



GENDER STEREOTYPES AND SEMANTIC CATEGORIZATION IN A PRIMING PARADIGM

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Research Idea

Different gender stereotypes have been shown to exist for men and women.

Previous priming experiments demonstrated that processing of stimuli with a prior congruent prime is faster (SOURCE).

Does priming with male/female faces affect the processing of gender stereotypic adjectives – from the adjective check list (Williams & Bennet, 1975) – associated with masculinity or femininity?

Priming

Incongruent/congruent priming with

- Happy faces (positive prime)
- Angry faces (negative prime)
- Masculine faces
- Feminine faces

Presented very briefly

- 200 milliseconds

Randomized m/f, positive/negative



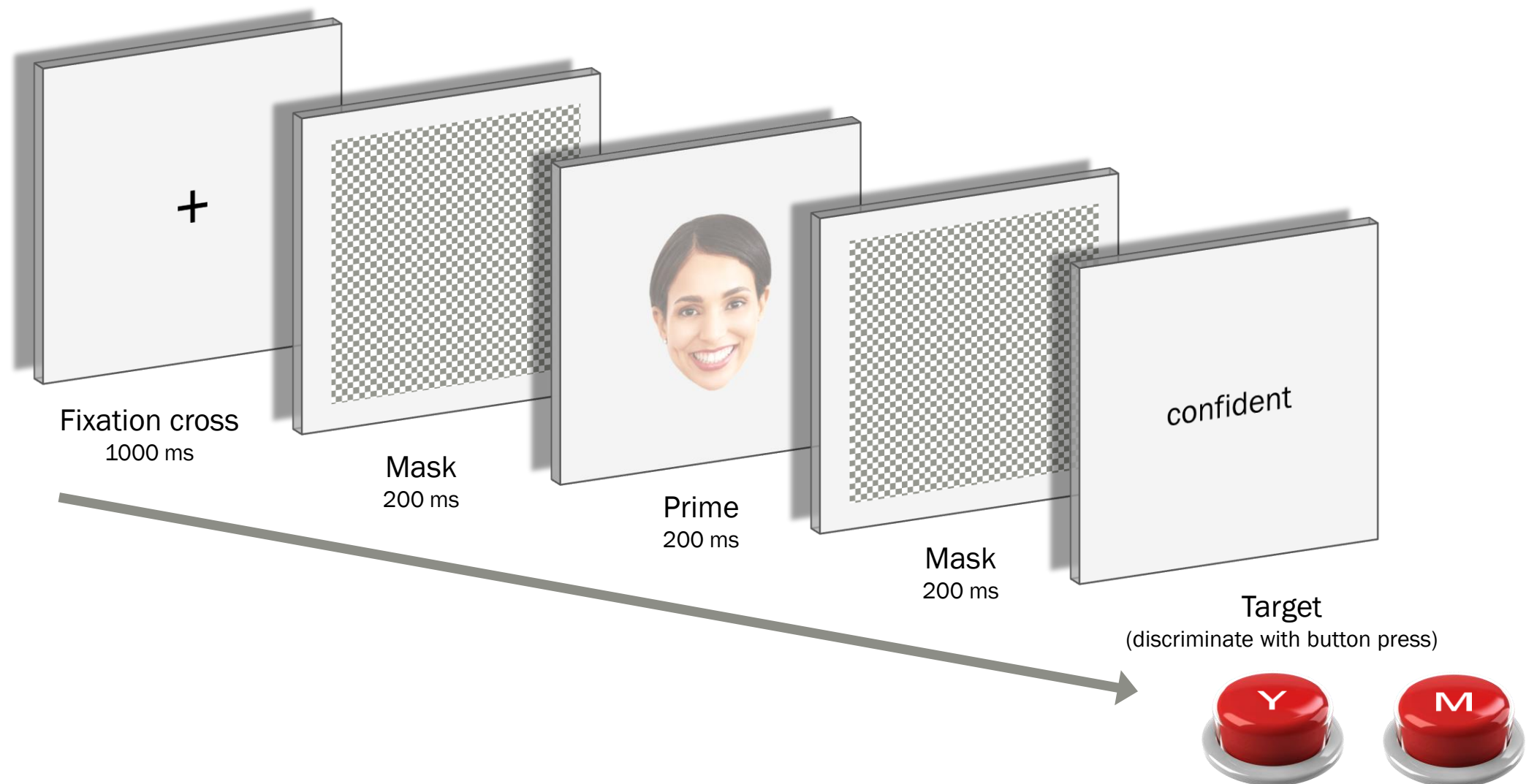
Stimuli

Positive, neutral and negative adjectives that are associated either with the masculine or the feminine stereotype.

