



**Personality**  
What makes us who we are?

**Psych 305A: Lecture 24**

**Personality and Gender Wrap Up**  
**Begin Culture**

1

**Class updates**

- Exam 5 Mean = 70%
  - No major problem items!
  - Scores will be posted by tomorrow (Tuesday)
- Evaluations – Do you want to do them in class on Wed? (BYO laptop)
- Course calendar:
  - Wed: Culture & personality
  - Fri/Mon: Easter holiday
  - Next Wed: Last lecture: wrap up culture, course overview
  - Next Fri: Exam 6

2

## **Gender Roles**

Popular conceptions of gender,  
which may influence behavior

3

## **Sex Differences vs. Sex-Roles**

- Sex Differences
  - Actual differences between males and females in personality traits, self-esteem, aggression, achievement, etc.
- Sex-Roles (Gender Identity)
  - Stereotypes or beliefs about what it means to be a “man” or a “woman”
  - Socialization of boys and girls to act in “gender appropriate” or sex-stereotypical ways
  - Development of gender identity

## Summers Controversy

- The discussion continued...
- March, 2007, in the *New York Times Magazine*, Harvard government professor Harvey Mansfield said of Summer's comment:
  - “He was expressing seriously the notion that women, innately, have less capacity than men at the highest level of science. I think it's probably true. It's common sense if you look at who the top scientists are.”

5

## Mansfield also said:

- “We need [gender] roles. Roles give us mutual expectations of what is either correct or good behavior. Women are neater than men, they make nests, and all these other stereotypes are mostly true...”
- Is he right? Do we need gender roles to tell us how to behave, and how to expect others to behave?

6

## Research on Gender Roles

- The study of androgyny
  - 1970' s: politically motivated search to separate sex roles and biological sex
- Masculinity and femininity
  - Personality dimensions
  - Men and women can be high or low on both (or either)
  - Masculinity: Instrumentality, assertiveness, dominance
  - Femininity: nurturance, emotional expression, empathy

7

## Select the letter that describes where you fall on the scale:

1. Not at all aggressive    A B C D E    Very aggressive
2. Very whiny                A B C D E    Not at all whiny
3. Not at all independent    A B C D E    Very independent
4. Not at all arrogant      A B C D E    Very arrogant
5. Not at all emotional     A B C D E    Very emotional
6. Very submissive        A B C D E    Not at all submissive
7. Not at all boastful      A B C D E    Very boastful
8. Not at all competitive    A B C D E    Very competitive

8

## Score yourself

- Masculinity/Instrumentality: Mostly D's/  
E's
- Femininity/Expressiveness: Mostly A's/  
B's
- Androgyny: Mostly C's

9

## Are masculinity and femininity sex-related dimensions?

- Now typically studied as **instrumentality** and **expressiveness**
- Gender schemata
  - Cognitive orientations that lead people to process information through a sex-linked perspective
- One study found that variation in gender-typical behaviors is partly due to genetic variance
  - In women, 38% of variance in gender-typical behaviors due to genes
  - Genes for sex-typical behaviors → but these genes are not necessarily linked to biological sex

10

## Stereotypes about Gender

- Highly consistent across cultures
- Men
  - Aggressive, autonomous, achievement-oriented, dominant, exhibitionist, persevering
  - INSTRUMENTAL
- Women
  - Affiliative, deferent, nurturant, self-abasing
  - COMMUNAL
- Stereotypes converge with actual sex differences, but are larger (exaggerated)

11

## Gender Stereotypes

- Cognitive component
  - Social categories (e.g., 'dads', 'soccer moms')
- Affective component
  - Positive or negative feelings that result from categorization
    - i.e., sexism, preference for one gender over the other
- Behavioral component
  - Treating people differently because of their social category
    - E.g., job discrimination
    - E.g., teachers giving more attention to boys

12

## **Stereotypic Subtypes (1991)**

- Men
  - 5 Subtypes
    - Playboy/cool/macho
    - Career man/social climber
    - Alternative/softy
    - Bureaucrat
    - Egoist (Don Draper)
- Women
  - 3 Subtypes
    - Feminist/intellectual/career woman
    - Conformist/soccer mom
    - Tart/"sex bomb"

**Why are there gender differences in personality?**

***“Once there was a girl named Chris who went to live on a beautiful island where there were only boys and men. Chris was the only girl. Chris lived a very happy life on this island, but never saw another girl or woman. What would Chris be like?”***

Early Essentialist bias:

- Children aged 3- to 8-years old believe Chris would act like a typical girl
  - stereotypically feminine
- Children over 8 believe Chris would act like a girl, but also that the environment might influence her behavior and make her more masculine



## **Development of Gender Identity**

<u>Age</u>	<u>Gender Identity</u>
2-3	Ability to discriminate boys and girls » Child can label self as a boy or girl
3-6	Recognition that gender is fixed » Essentialist bias » Gender segregation
7-11	Increasing gender segregation
12 up	Gender identity becomes more salient-- increased pressure to conform to gender role

