

Race and Sexual Orientation's Influence on Gender Prescriptive Stereotypes

Existing at the Nexus of Race, Gender, and Sexual Orientation
SPSSI 2019 Conference
Saturday, June 22nd, 2019

Gender Stereotypes

Descriptive



Are men
competitive?

Prescriptive



Should men
be competitive?

Intersectionality

Race

Eurocentrism

Religion

Christian Hegemony



Person

Androcentrism

Gender

Heterocentrism

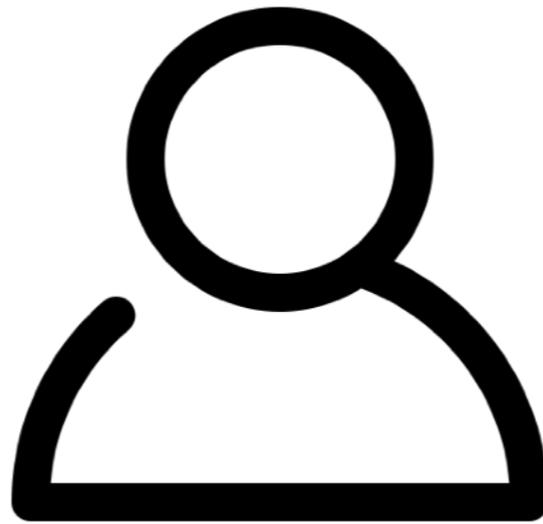
Sexual
Orientation

Intersectionality

White

Should Black men be assertive?

Eurocentrism

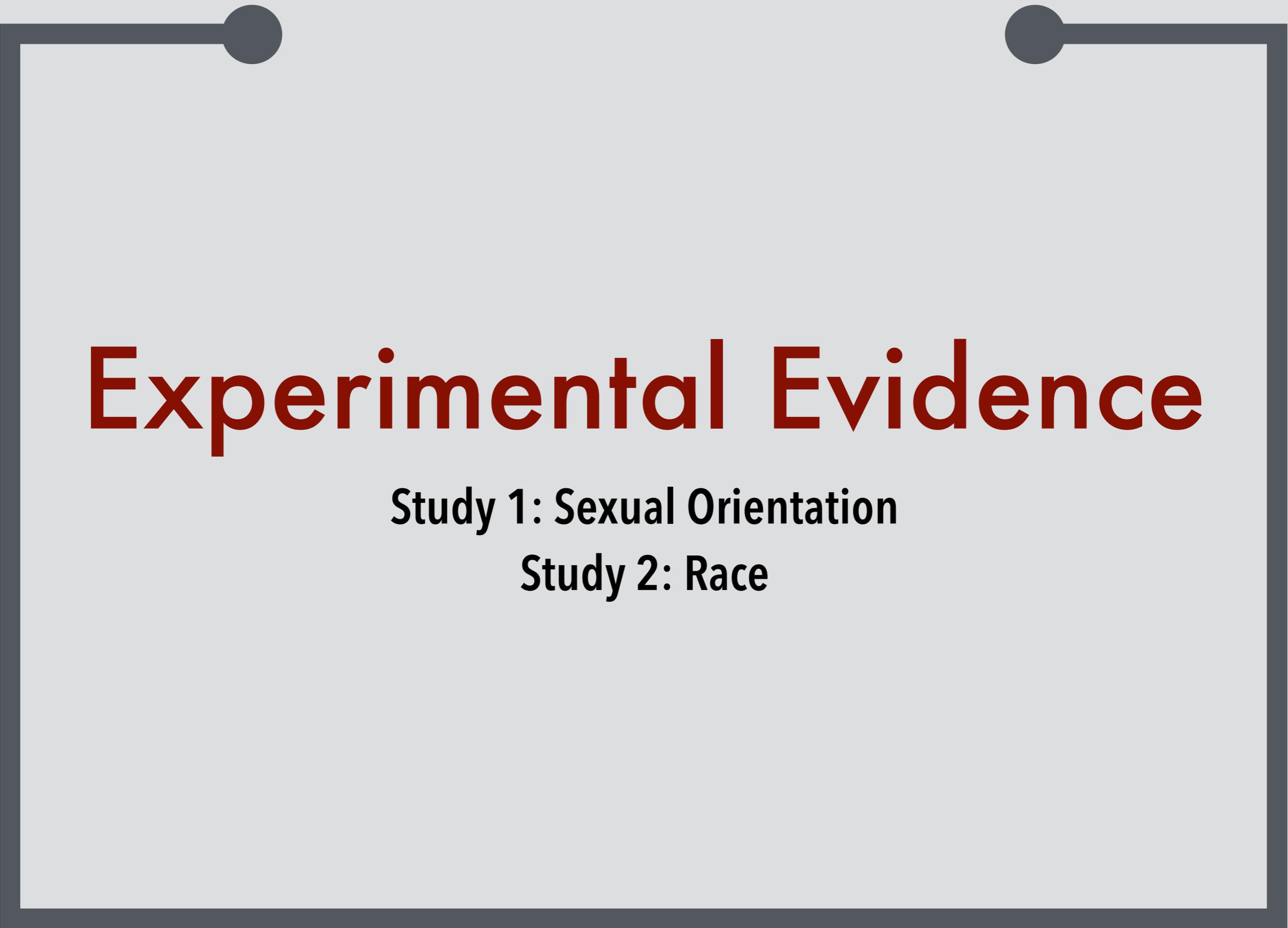


Person

Heterocentrism

Should Lesbian women be warm?

Straight



Experimental Evidence

Study 1: Sexual Orientation

Study 2: Race

Experimental Design

Assertive

Warm and Kind

Honest

Experimental Design

Man

Assertive

Woman

Warm and Kind

Person

Honest

How desirable is it in American society for a [TARGET]
to possess each of the following characteristics?

1 (Extremely Undesirable) to 9 (Extremely Desirable)

Experimental Design

Straight

Man

Straight

Woman

Straight

Person

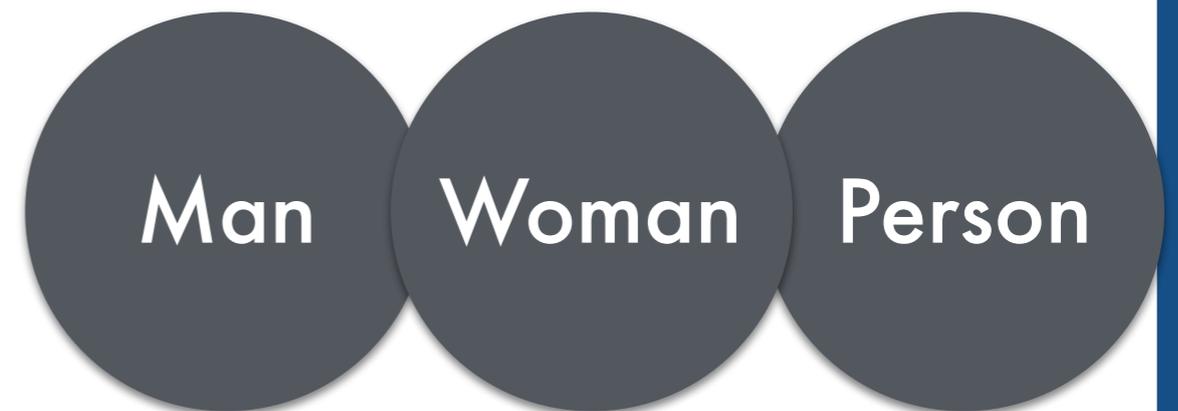
How desirable is it in American society for a [TARGET] to possess each of the following characteristics?

