

TALK

DO STEREOTYPES SHAPE OUR PERCEPTIONS OF MEN AND WOMEN? A LARGE CROSS-CULTURAL STUDY

Ian Stephen

Bournemouth University, Bournemouth, United Kingdom

stepheni@bournemouth.ac.uk

ABSTRACT

In a number of previous studies, authors have argued that gendered stereotypes shape how we perceive men and women, with men typically seen as more aggressive, dominant, and intelligent than women, and women more caring and trustworthy than men. In a large study, over 11,000 participants from 43 countries around the world rated 120 faces on 13 different traits. Using linear mixed modelling, I examine differences in how men and women are perceived from their faces in different countries, and discuss how these biases are associated with gendered stereotypes and gender equality.