

THERE'S NOTHING "MICRO" ABOUT IT: THE EFFECT OF SEXIST HUMOR ON  
THE EXPRESSION OF MICRO-AGGRESSIONS

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## ABSTRACT

THERE'S NOTHING "MICRO" ABOUT IT: THE EFFECT OF SEXIST HUMOR ON  
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The present research was designed to extend the current literature on the social consequences of exposure to sexist humor. The effects of sexist humor on expressions of both explicit and implicit discrimination were examined. Micro-aggressions were measured by considering particular sub-types called micro-assaults and micro-invalidations. Micro-assaults are explicit forms of discrimination against women, and micro-invalidations are implicit forms of discrimination against women. Participants took part in a hiring simulation in which they reviewed applicant résumés. In the context of the simulation, participants in the experimental group were either presented with sexist or neutral jokes while the control group was not presented with any jokes. Insofar as participants endorsed hiring and pay recommendations to the male over the female they committed a micro-assault. Participants were also measured for expression of micro-insults in the difference in the time they spent reading the male and female résumés, as well as their memory for details of the résumés. The results of the implicit measures indicate that there was a preconscious release of prejudice against women as a result of exposure to sexist humor. The results of the study in terms of replicating previous

findings on explicit micro-assaults were not fully supported, but showed a trend in expressions of micro-assaults by those high in hostile sexism in the sexist humor condition. This study extends our understanding of the effects of disparagement humor in situations where women are being evaluated in comparison to men.

## CHAPTER ONE: INTRODUCTION

In 2011, Citigroup Inc. decided to cancel a planned keynote speech by Ben Stein after he shared sexist jokes at a previous company address. Below is one of the jokes that Stein told:

*As an airplane is about to crash, a female passenger jumps up frantically and announces, "If I'm going to die, I want to die feeling like a woman." She removes all her clothing and asks, "Is there someone on this plane who is man enough to make me feel like a woman?" A man stands up, removes his shirt and says, "Here, iron this!"*

Many men and women in the audience were entertained with Stein's jokes and even told him so after his address. However, at least one member of the audience, Lynda Villarreal, vice president of business development at Trident Trust, was not entertained. She sent an e-mail to Citigroup telling them that his jokes were sexist and offensive. On the basis of Villarreal's email, Citigroup canceled Stein's address. Villarreal responded, "It shows their [Citigroup's] corporate leadership and respect for women in the financial industry as well as their clients."

Empirical research validates Villarreal and Citigroup's response to Ben Stein's jokes. Sexist jokes are more than simply benign amusement. Exposure to sexist humor can foster the emergence of a "prejudiced norm" in the immediate social context that permits one to voluntarily express sexism without fears of reprisals (e.g., Ford, Boxer, Edel & Armstrong, 2008; Ford & Ferguson, 2004).



To date, research on the social consequences of sexist humor has focused on explicit, deliberate expressions of sexism. The present study extends previous research by examining the effects of exposure to sexist humor on *implicit* expressions of sexism. Implicit expressions of sexism operate outside awareness and conscious control (Benokraitis, 1997). Whereas explicit expressions of sexism are consciously "released" in the form of overt behavior under conditions that minimize social reprisals, implicit expressions of sexism "leak out" unintentionally and unknowingly in the form of subtle, unconscious behaviors (e.g., nonverbal behavior, facial expressions, attentiveness). The present study was designed to (a) replicate previous investigations by demonstrating the effect of sexist humor on the release of overt, explicit behavioral expressions of sexism, and (b) investigate the possibility that sexist humor affects implicit expressions of sexism in the form of subtle, unconscious behaviors.

## CHAPTER TWO: LITERATURE REVIEW

### **The Effect of Disparagement Humor**

Research on the social consequences of disparagement humor initially focused on stereotypes and attitudes toward disparaged targets. The findings were complex and not completely intuitive. Weston and Thomsen (1993) found that participants were more likely to make stereotypical judgments after viewing sexist comedy skits than neutral comedy skits. Moreover, Ford (1997) found that comedy skits disparaging African Americans elicited more stereotypical judgments than neutral comedy skits among White participants. Participants viewed comedy skits from a popular television program that portrayed African American's in either a stereotypical or neutral way. In the stereotypical skit, African American's were portrayed as poor, uneducated, violent and criminal. After watching the skits, participants completed a seemingly separate study. They read a scenario described as an incident in which a college student was allegedly assaulted by his roommate. The alleged attacker was African American (named Tyrone) in half of the conditions and White (named Todd) in the other. Participants rated how likely it was that the attacker was guilty, and how strong the evidence was against him. Results indicated that judgments of the African American target were more negative for participants who had viewed the stereotypic skits than for those who had viewed the neutral skits.

Together, the initial studies by Weston and Thomsen (1993) and Ford (1997) suggest that stereotypical comedy skits activate negative group stereotypes through which people view the targeted group. The designs of these studies however did not allow one

to make conclusions about the unique effects of humor beyond any other form of negative disparagement. In fact, findings on the effect of disparagement humor were interpreted as a form of a negative prime towards a target group.

Olson, Maio, and Hobden (1999) built on the limitations in previous studies to test the unique effects of disparagement humor. In order to establish these unique effects, Olson et al. (1999) examined the effects of exposure to disparaging humor, non-disparaging humor, and non-humorous disparaging information on individuals' stereotypes and attitudes toward men and lawyers. They found that exposure to disparagement humor relative to the other conditions did not have a unique effect on the content or accessibility of the stereotypes of these target groups. Although they found no effect, it is important to address two potential limitations in their study. First, they did not measure participant's attitudes toward the targets prior to the study. Such an omission makes it difficult to discern if disparagement humor only affects those high in prejudice for the target groups. Furthermore, the target groups, men and lawyers, are generally known for their high social status and power and may be resistant to negative disparagement humor.

Ford, Wentzel, and Lorion (2001) addressed these issues. First, they pretested male participants' attitudes towards the target group. In this case, women acted as the target group as they are more considered to be marginalized. The pretest consisted of a measure called the Ambivalent Sexism Inventory (Glick & Fiske, 1996) which measures two distinct forms of sexism: hostile and benevolent sexism. Hostile sexism measures antagonistic attitudes towards women. For example, men high in hostile sexism would be likely to endorse the belief that women use sexual relationships to control men.

Benevolent sexism is defined as a positive attitude towards women. For example, men high in benevolent sexism would have a high regard for women in traditional subservient roles. Two weeks after the pre-test, participants were exposed to sexist humor, neutral humor, or non-humorous disparagement. Then, participants read a vignette in which a supervisor treated a female employee in a patronizing manner that communicated low performance expectations along with a pet name. Participants then rated the offensiveness of the supervisor's behavior. Subsequently, participants were to imagine that they were the supervisor in the vignette and to express how they would feel (e.g. shame, guilt) about themselves having behaved the way he did. To measure attitudes and stereotypes toward the target, participants completed open ended sentences where they listed up to six traits they thought "typical" of group members.

The results of their study illustrated that even for men high in hostile sexism toward women-sexist humor did not affect their attitudes and stereotypes towards women. Together, Olsen et al. (1999) and Ford et al. (2001) provide no evidence that disparagement humor affects stable internal knowledge structures such as attitudes and stereotypes towards the target group.

Although exposure to disparagement humor may not affect internal sources of self-regulation (i.e., attitudes and stereotypes), Ford (2000) demonstrated that it can still have negative social consequences. Ford (2000, Exp. 1) revealed that those high in hostile sexism were significantly more tolerant of sexist events upon exposure to sexist humor. This suggests that for those high in prejudice, humorous disparagement can activate a norm of tolerance of discrimination due to humors unique ability to be perceived in a non-serious manner.

The unique quality of humor as a medium of communication is that it activates a conversational rule of levity (Ford & Ferguson, 2004). That is, people interpret humor in a non-serious, humor mindset. Thus, disparagement humor (e.g., sexist humor) communicates an underlying message that one need not consider discrimination against the targeted group in a serious, critical manner (Ford & Ferguson, 2004). Accordingly, Ford (2000, Exp. 2) directly examined whether disparagement humor must activate a non-serious, humor mindset to create tolerance of discrimination. Ford (2000, Exp. 2) asked participants to critically evaluate the content of the sexist jokes presented. They were instructed to critically analyze the content and underlying message of the jokes. The results demonstrated that even for men high in hostile sexism, critical evaluation lead to significantly lower funniness rating, and less approval of sex discrimination as compared to men high in hostile sexism in the non-critical evaluation condition. This suggests that humor, which is often presented naturally and in a non-critical manner, elicits greater tolerance of sexism in a given context. In keeping with these findings, Ryan and Kanjorski (1998) found that men who were exposed to sexist humor reported greater acceptance of rape myths and violence against women but only when they interpreted the jokes in a non-humorous mindset.

