CHAPTER 2

Gender Stereotypes and Other Gender Biases

Biased Representations of Women and Men

Terminology

Stereotypes
Prejudice
Discrimination
Gender bias
Androcentrism
Normative male

Gender Biases Throughout History

The Invisibility of Women in Historical Accounts
Look for missing information about women
• life activities—What were women doing?
• arts—Examine the more fragile and anonymous forms
• religion and politics

Philosophers’ Representation of Women
• Aristotle
• Jean-Jacques Rousseau
• John Stuart Mill & Harriet Taylor Mill

Gender Biases in Religion and Mythology
• Women are evil
• Women are terrifying sorceresses
• Women are virtuous
Gender Biases in Language

Terms Used for Women
- non-parallel terms
- negative terms
- infantilizing terms

The Masculine Generic
- masculine generic terms are not gender neutral
- research on mental images
- research on careers
- shifting to nonsexist language

Gender Biases in the Media

Stereotyped Representations
- Women are relatively invisible
- Women are relatively inaudible
- Although most women are employed, they are seldom shown working outside the home
- Women are shown doing housework.
- Women and men are represented differently.
- Women’s bodies are used differently from men’s bodies.
- Women of color are underrepresented, and they are often shown in a particularly biased way.
- Lower-social-class women are underrepresented, and they are often shown in a particularly biased way.

The Effects of Stereotyped Representations

Reflecting and Influencing Reality
- Behaviors and beliefs
- Gender-role attitudes
- Judgments of abilities

People’s Beliefs About Women and Men

The Content of Stereotypes

Agency & Communion

Stereotypes About Women and Men From Different Ethnic Groups
- Gender and ethnicity combine to produce a variety of gender stereotypes
- Subtypes within gender-ethnicity categories
Factors Influencing Stereotypes – Subject variables

- Gender
- Ethnicity
- Culture
**Implicit Gender Stereotypes**

Explicit vs. Implicit gender stereotypes

Implicit Association Test (IAT)

**The Complexity of Contemporary Sexism**

Attitudes Toward Women’s Competence

Women’s competence is likely to be devalued:

- when males are doing the evaluating
- when little information is available about a person’s qualifications
- when experts are doing the evaluating
- bias may be strongest when a woman is acting in a stereotypically masculine fashion

Double bind

Attitudes Toward Women’s “Pleasantness”

Women & Men

Women & Feminists

Ambivalent Sexism (Glick & Fiske, 1996, 2001)

Hostile sexism

Benevolent sexism

Ambivalent Sexism and gender equality

**Gender Discrimination in Interpersonal Interactions**

Discrimination in North America

Laboratory research

Real-life sexist encounters

- gender-stereotyped remarks
- demeaning comments and behaviors
- sexual comments and behaviors

Other effects of gender discrimination

Discrimination in Other Cultures

Work prohibitions and discrimination

Health care

Education

Physical restrictions

Government participation
**Heterosexism**

Heterosexism—bias against lesbians, gay males, and bisexuals—or any group that is not exclusively heterosexual

Sexual prejudice—a negative attitude toward someone because of her or his sexual orientation

Examples of Heterosexism

Factors Correlated with Heterosexism

**The Personal Consequences of Gender Stereotypes**

**Gender Stereotypes and Cognitive Errors**

Social Cognitive Approach—stereotypes are belief systems that guide the way we process information

Stereotypes help us simplify and organize the world

Categorization

Errors

Exaggerating the Contrast Between Women and Men

Gender polarization

The Normative Male

Making Biased Judgments about Females and Males

Judgments fall back on stereotypes

Attributions for success

Memory for Personal Characteristics

Gender-consistent and gender-inconsistent information

Multitasking and strong stereotypes

**Gender Stereotypes and Behavior**

Self-fulfilling Prophecy

Stereotype Threat
**Internalizing Gender Stereotypes**
Assessing Self-Concepts about Gender
  - Bem Sex-Role Inventory
  - Androgynous
  - Problems with Androgyny
Do People Internalize Gender Stereotypes?
  - Social context
  - Cross-cultural research
Are Gender Stereotypes Personally Important?
Conclusions About Internalizing Gender Stereotypes
  - Flexible self-concepts about gender
  - Gender-stereotypical characteristics in some social settings
  - Similarities in many gender-related characteristics
  - Similarity in characteristics considered personally important