Source is the English adjective checklist by Williams & Bennet (1975).

	Feminine	Masculine
⊕ positive	affectionate appreciative attractive charming gentle	adventurous ambitious confident courageous enterprising
○ neutral	dreamy sensitive sentimental emotional unexcited	daring dominant handsome tough unemotional
⊖ negative	frivolous fussy nagging prudish whiny	boastful coarse cruel disorderly loud

Design



Hypothesis

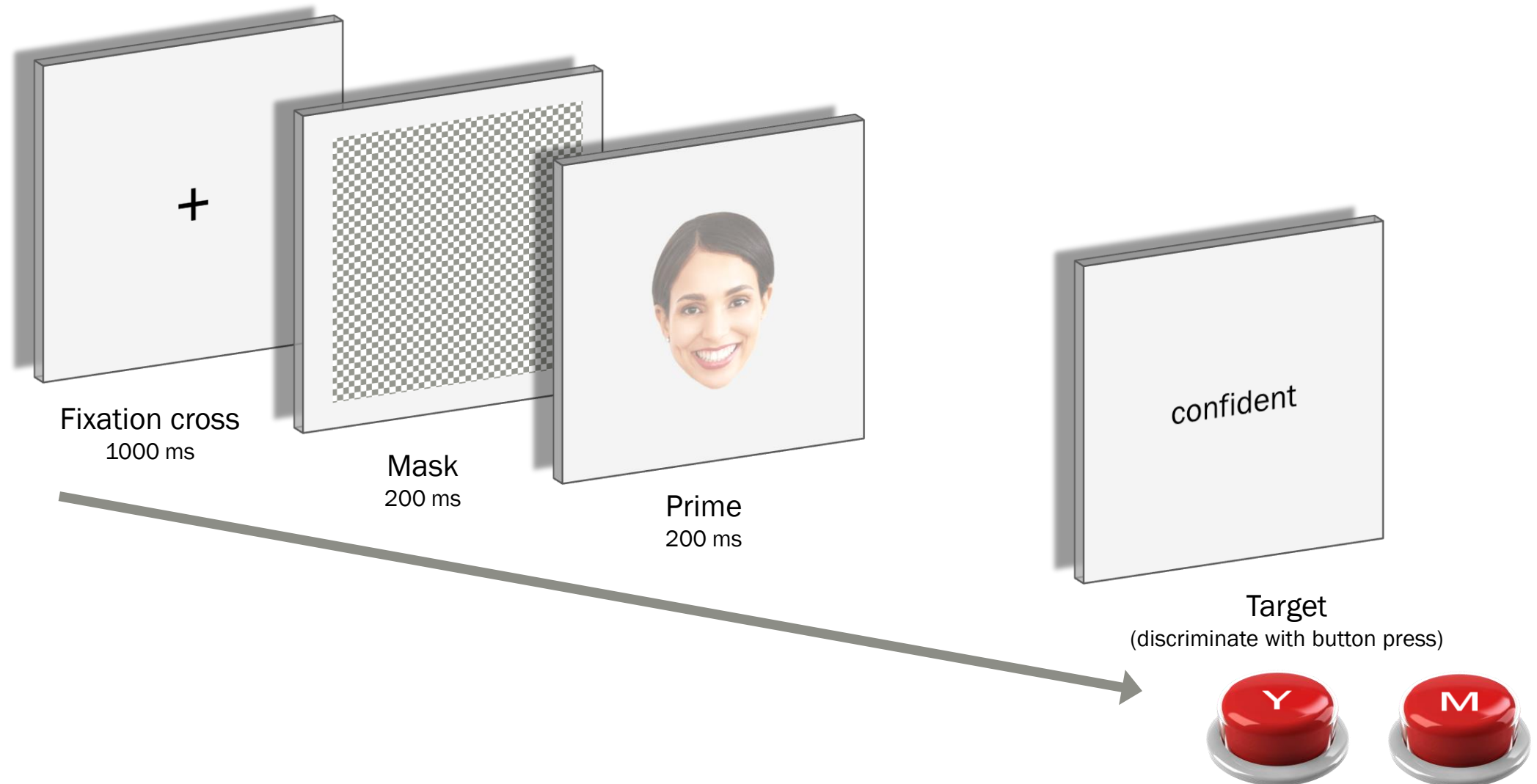
H_1 : Participants react faster in congruent trials than in incongruent trials.

H_{1a} : Congruence regarding gender.

