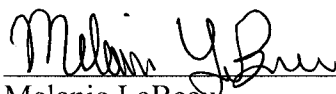


At the Water Cooler: The Effect of Gender and Innuendo on Workplace Interactions

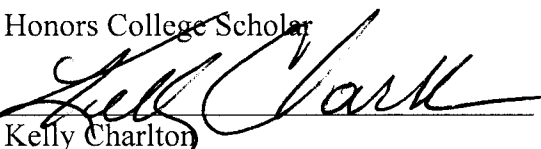
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By
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Abstract

The purpose of this study was to examine the effects of gender, attractiveness, and sexual innuendo on workplace evaluations. Eighty-seven individuals (Males=29, Females=57) from a Southeastern Liberal Arts Institution participated for course credit. Participants completed a measures packet that assessed evaluations of an attractive or unattractive male or female HR director who uses or does not use sexual innuendo when inviting a coworker to a meeting. The presence of sexual innuendo overwhelmingly resulted in negative evaluations. Gender presented only minor effects in relation to overall, social, and boundary evaluations. Interestingly a number of participants perceived the HR Director to be gay/lesbian. The gay/lesbian HR Directors were evaluated higher on nearly all evaluations.

AT THE WATER COOLER: THE EFFECT OF GENDER AND INNUENDO ON WORKPLACE INTERACTIONS

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Interactions in the Workplace

Individuals are evaluated on all sorts of dimensions in the workplace (e.g. gossip and attire, Farley, Timme, & Hart, 2010, Howlett, Pine, Cahill, Orakçioğlu, & Fletcher, 2015, respectively). Indeed, informal evaluations, such as those based on sex, age or race, may have the capacity to influence how people are formally evaluated, thus influencing their career path (Levy, 2010). In order to understand these evaluations it is important to understand what kinds of stimuli may generate negative reactions from those that may generate positive reactions. This study will address the stimuli of gender, sexuality, and attractiveness in relation to perceptions of individuals in a workplace setting.

Gender

Because gender differences can create issues in the workplace, in some cases women are treated less favorably than others by their employers or coworkers (Goswami & Gupta, 2012) it is also important to understand how males and females may be perceived differently. Males and females are often treated differently in relation to pay and promotion, for example males are likely to be paid more than females, and women are also less likely to benefit if they increase their performance (Roszell et al., 1989; Howlett, et al., 2015). Women also face different obstacles when attempting to reach higher positions; indeed appearance plays a factor for women but not for men (Howlett et al.). As another obstacle, women are expected to work as hard as men but are given unequal pay (Howlett et al.; Levy, 2010). The presence of gender differences creates a lack of equity, and these gender differences are not only a disadvantage for women but also for industry as a whole; mutual gain is lost when a woman is passed over simply for being a woman (Goswami & Gupta).

Behavior that is in line with gender stereotypes can influence evaluation; there are cases

of women being told to act more feminine in order to be considered for advancement (Leskinen, Rabelo, & Cortina, 2015). Gender stereotypes also present the barrier that stereotypical female traits are not in line with stereotypical leadership traits (Howlett et al.). Thus the effects of attractiveness may be amplified when combined with gender. This may be the case because women are evaluated more positively if they act in ways that support the gender stereotype that women should be attractive, pretty, and gender typed (“feminine” dress and behavior; Howlett et al.)

Sexuality

When people coexist in a workplace they have the opportunity to engage in conversation. Not unrelated to gender is the use of sexual innuendo in conversations. Sexual innuendo seems related to the use of one’s sexuality. There is a surprisingly limited number of studies directly addressing how we evaluate those who use sexuality in work interactions (and no literature addressing the use of sexual innuendo). Though certainly we can see sexuality as having obvious gender implications given the findings on gender typing and behavior (Howlett et al, 2015, Farley et al, 2010, Goswami & Gupta, 2012). When women enter the workforce, research tells us that men interact with them based on stereotypes. This sometimes results in sexual harassment (Goswami & Gupta, 2012). Also, research indicates that in male-dominated professions sexuality is often seen as a means of control and men are quick to label women as available or not available (Wright, 2015).

Women who do not demonstrate their sexuality (i.e., feminine gender typed behaviors) can be passed over for a promotion despite being qualified (Leskinen, et al., 2015). Interestingly, when high status women dress provocatively they are evaluated less positively than when dressed conservatively but this was not the case for lower status women (Howlett et al., 2015).

