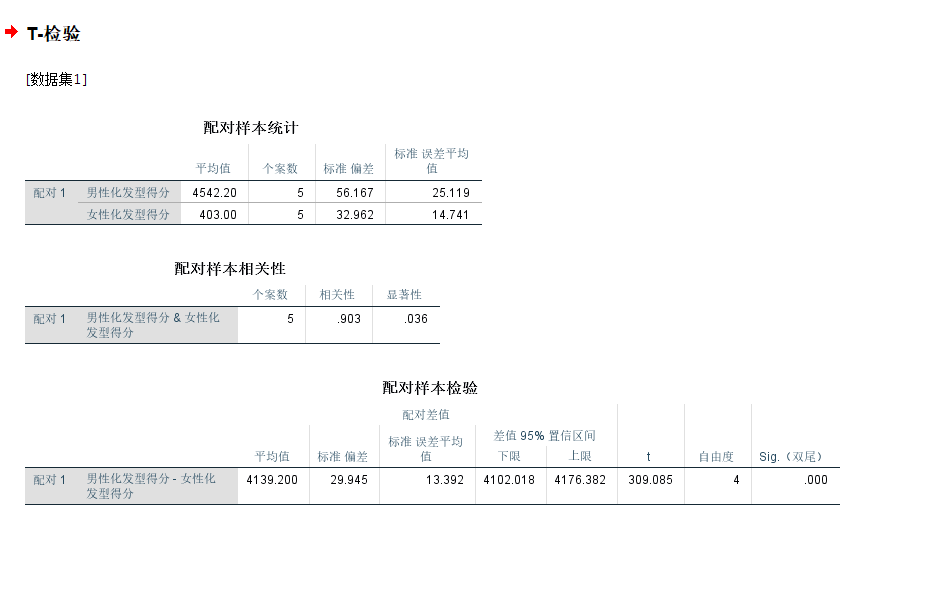
Pilot experiment: indigenous gendered hairstyles

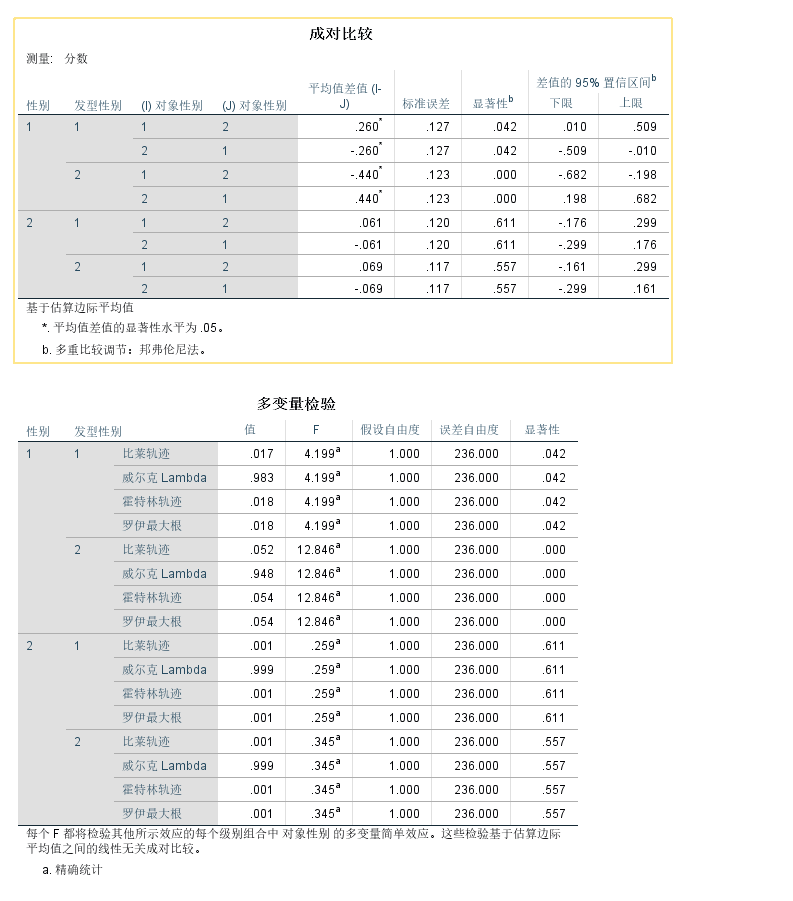
Paired-samples t-test results demonstrate gender-specific hairstyles

Experiment 1:

Hair Styles Gender Stereotypes Content Results: (Exogenous)

1. significant third order interaction

Pairwise comparison results



1. male subjects scored significantly higher on masculinised hairstyles-male subjects than female subjects

2. male subjects scored significantly higher on feminised hairstyles - female subjects than on male subjects

1. male subjects perceived male hairstyles as more appropriate for male subjects and female hairstyles as more appropriate for female subjects, which was not reflected in any of the female subjects. This indicates that there is a stronger gender stereotype of hairstyles for male subjects.



