

**RYERSON UNIVERSITY**

**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)

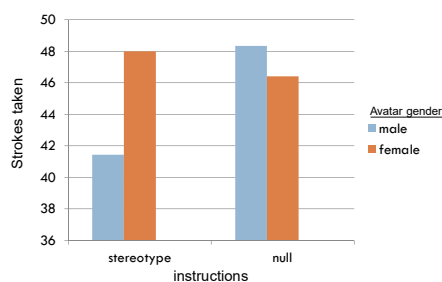
## Priming Self-Objectification

- ▣ 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

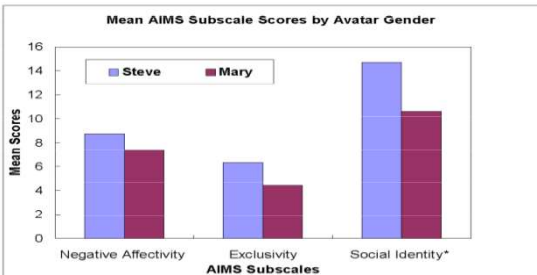
## Gender Stereotypes and Wii Golf



## Athletic Self Attitudes

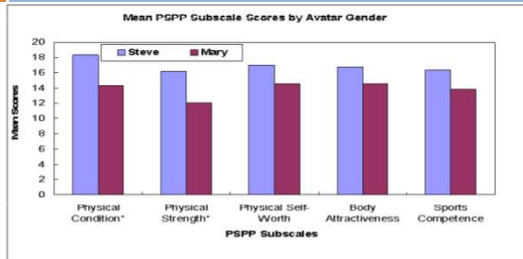
- AIMS and PSPP
- Interaction Instructions x Avatar Gender
    - ▣ No significant effect
  - Instructions
    - ▣ No significant effect
  - Avatar Gender
    - ▣ AIMS – Significant effects on one subscale
    - ▣ PSPP – Significant effects on three subscales

### Athletic Identity Measurement Scale



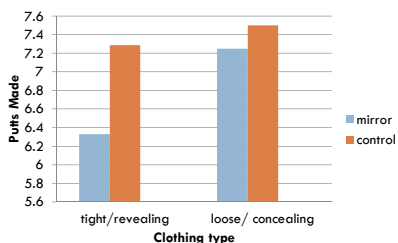
□ Social Identity  $F(1,24) = , p < .01$

### 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