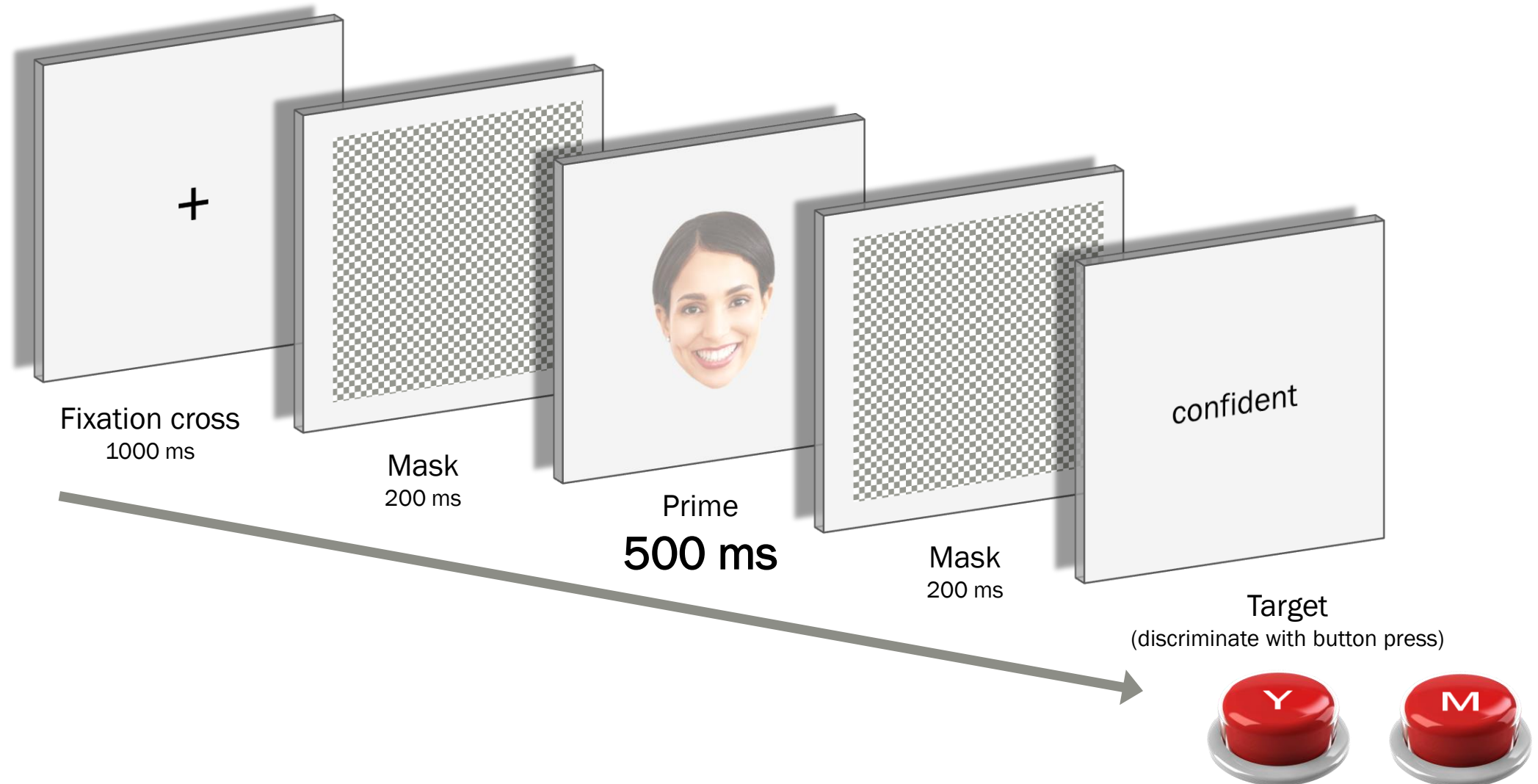
H_{1b} : Congruence regarding valence.

Possible Outcomes		Female face prime		Male face prime	
		happy	aggressive	happy	aggressive
Feminine adjective	positive	○○	○×	×○	××
	negative	○×	○○	××	×○
Masculine adjective	positive	×○	××	○○	○×
	negative	××	×○	○×	○○

Design Variant A – no 2nd mask



Design Variant B – long



Design - Variables

Inputs

1. Participant ID
2. Gender
3. Age
4. Handedness

Saved Data

1. Trial number
2. Reaction times
3. Button pressed
4. Correct/incorrect
5. Congruent/incongruent
6. Masculine/feminine face
7. Happy/angry face
8. Masculine/feminine adjective
9. Positive/negative adjective

Open Questions

- Ideal duration of prime (50 ms ~ 1000 ms)?
- Reduce one level of complexity?
 - *Feminine vs masculine*
 - *Positive vs negative*
- How many trials are necessary?
- One hand or two hands for button press?