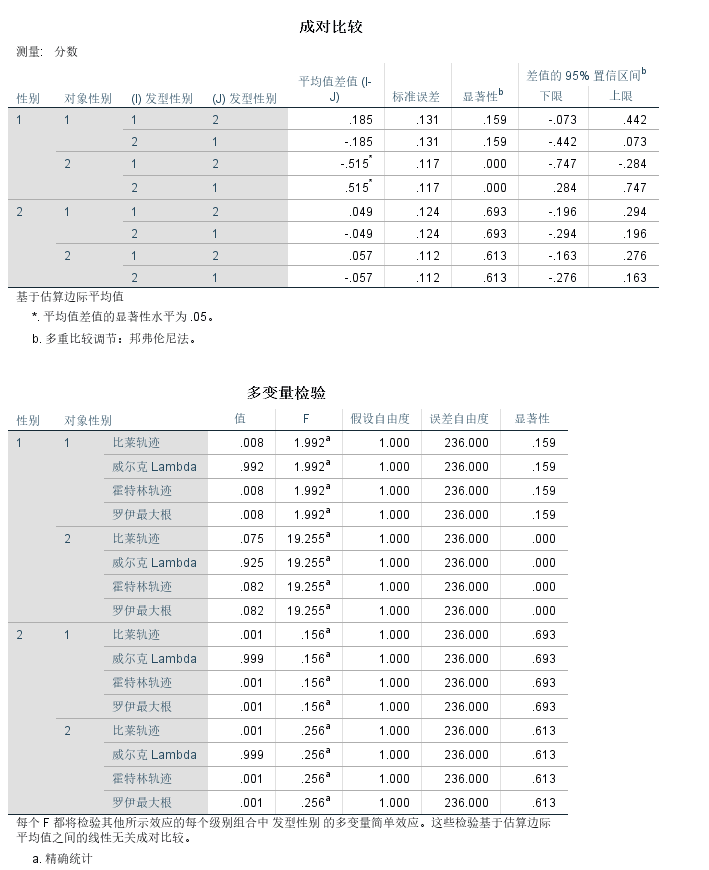
3. male participants rated male hairstyles significantly higher for female subjects than for male subjects

4. male participants rated female hairstyles significantly more favourably than male participants.

Female participants rated the hairstyles of the male subjects significantly higher than the male subjects, suggesting that female participants were more accepting of men wearing hairstyles that conformed to stereotypically consistent or inconsistent hairstyles.

5. female targets rated female participants significantly higher than male participants for masculine hairstyles

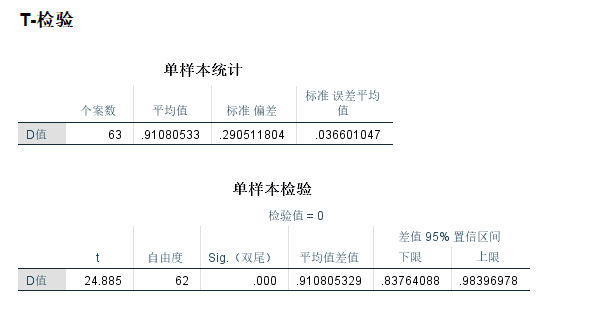
Female participants rated female targets significantly higher than male targets for wearing male hairstyles, indicating that female participants are more likely to accept females wearing hairstyles that conform to stereotypical inconsistencies.