Experimental Design

Target Race

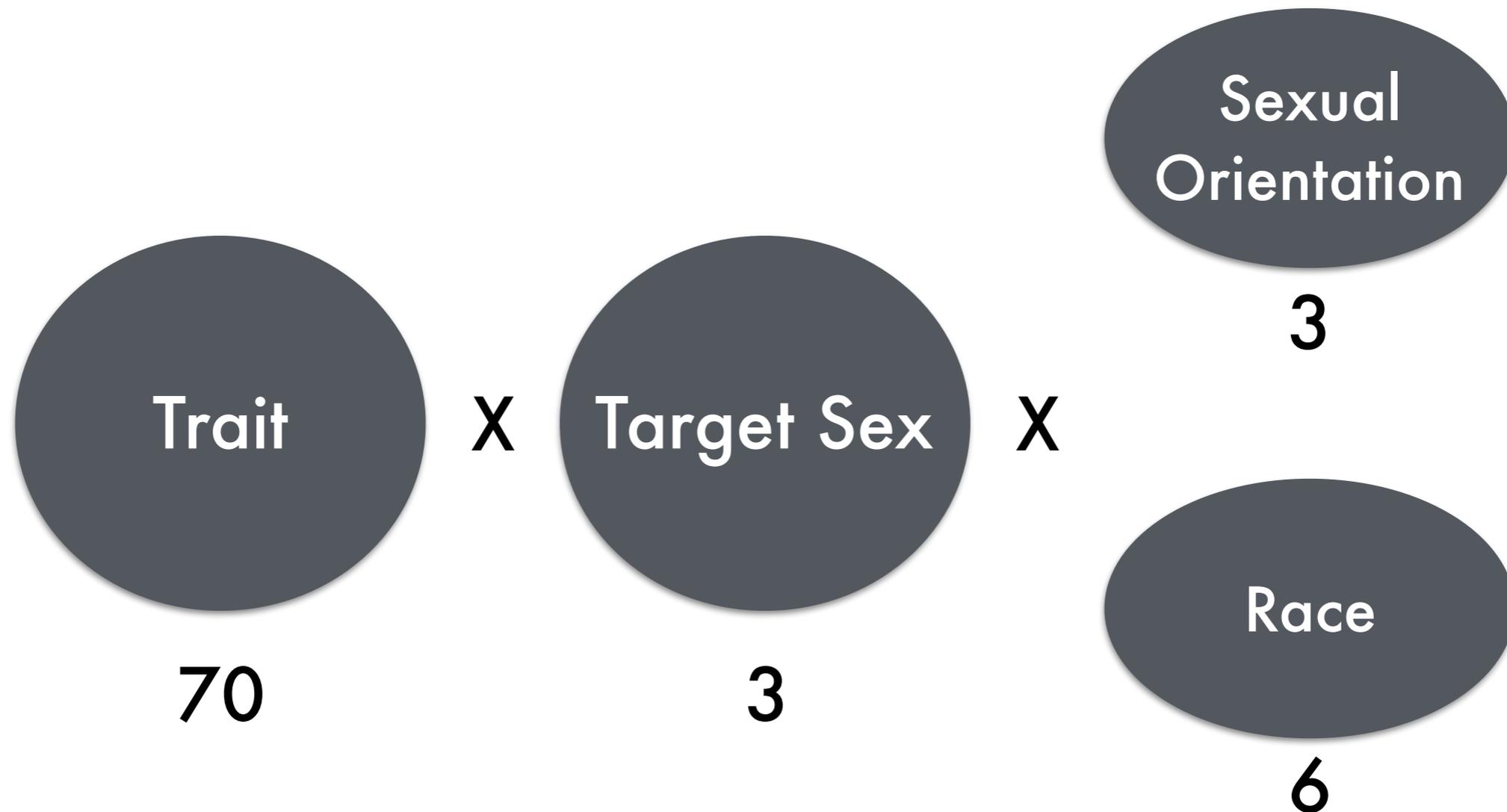


Target Sex



How desirable is it in American society for a [TARGET] to possess each of the following characteristics?

Experimental Design



Hierarchical Multilevel Model

Study 1: 309 Harvard Digital Laboratory for the Social Sciences participants; 57% women, 83% Heterosexuals; 79% White; $\Omega^2 = .52$

Study 2: 458 Amazon Mechanical Turk participants; 47% women, 62% White; $\Omega^2 = .48$

Study 1 & 2 Results

Stability in Gender Stereotypes

(S1) Heterocentrism & Androcentrism

(S2) Eurocentrism & Androcentrism

Interaction Effects

(S1) Sexual Orientation: Gender Inversion

(S2) Race: Gendered Races

Study 1 & 2 Results

Stability in Gender Stereotypes

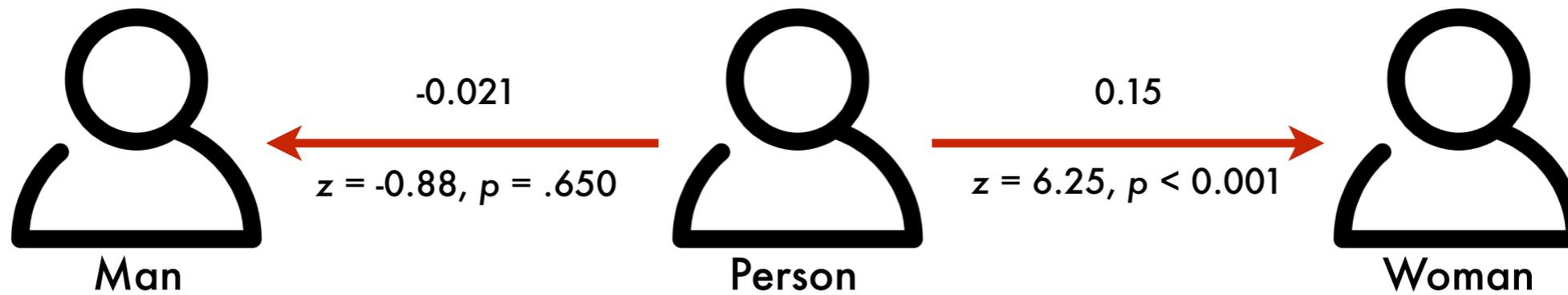
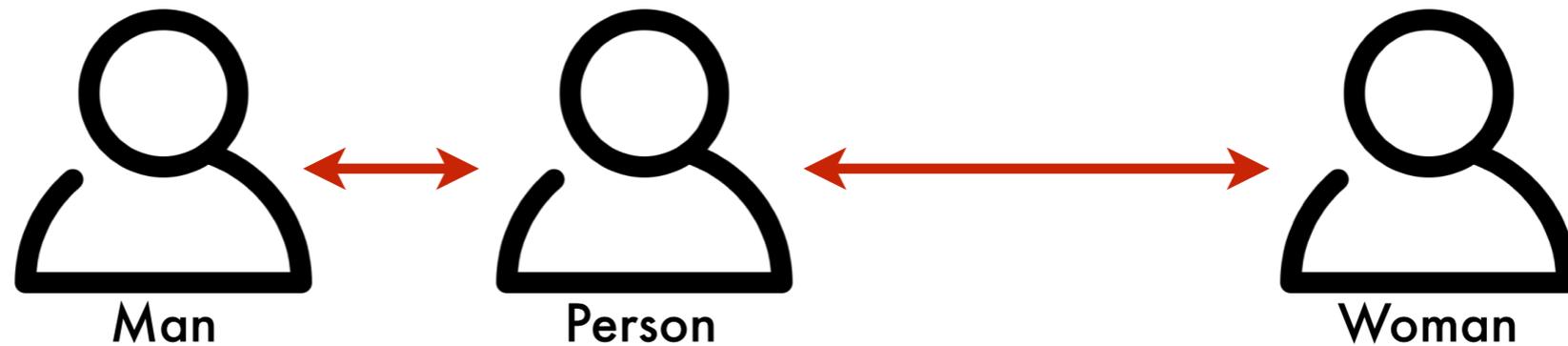
Trait	2002
Assertive	M = 7.96 ; W = 5.67
Cooperative	M = 6.75 ; W = 7.63
Leadership Ability	M = 8.24 ; W = 6.04
Warm and Kind	M = 7.00 ; W = 8.30

Study 1 & 2 Results

Evidence of Androcentrism

Desirability ratings should be more similar between man and person as compared to woman and person

True for:
Control (S1& S2)
Straight targets
White targets
Black targets

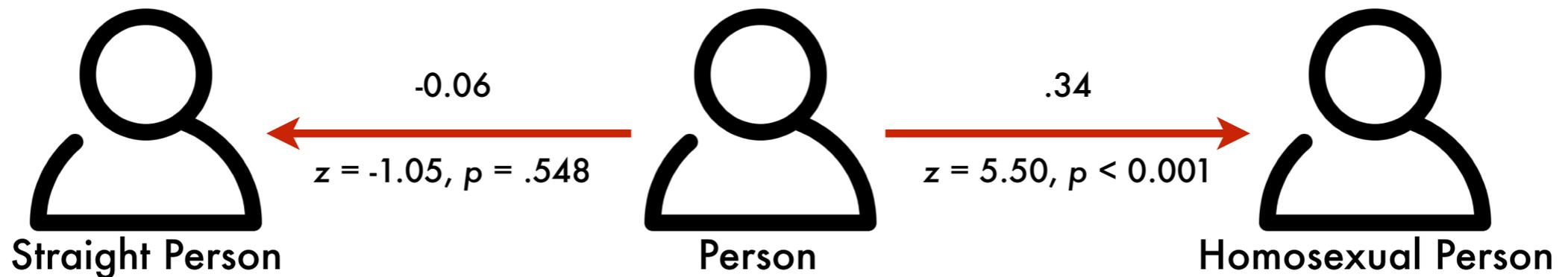
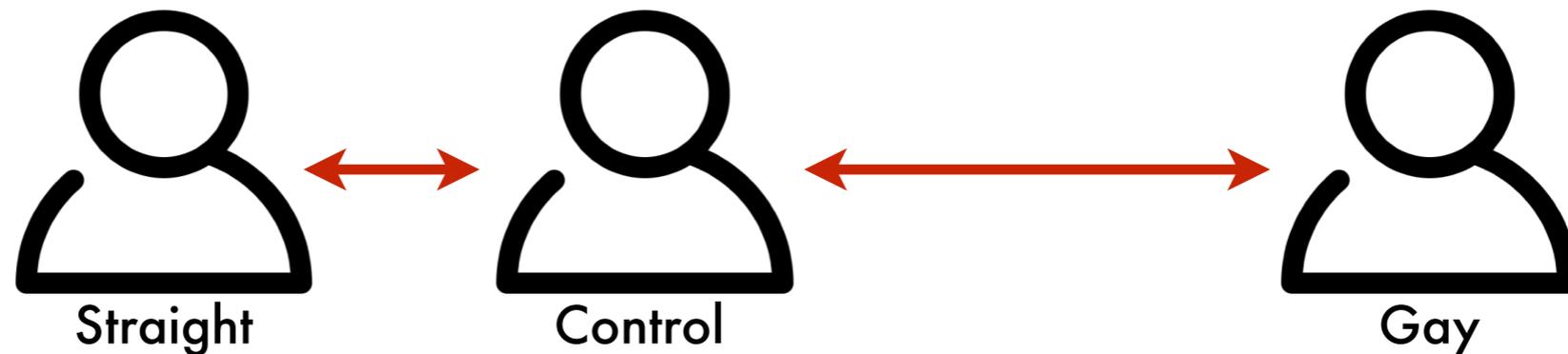


