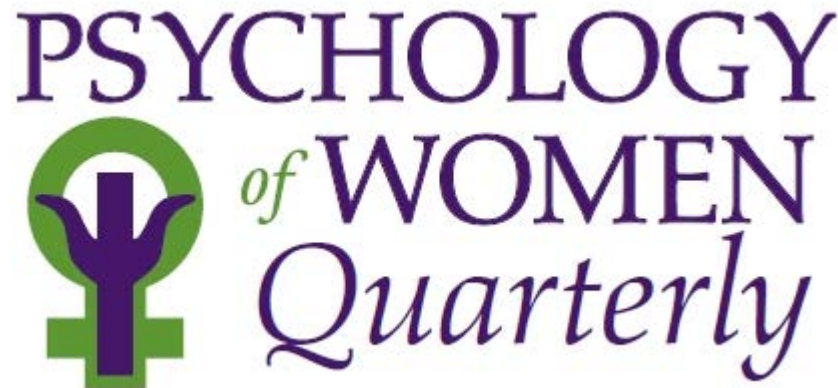


Perceiving and Confronting Sexism: The Causal Role of Identity Salience

Supplemental Material for
Katie Wang and John F Dovidio



Confronting Sexism

- ▶ Women exposed to sexism across a wide range of settings
- ▶ Many women do not confront sexism
 - May have psychological and social consequences
 - Confrontation linked to empowerment
 - May serve as a means for social change



Social Identity Theory

- ▶ Social identity theory
 - People self identify as individuals and as members of social groups
 - Social identity – us/not us
 - Personal identity – me/not me



Social Identity

- ▶ When social identity is activated
 - Individuals view world through group membership
 - Compare own group to others
 - Accentuate intragroup similarities
 - Perceive in-group members as having prototypical group characteristics
 - Emphasize intergroup differences



Social Identity

- ▶ Making social identity salient
 - Increases motivation to defend and enhance the status of one's group
 - Prompts collective action against incidents that threaten the esteem of the group

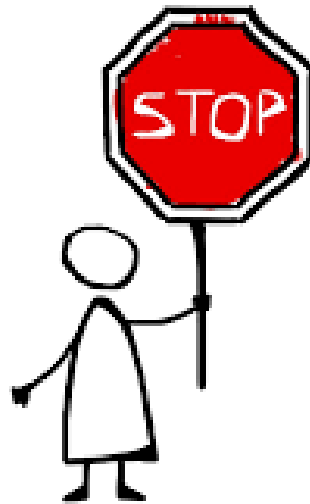


The Current Study



The Current Study

- ▶ Investigated whether social or personal identity influences women's confrontation of a sexist incident



The Current Study

- ▶ Created simulated online interaction
- ▶ Manipulated salience of gender (social) vs personal identity
- ▶ Assessed impact of social identify salience on women's prejudice perception
- ▶ Confrontation of gender bias
 - Extent to which participants opposed male partner

Hypotheses

H1	Those primed to focus on social identity would be more likely to confront their interaction partner about a sexist comment than those primed to focus on their personal identity
H2a and 2b	(2a) Women whose gender identity was made more salient would perceive the sexist comment as more prejudiced (2b) and would respond with confrontation

Method

- ▶ Participants recruited using Amazon Mechanical Turk (Mturk.com)
 - General public complete surveys for monetary compensation
- ▶ Participants paid 75 cents upon completion of the study
- ▶ Told the study was examining asynchronous internet communication



Method

Participants assigned to one of two conditions

Personal Identity Condition

Reflect on feelings of self as unique individual

- Responded to items from Rosenberg Self-Esteem Scale

Social Identity Condition

Reflect on feelings of self as member of gender group

- Responded to items from collective self-esteem scale

Validity checked using pilot study

Online interaction

Responded to sexist comments “written” by a software engineer, Michael

Methods: Measures

Measures	
Self-reported confrontation	Rated responses to Michael's comments on 7pt scale (1 strong support, 7 strong objections)
Coded confrontation	Independent coders rated responses to Michael's comments on 7pt scale (1 strong support, 7 strong objections)
Perceived prejudice	"To what extent do you find Michael's comment to be sexist?" "To what extent do you find Michaels comment to be rude?" (1, not at all, 7, very much)

After completing measures, all participants were fully debriefed and told that Michael was not real

Results



Results

H1 Those primed to focus on social identity would be more likely to confront their interaction partner about a sexist comment than those primed to focus on their personal identity

Those in the gender identity condition were more likely to confront the sexist comment than those primed to focus on personal identity

Results

H2a Women whose gender identity was made more salient would perceive the comment as more prejudiced ...	Supported!
H2b...and would respond with confrontation	Supported!
Perceived prejudice mediated the association between gender identity and confrontation	
Alternative model also significant: Self-reported confrontation mediated association between gender identity and perceived prejudice	

Discussion



Discussion

- ▶ Women primed to focus on their gender identity:
 - Perceived a sexist comment as more prejudiced
 - Were more likely to engage in confrontation
- ▶ Consistent with basic tenets of social identity theory



Practice Implications

- ▶ Important for diversity training initiatives
 - Current interventions encourage people to find common ground with majority
 - Should also acknowledge potential discrimination and active ways of coping with bias
 - Programs could help women activate their gender identity when facing bias
 - Can decide whether to confront



Practice Implications

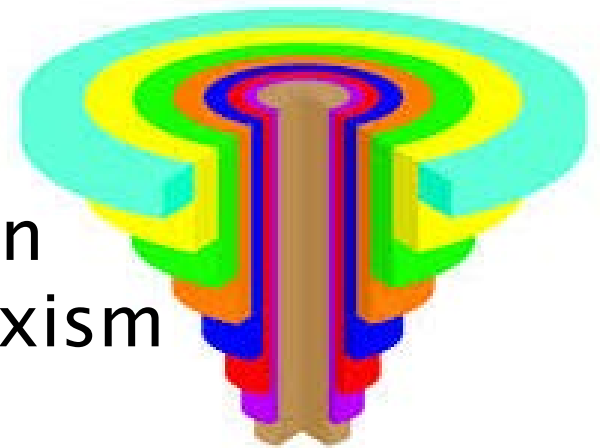
- ▶ Important for those designing diversity training initiatives



What program would you design based on this research?

Conclusion

- ▶ Study contributes to literature on the dynamics of perceiving and responding to gender discrimination
- ▶ Gender identity can be an important motivator for women navigating subtle, everyday sexism



Questions? Comments?

