

# Beyond single identities: The impact of intersectional stereotypes on economic backlash

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## Introduction

- The interaction of various social categories forms multiple dimensions of an individual's experience, which contributes to unique experiences of individuals (Crenshaw, 1991).
  - When people perceive others, they integrate the stereotypes associated with the other's visible, intersecting identities (Hall et al., 2019).
  - Different social groups are associated with varying degrees of sex-typed stereotypes, perceived femininity and masculinity (Hall et al., 2015).
- When people deviate from culturally and socially accepted gender or ethnic stereotypes, they can face negative consequences (Phelan & Rudman, 2010; Rudman, 1998; Rudman & Fairchild, 2004; Rudman & Glick, 1999).
- The present study investigates the backlash effect in the context of intersectional stereotype violations, specifically focusing on economic sanctions.

## Method

- This study is a survey-based experimental research design. Data was collected via Qualtrics, using the USF SONA pool. Data collection is still in progress.
  - A total of 140 participants (27% men, 71% women, 1% nonbinary).

Figure 1. Job Application Example

**Hire-A-Bulls**

Applicants for all job openings are welcome and will be considered without regard to race, religion, national origin, sex, age, sexual orientation, physical or mental disability, or any other basis protected by state, federal or local law. It is the intent of USF to comply with all applicable federal, state and local legislation concerning equal opportunity in employment.

To help us learn about your experience, abilities, and interests, please complete this application as thoroughly as possible.

**PERSONAL INFORMATION**

Date: 1/31/2022

Name: Sam [redacted]

Year in School: Junior

Age: 21

Address: [redacted]

Telephone: [redacted]

USF Email: [redacted]@usf.edu

UID: [redacted]

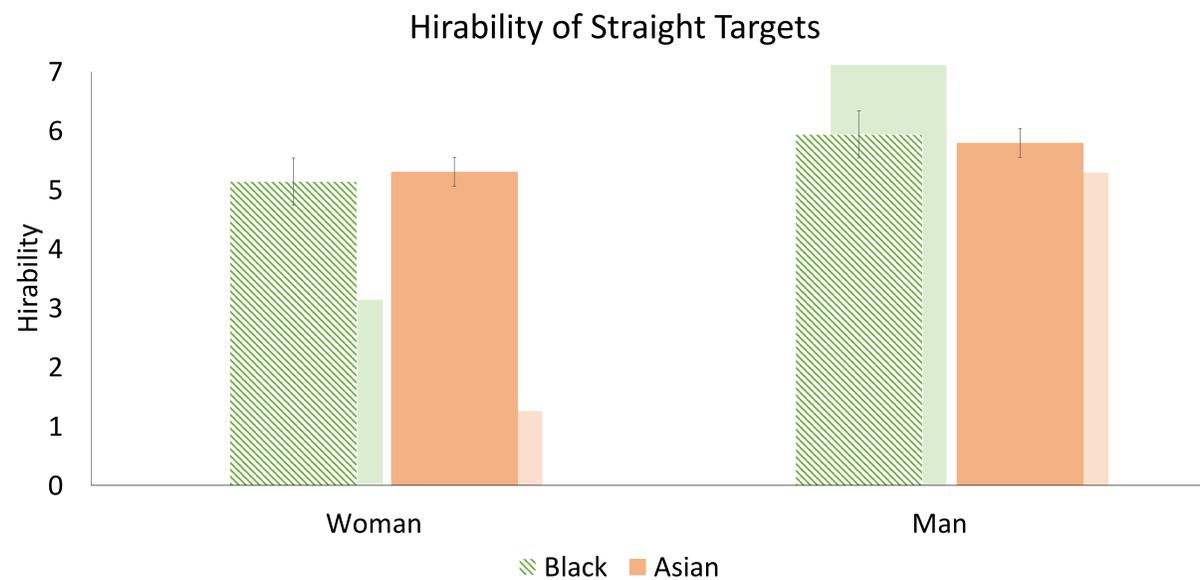
**APPLICANT DEMOGRAPHIC INFORMATION (Optional)**

Under the Fair Employment Act, USF tracks personal information about applicants for campus jobs. The information requested below is optional. You may leave it blank if you wish to.