Study 1 Results

Evidence of Heterocentrism

Desirability ratings should be more similar between straight and control as compared to gay and control

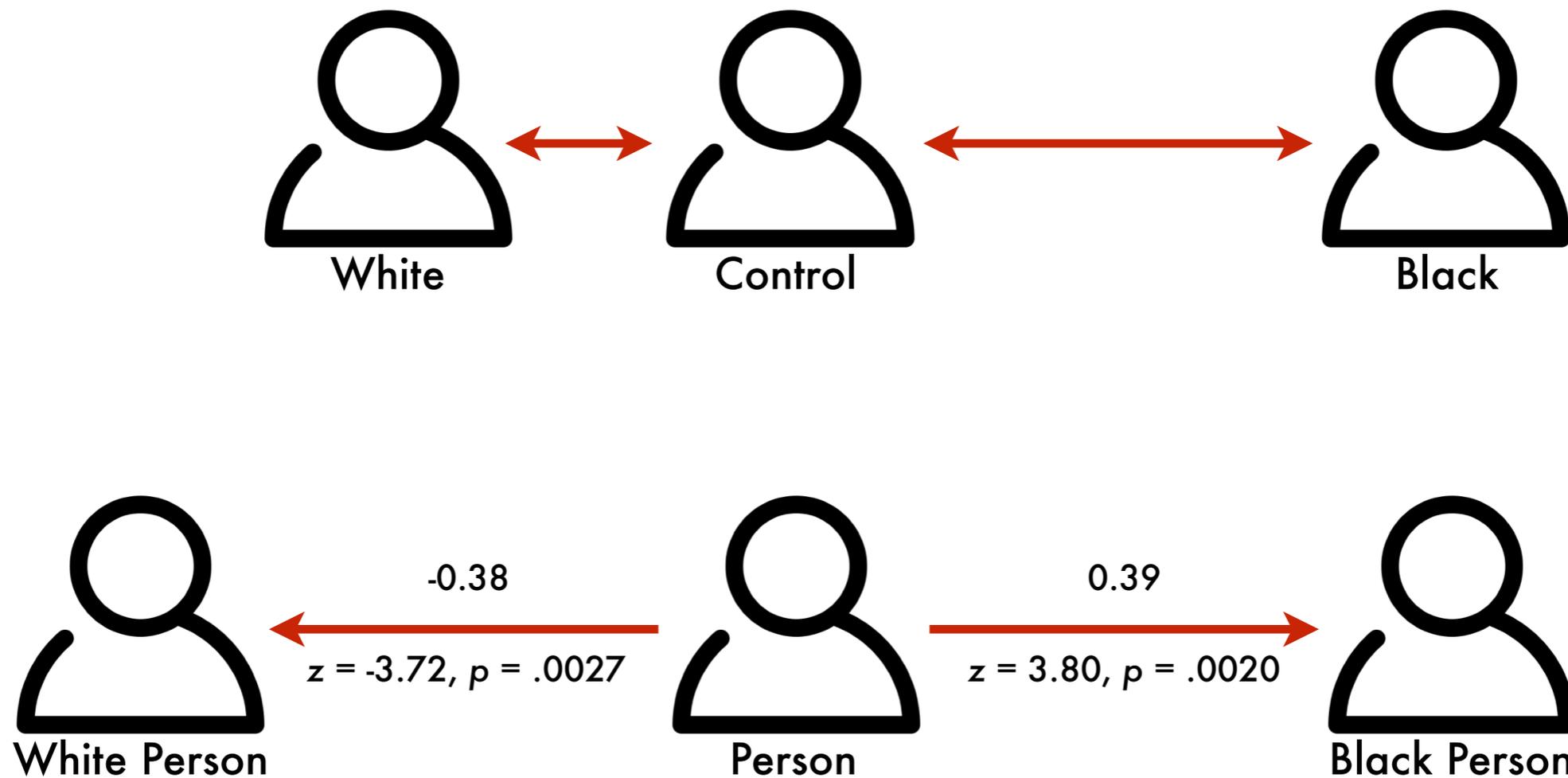
True for:
Man
Woman
Person



Study 2 Results

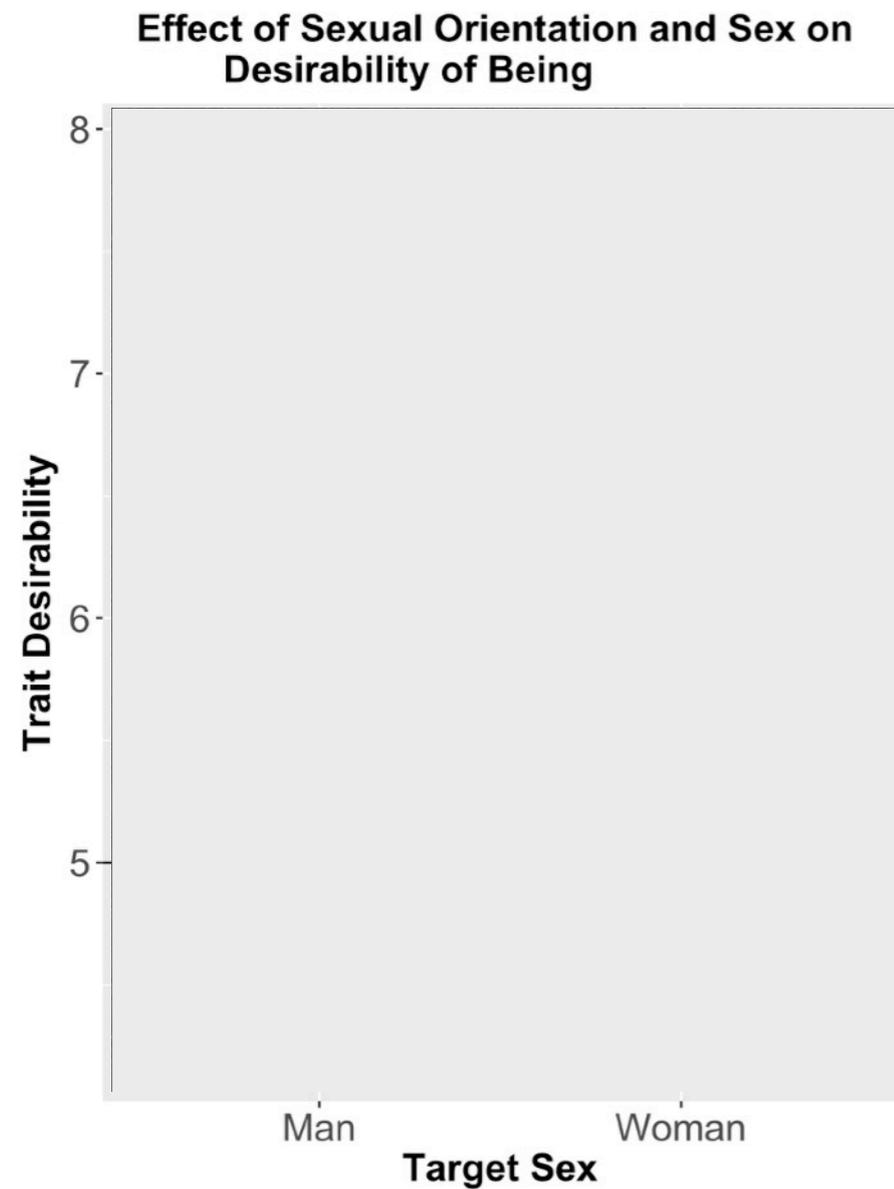
No (Initial) Evidence of Eurocentrism

Desirability ratings should be more similar between White and control as compared to Black and control



Study 1 & 2 Results

Interaction Effects



Results

Study 1:

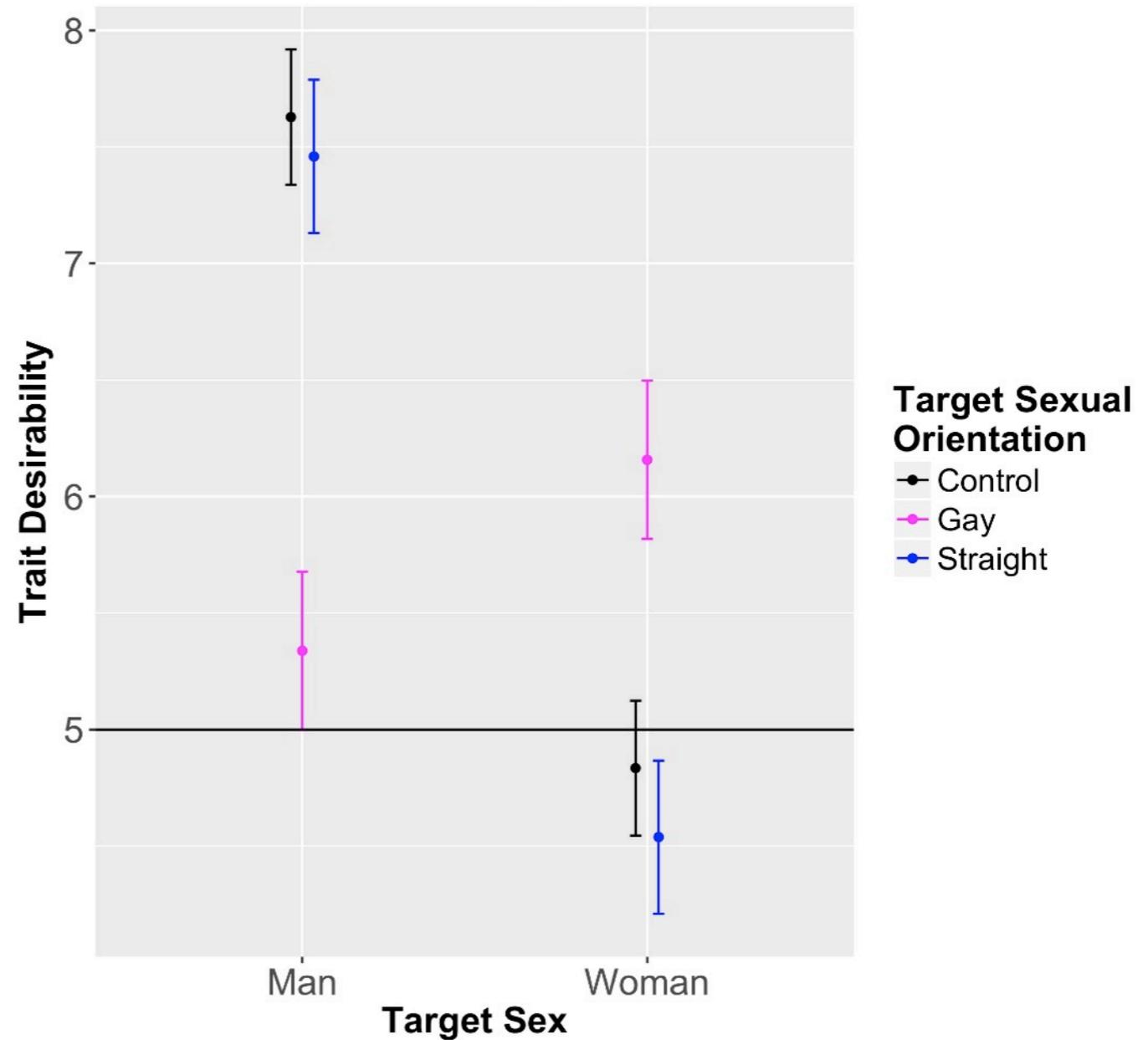
Sexual Orientation

Sexual Orientation Results

Gender Inversion

Aggressive, Approval Seeking, Assertive, Competitive, Forceful, Melodramatic, Musical, Sensitive, and Strong Personality

Effect of Sexual Orientation and Sex on Desirability of Being Assertive

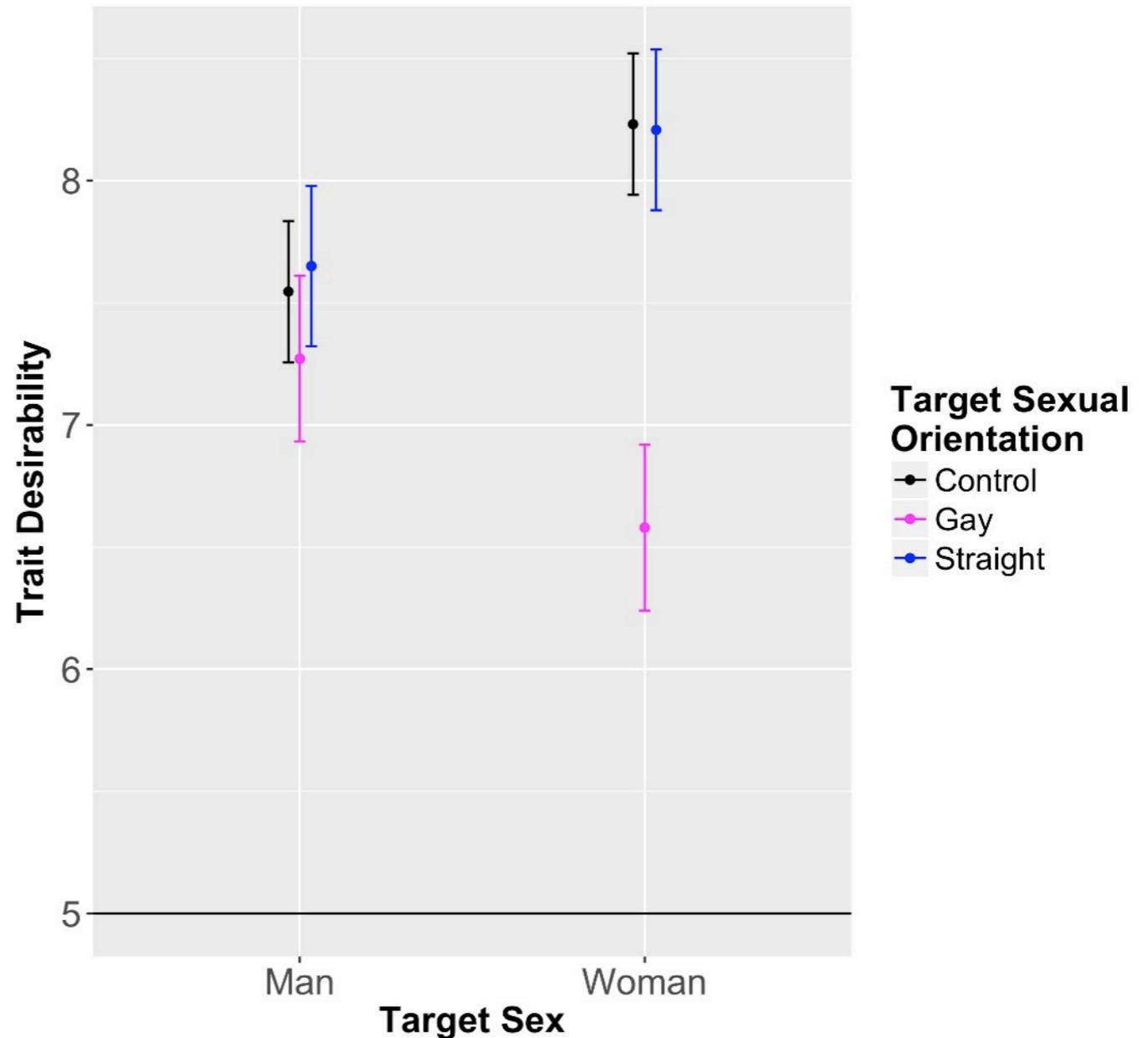


Sexual Orientation Results

Gender Asymmetry

Athletic, Attention to Appearances, Cheerful, Clean, Cooperative, Emotional, Excitable, Friendly, Likeable, Polite, Theatrical, and Warm and Kind