This may indicate that sexuality use is more acceptable for lower status women. The perception that women are sexual objects and that it is appropriate to label them may affect perceptions of their behavior in the workplace (Wright, 2015).

Attractiveness

A link between attractiveness and job success has been well established in the literature, people who are more attractive have a better chance at success (Roszell, Kennedy, & Grabb, 1989; Heilman & Stopeck, 1985). Attractiveness is often decided by a person's face, the face is used as a source of immediate information and is associated with the health of a person, their romantic status, and their sociable status (Pegors, Mattar, Bryan, & Epstein, 2015). People that are viewed as attractive are likely to be paid more than those viewed as unattractive (Roszell et al.). Some of the judgments may be attributable to the "what is beautiful is good stereotype" (Dion, Bercheid, & Walster, 1972)

Beautiful is good stereotype. An attractive person is perceived as someone who has a whole host of other positive characteristics. For example, someone who is beautiful is thought to be kinder, more caring, and generally evaluated higher on a number of positive characteristics (Eagly, Ashmore, Makhijani, & Longo, 1991). These positive characteristics may just be the result of a schema for attractive people. In some cases it is possible that an attractive person is treated in a way leads the individual to confirm the positive stereotype, this phenomenon is called a self-fulfilling prophecy (Snyder, Tanke, & Berscheid, 1977) and can happen when negative expectations are present. That is when an attractive person is treated as though they have positive characteristics, then they actually develop those positive characteristics. (Dion et al., 1972). Because people can change to confirm either positive or negative expectations it is important to understand those variables that may influence these expectations as employment

decisions, salary decisions and collegiality are affected.

Beauty as a negative quality. It might not always be the case that we perceive attractive people as having more positive characteristics. Indeed, in contrast to the “what is beautiful is good stereotype” is the “what is beautiful is self-centered stereotype” (Sacco, Hugenberg, & Kiel, 2014). This stereotype equates beauty with self-centeredness and vain characteristics. It is based upon the idea that being attractive will cause others to view someone as unhelpful and entitled (Sacco et al.).

Further, in the case of women, beauty or attractiveness can be associated with being naïve or unintelligent (Heilman & Stopeck, 1985). It has also been shown that as more information about a person is learned the “what is beautiful is good” phenomenon grows weaker. Which suggests that if an attractive person shows negative actions the actions will cancel out the perception that they are better because they are attractive (Eagly et al, 1991). Therefore it could be that attractive people will be viewed negatively in the work place.

The Current Study

The current study seeks to understand what influence gender, sexual innuendo, and attractiveness have on subsequent evaluations. We will examine these variables by manipulating the attractiveness, gender, and level of sexuality of a HR director who is described in a scenario as engaged in an interaction with a coworker. The scenario involves an attractive or unattractive male or female HR director who uses or does not use sexual innuendo when inviting a coworker to a meeting. Specifically, in the sexual innuendo scenario the HR director flirts with the worker and then sends an email requesting a meeting in which the two meet for drinks at the Hilton. In the non-sexual innuendo scenario the HR director requests a normal meeting (without flirtation) and then sends an email requesting a working lunch at Olive Garden.

We hypothesize that women will be liked less than men. In particular, this seems as though it may be the case given that women are less likely than men to benefit from increased performance and earn less than men (Roszell et al., 1989; Howlett, et al., 2015). The second hypothesis is that individuals who engage in interactions involving sexual innuendo will be evaluated more negatively than those who engage in interactions without sexual innuendo, as research has shown that in some cases qualified individuals who do not conform to or pronounce their sexuality are passed over for promotion (Leskinen et al., 2015). The third hypothesis is that attractive individuals will be evaluated worse than unattractive individuals, for this hypothesis the “what is beautiful is self-centered stereotype” was considered. While there is a large body of research based upon the “what is beautiful is good stereotype” research indicates that the opposite appears more applicable in the workplace settings. Our last hypothesis was that attractive women in the sexualized scenario will be evaluated more negatively than all others. The fact that some men label women when they enter the workforce suggests that the perception that women are sexual objects may affect perceptions of their behavior in the workplace (Wright, 2015).

