Celebration 2016

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The Effects of Gender and Self Construal on Perception of Racism

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Description
When looking into the idea of if one's gender and their self-construal has an effect on how they perceive racism, we hypothesize that women will take a more interdependent self-construal and men will take a more independent self-construal. Based on how they identify, we believe that those in the interdependent condition will perceive more racism and those in the independent condition will perceive less racism.

Location
CUB Ballroom

Disciplines
Personality and Social Contexts | Psychology | Social Psychology

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The Effects of Gender and Self-Construal on Perception of Racism

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Introduction

Prior Research
- There are gender differences related to self-construal (Foels & Tomcho, 2009) and women are more supportive of affirmative action than men (Spanierman et al., 2012). European Americans are less likely to perceive racism than African Americans (Nelson et al., 2013).
- Past research has found that group status (minority vs. majority) has an effect on one’s sense of responsibility to participate in civic duties. Members of minority groups tend to feel the need to help others more than majority members.

Current Research
- The present research applies a cultural psychological approach to consider how exposure to (i) a gender prime and (ii) self-construal narrative (independent vs. interdependent) influences perception of racism and support for collective action.

Hypotheses
1a. Participants in the independent self-construal condition will perceive less racism as a whole, and more individual racism than participants in the interdependent self-construal condition.
1b. Participants in the independent condition will perceive more individual racism compared to systemic racism.
2a. Participants in the interdependent condition will perceive more systemic racism compared to individual racism.
2b. Participants in the interdependent condition will perceive more systemic racism compared to individual racism.
3. Perception of racism will mediate intended collective action.

Method
Participants: 157 (105 female, 52 male) participants completed the survey.

Procedure
- We used snowball sampling via Facebook to recruit participants.
- All participants were primed to think about their gender identity.
- Participants were randomly assigned to read a story either priming independent or interdependent self-construal.
- Participants completed a questionnaire regarding their perception of racism and intended collective action.

Results

Intended Collective Action: There was a significant main effect of gender, F(1, 153) = 11.34, p = .001, η² = .07. There was no significant main effect of self-construal, F(1, 153) = .70, p = .40. There was not a significant interaction between self-construal and gender, F(1, 153) = .08, p = .78.

Discussion

- Hypotheses 1 & 2 were not supported. Self-construal does not have an effect on how participants perceive racism.
- Hypothesis 3 was supported. Perception of racism mediated intended collective action, with high perception of racism leading to greater intended collective action, and low perception of racism leading to less intended collective action.
- Future research should include a control condition on top of the gender prime when testing the effects of self-construal on perception of racism and intended collective action.
- A major limitation of this study is that there were 67% females.

References