## **Theories of Gender Differences**

- Socialization theory
  - Boys and girls are raised differently
  - Fits with Bandura's Social Learning Theory
    - Children observe and learn from same-sex parent
  - Evidence supports this theory
    - Parents encourage dependency in girls more than boys
    - More physical play with boys
    - Socialization differences replicate across cultures pretty much everywhere

18

## Limitations of Socialization Theory

- Why do parents raise boys and girls differently?
- *Why* does it replicate across cultures?
- Can't account for cases of gender dysphoria due to incorrectly assigned gender
  - Case of Bruce and Brian Reimer and Dr. Money

19

## Dr. Money and the Theory of “Gender Gate”

- Argued that before the age of 2, children's gender is fluid
- Bruce Reimer presented an opportunity to test the theory on someone born male
  - Botched circumcision (1966); Money convinced parents to surgically re-assign Bruce's gender
  - After surgery, Dr. Money became famous
  - Supported idea that gender is a social construction



20

## **The Lives of Brenda and Brian Reimer**

- But, Brenda Reimer (formerly Bruce) was not a happy girl
  - Hated dolls, liked running and fighting
  - Had few friends
- Finally, at age 13, both twins were told the truth
  - Brenda rejoiced, became “David”, and eventually married
  - Brian freaked out, became schizophrenic, drug problems
  - Both twins eventually committed suicide

21

## **Hormonal Theories**

- Sex differences due to different hormones
  - Men have higher testosterone than women
- Hormonal influences on sex differences begin in utero
  - Congenital Adrenal Hyperlasia (CAH)
    - Female fetus has overactive adrenal gland, hormonally masculinized
    - Prefer “male” toys

22

## Evidence for Hormonal Theory

- In women, higher testosterone is linked with
  - Pursuing a more ‘masculine’ career
  - Greater career success
  - Greater dominance and aggressiveness
- Female prison inmates with more disciplinary infractions have higher testosterone
- Lesbians with higher T more likely to be “butch” than “femme”
- More rambunctious frat boys have higher testosterone
- Men with higher testosterone have higher sex drive
- Women have higher drive when T peaks

23

## Conclusions on Sex and Gender Roles

- There are major biological differences between males and females
  - Some of these may be evolved
  - Influence personality
- Cultural stereotypes about gender also shape personality and behavior (gender roles)
- It is often difficult to know whether a particular gender difference is biological or socially learned

24

## Culture Perspective on Personality

25

## What is Culture?

### **CULTURE:**

Shared systems of meaning that provide the standards for perceiving, believing, evaluating, communicating, and acting among those who share a language, a historic period, and a geographic location




Useful metaphor -> **culture = game rules**

26

Useful metaphor:  
**culture = game rules**

*Does John from Iowa know the rules of this game?*

What kinds of situations in our culture require a knowledge of game rules?



27

**Culture** ≠ **Race** or **Ethnicity**

What are the differences between these?

## A Classic Anthropological View

- Children, when they are born, are without culture, and hence are without personality, and almost without social relationships. The very fact of birth may be described as the termination of a biophysical relationship and, in the usual course of events, its replacement with a social relationship. Social relationships, then, expand with maturation; new culture is demanded in which to respond to other people so that the relationships are possible. The acquisition of that culture is ipso facto the growth of the personality. As the personality develops, the characteristic way of responding to given stimuli becomes more highly developed and, at the same time, more set.

– Bohannan, 1963/1971, p. 20

29

### CULTURE & PERSONALITY



**“We are forced to conclude that human nature is almost unbelievably malleable, responding accurately and contrastingly to contrasting cultural conditions.” (Mead, 1935, p. 280)**

**But Mead (1954) also observed that “.... the individual’s inclination to respond in a certain way is relatively stable when the cultural context is understood.”**

30

## MODERN CULTURAL VIEW

Personality traits as a products of biological and cultural evolution.

### CULTURE → PERSONALITY:

***“Personality is completely interdependent with the meanings and practices of particular sociocultural contexts. People develop their personalities over time through their active participation in the various social worlds in which they engage. A cultural psychological perspective implies that **there is no personality without culture**; there is only a biological entity”.***

(Markus & Kitayama, 1998)

31

## PERSONALITY → CULTURE

***... and there is no culture without personality.***

Personality meaning resides in artifacts people use (e.g., living spaces, consumer preferences, preferred icons, etc.) and institutions they support (Hollywood, capitalism, etc.).

[personality → culture]



**Commercial brands**

(Aaker & Benet-Martinez, 2001)

**living spaces**

(Gosling et al., 2002)

**cultural icons**

(Hong et al., 2000)

**music preferences**

(Rentfrow & Gosling, 2003)

The use and availability of these cultural products, in turn, perpetuates particular behavioral, affective, and cognitive tendencies (personality).

[culture → personality]



**Example: “BC/Vancouver Culture”**

- Anyone here not from BC?
- What parts of this culture seem (or used to seem) strange to you?
  - People from Canada but not BC can answer too!

33