Methods

Participants

Participants were 87 individuals (Males=29, Females=57, One who did not provide gender) from a southeastern liberal arts institution. Participants ages ranged from 18-33 (M=19.31, SD=2.32). The majority of the participants were freshmen (75%). The ethnic breakup of the sample was as follows African American (41%), White/Caucasian (25%), Native American (11%), Biracial (7%), Hispanic (6%), other (6%), and Asian (4%). The majority of the sample (75%) had not held a supervisory role. All participants were treated in accordance with

the “Ethical Principles of Psychologists” (American Psychological Association, 2010).

Measures

Target Evaluation. The Applicant Evaluation consisted of 22 Likert scale questions evaluating the participant’s feelings towards the director of HR. Please see Appendix A for evaluation questions.

Behavior perception. Additionally, 4 questions addressed the perception of the behavior (email invitation and meeting comments) itself. These 4 questions were to what degree were Jane/Josh’s comments unprofessional, how appropriate was it for Jane/Josh to send the email to Taylor, to what degree was Jane’s/Josh’s overall behavior appropriate, and to what degree did Jane/Josh overstep her/his boundaries. Please see Appendix A for behavior perception questions.

Personality Scales. In addition to evaluations of the HR manager, we also asked a variety of questions designed to assess personality variables. We assessed: Sexual Attitude Scale (22 Likert scale slightly modified questions (for example the term “heavy petting” needed updating) regarding participants feeling toward sexual activity; Hudson, Murphy, & Nurius, 1983), Self Esteem (10 Likert questions; Goldberg et al., 2001), Body Esteem (23 Likert scale questions; Mendelson, Mendelson, & White, 2001).Competitiveness (10 Likert scale questions; Goldberg et al.) Conservative (9 Likert scale questions; Goldberg et al., 2001). Please see Appendix B for all personality scales.

Additionally, we asked several questions addressing participant’s demographics (age, major, student classification, ethnic identity, supervisory role, family income, father’s education, and mother’s education). We also asked two manipulation check questions, which asked the participant to state the sex of the HR director and of Taylor. Please see Appendix C for demographic and manipulation check questions.

Procedure

Participants were recruited from introductory psychology classes at a southeastern liberal arts institution. Participants given class credit for participation in the study. A set protocol was followed. All participants completed informed consents that explained the study. Participants were then given a measures packet that consisted of an employee profile and a scenario (see appendix D for example profile and scenarios). After reading the stimuli material participants completed the measures packet described above. The measures packet was presented in booklet format and took approximately 20-30 minutes to complete. Participants were the debriefed and were given contact information for any questions that they had.

Results

Data Preparation. A factor analysis was conducted on the interaction evaluation items. We found two main factors that accounted for participants responses. The first factor, is considered an overall evaluation, it included trust, reputation, employability, intelligence, superiority, positivity, sophistication, professionalism, interaction, email etiquette, behavior, and boundary respect. The second factor, considered, sociability and included sociability, approachability, likeability, organization, and creativity. Additionally, appearance is not included in the results as an independent variable because upon reflection and feedback the attractiveness manipulation was not strong enough (i.e., we determined, a priori, that the attractive and unattractive pictures did not differ enough from each other), thus the hypotheses for attractiveness were not analyzed. The manipulation needed more professional level pictures as well as a better written description of the HR Director as either attractive or unattractive.

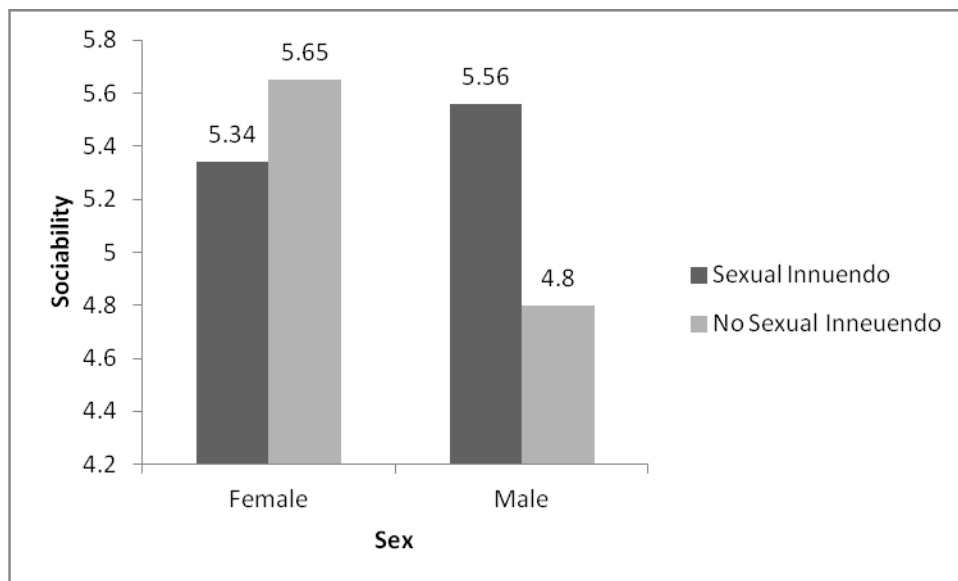
Effects of Target Sex and Sexualized Behavior on Evaluation