Effect of Sexual Orientation and Sex on Desirability of Being Clean

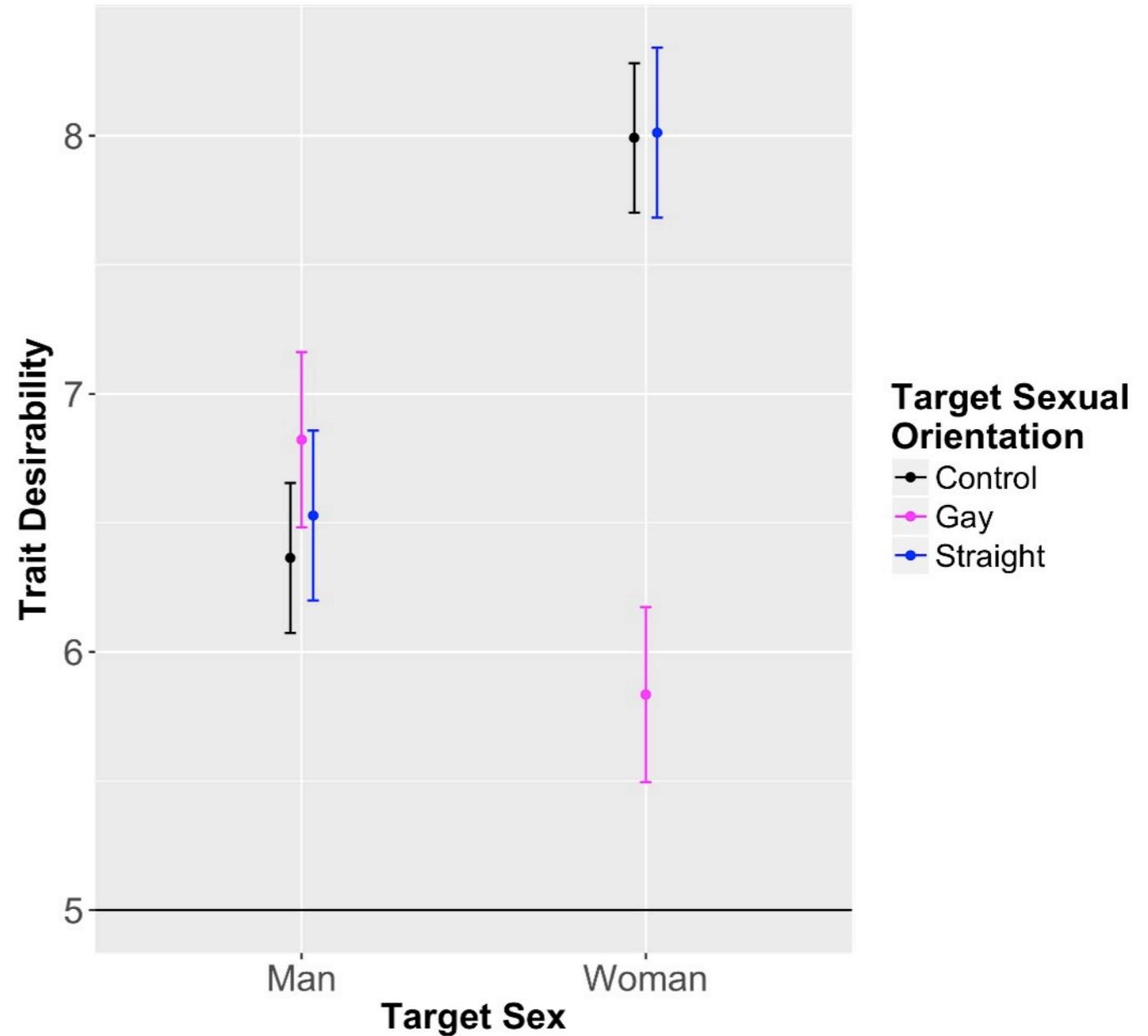


Sexual Orientation Results

Gender Asymmetry

Athletic, Attention to Appearances, Cheerful, Clean, Cooperative, Emotional, Excitable, Friendly, Likeable, Polite, Theatrical, and Warm and Kind

Effect of Sexual Orientation and Sex on Desirability of Being Warm and Kind

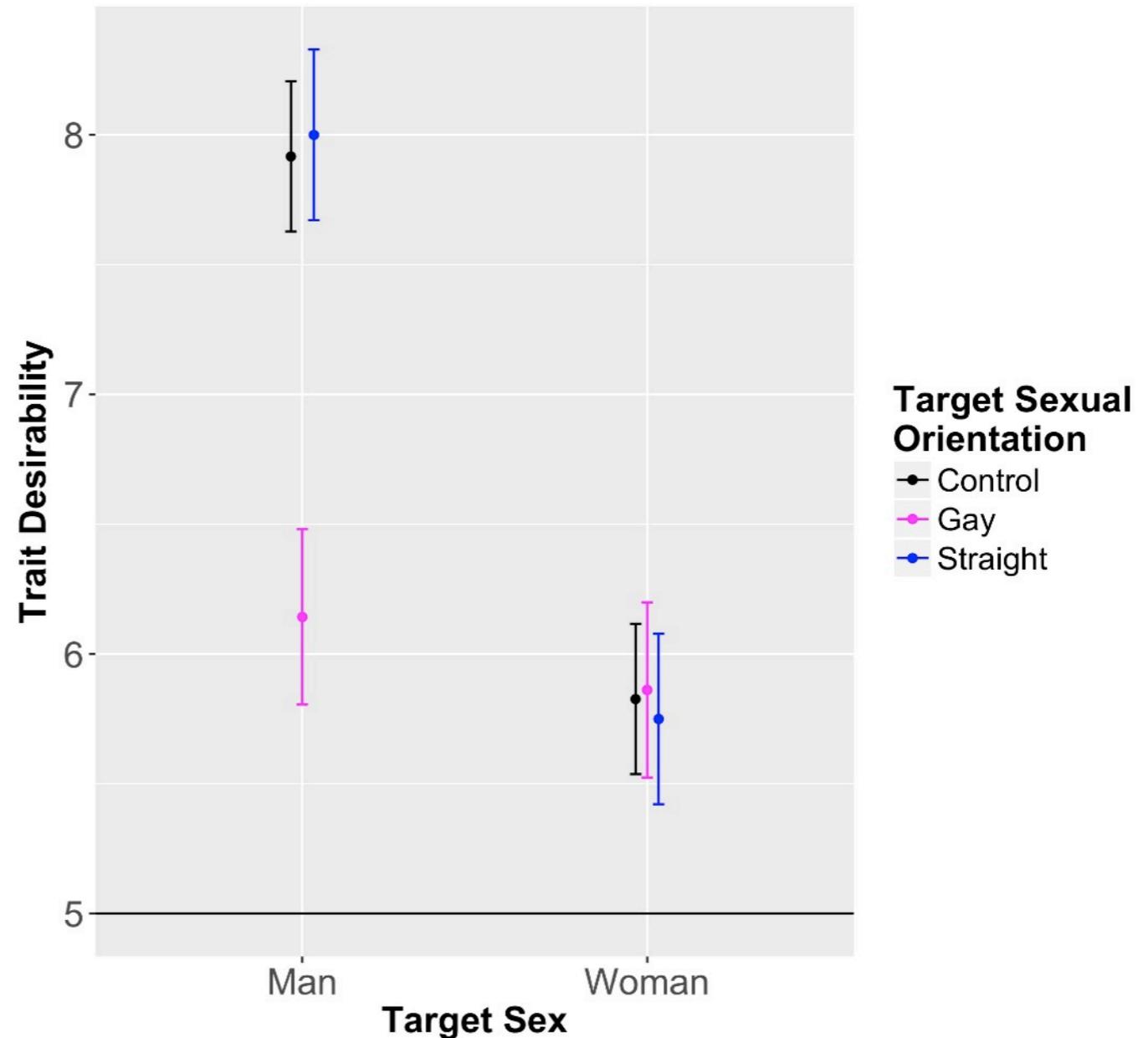


Sexual Orientation Results

Sexual Orientation Asymmetry

Ambitious, Arrogant, Business Sense, Career Oriented, Child-like, Compassionate, Decisive, Defending own Beliefs, Feminine, Gullible, Happy, High Self-Esteem, Impressionable, Intelligent, Leadership Ability, Loving Children, Masculine, Naive, Nosy, Patient, Protecting Others, Rational, Rebellious, Self-Reliant, Shy, Spiritual, Stubborn, Superstitious, Weak, Well-Dressed, Wholesome, Willing to Take Risks, and Yielding