Ford et al. (2001) addressed the mechanism by which sexist humor fosters the release of hostile sexism for women. They found that men high in hostile sexism perceived a norm of tolerance of sexism in the immediate context (i.e., among those completing the experiment) upon exposure to sexist jokes but not upon exposure to non-sexist jokes or non-humorous sexist statements. Furthermore, upon exposure to sexist humor, men high in hostile sexism used the prejudiced norm to guide their own reactions

to a sexist event. When asked to imagine themselves as managers who had made sexist remarks to a new female employee, men who were high in hostile sexism reported feeling less guilt and shame when they had first read sexist jokes, than when they had read non-sexist jokes or non-humorous sexist statements. This effect was mediated by perceptions of normative tolerance of sexism in the immediate context.

Ford et al. (2008) expanded these findings by addressing willingness to discriminate rather than just tolerate discrimination. First, participants were given the opportunity to allocate funds to various campus organizations including a women's organization. In a second experiment, participants were given the opportunity to cut funding from various organizations including a women's organization. The first experiment showed that hostile sexism was negatively associated with men's willingness to help a women's organization after exposure to sexist jokes but not upon exposure to neutral jokes or non-humorous sexist material (Ford et al., 2008). The second experiment showed that hostile sexism was positively related to negative discriminatory behavior in the form of budget cuts upon exposure to sexist comedy skits but not neutral comedy skits (Ford et al., 2008). For people high in prejudice sexist humor can create the perception of a norm of tolerance of discrimination that may be used to guide their immediate prejudiced responses.

### **Position of Social Groups in Society**

Ferguson and Crandall's (2006) normative window model of prejudice provides a framework for understanding how sexist humor functions to release prejudice against women. Ferguson and Crandall proposed that social groups can occupy one of three

positions in society based on the degree to which society justifies prejudice against them

Figure 1

*The Normative Window Model of Prejudice*

<b>Justified Prejudice</b>	<b>Normative Ambiguity</b>	<b>Unjustified Prejudice</b>
<b>Region</b>	<b>Region</b>	<b>Region</b>
Racists	Women	Firefighters
Terrorists	Racial minorities	Farmers
Kids who steal lunch money	Sexual minorities	Nurses
<ul style="list-style-type: none"> <li>• Defined as deviant</li> <li>• People have negative attitudes toward these groups</li> <li>• Negative attitudes are condoned</li> <li>• Norm of justified prejudice is consensual and thus stable</li> </ul>	<ul style="list-style-type: none"> <li>• Defined as disadvantaged</li> <li>• People have ambivalent attitudes toward these groups</li> <li>• Negative attitudes are defined as wrong</li> <li>• Norm of unjustified prejudice is <i>not consensual and is thus unstable</i></li> </ul>	<ul style="list-style-type: none"> <li>• Defined as righteous</li> <li>• People have positive attitudes toward these groups</li> <li>• Negative attitudes are defined as wrong</li> <li>• Norm of unjustified prejudice is consensual and thus stable</li> </ul>

The leftmost position represents the “justified prejudice” region. Groups in the justified prejudice region include terrorists or murderers. Such groups are seen as socially unacceptable in society and thus norms allow for prejudice against them to be

seen as rational and just. Prejudice against groups in this region is consensual and stable and are not expected to undergo social change towards acceptability.

The rightmost position is called the “unjustified prejudice” region. Groups in this region are considered “good” or righteous and any prejudice against them would be considered socially inappropriate. Feelings towards groups in this window (e.g. firefighters, doctors, farmers) are positive and generally stable and consistent across time.

Research shows that today women, racial minorities, sexual minorities, and religious minorities occupy the middle region, or the “normative ambiguity” region (Crandall & Ferguson, 2005; Ferguson & Crandall, 2006). Groups in this region are considered to be disadvantaged rather than deviant or righteous. Prejudice against groups in this region is considered unjustified and wrong. In contrast to groups in the unjustified prejudice region, the norm of unjustified prejudice is not consensual—there are those that still harbor negative feelings toward members of these groups. Because attitudes toward groups in this region are not consensual they are unstable and vulnerable to change in a given social context.

Ferguson and Crandall (2006) proposed that the social position of groups change with society's values and collective attitudes. Specifically, groups in the normative ambiguity region likely were located in the justified prejudice region at some point in history. For instance, social norms have historically promoted justified and seemingly rational prejudice against groups such as women, African-Americans, homosexuals, religious minorities, and feminists (Deaux & Emswiller, 1974; Duckitt, 1992; Gaertner & Dovidio, 2000). However, through broad societal changes (e.g., social movements, economic changes), the justified prejudiced norms began to give way to norms of



increasing acceptance of those groups (Duckitt, 1992). Thus, groups in the normative ambiguity region are in a position of shifting acceptability. Prejudice against these groups is shifting from being completely justified to being completely unjustified.

I propose that sexist humor promotes expressions of sexism because women are in the normative ambiguity region, meaning that they occupy a position of shifting acceptability. Research suggests that jokes that disparage others in the normative ambiguity region should also be vulnerable to the prejudice-releasing effects of disparagement humor (Ford et al, 2008). Disparagement humor should not affect expressions of prejudice against groups in the justified prejudice region because prejudice against them is approved and accepted by society (Ford, Woodzicka, Triplett, Kochersberger, Holden, 2013). Therefore, the prejudice-releasing effects of disparagement humor are limited to groups in the normative ambiguity region where attitudes tend to be ambiguous and vulnerable to change.

Contemporary models of prejudice help us understand prejudice against groups in the normative ambiguity region of Ferguson and Crandalls (2006) model. Recent theories of sexism, for instance, suggest that, as the women's movement of the 1970s "pushed" women from the justified prejudice region into the suppressed prejudice region, the nature of sexism changed. Blatant forms of sexism have been largely replaced by subtle, more complex forms of sexism such as "ambivalent sexism" (Glick and Fiske, 1996), "modern sexism" (Swim, Aikin, Hall, & Hunter, 1995), and "neo-sexism" (Tougas, Brown, Beaton, & Joly, 1995). These contemporary models of sexism contend that people who hold sexist attitudes experience conflict between their prejudices and their desire to conform to egalitarian social norms. In response to this conflict people

suppress sexism in order to avoid social reprisal. Thus, the expression of sexism has become conditional. People feel free to express sexism only when social norms in a given context permit. Under such conditions people feel free to express their sexist attitudes because they feel that it would not be considered socially unacceptable.

### **Expressions of Prejudice through Micro-aggressions**

Sue (2010) introduced the concept of micro-aggressions to describe the ways that people express prejudice against groups in the suppressed prejudice region of Ferguson and Crandall's (2006) model. Micro-aggressions are brief everyday verbal or behavioral responses, perpetrated intentionally or unintentionally, that create bias for members of disadvantaged groups (Sue et al., 2010). Sue et al. (2010) identified the following categories of micro-aggressions: micro-assaults, micro-insults, and micro-invalidations.

Micro-assaults represent overt, intentional expressions of prejudice. In the context of sex discrimination, micro-assaults are deliberate, conscious acts that diminish women. Because they represent conscious, deliberate acts, micro-assaults are typically suppressed and their expression requires a permissive norm in the immediate social context; a norm of tolerance of discrimination (Crandall & Eshleman, 2003; Glick & Fiske, 1996).

In contrast, micro-insults are verbal or non-verbal messages that convey subtle rudeness, insensitivity, and demean a person's identity, often unintentionally. Sue (2010) identified different types of micro-insults, one he referred to as "Ascription of Intelligence" occurs when people unconsciously respond to women or form impressions

of women based on the stereotype that women are less intelligent than men. For instance, one might make a comment of surprise at how good a female student is in mathematics.

Micro-invalidations are messages that subtly exclude and/or negate the thoughts, feelings or experiential reality of a person's identity often unintentionally. Sue (2010) referred to one type of micro-invalidation as "Denial of Individual Sexism" where bias is denied in a statement such as an employer saying that they treat men and women equally thus denying their capability of sexism. Another theme is the "Myth of Meritocracy" which is a statement made that emphasizes the lack of a role that gender plays in life success such as a statement that men and women have equal opportunities thus laying the blame with a woman if they cannot "make it" in the business.

For the purposes of the present research, the important distinction among these categories is the degree to which they represent explicit versus implicit expressions of prejudice. Thus, I examined the expression of sexism in the form of micro-assaults and micro-invalidations.

