Gender Stereotypes: Masculinity and Femininity

Chapter 3
Chapter Overview

I. Survey
II. Quiz
III. Origins of Gender Stereotypes
IV. Conceptualizing and Measuring Masculinity and Femininity
V. The Process and Implications of Stereotyping
VI. Considering Diversity
I. Surveys: see Hand-out packet
II. Quiz
1. The Industrial Revolution is greatly responsible for women’s subordinate status.

True
2. Women are naturally more religious and virtuously than men.

According to the textbook, False
3. The best way to demonstrate manhood is to not show any feminine traits.

True
5. Children begin to stereotype people according to their gender at about the age of three years.

True
6. Masculinity and femininity are easy to measure.

False
7. Using the terms “instrumental” and “expressive” in place of “masculine” and “feminine” has made it easier to measure masculinity and femininity.

False
8. When considering traits, behaviors, physical characteristics, and occupations, people perceive men and women to be most dissimilar in their physical characteristics.

True
9. People give masculine traits more positive ratings than feminine traits.

True
10. Just admitting that one belongs to a stereotyped group can lower one’s performance on a test.

True
III. Origins of Stereotypes

A. Definitions

B. Directed free-writing
   1. Where did the stereotypes come from?
   2. What are women supposed to be like?
   3. What are men supposed to be like?

C. Group Discussion

D. Class Discussion
A. Definitions

1. Stereotype
2. Prejudice
3. Discrimination
III. Origins of Stereotypes

A. Definitions

B. Directed free-writing
   1. Where did the stereotypes come from?
   2. What are women supposed to be like?
   3. What are men supposed to be like?

C. Group Discussion

D. Class Discussion

E. What the book says
IV. Conceptualizing Masculinity and Femininity: Separate Spheres
Female Stereotypes: The Cult of True Womanhood

The Cult of True Womanhood held that the combination of purity, piety, submissiveness, and domesticity provided the promise of happiness and power to the Victorian woman, and without these no woman's life could have real meaning.
Pious
Domestic
Purity
Male Stereotypes
Give ‘em Hell

“Tough-guy, huh?”

• Pg. 61
“Yeah, Clem, I hurt. But y’know, it’s a good kind of hurt.”
“Okay, Johnson—we’ve got a deal. We’ll let your people and my people work out the details.”
No Sissy Stuff

Frank...don't do that.
IV. Conceptualizing and Measuring Masculinity and Femininity

B. Appearance is the overriding factor of traits, behaviors, appearance, & occupations.  
   (Deaux & Lewis, 1984)

C. Male characteristics receive more positive ratings.  
   (Broverman, Vogel, Broverman, Clarkson, & Rosenkrantz, 972)

D. Women receive more favorable evaluations than men.
C. Attitude Changes

1. Egalitarianism for women (Spence & Hahn, 1997)

D. A Discouraging Word

1. Women are ambivalent & negative toward men
   a. Hostility toward men and male gender roles
   b. Admiration and attraction
      (Stephan, Stephan, Demitriakis, Yamada, & Clarkson, 2000)

2. Attitudes result from negative contacts with men more than stereotypes.
   (Stephan, Stephan, Demitriakis, Yamada, & Clarkson, 2000)

3. Women believe men hold more bias for women than men express.
   (Edmonds & Cahoon, 1993)
V. The Process and Implications of Stereotyping

A. Walk-about
   1. What’s good about stereotyping?
   2. What’s bad about stereotyping?
Benevolent Sexism
B. Research results

1. Prejudice, discrimination, & self-defeating beliefs or “stereotype threat” (Steele & Aronson, 1995; Koenig & Eagly, 2005)

2. Benevolent Sexism => increased feelings of worth for those in the in-group

3. Women receive more favorable evaluations than men.
VI. Considering Diversity

A. Hispanic students
   1. Women are more successful in school.
   2. To men, ethnic identities was an obstacle

B. Universal Stereotypes
   1. Male: adventurous, dominant, forceful, independent, masculine, & strong
   2. Female: sentimental, submissive, & superstitious