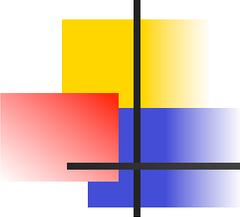


# Modern Gender Role Stereotypes

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Todd J. McCallum, Ph.D.

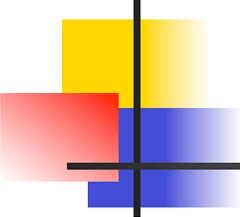
Case Department of Psychology



# Background & Introduction

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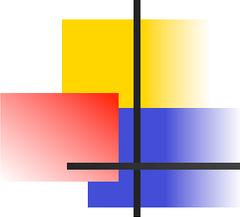
- In 1968, Rosenkrantz, et al., investigated gender role stereotypes
  - Surveyed two college classes to create a list of commonly held stereotypes
  - Used that list to validate each stereotype
    - How prevalent
    - How strong
    - Etc.



## Background & Intro, cont'd

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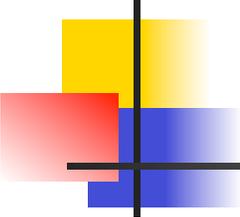
- In 2002, Nesbitt & Penn followed up on the work of Rosenkrantz, et al.
  - Larger, more diverse sample
    - Rosenkrantz' sample was likely primarily white and upper-class college students
    - Nesbitt & Penn used a much more diverse group, both in race / ethnicity and income
    - *Used the same list as Rosenkrantz!*



# Present Study

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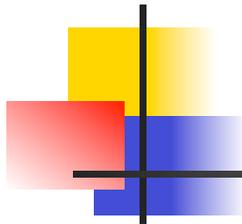
- We believe that by using the same list as Rosenkrantz, et al., Nesbitt & Penn created a flaw in their research
- We plan to create a new list by running a present-day survey
- We will validate items from our list on a present-day sample as well



# Method

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- Asked college students to list all the **attitudes, behaviors, and personality characteristics** they thought distinguish men and women
- Took any item listed twice (or more) and created a new measure

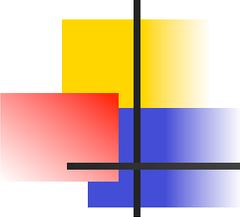


# Method, cont'd

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- We ended up with fifteen statements about men and women:

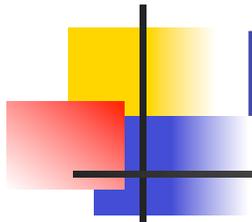
Women are sensitive.	Men are confident.	Women are emotional.
Men care about sex.	Women are nurturing.	Men are stoic.
Women enjoy cleaning.	Women are compassionate.	Women hide their meaning.
Women communicate openly.	Women cry often.	Women are good listeners.
Men are aggressive.	Men are decisive.	Men watch sports.



## Method, cont'd

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- During our second part of the study, new participants rated how much they agreed with each statement
  - 1 = Strongly Disagree
  - 5 = Neutral
  - 9 = Strongly Agree
  - 0 = No Opinion



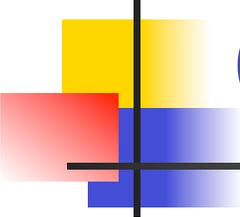
# Results

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- Our second survey had  $N = 298$

Statement	Mean	SE Mean	Std. Dev.	N
Women are sensitive.	6.815	0.104	1.789	298
Women are emotional.	6.919	0.111	1.899	295
Women are compassionate.	6.785	0.101	1.740	297
Women are nurturing.	7.108	0.100	1.712	296
Women enjoy cleaning.	3.770	0.120	2.070	296
Women communicate well. 295	6.098	0.107	1.844	295
Women hide meaning.	5.454	0.124	2.126	295
Women are good listeners. 296	6.568	0.106	1.821	296
Women cry often.	5.822	0.112	1.942	298
Men are aggressive.	6.146	0.109	1.867	295
Men are confident.	5.841	0.102	1.752	296
Men are decisive.	5.531	0.106	1.811	294
Men care about sex.	7.441	0.121	2.092	297
Men watch sports.	6.671	0.117	2.006	295
Men are stoic.	5.248	0.098	1.639	278

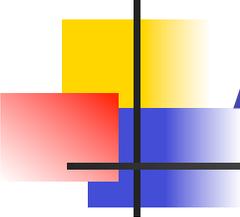
- 109 men, 188 women, 2 no gender indicated



# Conclusions & Future Work

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- It is clear that *some statements* were agreed with more (or less) than others
- It is not immediately clear if there is a bias toward *male* or *female* traits
  - We also don't know how *desirable* each is
- The next step is to *compare our results* with those of Rosenkrantz, et al., and Nesbitt & Penn



# Works Cited & Acknowledgements

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Nesbitt, M. N., & Penn, N. E. (2000). Gender role stereotypes after thirty years: a replication of Rosenkrantz, et al. (1968). *Psychological Reports, 87*, 493-511.