### **Sexist Humor and Micro-aggressions**

From the framework of Sue's taxonomy of expressions of prejudice, sexist humor has been shown to foster the release of explicit micro-assaults against women (Ford & Ferguson, 2004; Ford et al., 2008; Romero-Sanchez et al, 2010; Ryan & Kanjorski, 1998).

Extending this literature, I investigated the novel question of how sexist humor affects *implicit* micro-invalidations. On the basis of research guided by Ford and Ferguson's (2004) prejudiced norm theory, one might predict that exposure to sexist humor would not affect such implicit expressions of sexism. Sexist humor creates a

prejudiced norm that allows one to express their sexist attitudes without fears of social reprisals. In the absence of such a prejudiced norm people actively suppress or censor their inclination to behave in sexist ways. According to prejudiced norm theory, then, the effects of sexist humor may be limited to explicit, overt expressions of sexism.

Additionally, Benokraitis (1997) suggests that because implicit prejudices operate outside of conscious awareness their expression is not dependent upon situational justification created by sexist humor.

Alternatively, research suggests that people actually do have control over preconscious forms of prejudice such that they are in a state of chronic egalitarianism (Moskowitz, Gollwitzer, Wasel & Schaal, 1999; Ford and Thompson, 2000). Therefore, those in a state of chronic egalitarianism who are suppressing prejudice can implicitly allow for the release of prejudice with exposure to sexist humor, but not in other conditions where preconscious egalitarianism is still present.

Similarly, research has suggested that needs and chronic motivations can influence cognitive processes generally considered to be outside conscious awareness and deliberate control (Bruner & Goodman, 1947; Postman, Bruner, & McGinnies, 1948). For instance, Moskowitz et al. (1996) proposed that non-prejudiced people have developed egalitarian goals that operate preconsciously (outside conscious awareness) to inhibit the activation of stereotypes of social outgroups. In a similar vein, Sinclair and Kunda (1999) found that a perceiver's temporary motivations to derogate a target may accentuate the cognitive accessibility of stereotypes corresponding to the target's group memberships.

Collectively, this research suggests that one's sexist attitudes can affect implicit, preconscious expressions of sexism that occur outside awareness and executive control. Furthermore, sexist humor might function to activate sexist attitudes and thus trigger implicit, preconscious expressions of sexism.

### **The Present Research**

The present study was designed to replicate previous investigations by testing the hypothesis that exposure to sexist humor promotes the release of overt, explicit behavioral expressions of sexism (micro-assaults). Furthermore, I investigated the possibility that sexist humor affects implicit expressions of sexism in the form of subtle, unconscious behaviors (micro-invalidations).

Participants first read a series of sexist jokes, neutral jokes or no jokes at all. Then, in an allegedly different study, participants were asked to read two résumés of applicants applying for a sales position at large food distribution company. The first applicant's résumé was identical across all experimental conditions. Thus, the first applicant served as a "reference" applicant against which the second applicant, the target applicant, could be evaluated. The reference applicant was always presented as male, whereas the sex of the target applicant was manipulated. In the "male applicant" conditions, the target applicant was male; whereas in the "female applicant" condition, the target applicant was female.

After reading each résumé, participants indicated the extent to which they would recommend hiring the reference and target applicants and the amount of money they would recommend paying each applicant. To the extent that participants give lower recommendations to the female target applicant than the male target applicant they will

have committed a micro-assault. On the basis of previous research, I predicted that participants higher in hostile sexism would report lower hiring and pay recommendations to the female target applicant upon reading sexist jokes than upon reading neutral jokes or no jokes at all. In addition, I measured the expression of implicit micro-invalidation by recording the amount of time participants spent reading the female target's résumé relative to the male target's résumé and by recording recall for details of each résumé.

## CHAPTER THREE: METHOD

### **Participants and Design**

Three hundred and seven participants (142 males and 165 females) who were residents of the United States completed the experiment in exchange for \$0.30.

Participants were recruited through Mechanical Turk, a web service sponsored by Amazon.com that allows people to complete studies posted online for small payments. Mechanical Turk has been shown to be as reliable and trustworthy as other sampling methods for collecting survey data (Buhrmester, Kwang, & Gosling, 2011). Participants' age ranged from 18 to 85 years with a median of 24 and a mean of 27 ( $SD = 10.99$ ). There were 235 Whites, 26 African-Americans, 31 Asians, 11 Hispanic, 2 American Indians and 6 multi-racial people and people of "other" descent. Participants were randomly assigned to one of six experimental conditions with type of joke (sexist jokes, neutral jokes, no jokes) and sex of job applicant (male, female) serving as a between-subjects factors.

### **Procedure**

After giving their consent (See Appendix A for a sample consent form), participants in the sexist joke and neutral joke conditions completed three allegedly separate studies. For first study, the Joke Appreciation Study, participants rated the funniness of four sexist or four neutral jokes that were considered for use in a future study. Participants read these jokes in the context of a work lunch with colleagues before reviewing applicants. Ratings were made on a seven-point scale ranging from 1 (*not at all*) to 7 (*very*). (See appendix C for jokes)

Next, participants completed the “Sales Job Hiring Study.” The participant read a web-based prompt that introduced the Sales Job Hiring Study as an investigation of how managers evaluate job applicants. Note: participants in the no-joke control condition started with Sales Job Hiring Study upon completing the consent form. Participants were informed that they would review and evaluate two applications for an outside sales position for a Fortune 500 food distribution company (See Appendices C and D). Participants then read the following job description adapted from Ford, Lee, Gambino, Ferguson and Mayo (2005):

*Ross Foods Corporation is a Fortune 500 company that provides professional advancement opportunities. Employee Responsibilities: Employee will be a working member of the sales team once hired. Employee will call on grocery stores, warehouses, and other buying points. The people called on will range from store owners with sales of less than \$5,000,000 per year to a category of buyers and executives who commit millions of dollars each week. Duties will include: selling profitable volume and gaining distribution of products; improving shelf space and position; launching new products; and product promotion. This position is therefore very visible and requires a high degree of interpersonal skill and marketing expertise. Employee Requirements: College graduate with course work in marketing and sales. Promotion may occur within 18 months of hire in this position.*

The experimenter explained that the résumés of the two applicants were randomly selected from an applicant pool. This left no suggestion that the applicants were chosen because they were particularly strong or weak. Todd Washburn, the first applicant’s résumé, was identical across all experimental conditions. Thus, the first applicant served



as a “reference” applicant against which the second applicant—the target applicant—could be evaluated. The second résumé stayed the same across conditions except for the name of the applicant, which was either Jessica or Timothy.

The résumés were deliberately assembled to address six important applicant criteria: job objective, major GPA, overall GPA, selected course work, job experience, and special skills and interests (Ford, Lee, Gambino, Ferguson, Mayo, 2005). The reference résumé and the target résumé contained comparable course work and clarity of job objectives. However, the reference résumé had a better job experience and special skills and interests whereas the target résumé contained a higher marketing GPA and overall GPA. This means that the reference and target résumés were created so that each had unique strengths but were comparable overall. The résumés were reviewed by two human resource managers to ensure realism (Ford, Lee, Gambino, Ferguson, Mayo, 2005).

After reading each résumé, participants responded to three questions on a semantic differential scale to determine their hiring recommendation for each candidate. These questions were: How strong of an applicant is (Todd/Jessica/Timothy) for the job? How suitable is (Todd/Jessica/Timothy) for the job? How qualified is (Todd/Jessica/Timothy) for the job? Ratings were made on a seven-point scale ranging from 1 (*not at all*) to 7 (*very*). The ratings for hiring recommendations for Todd had good internal consistency, with a Chronbach’s alpha of .95. The ratings for hiring recommendations for target (Jessica/Timothy) had good internal consistency, with a Chronbach’s alpha of .96. As a result, I computed an overall measure of hiring

recommendation for the reference applicant (Todd) and the target applicant (Jessica, Timothy) by averaging responses to the three questions.

Next, participants were asked how much they would pay each applicant on a sliding scale ranging from \$50,000 to \$100,000. An average range of pay for the job was presented before participants made their decision.

To assess micro-invalidation, I measured the time participants spent reading each résumé. In addition, I administered a short “quiz” testing participants’ memory for each résumé. This quiz consisting of three questions was presented after each résumé and included questions that tested their memory for various qualifications such as special skills and GPA (see Appendix F).

Lastly, participants completed the “Social Attitudes Survey,” which was actually Glick and Fiske’s (1996) ambivalent sexism inventory (ASI). The ASI consists of 11 items measuring hostile sexism and 11 items measuring benevolent sexism. The ambivalent sexism inventory had good internal consistency with a Chronbach’s alpha of .91. See Appendix H for the complete ASI.