Overall Evaluation. An ANOVA revealed main effects for both HR director sex and

type of meeting ($F(1,83) = 4.43, p < .05$ and $F(1,83) = 17.70, p < .001$ respectively). The female HR directors were rated more positively ($M = 4.60, SD = 1.10$) than were the male HR directors ($M = 4.19, SD = 1.02$). Additionally, those HR directors who requested the sexualized meeting place (the hotel) were rated less positively ($M = 3.96, SD = 0.95$) than those who chose a non-sexual meeting place (the Olive Garden; $M = 4.82, SD = 1.03$).

Social Evaluation. An ANOVA revealed no main effects for either HR director sex or for the meeting type. However, and most interestingly there was an interaction between these two variables. As shown in Figure 1, females who suggested the non-sexual meeting place were evaluated the most favorably, while the males who suggested the non-sexual meeting place were viewed the least favorably ($F(1,83) = 4.01, p < .05$).

Figure 1. Mean sociability evaluations for the interaction between gender and sexual innuendo conditions.

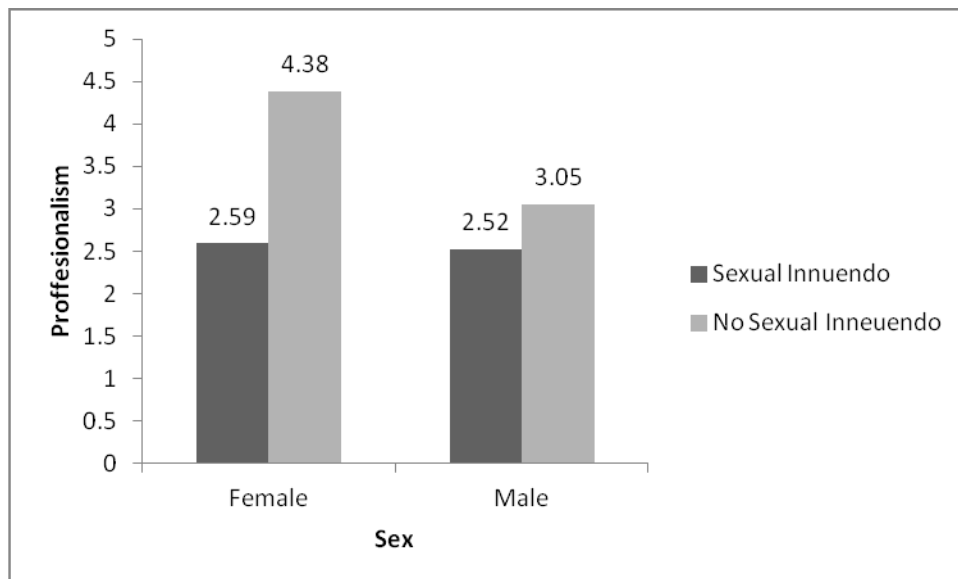


Effects of Behavior Perception

An ANOVA for professionalism revealed main effects for both HR Director sex and

meeting type ($F(1,82) = 4.20, p < .05$ and $F(1,82) = 11.40, p < .01$ respectively). Males were, overall, viewed as less professional ($M = 2.79, SD = 1.54$) than females ($M = 4.67, SD = 1.86$). Also, those who suggested the sexualized meeting place were viewed as less professional ($M = 2.56, SD = 1.50$) than those who suggested the non-sexualized meeting place ($M = 3.70, SD = 1.77$). The ANOVA also revealed a non-significant trend for the interaction between sex and type of interaction ($F(1,82) = 3.43, p = .068$), as shown in Figure 2.