Effect of Sexual Orientation and Sex on Desirability of Having Business Sense

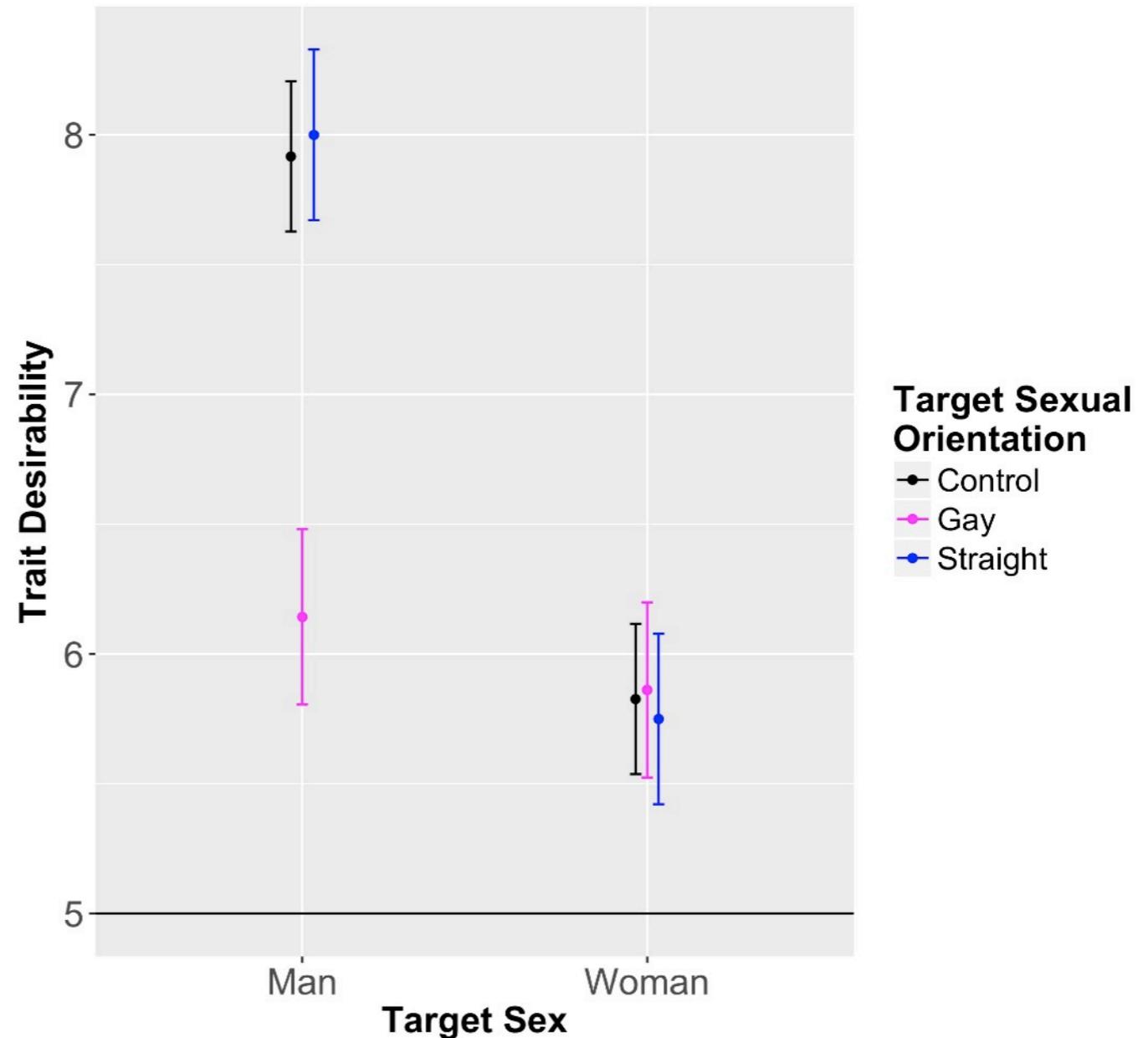


Sexual Orientation Results

Sexual Orientation Asymmetry

Ambitious, Arrogant, Business Sense, Career Oriented, Child-like, Compassionate, Decisive, Defending own Beliefs, Feminine, Gullible, Happy, High Self-Esteem, Impressionable, Intelligent, Leadership Ability, Loving Children, Masculine, Naive, Nosy, Patient, Protecting Others, Rational, Rebellious, Self-Reliant, Shy, Spiritual, Stubborn, Superstitious, Weak, Well-Dressed, Wholesome, Willing to Take Risks, and Yielding