## CHAPTER FOUR: RESULTS

Preliminary analysis revealed no meaningful effects of participant gender; therefore I collapsed across gender for the following analyses.

### Hostile Sexism

Table 1 presents descriptive statistics for hostile sexism scores in each experimental condition. As can be seen in Table 1, the mean hostile sexism score was 2.91 ( $SD = .975$ ) in the sexist joke condition, 3.12 ( $SD = 1.07$ ) in the neutral joke condition, and 3.14 ( $SD = 1.06$ ) in the no joke condition. A one-way analysis of variance (ANOVA) revealed no effect of experimental condition,  $F(2, 305) = 1.40, p = .248$ . To view descriptive information on participant hostile sexism scores by gender view Table 2.

Table 1

#### *Hostile Sexism Scores by Condition*

<b>Condition</b>	<b>N</b>	<b>M</b>	<b>SD</b>
Sexist Joke	94	2.91	.975
Neutral Joke	150	3.12	1.07
No Joke	64	3.14	1.06

Table 2

#### *Hostile Sexism Scores*

<b>Participant gender</b>	<b>N</b>	<b>Min</b>	<b>Max</b>	<b>M</b>	<b>SD</b>
Male	142	1	5.18	3.37	0.96
Female	163	1	6	2.83	1.02
Total	305	1	6	3.06	1.04

## Expression of Micro-assaults

**Hiring recommendation.** Descriptive statistics on hiring recommendation scores can be found below in Table 3. Higher scores indicate a higher level of recommendation.

Table 3

### *Hiring Recommendation*

<b>Condition</b>	<b>Target</b>	<b>Min</b>	<b>Max</b>	<b>M</b>	<b>SD</b>
Sexist	Female	1.33	7	4.44	1.49
Humor	Male	1	7	4.61	1.54
Neutral	Female	1.33	6.33	4.03	1.31
Humor	Male	2	7	3.82	1.71
No Humor	Female	1	6.33	3.91	1.43
	Male	2	6.33	4.34	1.21
Total	Female	1	7	4.12	1.39
	Male	1	7	4.29	1.51

A hiring recommendation measure was computed by subtracting the hiring recommendation measure for the reference résumé (Todd) from the Target résumés (Jessica/Timothy). I predicted that participants higher in hostile sexism would give lower hiring recommendations to the female target applicant relative to the reference applicant and that this relationship would be stronger in the sexist joke condition than in the neutral joke condition or the no-joke control condition. I did not predict that participants higher in hostile sexism would differentially recommend hiring the male target applicant relative to the reference applicant across the type of joke conditions.

Because our predictions call for specific a priori comparisons between the sexist joke condition and each of the other two conditions, I represented the three conditions (sexist jokes, neutral jokes, no jokes) with two orthogonal contrasts (Rosenthal, Rosnow, & Rubin, 2000). The first contrast, C1, compared the sexist joke condition (coded as 1) to the neutral joke condition (coded as -1). The no joke condition was coded as 0. The second contrast, C2, compared the sexist joke condition (coded as 1) to the no joke condition (coded as -1). The neutral joke condition was coded as 0. I also dummy coded the target of discrimination variable (male résumé= 1, female résumé = 0). I created interaction terms by computing the products of the coded variables and the standardized hostile sexism scores. I then regressed the hiring recommendation difference onto C1, C2, sex of target applicant, standardized hostile sexism scores and the two- and three-way interaction terms.

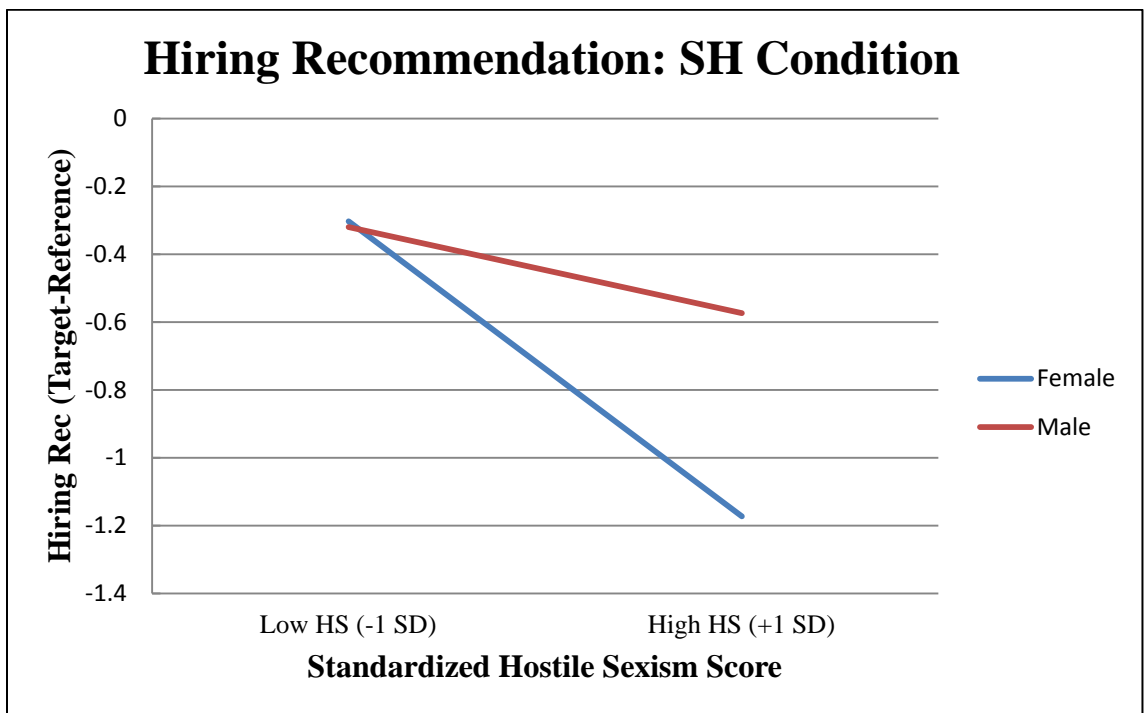
Results of the regression show no interaction effects. Notably, the C1 x sex of target applicant x standardized prejudice score interaction effect failed to reach significance,  $\beta = .11$ ,  $SE = .28$ ,  $t = .149$ ,  $p = .882$  as did the C2 x Target x standardized prejudice score interaction effect,  $\beta = -.03$ ,  $SE = .293$ ,  $t = -.348$ ,  $p = .728$ .

Although the three-way interaction effects were not significant, I further tested my hypothesis by performing simple slope analyses separately for the female and male target applicants in each of the joke type conditions. As expected, hostile sexism was significantly related to hiring recommendations of the female target applicant in the sexist joke condition,  $\beta = -.26$ ,  $SE = .21$ ,  $t = -2.09$ ,  $p < .05$  but not in the neutral joke condition,  $\beta = -.12$ ,  $SE = .13$ ,  $t = -1.38$ ,  $p = .17$  or the no-joke condition,  $\beta = -.15$ ,  $SE = .12$ ,  $t = -1.92$ ,  $p = .06$ .

For the male target applicant, hostile sexism was not related to hiring recommendations in the sexist joke condition,  $\beta = -.08$ ,  $SE = .28$ ,  $t = -.45$ ,  $p = .66$ , the neutral joke condition,  $\beta = -.10$ ,  $SE = .30$ ,  $t = .48$ ,  $p = .64$  or the no-joke condition,  $\beta = .06$ ,  $SE = .22$ ,  $t = .34$ ,  $p = .74$ . Figure 2 displays the predicted means on the hiring recommendation measure for females and males in the sexist joke condition.

Figure 2

*Hiring Recommendation by Condition*



*Pay recommendation.* Descriptive statistics on pay recommendation can be found below in Table 4.