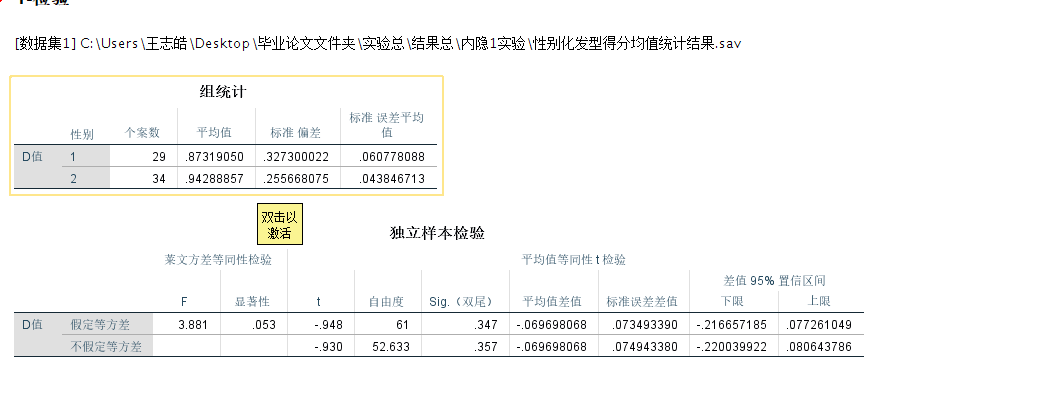
6. Male participants rated female hairstyles significantly higher than male hairstyles for female targets, suggesting that male participants perceived female hairstyles to be more appropriate for female targets.

Experiment 2

Hair Styles Gender Stereotypes Content Results: (Implicit)



A one-sample t-test on the D-value of the IAT results showed that implicit attitudes towards gender stereotyping of hairstyles were extremely strong.



An independent samples t-test was conducted on the results to examine the effect of gender on implicit hairstyle gender stereotypes, using gender as the variable, and the results showed that female participants had stronger hairstyle gender stereotypes compared to their masculine hairstyles counterparts.

A 2 (participant gender: male, female) \* 2 (target gender: male, female) \* 2 (hairstyle gender: male, female) repeated-measures ANOVA

General results手机屏幕截图

AI 生成的内容可能不正确。

Main effect 1 Target gender

表格

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Main effect 2 Hairstyle gender

表格

AI 生成的内容可能不正确。

Interaction 1 target gender - gender of hairstyle表格

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Experiment 3:

The effect of hairstyle gender stereotypes on character evaluations (exogenous)

Comparison of Enthusiasm-Ability Dimensions - Paired Samples t-Tests表格

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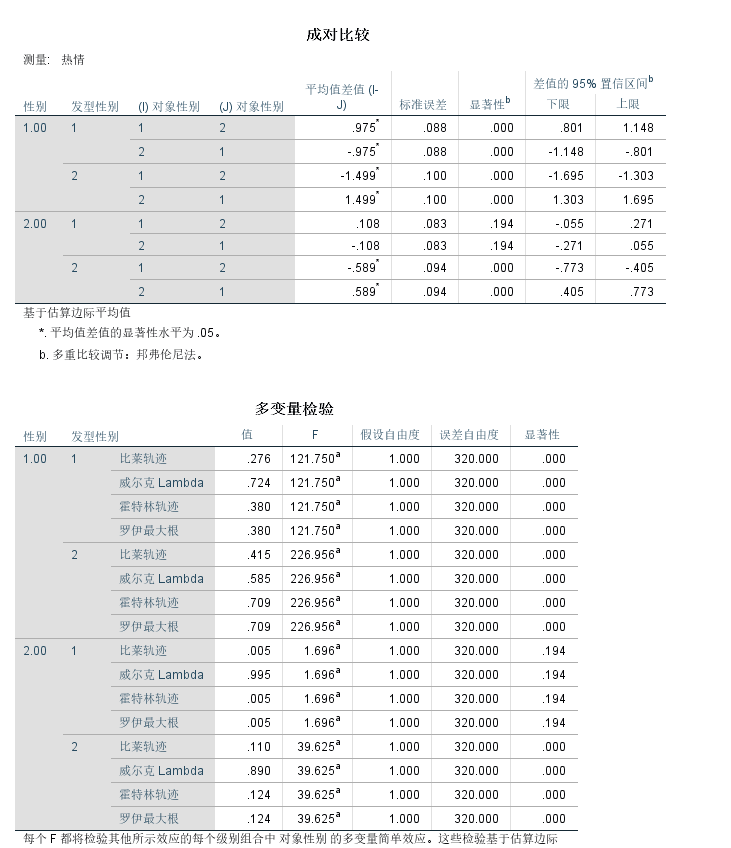
2 (participant gender: male, female) \* 2 (target gender: male, female) \* 2 (stereotype: congruent, incongruent) repeated-measures ANOVA

