measure. After completion, the data were downloaded from Qualtrics and uploaded in to SPSS. The numerical codes were used to pair the two respondents' data together and the person identifier differentiated the responses by person.

Data Preparation. After uploading into SPSS, data were recoded and reverse coded as needed. Three data points were missing from the masculine norm conformity measure, 5 data points were missing from the feminine norm conformity measure, and 2 data points from the uncertainty measure were missing; the respondents with missing data points provided responses for all other items on the scale and therefore mean replacement was use for these data. The uncertainty measure was significantly positively skewed and a log10 transformation was performed.

In order to measure non-independence, the individual data set was formatted into a dyadic set. For this format, each row represented a couple rather than an individual, and ".1" and ".2" were added to each variable label to represent the scores for each partner placed next to each other on the same row. Each variable .1 (men) was then correlated with each variable .2 (women) to measure the non-independence for that variable.

An individually formatted data set was used test Hypothesis 1. The predictor variable (whether the dyads were primed or not) was considered a level 2 variable because it described the dyad rather than the individual. This variable was effects coded (primed = 1; not primed = -1) before analysis. In addition, scores for gender norm conformity were standardized, kept separate and tested separately.

In order to test hypotheses 2-5, the individual data set was transformed in to a pairwise format to measure the APIM. For this transformation, scores for masculine norm conformity and scores for feminine norm conformity were merged in to one gender norm conformity variable