Effect of Sexual Orientation and Sex on Desirability of Having Business Sense

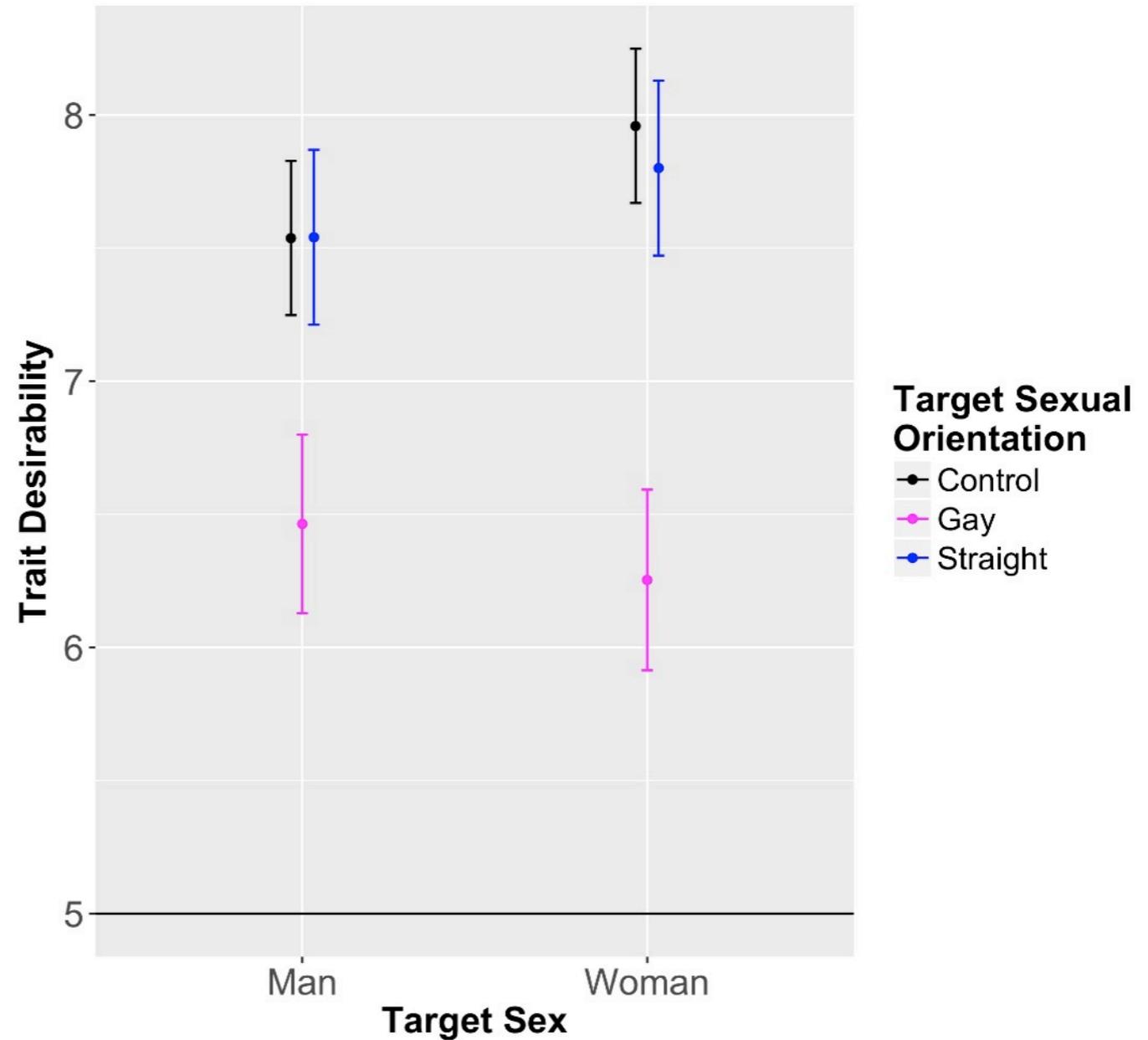


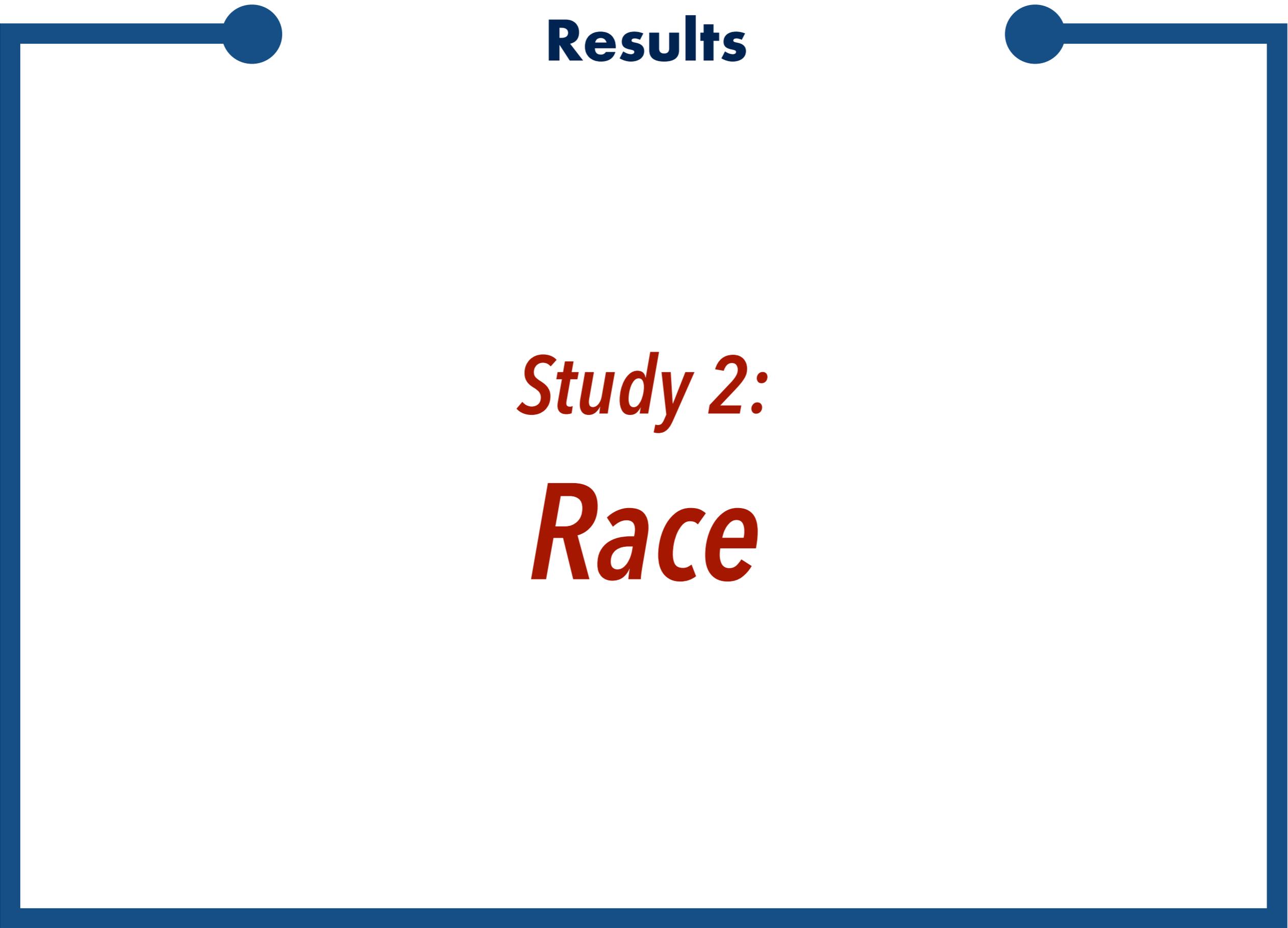
Sexual Orientation Results

Gay = Low Status

*Conservative, Dependable,
Enthusiastic, Honest, Loyal, Moody*

Effect of Sexual Orientation and Sex on Desirability of Being Loyal





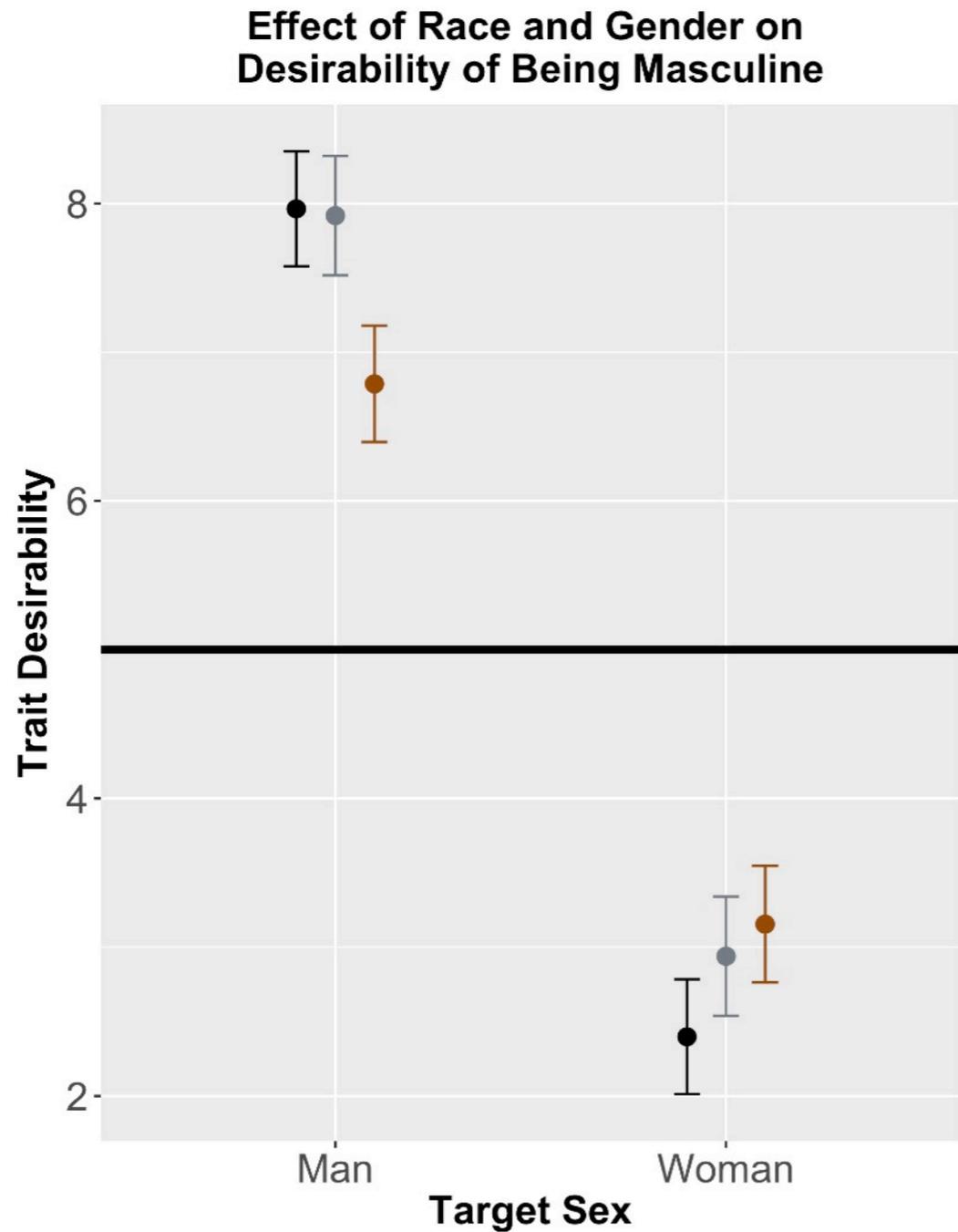
Results

Study 2:

Race

Race Results

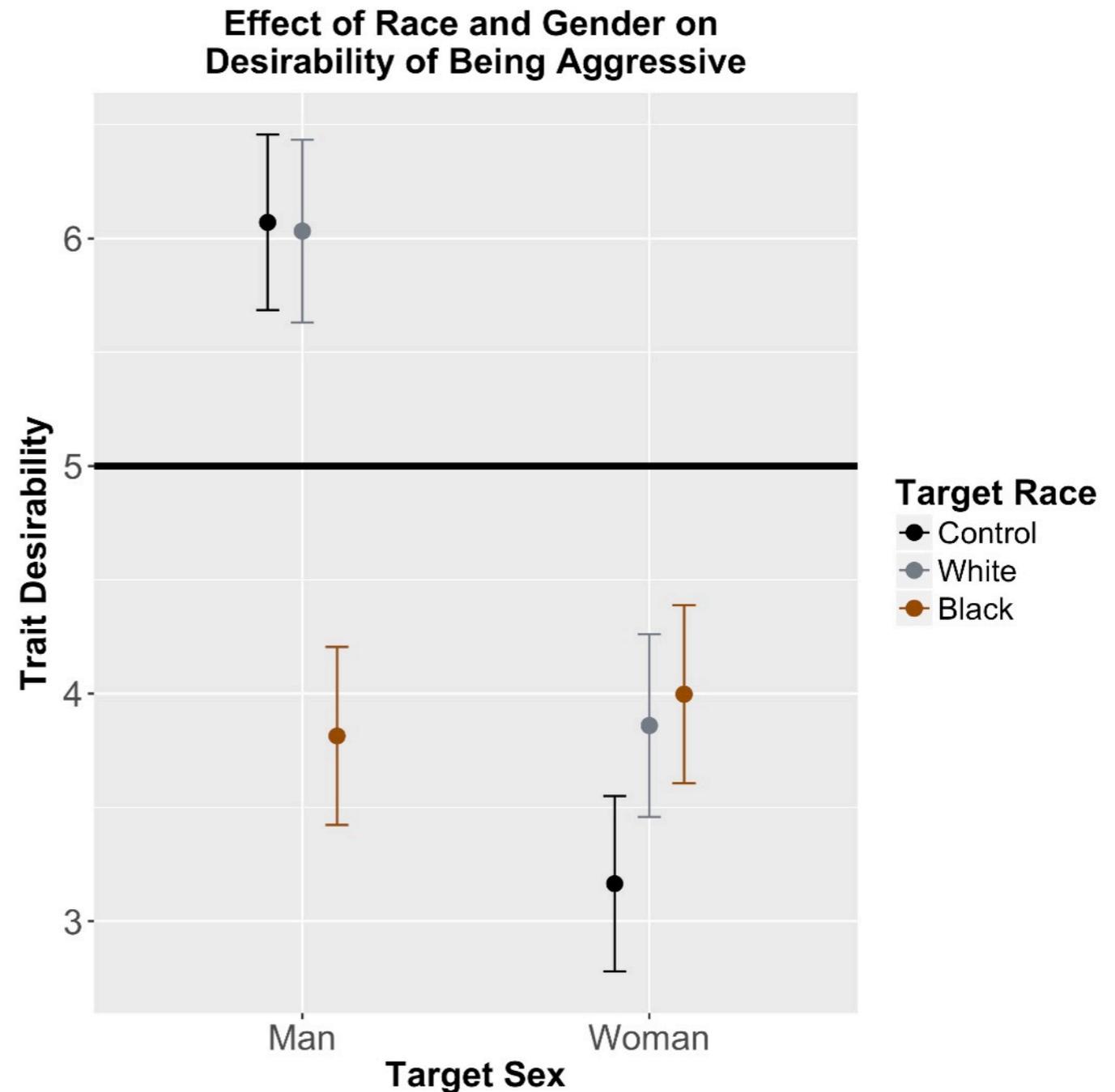
Limited Evidence for Gendered Race Theory