Table 4

*Pay Recommendation*

<b>Condition</b>	<b>Target</b>	<b>Min</b>	<b>Max</b>	<b>M</b>	<b>SD</b>
Sexist	Female	50.00	90.00	59.92	9.27
Humor	Male	50.00	90.00	63.09	12.37
Neutral	Female	50.00	90.00	59.96	9.55
Humor	Male	50.00	90.00	65.38	11.99
No Humor	Female	50.00	100.00	58.94	12.23
	Male	50.00	95.00	61.29	12.38
Total	Female	50.00	100.00	59.79	9.89
	Male	50.00	95.00	63.13	12.24

A pay recommendation measure was computed by subtracting the hiring recommendation measure for the reference résumé (Todd) from the Target résumés (Jessica/Timothy). Pay recommendations for the target were measured as an expression of micro-assaults. I predicted that there would be a stronger negative relationship between hostile sexism and pay recommendations for the female target applicant in the sexist joke condition than in the other two conditions. To test this prediction, I conducted the same regression analysis on the pay recommendations as I did on the hiring recommendations. There were no meaningful interactions effects. Notably, the C1 x sex or target x standardized prejudice score interaction effect failed to reach significance,  $\beta = .071$ ,  $SE = 1.63$ ,  $t = .947$ ,  $p = .344$  as did the C2 x sex of target x standardized prejudice score interaction effect,  $\beta = .038$ ,  $SE = 1.70$ ,  $t = .444$ ,  $p = .657$ .

Although the three-way interaction effects were not significant, I further tested my hypothesis by performing simple slope analyses separately for the female and male target applicants in each of the joke type conditions. Hostile sexism was not significantly related to pay recommendations of the female target applicant in the sexist joke condition,  $\beta = -.226$ ,  $SE = 1.16$ ,  $t = -1.77$ ,  $p = .08$ , the neutral joke condition,  $\beta = -.07$ ,  $SE = .72$ ,  $t = -.72$ ,  $p = .47$ , or the no-joke condition,  $\beta = .13$ ,  $SE = 1.27$ ,  $t = .72$ ,  $p = .48$ .

For the male target applicant, hostile sexism was not related to hiring recommendations in the sexist joke condition,  $\beta = .064$ ,  $SE = 1.70$ ,  $t = .36$ ,  $p = .72$ , the neutral joke condition,  $\beta = -.15$ ,  $SE = 2.32$ ,  $t = -.72$ ,  $p = .47$ , or the no-joke condition,  $\beta = .66$ ,  $SE = 1.47$ ,  $t = .36$ ,  $p = .73$ .

### **Expression of Micro-invalidations**

**Time spent reading résumés.** Descriptive statistics on time spent reading target résumés by condition can be found in Table 5. Time was measured in milliseconds (e.g. 15.66 = fifteen seconds and 66 milliseconds).



Table 5

*Time Spent Reading*

<b>Condition</b>	<b>Target</b>	<b>Min</b>	<b>Max</b>	<b>M</b>	<b>SD</b>
Sexist Humor	Female	3.38	134.32	51.18	28.81
	Male	19.30	128.73	60.65	28.50
Neutral Humor	Female	1.94	196.27	52.54	36.14
	Male	8.45	148.06	45.42	31.67
No Humor	Female	4.51	78.01	43.12	20.53
	Male	3.35	117.01	40.66	25.86
Total	Female	1.94	196.27	50.73	32.31
	Male	3.35	148.06	49.49	29.63

Time spent reading résumés represented a second measure of micro-invalidations. Participant reading time was measured for each résumé (reference applicant résumé, female target applicant résumé, male target applicant résumé).

I followed the same analytical strategy of priori comparisons for the measures of micro-assaults. I regressed time spent reading résumés onto C1, C2, the target of discrimination variable, standardized prejudice scores for the targeted group, and the two- and three-way interaction terms. There was a two-way interaction of sex of target x standardized prejudice scores of hostile sexism,  $\beta = -.18$ ,  $SE = 4.23$ ,  $t = -2.57$ ,  $p < .05$ , such that people higher in hostile sexism spent more time reading the female target applicant résumé,  $\beta = .17$ ,  $SE = 2.08$ ,  $t = 2.60$ ,  $p < .05$ . However, when the target applicant was male participants did not differ on the amount of time spent reading the male résumé as standardized scores for hostile sexism increased  $\beta = -.17$ ,  $SE = 3.18$ ,  $t = -1.62$ ,  $p = .11$ .

I further tested my hypothesis by performing simple slope analyses separately for the female and male target applicants in each of the joke type conditions. Hostile sexism was significantly related to time spent reading the female target applicant in the sexist joke condition,  $\beta = .32$ ,  $SE = 5.35$ ,  $t = 2.53$ ,  $p < .05$ ; it was not significant in the neutral joke condition,  $\beta = .101$ ,  $SE = 2.67$ ,  $t = 1.13$ ,  $p = .26$ , or no-joke condition,  $\beta = .12$ ,  $SE = 2.42$ ,  $t = .66$ ,  $p = .52$ .

For the male target applicant, hostile sexism was not significantly related to time spent reading résumé in the sexist joke condition,  $\beta = -.28$ ,  $SE = 5.82$ ,  $t = -1.65$ ,  $p = .11$ , in the neutral joke condition,  $\beta = -.14$ ,  $SE = 7.25$ ,  $t = -.69$ ,  $p = .50$  or the no-joke condition,  $\beta = -.06$ ,  $SE = 3.34$ ,  $t = -.30$ ,  $p = .77$ . Figure 3 and 4 display the predicted means on the time spent reading résumés measure for females and males in each condition.

Figure 3

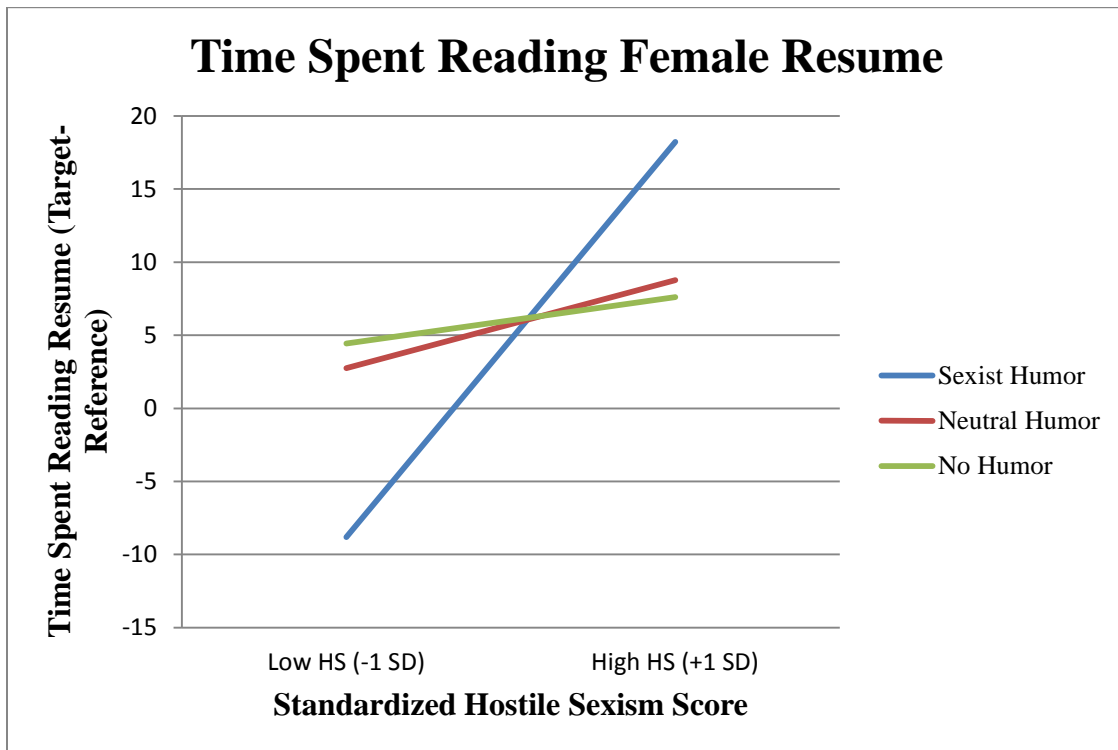
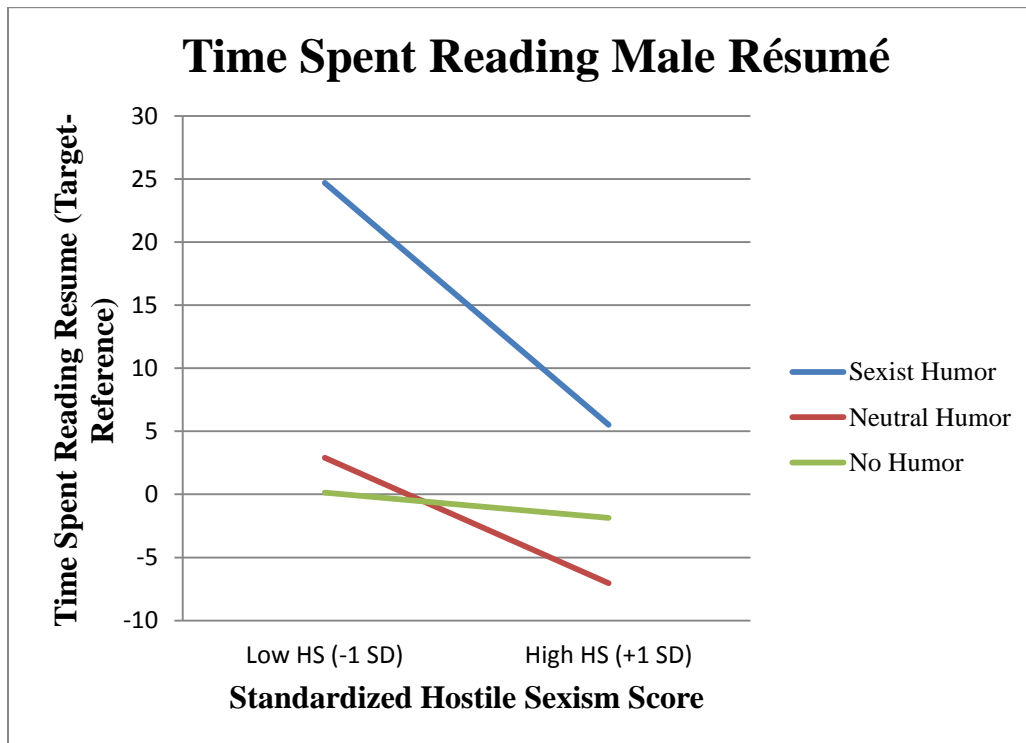
*Time Spent Reading Female Résumé*