Warmth level



The third-order interaction is significant

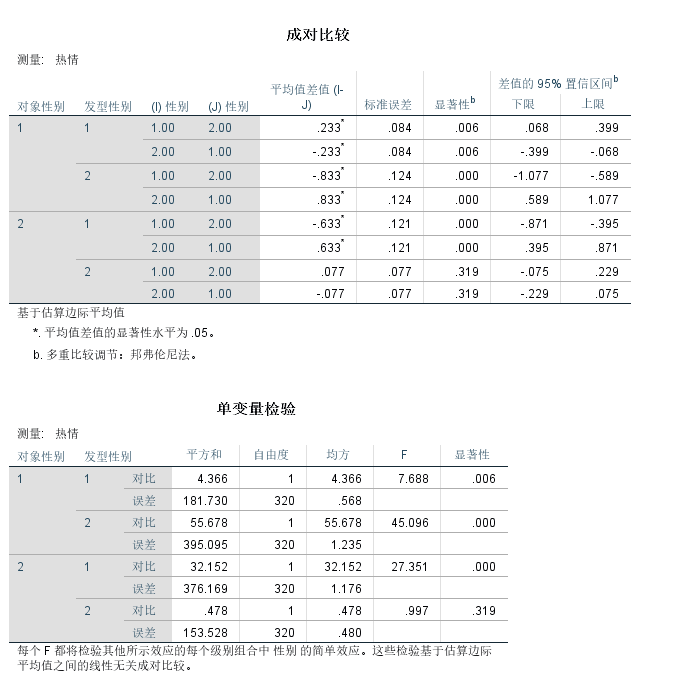
Pairwise comparison results



1. male participants rated masculine hairstyles as significantly more enthusiastic than females, i.e., males perceived males wearing masculine hairstyles as more enthusiastic than females;

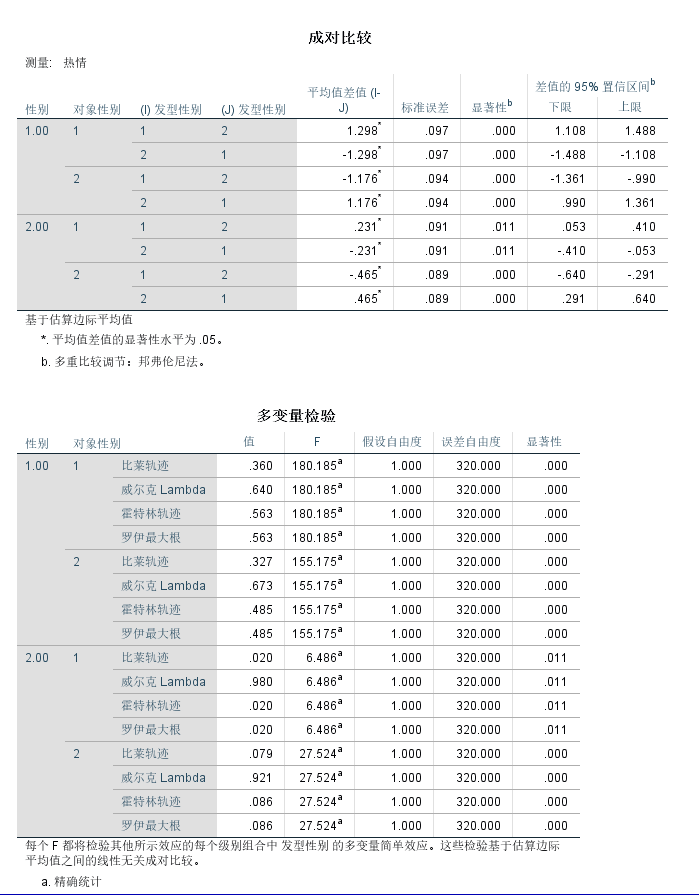
2. male participants rated female hairstyles significantly higher than masculine hairstyles, i.e., males perceived females wearing feminine hairstyles as more enthusiastic than males;

Male subjects' enthusiasm dimension ratings were all significantly higher in the stereotype congruent condition than in the incongruent condition, i.e., hairstyles that do not conform to the stereotype reduce male enthusiasm dimension ratings for the target.