Figure 2. Mean professionalism evaluations for the interaction between gender and sexual innuendo conditions.



A main effect for requesting the sexual meeting place was found in relation to appropriateness of the email, behavior, and boundaries ($F(1,82) = 14.78, p < .001, F(1,82) = 18.51, p < .001, F(1,82) = 17.42, p < .001$ respectively). The evaluation of the email revealed that the HR director that sent the sexualized email was evaluated less appropriate ($M = 2.49, SD = 1.72$) and the HR director that sent the non-sexualized email was evaluated more appropriate ($M = 3.98, SD = 1.88$). The evaluation of overall behavior also showed that the HR director who

engaged in sexualized interactions as viewed as less appropriate ($M=2.79$, $SD=1.60$) than the HR director who engaged in non-sexualized interactions ($M=4.26$, $SD=1.62$). In relation to overstepping boundaries the director in the sexualized situation was seen as overstepping farther ($M=2.16$, $SD=1.79$) than in the non-sexualized situation ($M=4.70$, $SD=1.68$).

Additional Analysis

Though not hypothesized, a significant number of participants judged the target to be gay/lesbian. We determined whether or not the participant judged the couple to be gay by using our manipulation check questions that asked participants to identify the gender of both participants in the scenario (the HR director and the employee). If the participant put the same gender for both then we coded them as believing the couple to be gay or lesbian. Thus we were able to examine whether there was an effect of relationship type (gay/lesbian or heterosexual) on subsequent evaluations. There was a significant effect for overall evaluation ($t(83) = 2.49$, $p < .05$), comments ($t(82) = 2.54$, $p < .05$), behavior ($t(82) = 2.54$, $p < .05$), and boundaries ($t(82) = 2.92$, $p < .01$) with gay or lesbian targets being evaluated higher than heterosexual targets (as shown in Table 1).

Table 1.

Evaluations of Gay/Lesbian Targets by Males and Female Participants

	Perceived Sexual Orientation	
	Gay	Lesbian
Female	$M = 4.97$	$M = 4.12$
Male	$M = 4.49$	$M = 4.53$

Discussion

Effects of Target Sex and Sexualized Behavior on Evaluation

Overall Evaluation. When examining the overall evaluation of the HR Director we found that participants rated the female directors more favorably than the male directors, contrary to hypotheses. This was surprising considering Goswami and Gupta (2012) found that women are often treated less favorably in the workplace. Also, in relation to overall evaluations, the directors that had requested the sexualized meeting place were rated less favorably than those who had requested the non-sexualized meeting place. This supported the hypothesis that the sexualized meeting place would be evaluated negatively in comparison to the non-sexualized meeting place. This was not entirely surprising considering that research suggests an effect of sexuality on workplace interactions (Howlett et al., 2015). Indeed, this effect was so strong; it seemed to overwhelm all other possible findings.

Social Evaluation. This evaluation showed no significant effects for meeting type or director sex. However there was an interaction present between the two. Females suggesting the non-sexual meeting place were viewed the most favorably and males suggesting the non-sexualized meeting place were viewed the least favorably. The results suggested that females who did not use sexuality in their interaction were seen as more positive than females who did use sexuality. Additionally, males who used sexuality were viewed more positively than males who did not use sexuality. The finding that females who did not use sexuality were rated higher could be attributed to the implication that higher status females are evaluated more negatively when acting sexually (Howlett et al., 2015). This finding could be interpreted to mean that we are more accepting of males in the workplace acting sexually than we are of females acting sexually.

Effects of Behavior Perception

In the scenario presented to the participants, the HR director either made flirtatious comments (in addition to the sexual innuendo) or stayed on meeting topic. The directors who did not make flirtatious comments were evaluated as more professional than the ones who flirted. Which suggests that flirting in the workplace is not viewed as an appropriate behavior. Interestingly males comments overall were viewed as less professional than females comments.

The scenario also contained an email that either requested lunch at Olive Garden or requested drinks at the Hilton. Olive garden represented the non-sexualized option and the Hilton represented the sexualized option. As seen in previous measures, the director that requested the non-sexualized meeting place was evaluated as more appropriate, suggesting that we prefer for people to be non-sexualized in the workplace.

