Gender Determinism

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Gender Determinism

• The strength of an individual’s belief that **gender is a foundational force** dictating people’s: personality traits, behaviors, abilities, attitudes, and values.

• High GD believe that differences between men and women
  – manifest into distinct characteristics (not just those scientifically documented such as height/ strength)
  – Have prescribed social roles
Gender Wage Gap Preferences

The graph illustrates the relationship between gender determinism and the preference for a spouse to earn more. The x-axis represents gender determinism on a scale from 1 to 5, while the y-axis shows the preference for a spouse to earn more ranging from 2.5 to 4.5. The graph distinguishes between male (solid line) and female (dashed line) preferences, with data points indicating a trend that female preference decreases as gender determinism increases, whereas male preference increases.
Other’s Role Conformity

Positive Impression of Protagonist in an Advertisement

<table>
<thead>
<tr>
<th></th>
<th>Lo GD</th>
<th>Hi GD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Consistent</td>
<td>5.6</td>
<td>6.0</td>
</tr>
<tr>
<td>Ad Not Consistent</td>
<td>5.6</td>
<td>5.4</td>
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</tbody>
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Success of Institutional Change

Military will function worse with more Women

Lo GD

Hi GD
Why we like this GD Scale

• Easy to measure (4 items)
• Content free, minimizing response bias
• No gender differences in response levels
• Captures the variance we see in how much people seem to care about gender these days
• Can tease out subtle effects
  – blocking variable
  – interaction variable