3. female participants' enthusiasm dimension ratings were significantly higher than those of masculine hairstyles, i.e., females perceived females wearing feminine hairstyles as more enthusiastic than males;

4. male subjects rated the masculine hairstyles worn by their male targets as significantly more enthusiastic than female participants;

5. female participants rated feminine hairstyles worn by male targets significantly higher on the enthusiasm dimension than did male participants; i.e., female participants perceived boys wearing feminine hairstyles as enthusiastic more than did male participants;

6. female participants rated female targets wearing masculine hairstyles significantly higher on the enthusiasm dimension than did male subjects;

7. male subjects rated the enthusiasm dimension of masculine hairstyles significantly higher than that of feminine hairstyles;

8. female participants rated the enthusiasm dimension of wearing feminised hairstyles significantly higher than masculinised hairstyles for females;

9. male participants rated the enthusiasm dimension significantly higher than masculine hairstyles for females wearing feminine hairstyles;

10. female participants rated the enthusiasm dimension of wearing masculine hairstyles significantly higher than feminine hairstyles for males;

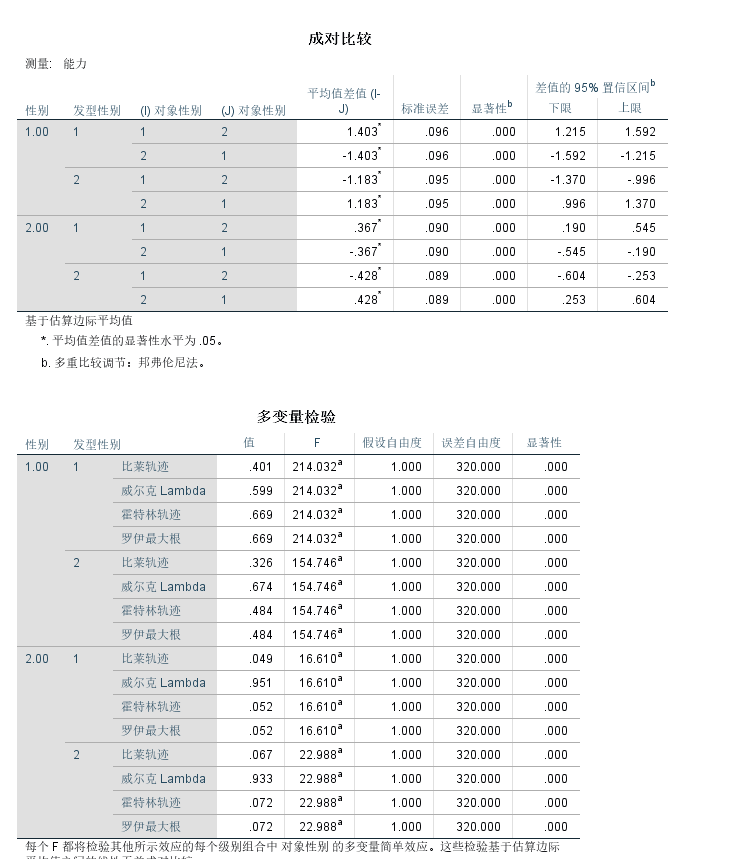
This suggests that subjects will have higher enthusiasm dimension ratings for wearing a stereotype-compliant hairstyle.

Competence level



The third-order interaction is significant

Pairwise comparison results



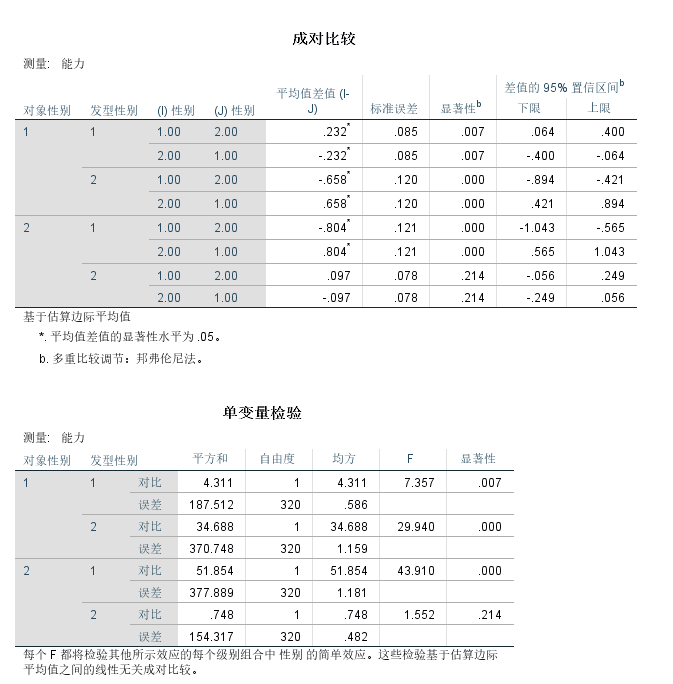
1. male participants rated the wearing of masculine hairstyles by males significantly higher than female targets on the competence dimension;