The director that requested the sexualized meeting place and acted in a flirtatious manner was perceived as overstepping their boundaries more so than the director that had not. This could prove interesting for further research in relation to the examination of boundaries in the workplace. For example determining if workplace sexuality is more acceptable than sexuality within a friend group.

Perception of Sexual Orientation

Although we did not hypothesize this, a significant amount of participants perceived the target to be gay/lesbian as outlined under “Additional Analyses”. It was a completely unexpected result considering that research suggests homonegativity is prevalent in modern society (Morrison & Morrison, 2011). We found that participants evaluated those perceived as gay/lesbian more positively than those perceived as heterosexual, they were evaluated higher on overall evaluation, comments, behavior, and boundaries. This phenomenon was unprecedented

and has multiple future research implications; the median age of the sample may suggest a generational shift in the evaluation of gay/lesbian people.

Limitations and Future Research

This study faced limitations in relation to sample population; the data was collected from a small liberal arts institution. The manipulation of attractiveness also presented limitations; the study would have benefitted from professional photography and written descriptions of the director. Future research will need to explore the attractiveness measure to its full capability. The study also presented a unique limitation in which the sample perceived the director to be gay/lesbian which may have affected perceptions. Future research will need to examine the implications of the positive evaluation of gay/lesbian over heterosexual.

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Appendix A

Evaluation Questions

Not Trustworthy					Trustworthy			
	1	2	3	4	5	6	7	
Sociable					Unsociable			
	1	2	3	4	5	6	7	
Approachable					Unapproachable			
	1	2	3	4	5	6	7	
Unemotional					Emotional			
	1	2	3	4	5	6	7	
Likeable					Unlikeable			
	1	2	3	4	5	6	7	
Boring					Interesting			
	1	2	3	4	5	6	7	
Pessimistic					Optimistic			
	1	2	3	4	5	6	7	
Contrary					Agreeable			
	1	2	3	4	5	6	7	
Uncomfortable					Comfortable			
	1	2	3	4	5	6	7	
Disreputable					Reputable			
	1	2	3	4	5	6	7	
Dependent					Independent			
	1	2	3	4	5	6	7	
Organized					Unorganized			
	1	2	3	4	5	6	7	
Creative					Not creative			
	1	2	3	4	5	6	7	
Employable					Unemployable			

	1	2	3	4	5	6	7
Incompetent					Competent		
	1	2	3	4	5	6	7
Certain					Uncertain		
	1	2	3	4	5	6	7
Industrious					Lazy		
	1	2	3	4	5	6	7
Intelligent					Unintelligent		
	1	2	3	4	5	6	7
Superior					Inferior		
	1	2	3	4	5	6	7
Negative					Positive		
	1	2	3	4	5	6	7
Naïve					Sophisticated		
	1	2	3	4	5	6	7
Unprofessional					Professional		
	1	2	3	4	5	6	7

Behavior Perception Questions

To what degree were Jane/Josh's comments unprofessional?

Unprofessional					Professional		
	1	2	3	4	5	6	7

How appropriate was it for Jane/Josh to send the email to Taylor?

Inappropriate					Appropriate		
	1	2	3	4	5	6	7

To what degree was Jane/Josh's overall behavior appropriate?

Inappropriate					Appropriate		
	1	2	3	4	5	6	7

To what degree did Jane/Josh overstep her/his boundaries?

Did not overstep boundaries at all					Completely overstepped boundaries		
	1	2	3	4	5	6	7

Appendix B

Sexual Attitude Scale

1. I think there is too much sexual freedom given to adults these days

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

2. I think that the increased sexual freedom seen in the past several years has done much to undermine family values.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

3. I think that young people have been given too much information about sex

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

4. Sex education should be restricted to the home

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

5. Older people do not need to have sex

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

6. Sex education should be given only when people are ready for marriage

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

7. Sex outside of marriage is never acceptable.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate	Moderately Accurate	Very Accurate

Nor Inaccurate

8. I think there is too much sexual freedom given to teenagers these days

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate	Moderately Accurate	Very Accurate

Nor Inaccurate

9. I think there is not enough sexual restraint among young people.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate	Moderately Accurate	Very Accurate

Nor Inaccurate

10. I think people indulge in sex too much

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate	Moderately Accurate	Very Accurate

Nor Inaccurate

11. I think the only proper way to have sex is through intercourse

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate	Moderately Accurate	Very Accurate