|   |   |
|---|---|
| <p><b>Please indicate your race/ethnicity:</b></p> <input type="checkbox"/> White<br><input type="checkbox"/> Black or African American<br><input type="checkbox"/> Hispanic<br><input checked="" type="checkbox"/> Asian<br><input type="checkbox"/> American Indian or Alaska Native<br><input type="checkbox"/> Native Hawaiian and Other Pacific Islander<br><input type="checkbox"/> Multiracial<br><input type="checkbox"/> Other | <p><b>Please indicate your sexual orientation:</b></p> <input checked="" type="checkbox"/> Straight<br><input type="checkbox"/> Gay / Lesbian<br><input type="checkbox"/> Bisexual<br><input type="checkbox"/> Other<br><input type="checkbox"/> Prefer not to answer |
| <p><b>Please indicate your gender:</b></p> <input type="checkbox"/> Man<br><input checked="" type="checkbox"/> Woman<br><input type="checkbox"/> Other<br><input type="checkbox"/> Prefer not to answer   | <p><b>Please indicate your marital status:</b></p> <input type="checkbox"/> Married<br><input type="checkbox"/> Widowed<br><input type="checkbox"/> Divorced<br><input type="checkbox"/> Separated<br><input checked="" type="checkbox"/> Single                      |

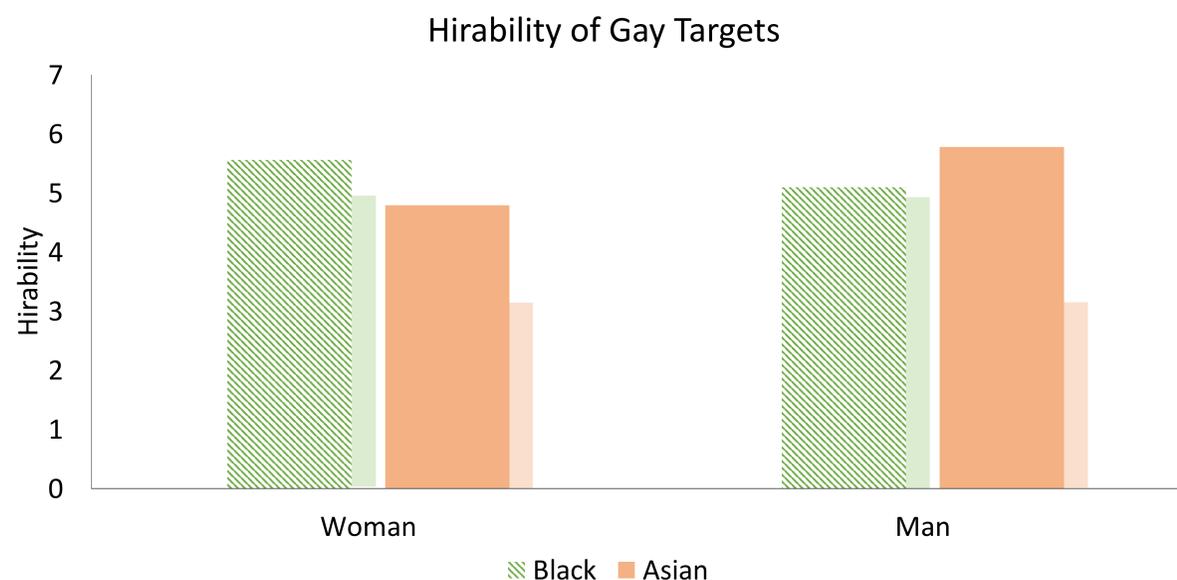
## Results

Figure 2. Mean Hirability Rating of Straight Targets



**Note.** Solid bars = Results from the present data. Faded bars = Expected results.

Figure 3. Mean Hirability Rating of Gay Targets



**Note.** Solid bars = Results from the present data. Opaque bars = Expected results.

Table 1. Measure Information

| Variables             | Sample Item  | n | $\alpha$ |
|-----------------------|--|---|----------|
| Perceived Masculinity | "This job applicant seems like a masculine person."  | 2 | .89      |
| Hirability            | "I think this candidate is a good fit for the campus security patrol job."                 | 2 | .92      |
| Job Competency        | "How competently do you think this job applicant could do the campus security patrol job?" | 3 | .83      |
| Promotability         | "When would you recommend that this job applicant should seek promotion?"                  | 1 | -        |
| Starting Wage         | "What starting wage would you recommend for this applicant?"                               | 1 | -        |

## Discussions

- Using the MOSAIC model (Hall et al., 2019), it is hypothesized that individuals who do not conform to the intersectional stereotypes will receive economic backlash for a lack of conforming to the understood norm.
- The study did not find support for the hypothesis on economic backlash.
  - The results showed that gay men were perceived to be less masculine compared to straight men but did not find support for backlash due to differences in perceived masculinity between the group.
  - This may be due to several factors including the tested population group, population age, the data being preliminary itself, even appearance of the researcher administering the survey.
- Previous research has tested the intersection of race and gender in relation to backlash in economic settings, yet little research has focused on understanding race, gender, and sexuality as three intersecting variables. Intersectionality and unconscious bias are not recognized for the issues they are in our workplaces.
  - With research such as this, the need to mitigate this backlash will become more imperative.
- The findings from this study are of preliminary data, and therefore do not encompass the results of the finished study. The results may change as more data is collected.

References & Preregistration QR Code