2. male participants rated the wearing of feminine hairstyles as a dimension of competence significantly higher than male targets;

3. female participants rated the wearing of feminine hairstyles by females significantly higher than male targets on the competency dimension;

4. female participants rated the wearing of feminine hairstyles by males significantly higher than female targets on the dimension of competence;

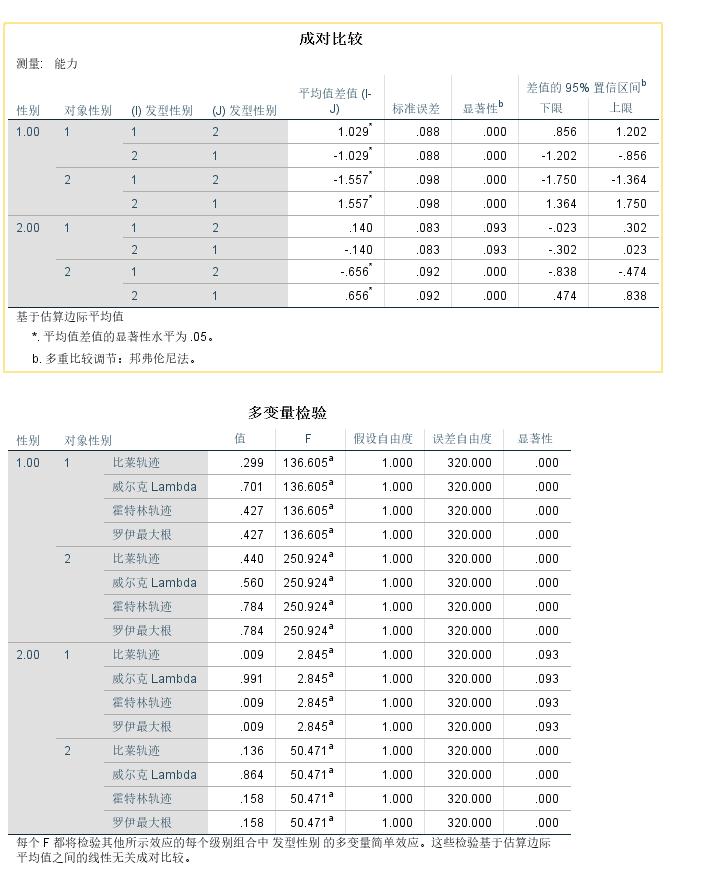
This suggests that subjects will rate the competency dimension higher when wearing stereotypical hairstyles.



5. Male subjects scored significantly higher than female participants on the dimension of ability to wear masculine hairstyles;

6. male participants rated significantly higher than female participants on the dimension of competence for female wear masculine hairstyles;

7. female participants rated the dimension of ability to wear masculine hairstyles significantly higher than male participants;



Male participants rated masculine hairstyles significantly higher than female hairstyles on the competence dimension for males wearing masculine hairstyles;

Male participants rated feminine hairstyles significantly higher than masculine hairstyles on the dimension of competence when worn by females;

Female participants rated female hairstyles significantly higher than masculine hairstyles on the dimension of competence when worn by females;

Experience 4

The Impact of HGSs on Evaluations (Implicit)

Male target IAT

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AI 生成的内容可能不正确。

Main effect 1 Participant gender表格

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Main effect 2 Hairstyle gender

表格

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Interaction1 : participant gender - trait gender表格

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Interaction 2: Hairstyle gender - trait gender:

手机屏幕截图

AI 生成的内容可能不正确。

表格

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