Nor Inaccurate

12. I think sex should be reserved for marriage

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate	Moderately Accurate	Very Accurate

Nor Inaccurate

13. Sex should only be for the young

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate	Moderately Accurate	Very Accurate

Nor Inaccurate

14. Sex should only be used to have children.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate	Moderately Accurate	Very Accurate

Nor Inaccurate

15. People should not masturbate

1	2	3	4	5
Very	Moderately	Neither	Moderately	Very

Inaccurate	Inaccurate	Accurate Nor Inaccurate	Accurate	Accurate
16. Heavy foreplay should be discouraged				
1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
17. People should not discuss their sexual affairs or business with others				
1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
18. There should be no laws prohibiting sexual acts between consenting adults				
1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
19. What two consenting adults do together sexually is their own business				
1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
20. There is too much sex on television				
1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
21. Movies today are too sexually explicit				
1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
22. Pornography should be totally banned				
1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate

Self Esteem Scale

23. Feel comfortable with myself

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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24. Dislike myself.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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25. Just know that I will be a success.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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26. Am less capable than most people.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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27. Seldom feel blue.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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28. Feel that my life lacks direction.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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29. Like to take responsibility for making decisions.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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30. Question my ability to do my work properly.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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31. Know my strengths.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

32. Feel that I'm unable to deal with things.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

Body Esteem Scale

33. I like what I look like in pictures.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

34. Other people consider me good looking.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

35. I'm proud of my body.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

36. I am preoccupied with trying to change my body weight.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

37. I think my appearance would help me get a job.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

38. I like what I see when I look in the mirror.

1	2	3	4	5
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Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate
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39. There are lots of things I'd change about my looks if I could.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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40. I am satisfied with my weight.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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41. I wish I looked better.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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42. I really like what I weigh.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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43. I wish I looked like someone else.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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44. People my own age like my looks.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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45. My looks upset me.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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46. I'm as nice looking as most people.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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47. I'm pretty happy about the way I look.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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48. I feel I weigh the right amount for my height.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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49. I feel ashamed of how I look.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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50. Weighing myself depresses me.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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51. My weight makes me unhappy.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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52. My looks help me to get dates.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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53. I worry about the way I look.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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54. I think I have a good body.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

55. I'm looking as nice as I'd like to.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

Competitiveness Scale

56. Do more than what's expected of me.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

57. Do just enough work to get by.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

58. Accomplish a lot of work.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

59. Hang around doing nothing.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

60. Excel in what I do.

1	2	3	4	5
Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate

61. Shirk my duties.

1	2	3	4	5
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Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate
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62. Plunge into tasks with all my heart.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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63. Find it difficult to get down to work.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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64. Do a lot in my spare time.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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65. Need a push to get started.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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Conservative Scale

66. Believe that there are universal truths.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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67. Tend to vote for liberal political candidates.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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68. Tend to vote for conservative political candidates.

1 Very	2 Moderately	3 Neither	4 Moderately	5 Very
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Inaccurate	Inaccurate	Accurate Nor Inaccurate	Accurate	Accurate
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69. Believe kids need tough love.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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70. Dislike movies with happy Hollywood endings.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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71. Sacrifice myself for others.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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72. Believe in the importance of tradition.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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73. Believe in one true religion.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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74. Believe that there is no absolute right or wrong.

1 Very Inaccurate	2 Moderately Inaccurate	3 Neither Accurate Nor Inaccurate	4 Moderately Accurate	5 Very Accurate
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Appendix C

Demographic Questions

1. Please indicate your age: _____ years
2. Please state your major

3. Please indicate your sex:
Male
Female
4. Please indicate your year in college:
Senior
Junior
Sophomore
Freshmen
5. Please indicate your ethnic identity:
White/European American
African American/Black
Native American/American Indian
Hispanic/Latina/Mexican
Asian American
Biracial (Please describe: _____)
Other (Please describe: _____)
6. Have you ever served in a supervisory role:
Yes
No
7. Please indicate your TOTAL family yearly income and other financial support:
< or = to 10,000
11,000 to 20,000
21,000 to 35,000
36,000 to 50,000
51,000 to 75,000
> or = to 76,000
8. Please indicate your Father's highest education:
< or = to High School Diploma or GED
Some College or Associate's Degree
College Degree (BA or BS)
Master's Degree

Doctoral Degree

9. Please indicate your Mother's highest education:
< or = to High School Diploma or GED
Some College or Associate's Degree
College Degree (BA or BS)
Master's Degree
Doctoral Degree

Manipulation Check Questions

Think back to the scenario that you read.

