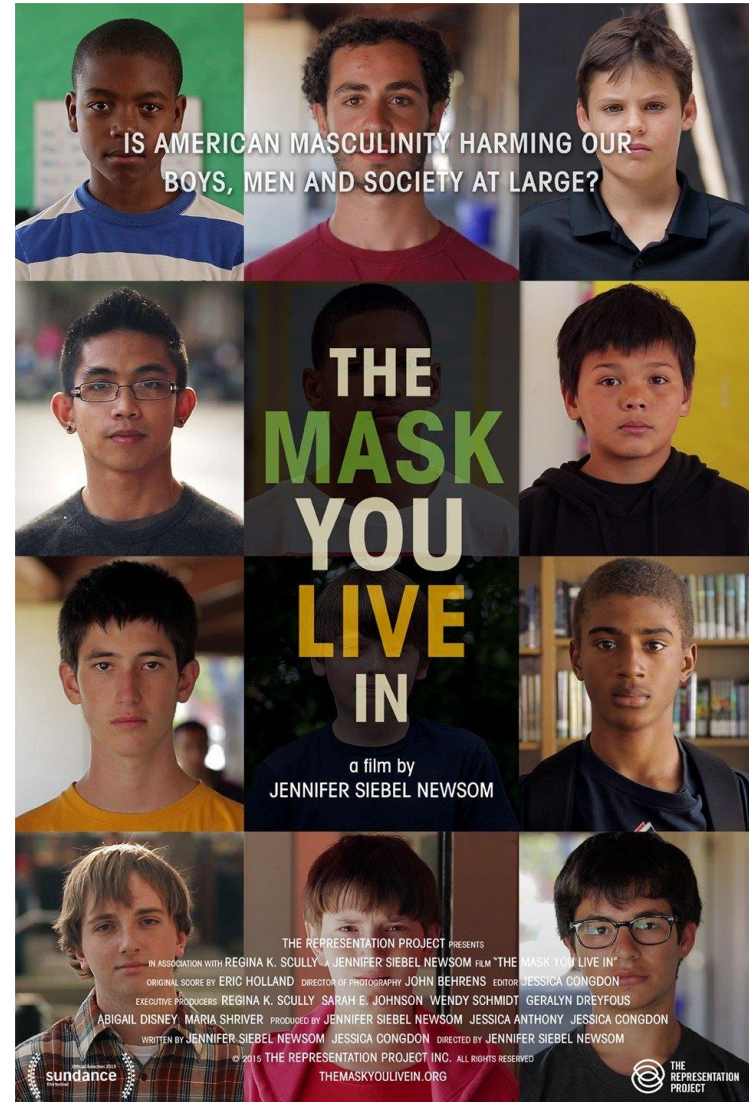
Miss Representation (2011)

- ▶ Explores the under-representation of women in positions of power and influence in America, and challenges the media's limited portrayal of what it means to be a powerful woman.



The Mask You Live In (2015)

- ▶ Boys and young men struggle to stay true to themselves while negotiating America's narrow definition of masculinity.



Discussion Questions

- ▶ What connections does the documentary make between the representation of women in positions of power and the media's portrayal of women? How can we evaluate their argument?
 - ▶ Has the media's representation of women gotten better or worse over the years?
 - ▶ Is the media's current representation of women sexist, and if so what kind of sexism are we dealing with?
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