Figure 4

*Time Spent Reading Male Résumé*

*Memory for résumés.* Descriptive statistics on memory scores by condition for each target gender are below in Table 6. A score of 3 represents the highest score possible.

Table 6

*Memory Scores*

<b>Condition</b>	<b>Target</b>	<b>Min</b>	<b>Max</b>	<b>M</b>	<b>SD</b>
Sexist	Female	0.00	3.00	1.83	0.94
Humor	Male	1.00	3.00	2.32	0.73
Neutral	Female	0.00	3.00	1.90	0.90
Humor	Male	1.00	3.00	2.19	0.80
No Humor	Female	0.00	3.00	2.09	0.88
	Male	0.00	3.00	2.00	0.89
Total	Female	0.00	3.00	1.91	0.91
	Male	0.00	3.00	2.18	0.81

Memory for information on the target résumés represented a measure of micro-invalidations. Specifically, I analyzed the number of correct answers on the memory quiz. Scores could range from 0 to 3.

I followed the same analytical strategy for micro-invalidations as I did for micro-assaults. I regressed the memory scores onto C1, C2, the sex of target applicant, standardized prejudice scores for the targeted group, and the two- and three-way interaction terms. There was a significant two-way interaction for C2 x sex of target applicant,  $\beta = .210$ ,  $SE = .191$ ,  $t = 2.357$ ,  $p = .019$  such that participants differed in their

memory for the female and male targets between the sexist joke and the no joke conditions.

There was a significant three-way interaction for C2 x sex of target applicant x hostile sexism,  $\beta = -.20$ ,  $SE = .195$ ,  $t = -2.362$ ,  $p = .019$  such that participant memory for the male target decreased as hostile sexism increased,  $\beta = -.53$ ,  $SE = .164$ ,  $t = -3.25$ ,  $p < .05$ . However, as participant scores on hostile sexism increased, their memory for the female target did not change significantly,  $\beta = .09$ ,  $SE = .13$ ,  $t = .67$ ,  $p = .50$ .

I further tested my hypothesis by performing simple slope analyses separately for the female and male target applicants in each of the joke type conditions. Hostile sexism was not significantly related to memory of the female target applicant in the sexist joke condition,  $\beta = .89$ ,  $SE = .13$ ,  $t = .68$ ,  $p = .50$ , it was significant in the neutral humor condition,  $\beta = .19$ ,  $SE = .09$ ,  $t = 2.14$ ,  $p < .05$ , and not significant in the no-joke condition,  $\beta = -.08$ ,  $SE = .18$ ,  $t = -.45$ ,  $p = .65$ .

Hostile sexism was significantly related to memory for the male target résumé in the sexist joke condition,  $\beta = -.49$ ,  $SE = .13$ ,  $t = -3.21$ ,  $p < .05$ , but not significant in the neutral joke condition,  $\beta = -.19$ ,  $SE = .20$ ,  $t = -.94$ ,  $p = .36$  or the no-joke condition,  $\beta = .11$ ,  $SE = .19$ ,  $t = .61$ ,  $p = .55$ . Figures 4 and 5 display the predicted means on the memory for résumé measure for females and males in each condition.

Figure 5

*Memory for Female Résumé*

Figure 6

*Memory for Male Résumé*



## CHAPTER FIVE: DISSCUSSION

The present research was designed to extend the current research on the social consequences of exposure to sexist humor by examining the effects of sexist humor on expressions of both explicit discriminatory behavior (micro-assaults) and implicit discriminatory behavior (micro-invalidations). In the context of the present study I hypothesized that people higher in hostile sexism would express micro-assaults (i.e., give lower hiring recommendations and pay recommendations for a female job applicant than a male job applicant) upon exposure to sexist humor than upon exposure to neutral humor or no humor at all. I also explored two possibilities about the effects of sexist humor on the expression of micro-invalidations: first that the effects of sexist humor are limited to explicit expressions of prejudice, micro-assaults, and alternatively that sexist humor activates sexist attitudes, which affect implicit processes outside awareness such as micro-invalidations.

### **Micro-assaults**

Regarding explicit micro-assaults, I examined both hiring recommendations and pay recommendations for a female and male target job applicant. On the hiring recommendation measure I found that, contrary to my hypothesis, the type of humor x sex of target applicant x hostile sexism interaction was not significant. However, simple slope analyses within each experimental condition were consistent with my hypothesis. Specifically, the only significant relationship between hostile sexism and hiring recommendation occurred in the sexist humor, female target applicant condition. The higher people were in hostile sexism the less they recommended hiring the female target

applicant upon exposure to sexist humor. This relationship was attenuated in all the other conditions. In sum, the hypothesis was supported by the pattern of simple slope analyses but not when tested over the whole design.

I expected responses on the pay recommendation measure to be consistent with those on the hiring recommendation measure. Again, my hypothesis was not supported when tested over the whole design: the predicted three-way interaction effect was not significant. Unlike the hiring recommendation measure, however, the pattern of simple slope analyses also failed to support my hypothesis. Hostile sexism was not significantly related to pay recommendations for the female target applicant in the sexist joke condition.

Taken together these results suggest that my study failed replicate the findings of previous research guided by prejudiced norm theory. Prejudiced norm theory proposes that sexist humor expands the bounds of acceptable behavior in a given context to include responses toward women that would otherwise seem unacceptable. It is not known, however, how much sexist humor expands the bounds of appropriate conduct. Perhaps it stretches those normative boundaries to a rather small degree and thus its effects are limited to subtle or mild expressions of prejudice. Furthermore, it is possible that sexist hiring and pay recommendations constituted expressions of prejudice that were too blatant or severe to be included in the expanded bounds of acceptability created by the sexist humor.

### **Micro-invalidations**

Scores on the memory quiz for the target résumé and time spent reading the target résumé represented my measures of micro-invalidation. On the memory quiz I found that

hostile sexism was not related to memory for the female target résumé in the sexist joke condition or the no-joke condition; it was positively related to memory in the neutral joke condition. Also, hostile sexism was negatively related to memory for the male target applicant's résumé in the sexist joke condition. People higher in hostile sexism reported worse memory for the male target's résumé. Hostile sexism was not related to memory for the male target's résumé in the other two conditions. These findings are difficult to interpret and provide little information regarding how sexist humor affects implicit expressions of prejudice against women.

On the reading time measure, I found that hostile sexism was positively related to time spent reading the female target's résumé in the sexist joke condition—participants higher in hostile sexism spent more time reading the female target's résumé. Hostile sexism was not related to time spent reading the female target's résumé in the other two conditions. Furthermore, hostile sexism was not related to time spent reading the male target's résumé in any of the joke type conditions.

These results suggest that there was a preconscious release of prejudice against women as a result of exposure to sexist humor. More time spent reading and better memory for the female résumé may not seem prejudicial, but it is possible that those high in hostile sexism were thoroughly scrutinizing the female applicant's qualifications, while giving the male applicant the “benefit of the doubt” by skimming his qualifications.

