

## SOCIOCULTURAL BARRIERS TO WOMEN'S PARTICIPATION IN SPORT: THE ROLE OF SELF-OBJECTIFICATION AND STEREOTYPE THREAT.

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### Priming Stereotypes

- ▣ Priming & Performance
  - Reminders of gender stereotypes decrease performance on math tests (Spencer, Steele & Quinn, 1999)
  - Priming elderly stereotype leads to slower walking speed (Bargh, Chen & Burrows, 1996)
- ▣ Priming & Attitudes
  - Priming gender leads to women reporting more positive attitudes towards arts, more negative towards math (Steele & Ambady, 2005)

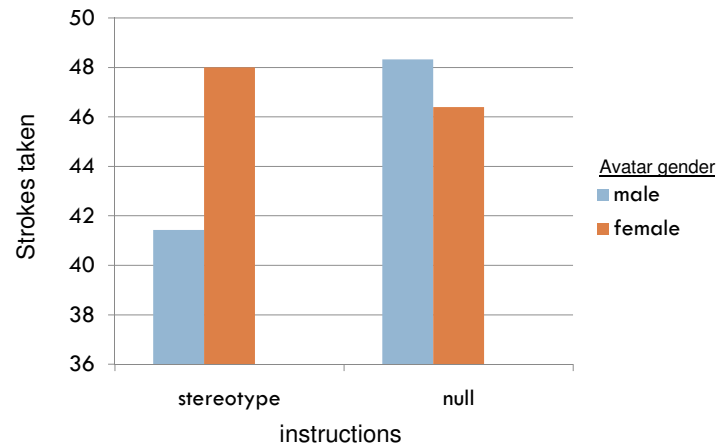
## Priming Self-Objectification

- ▣ Clothing and math performance
  - Wearing revealing clothing leads to compromised scores on math tests in women (Fredrickson, et al, 1998)
- ▣ Priming self-objectifying words & Stroop
  - Leads to lower cognitive performance (Quinn et al, 2006)

## Limitations with Current Research

- ▣ What about sports?
  - ▣ Gender disparities continue in sports participation
- ▣ But little to no research on:
  - ▣ Stereotype threat, self-objectification, women and sports

## Gender Stereotypes and Wii Golf

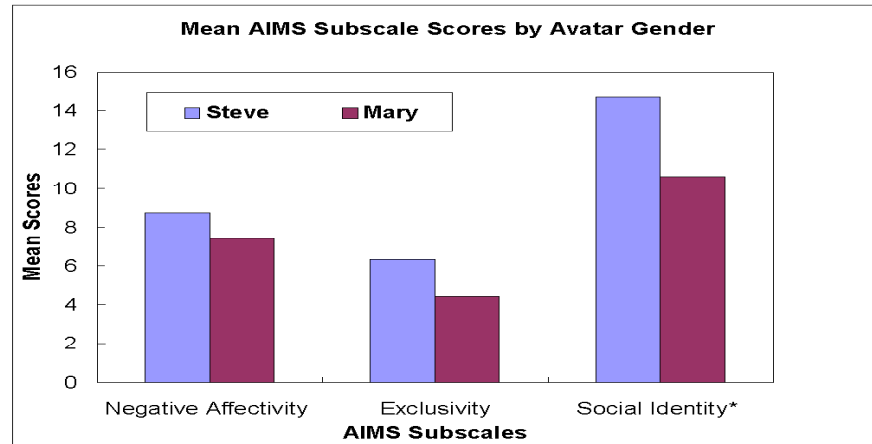


## Athletic Self Attitudes

### AIMS and PSPP

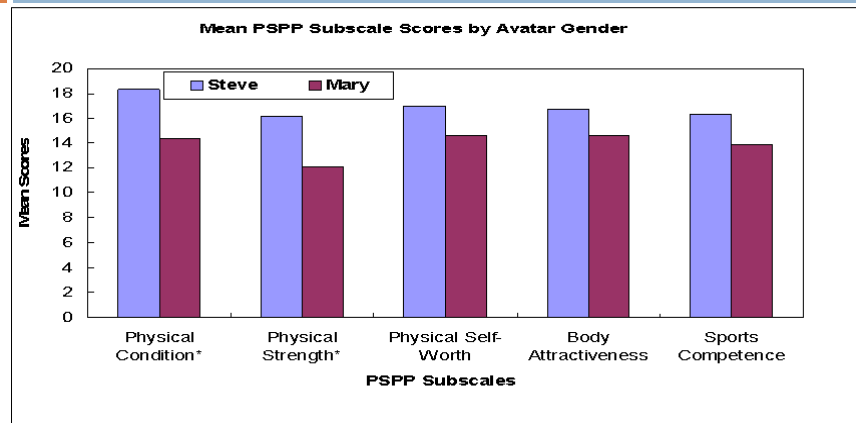
- Interaction Instructions x Avatar Gender
  - No significant effect
- Instructions
  - No significant effect
- Avatar Gender
  - AIMS – Significant effects on one subscale
  - PSPP -Significant effects on three subscales

## Athletic Identity Measurement Scale



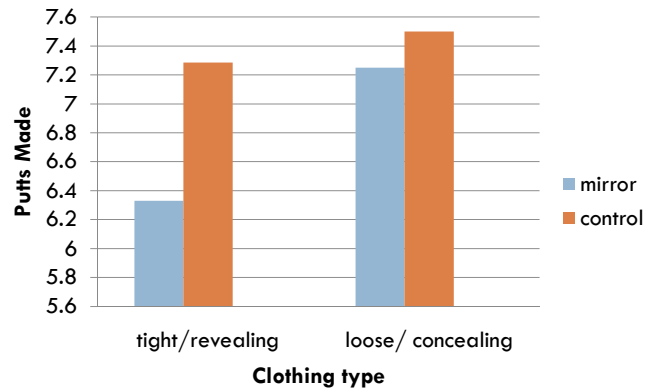
□ Social Identity  $F(1,24) = , p < .01$

## Physical Self-Perception Profile



- Physical Conditioning,  $F(1,24) = 10.96, p < .01$
- Physical strength,  $F(1, 24) = 6.44, p < .05$
- Physical self worth,  $F(1,24) = 4.673, p < .04$

## Self-objectification and golf



## Discussion

- Conclusions:
  - Women primed with female gender may have more negative self attitudes, worse performance
- Implications:
  - Negative attitudes may explain gender disparities in sports participation
- HOWEVER:
  - Attitudes are not fixed
  - Attempts should be made to ameliorate stereotypes; reduce emphasis on attractiveness

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