Contextual Predictors of Implicit Gender-Career Stereotyping

Jared M. Cutler & Kimberly B. Kahn, Portland State University

Portland State UNIVERSITY

Background

-Bias of Crowds (Payne et al., 2017)
- -Implicit attitudes as **contextual,** and **aggregated by region**

-Implicit Gender-Career Stereotyping (IGS)
- **-Female-family, male-career** (Corrigall & Konrad, 2007)
- -Pervasive
- -Working women as counterstereotypic exemplars

-Multidimensional Approach (MDA, Sadler & Devos, 2020)
- **-Representation:** proportion of working women in an area
- **-Integration:** distribution of working women in an area

-Contact with counterstereotypical exemplars may **weaken** implicit associations depending on the job (Lai et al., 2014)
- -Women in feminine careers as **stereotype consistent** (e.g., teacher) (Diekman et al., 2010)
- -Women in masculine careers as **stereotype inconsistent** (e.g., architect)

RQs: Is gender **context diversity (**representation & integration) associated with implicit gender-career stereotyping within that region? Does the effect of representation depend on the **occupation's gender stereotypicality**?

Method

Material

-2010-2019 **American Community Survey** (ACS)
- -*N* = **343** Metropolitan Statistical Areas (MSAs)

-2010-2019 gender-career **Implicit Association Test** (IAT) from Project Implicit (Xu et al., 2014)
- -*N* = **732,207** respondents

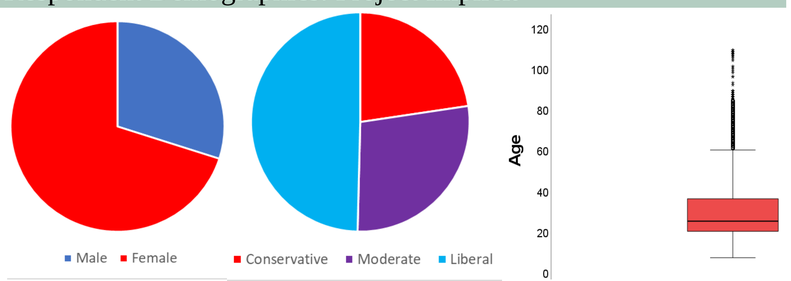
Measures

-Representation and **integration** (Sadler & Devos, 2020)
-Prop. of Women in **Feminine/Masculine careers** (Diekman et al., 2010).
-IAT D-Scores: + = female-family; - = female/career

Procedure

-Datasets merged using **MSA ID** and **Year** as indicators.
- **-Exclusions** consistent with prior work. (Sadler & Devos, 2020)

Respondent Demographics: Project Implicit

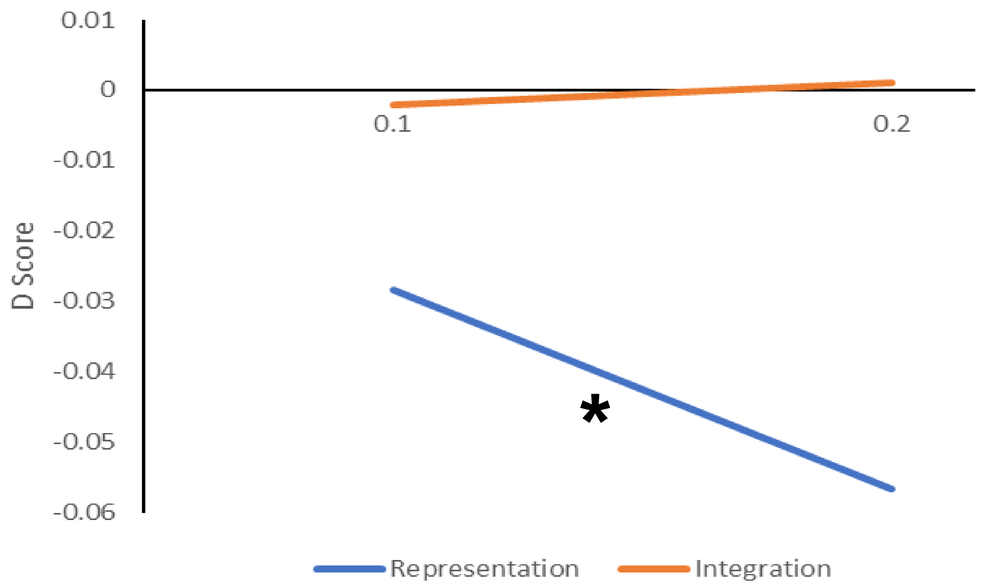


Results

Analysis I

-MLM, covariates of race, age, sex, ideology, education.