Another argument could be made to explain these findings. According to multiple sources (Gollwitzer & Moskowitz, 1996; Moskowitz, Wasel, Gollwitzer, & Schaal, 1999; Sue, 2010) the majority of implicit forms of prejudice such as micro-invalidations are committed by those who outwardly support equality; however when

presented with a situation that activates their knowledge of sexist stereotypes or sex discrimination they may preconsciously control for the possibility of prejudice by overcompensating. In the context of this study that could mean that sexist humor preconsciously activated strong negative stereotypes of women in the workplace that participants attempted to censor by closely considering the female applicant.

If sexist jokes did promote the expression of micro-invalidation in this study, it is noteworthy that Sue (2010) suggested that micro-invalidations are more insidious than explicit forms of prejudice due to their subtle nature which is often not recognized by the perpetrator or the target. Micro-invalidations are hard to prove and not legally actionable like more overt forms of sexism like micro-assaults, so the target cannot get justice for the offense if one is even consciously interpreted.

### **Limitations and Future Directions**

One major reason I decided to use MTurk for my data sample was because of research done by Buhrmester, Kwang, and Gosling (2011) demonstrating that MTurk is as reliable and trustworthy as other sampling methods for collecting survey data. While this seems to be the case overall, some studies suggest a few important differences between MTurk sampling methods versus classic sampling methods. For instance, after completing my study I discovered that Goodman, Cryder and Cheema (2012) found that MTurk participants are less likely to pay attention to experimental materials than typical sampling pools. Otherwise, they found that MTurk participants produce reliable results consistent with standard decision-making of classic sample groups. They recommend that studies using MTurk samples consider adding questions to check participants understanding and attention. Luckily, in my study I included an attention check question

that directed the participant how to respond to a particular question. Although using MTurk was not a true limitation in this study I now understand how important it is to research differences between MTurk and classic sampling methods before beginning a study.

In the future, I would hope to design the study that better detects explicit forms of prejudice such as micro-assaults. To do so, the sexist jokes may need to be presented in a less explicit way. Such a study may include a confederate who tells the jokes in the room during the hiring task. The confederate would be considered unrelated to the hiring task at hand, yet still affects the immediate norm in the room.

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## APPENDIX A: SCRIPT AND INFORMATION

Script and Information: (Joke conditions)

You are invited to participate in a research project entitled “**Joke Appreciation Study.**”

- 1) For the Joke Appreciation Study, you will be asked to give your reactions to 4 jokes that may be used for a future study depending upon your reactions. Some of the jokes may be considered mildly disparaging and some people might find them offensive. The jokes are used for research purposes only and do not reflect the views of the researchers.

You are also invited to participate in a research project entitled “**Sales Job Hiring Study**”

- 1) For this study you will read a job description and two random résumés that belong to applicants for the position. You will then answer questions about the content of the résumés and make a recommendation in terms of how much each applicant should be paid.
- 2) You will also respond to demographic questions about yourself.

You are also invited to complete an inventory as part of a future study entitled “**Social Attitudes Survey**”

- 1) For this survey you will read the directions and respond as honestly as possible to the questions asked. Your responses will remain anonymous.

These separate studies are included together because each is brief. It should take you about an hour to complete all three surveys.

## APPENDIX B: INFORMED CONSENT FORM

**Project Titles: Joke Appreciation Study; Sales Job Hiring Study; Social Attitudes Survey****What is the purpose of this research?**

- 1) The purpose of the **joke appreciation study** is to document different reactions to jokes for use in a future study.
- 2) The purpose of the **sales job hiring study** is to see what kind of job qualifications get the highest pay.
- 3) The purpose of the **social attitudes survey** is to get an idea of the social attitudes of people ages 18 and older on everyday social issues.

**What will be expected of me?**

- 1) For the **joke appreciation study**, you will be asked to give your reactions to 4 jokes that may be used for a future study depending upon your reactions. Some of the jokes may be considered mildly disparaging and some people might find them offensive. They jokes are used for research purposes only and do not reflect the views of the researchers.
- 2) For the **sales job hiring study** you will read a job description and two random résumés that belong to applicants for the position. You will then answer questions about the content of the résumés and make a recommendation in terms of how much each applicant should be paid. You will also respond to demographic questions about yourself.
- 3) For the **social attitudes survey** you will read each question and respond as honestly as possible. These questions will be related to everyday social interactions and opinions that you might have.

**How long will the research take?**

Together, the studies should take no longer than 60 minutes, but you will be given as much time as you need to complete the studies within an appropriate time span.

**Will my answers be anonymous?**

Yes. In no way will your name or any identifying information be linked to the data.

**Can I withdraw from the study if I decide to?**

Absolutely. You can withdraw from the research at any time and ask that your answers not be used.

**Is there any harm that I might experience from taking part in the study?**

There is minimal inherent risk of harm when participating in these studies. Particularly, jokes in the joke appreciation study may be mildly offensive but should in no way reflect the attitudes of the researchers or people in general.

**How will I benefit from taking part in the research?**

For the **joke appreciation study**, your responses will help inform researchers of the type of reactions that different jokes may illicit. This information will be useful in conducting future research on the effect of humor.

For the **job sales hiring study**, your responses will help future applicants and employers in understanding the factors that dictate amount of pay that employees should get.

For the **social attitudes survey**, your responses will help inform researchers of the average social attitude of males of ages 18 and older.

**Who should I contact if I have questions or concerns about the research?**

Contact me (Alyna Ohanmamooreni) via email at aohanmamooreni1@catamount.wcu.edu . You can also contact Dr. Leonardo Bobadilla, the Western Carolina University IRB Chair at (828) 227-7212.

**Do you consent to the studies above?**

\_\_\_\_\_ Yes, I agree to participate and I understand that my participation is explicit. I understand that I will be able to stop participating at any point in time. I also understand that there will be no consequences for not completing the studies.

\_\_\_\_\_ No, I do not agree to participate.

## APPENDIX C: NEUTRAL AND SEXIST JOKES

### Neutral jokes:

1. Psychiatrist: What's your problem?

Patient: I think I'm a chicken.

Psychiatrist: How long has this been going on?

Patient: Ever since I was an egg!

2. "Armstrong!" the boss said, "I happen to know you weren't sick yesterday and the reason you didn't come to work was that you were out playing golf."

"That's a rotten lie!" protested Armstrong, "And I have the fish to prove it!"

3. Q: What's the difference between a golfer and a skydiver?

A: A golfer goes...whack! "Damn!" A skydiver goes, "Damn!"....whack.

4. Q: Why was the leper stopped for speeding?

A: He couldn't take his foot off the accelerator!

### Sexist jokes:

1. If a woman is in the forest, talking to herself, with no man around, is she still complaining?

2. Three women were granted one wish each by a genie. The first woman said, "I wish I were the smartest woman in the world." And POOF, it came to be. The second woman said, "I wish I was ten times smarter than the smartest woman in the world." and POOF, it came to be. The third woman said, "I wish I were twenty times smarter than the smartest woman in the world." ....And POOF, she was a man!

3. Did you know there are female hormones in beer? You drink a lot of beer and you get fat, you talk too much and don't make sense, you cry and you can't drive a car.

4. Why haven't any women ever gone to the moon?

It doesn't need cleaning yet!

## APPENDIX D: REFERENCE APPLICANT RÉSUMÉ

**Todd Washburn**  
43401

Address: 30 Martha Avenue, Bowling Green, Ohio

378-1902

Telephone: 416-

### **CAREER OBJECTIVE**

A marketing or sales position with a large corporation where my contributions to the success of the company can be recognized.

### **EDUCATION**

Bachelor of Administrative Sciences  
University

Bowling Green

Major: Marketing Management

University Grade Point = 3.21

Major Grade Point = 3.20

Coursework included: Principles of Marketing, Advertising, Sales Management, Industrial Marketing, Professional Selling, Marketing Research, Consumer Behavior, International Marketing, Marketing Strategy, Franchising

### **EXPERIENCE**

Sales Representative

Toledo, Ohio

May 2009 - August 2009

Municipal Telemarketing—Solicited contributions for local police and fire organizations.

M&M Engraving Inc.  
Green, Ohio

Bowling

September 2007 - May 2008

Sales Assistant—Responsibilities included writing sales letters, handling customer complaints

and requests, preparing bulk mailings, researching new products and equipment, and operating computer engravers.

Eight-Ball Family Billiards Parlor  
Green, Ohio

Bowling

May 2007 - August 2007



Assistant Manager–Responsibilities included cashiering, supervising a small work crew, organizing leagues and tournaments, and ordering materials and merchandise.