Race Results

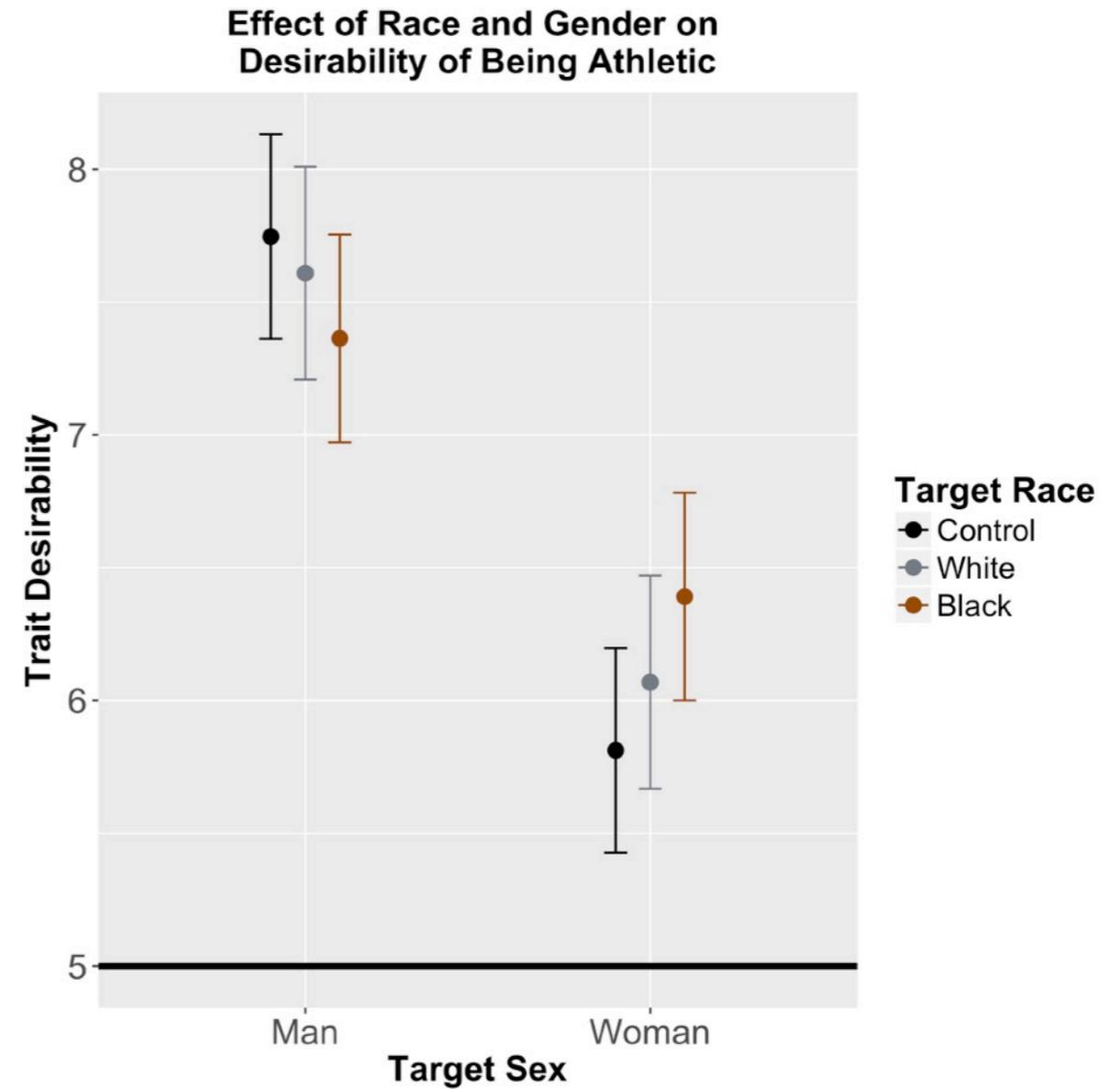
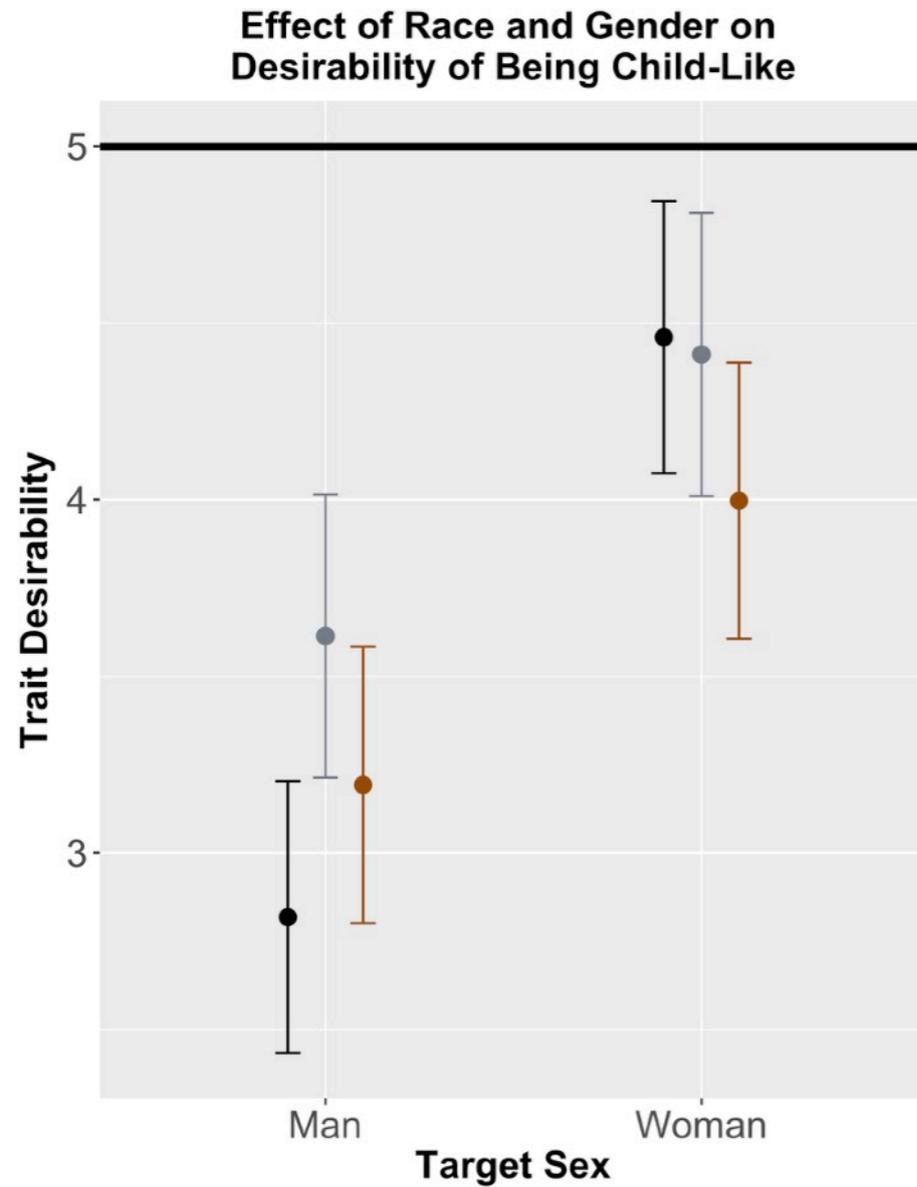
Race Asymmetry

Aggressive, Ambitious, Approval Seeking, Arrogant, Assertive, Business Sense, Career Oriented, Compassionate, Competitive, Controlling, Decisive/able to make decisions, Defends own beliefs, Emotional, Expresses Emotion, Forceful, Friendly, Gullible, Happy, High self-esteem, Impressionable, Intelligent, Leadership ability, Loves children, Melodramatic, Naive, Patient, Promiscuous, Protects others, Rational, Rebellious, Self-reliant, Sensitive, Shy, Strong Personality, Stubborn, Warm and kind, Willing to take risks, Yielding



Race Results

Gender Differences between Black Targets



Broad Discussion

Gender prescriptive stereotypes show evidence of Eurocentrism and heterocentrism

Current theories on descriptive stereotypes aren't as applicable to prescriptive stereotypes

Gender prescriptive stereotypes might be particularly influenced by status for non-prototypical targets



“There is no such thing as a
single-issue struggle
because we do not live
single-issue lives.”

Audre Lorde

Thank You



Sa-kiera Hudson
shudson@g.harvard.edu