What sex is Taylor?

- Male
- Female

What sex is the director of HR?

- Male
- Female

Appendix D

Scenarios

Scenario 1: Female Sexualized

TechCo is a longstanding software company, they provide general software for a number of different computer manufacturer. Recently TechCo decided to change their employee training schedule into a week long retreat. They hope to boost company morale by providing employees an opportunity to bond.

Jane is the new director of HR at a progressive company called TechCo. Jane is meeting with Taylor, who is the division supervisor of public administration at TechCo, to develop a new employee training schedule.

Throughout the meeting Jane compliments Taylor's appearance and continually makes comments like "you must work out"... Taylor and Jane have a very productive meeting in which they discuss the old training and the necessary changes. At the end of the meeting Jane tells Taylor that they should get together for drinks after work one day.

Later that week Taylor receives the following email from Jane:

"Dear Taylor,

If you are free this Friday Night we should meet for drinks at the Hilton. They have a wonderful bar, would 7 o'clock in the evening work for you?

Sincerely,

Jane"

Scenario 2: Male Sexualized

TechCo is a longstanding software company, they provide general software for a number of different computer manufacturer. Recently TechCo decided to change their employee training schedule into a week long retreat. They hope to boost company morale by providing employee's an opportunity to bond.

Josh is the new director of HR at a progressive company called TechCo. Josh is meeting with Taylor, who is the division supervisor of public administration at TechCo, to develop a new employee training schedule.

Throughout the meeting Josh compliments Taylor's appearance and continually makes comments like "you must work out"... Taylor and Josh have a very productive meeting in which they discuss the old training and the necessary changes. At the end of the meeting Josh tells Taylor that they should get together for drinks after work one day.

Later that week Taylor receives the following email from Josh:

"Dear Taylor,

If you are free this Friday Night we should meet for drinks at the Hilton. They have a wonderful bar, would 7 o'clock in the evening work for you?

Sincerely,

Josh"

Scenario 3: Female Non-Sexualized

TechCo is a longstanding software company, they provide general software for a number of different computer manufacturer. Recently TechCo decided to change their employee training

schedule into a week long retreat. They hope to boost company morale by providing employee's an opportunity to bond.

Jane is the new director of HR at a progressive company called TechCo. Jane is meeting with Taylor, who is the division supervisor of public administration at TechCo, to develop a new employee training schedule.

Taylor and Jane have a very productive meeting in which they discuss the old training and the necessary changes. At the end of the meeting Jane tells Taylor that they should get together for lunch one day.

Later that week Taylor receives the following email from Jane:

“Dear Taylor,

If you are free this Friday we should meet for lunch at Olive Garden. They have wonderful breadsticks, would 1 o'clock in the afternoon work for you?

Sincerely,

Jane

Human Resources Director, TechCo”

Scenario 4: Male Non-Sexualized

TechCo is a longstanding software company, they provide general software for a number of different computer manufacturer. Recently TechCo decided to change their employee training schedule into a week long retreat. They hope to boost company morale by providing employee's an opportunity to bond.

Josh is the new director of HR at a progressive company called TechCo. Josh is meeting with Taylor, who is the division supervisor of public administration at TechCo, to develop a new employee training schedule.

Taylor and Josh have a very productive meeting in which they discuss the old training and the necessary changes. At the end of the meeting Josh tells Taylor that they should get together for lunch one day.

Later that week Taylor receives the following email from Josh:

“Dear Taylor,


If you are free this Friday we should meet for lunch at Olive Garden. They have wonderful breadsticks, would 1 o'clock in the afternoon work for you?

Sincerely,

Josh

Human Resources Director, TechCo”

Example Profile

Jane Smith	
	Title: Director
	Department: Human Resources
	Birth Date: 3/4/1986
	Hire Date: 11/23/2015
	Home Phone: (71) 555-2020
	Extension: 3453
	Mobile Phone: N/A
	Home Address: 901 E. Pine St Raleigh, NC

Details:
Jane Smith graduated from ABC University, US with a Bachelor degree in 2008. Jane previously worked at TechCo's subsidiary Software Inc. She joined TechCo as the director of Human Resources in 2015.