### **SKILLS & INTERESTS**

Sports: Hiking, biking, fantasy football  
Travel: Have visited 47 states, including Alaska  
Computers: Windows 2007, Microsoft Word, Powerpoint, Excel, Microsoft Publisher  
Organization: a member of Alpha Kappa Psi professional business club

## APPENDIX E: TARGET APPLICANT RÉSUMÉ

**TIMOTHY KELLERMAN**  
(or **JESSICA KELLERMAN**)187 Ridge Road  
5639  
Bowling Green, Ohio 43402  
Keller1@aol.com

Telephone: (416) 445-

e-mail:

**CAREER OBJECTIVE:** Seeking an entry-level sales position with a consumer products company that rewards employees for high productivity.

**EDUCATION:** Bachelor of Business Administration      Graduation:  
August, 2000  
Bowling Green University      University GPA:  
3.08  
Bowling Green, Ohio      Major GPA  
2.89

**Relevant Courses:** Industrial Marketing      Marketing Strategy  
Sales Administration      Consumer Behavior  
Advanced Public Speaking      Communications

**WORK EXPERIENCES:**

**SUMMER INTER**      June -  
August 2009  
*Walt Disney World Company*      *Orlando,*  
*Florida*

Nationally selected to participate in the Walt Disney World College Program.  
Insured  
highest quality of service for domestic and international guests. Completed 10  
business  
seminars focused on Fortune 500 companies.

**RETAIL SALES REPRESENTATIVE**  
2007-2008  
*Best Buy*  
*Green, Ohio*

*Bowling*

Primary responsibility was the sale of stereo and sound systems to retail customers in Best Buy Superstore. Worked on Commission. Received Best Buy Sales Effectiveness Award for top in-store sales revenue in August 2007.

MANAGER

Summer 2006

*Student Painters Inc.*  
*Indiana*

*Indianapolis,*

Hired to head up a branch of the company. Performed marketing, sales, and customer relations duties. Hired, trained, and managed a crew of six people.

SKILLS and INTERESTS:

- Gold Guide (give campus tours to prospective students and their parents)
- Computer Skills: Microsoft Word, Powerpoint, SPSS 19
- Member, Student Chapter of the American Marketing Association
- Have played soccer since childhood and coach children in summer leagues for the Buchanan Recreation Department

## APPENDIX F: MEMORY FOR RÉSUMÉ QUIZ

(Todd-Reference)

1. What was Todd Washburn's major at Bowling Green University?
  - a. Creative Writing
  - b. Business Administration
  - c. Marketing Management
  - d. Public Relations
  
2. Which GPA is closest to Todd's major and university GPA?
  - a. 2.8
  - b. 3.0
  - c. 3.2
  - d. 3.5
  
3. Which of the following are not one of Todd's skills and interests?
  - a. Football
  - b. Biking
  - c. Traveling
  - d. Writing

(Timothy/Jessica Kellerman)

1. What was Timothy/Jessica's major at Bowling Green University?
  - a. Creative Writing
  - b. Business Administration
  - c. Marketing Management
  - d. Public Relations
  
2. Which GPA is closest to Timothy/Jessica's major and university GPA?
  - a. 2.8
  - b. 3.0
  - c. 3.2
  - d. 3.5
  
3. Which of the following are not one of Timothy/Jessica's skills and interests?
  - a. Soccer
  - b. Computers
  - c. Traveling
  - d. Coaching

APPENDIX G: HIRING AND PAY RECOMMENDATIONS

In your opinion, how strong of an applicant is \_\_\_\_\_ for the job?

Not at all-----Very

In your opinion, how suitable is \_\_\_\_\_ for the job?

Not at all-----Very

In your opinion, how qualified is \_\_\_\_\_ for the job?

Not at all-----Very

Pay allocation

Using the sliding scale, what annual pay do you think Todd should be offered if he gets the job? (Note: these values represent the low average to high average pay for this position)

\$50,000-----\$100,000

Using the sliding scale, what pay do you think Timothy/Jessica should be offered if he/she gets the job? (Note: these values represent the low average to high average pay for this position)

\$50,000-----\$100,000

## APPENDIX H: AMBIVALENT SEXISM INVENTORY

**Below are a series of statements concerning men and women and their relationships in contemporary society. Please indicate the degree to which you agree or disagree with each statement using the scale below:**

**Note: To take this test, I recommend that you print a hard copy and answer each question in the blanks provided. Scoring methods are provided at the end.**

0	1	2	3	4	5
disagree	disagree	disagree	agree	agree	agree
strongly	somewhat	slightly	slightly	somewhat	strongly

- 
- \_\_\_ 1. No matter how accomplished he is, a man is not truly complete as a person unless he has the love of a woman.
- \_\_\_ 2. Many women are actually seeking special favors, such as hiring policies that favor them over men, under the guise of asking for "equality."
- \_\_\_ 3. In a disaster, women ought not necessarily to be rescued before men.
- \_\_\_ 4. Most women interpret innocent remarks or acts as being sexist.
- \_\_\_ 5. Women are too easily offended.
- \_\_\_ 6. People are often truly happy in life without being romantically involved with a member of the other sex.
- \_\_\_ 7. Feminists are not seeking for women to have more power than men.
- \_\_\_ 8. Many women have a quality of purity that few men possess.
- \_\_\_ 9. Women should be cherished and protected by men.
- \_\_\_ 10. Most women fail to appreciate fully all that men do for them.
- \_\_\_ 11. Women seek to gain power by getting control over men.
- \_\_\_ 12. Every man ought to have a woman whom he adores.

- \_\_\_ 13. Men are complete without women.
- \_\_\_ 14. Women exaggerate problems they have at work.
- \_\_\_ 15. Once a woman gets a man to commit to her, she usually tries to put him on a tight leash.
- \_\_\_ 16. When women lose to men in a fair competition, they typically complain about being discriminated against.
- \_\_\_ 17. A good woman should be set on a pedestal by her man.
- \_\_\_ 18. There are actually very few women who get a kick out of teasing men by seeming sexually available and then refusing male advances.
- \_\_\_ 19. Women, compared to men, tend to have a superior moral sensibility.
- \_\_\_ 20. Men should be willing to sacrifice their own well being in order to provide financially for the women in their lives.
- \_\_\_ 21. Feminists are making entirely reasonable demands of men.
- \_\_\_ 22. Women, as compared to men, tend to have a more refined sense of culture and good taste.

**SCORING:**

**REVERSE THE FOLLOWING ITEMS: 3, 6, 7, 13, 18, 21**

(i.e., 0 becomes 5, 1 becomes 4, etc.)

**HOSTILE SEXISM (HS) SCORE = average the following items:**

**2,4,5,7,10,11,14,15,16,18,21**

**BENEVOLENT SEXISM (BS) SCORE = average the following items:**

**1,3,6,8,9,12,13,17,19,20,22**

**OVERALL AMBIVALENT SEXISM SCORE = average of HOSTILE and BENEVOLENT SEXISM scores.**

**WHAT YOUR SCORE MEANS:**

**The ASI is intended mainly to measure MEN'S attitudes toward women. Women, however, can also take the scale.**

Scores above 2.5 on each scale can be considered relatively "sexist."

**HOSTILE SEXISTS (2.5 and above on the HS subscale) are likely to hold negative stereotypes of women who reject traditional female roles and behaviors (e.g., feminists, career women).**

**BENVEOLENT SEXISTS (2.5 and above on the BS subscale) tend to have particularly positive feelings about and stereotypes of women who embrace traditional roles (e.g., homemakers, moms), but are not necessarily hostile toward women who reject these roles (unless they are also hostile sexists).**

**AMBIVALENT SEXISTS (2.5 and above on both HS and BS) have the traits of both hostile and benevolent sexists and tend to have polarized or extreme reactions to women depending on which aspect of their attitudes is activated (e.g., the same person may be highly hostile to career women, but reverent toward homemakers).**

**NON-SEXISTS (below 2.5 on both HS and BS) tend to be more egalitarian.**



## APPENDIX I: DEBRIEFING INFORMATION

The studies that you just completed are aimed at further discovering the ways that exposure to sexist humor (versus neutral humor) can affect the way men think about and treat women. In the past, we have found that men, particularly those with sexist attitudes, show more tolerance of instances of sexism and more willingness to consciously discriminate against women upon exposure to sexist humor versus neutral humor or other stimuli.

This study was designed to follow-up on that past research. Specifically we set out to determine if exposure to sexist jokes would bias men's perceptions of a female job applicant. We think it's possible that men with higher sexism scores will exhibit unconscious bias against a female applicant shown in the amount of time they spend reading the female's résumé as well as conscious bias in their hiring recommendations.

Thank you for participating in our study!