Representation and Integration predicting IGS. Change in d-scores for a .10 increase in X.



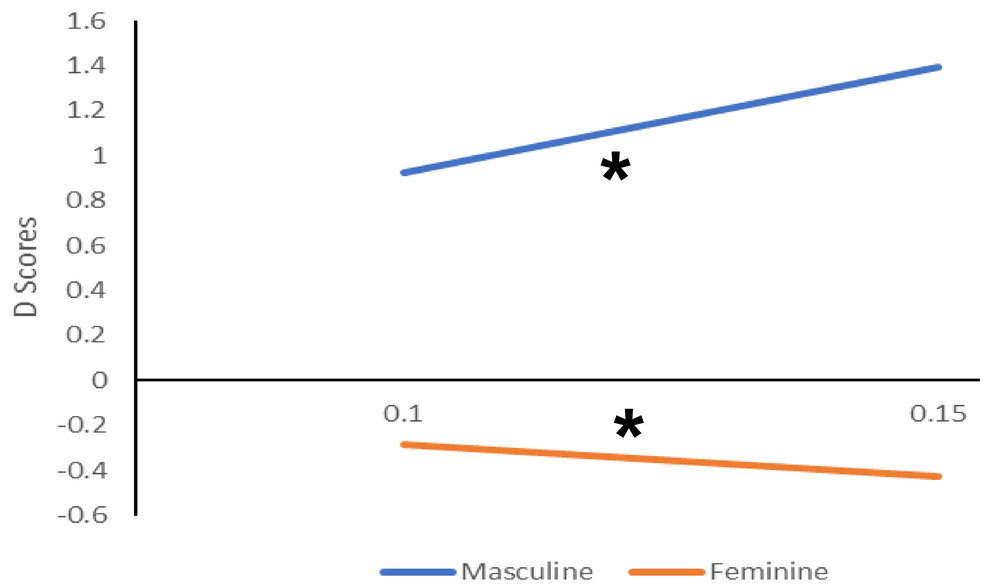
-***Summary*** Representation was **a significant** negative predictor of IGS
- -*B* = -.28, *SE* = .02, *p* < .001.

-Integration **was not** significant, *B* = -.02, *SE* = .04, *p* = .570.

Analysis II

-Same covariates as above, plus representation.

Proportion of Women in Masculine and Feminine Careers: change in d-scores for every .10 change in X



Summary for Analysis II

-The proportion of working women in **feminine careers** was a significant positive predictor of IGS,
- -*B* = 9.26, *SE* = .84, *p* < .001.

-The proportion of working women in **masculine careers** was a significant negative predictor of IGS,
- -*B* = -2.63, *SE* = .88, *p* = .003.

Discussion

Summary

-Representation (proportion of working women) **negatively associated** with IGS
- **-No effect** for **integration** (distribution of working women)

-Women in **feminine** careers **positively predicted** IGS
-Women in **masculine** careers **negatively predicted** IGS

Takeaways

-Greater contact with working women, a counterstereotypic exemplar, **less** traditional IGS in area
-The effect of representation on IGS depends on whether the occupation is **stereotype consistent**
- -May reduce IGS by **increasing working women** in masculine careers in an area

-Integration may have failed due to **isolated pockets** of high and low representation
- **-Contact** may lead to mixed results

-Moderate support for **Bias of Crowds** model and the **MDA**
- -But: effect sizes were **small** (Connor & Evers, 2020)
- -Small effects over thousands: **Big impact**

Limitations

-Could not establish causality or **directionality**
- -Does representation predict IGS, or **vice versa**?

-Project Implicit as a **non-representative sample**

Future Research

-What about **men**?
-Test **Directionality**
-Gender-science stereotypes?

Contact: jmc36@pdx.edu