

# Role congruity theory of prejudice toward female leaders essay samples

[Experience](#), [Belief](#)



Describe one meta-analysis from the "Role Congruity Theory of Prejudice toward Female Leaders" by Eagly and Karau (2002).

## **Introduction**

Despite the fact that people anticipate reduction in the manner in which female leaders are disadvantaged, still there is evidenced favoritism to male leaders as compared to female. This can be demonstrated clearly by the two types of prejudices stemming from female gender role. (Diekmann, B. and Hirnisey, L., 2007)

## **The Gallup Poll experiment**

Goal

This experiment is purposefully carried out to demonstrate attitudinal approach.

Method

Participants were asked whether they preferred male to female bosses or vice versa. Responses were collected for quite some time and comparisons made i. e. between 1953 to 2000

## **Results**

At some time, this question elicited responses of people have preferences for male bosses to female bosses. However, at after some time, women consistently showed preference to male bosses than men did. Women also consistently showed their preference to women bosses. However, there was consistent preference for male bosses than female bosses all through. Several researches have also been done to prove the attitude of people

towards female bosses including the use of opinion polls, informative surveys, use of research scales like woman as a manager etc.

## **Analysis**

### Conclusion

The findings of this research prove that people have a less favorable attitude towards female leaders in the society as compared to men. This is also in concurrence with the role congruity theory of prejudice

Describe one experiment from the Diekmann & Hirnsley, 2007 - " The Effect of Context on the Silver Ceiling: A Role Congruity Perspective on Prejudiced Responses"

### Goal

Diekmann and Hirnsley (2007) carried out research to establish a framework within which social roles beliefs and group stereotyping explain the effects in discrimination. In their research, they theorized that social role beliefs and stereotyping beliefs do combine and form either negative or positive decisions to hire. They thus experimented how role manipulation do require stability against change. This experiment thus provided a clear test of congruity of the roles is a force behind workers devaluation. The goal to this experiment is to demonstrate how stereotyping beliefs and social role beliefs can be used in favor or against people in the society.

### Method

A total of 41 participants who received partial credit in their introductory psychology courses were used. A majority were of European-American origin. Having sought their consent, they filled their questionnaires. This was the

questionnaire used in collecting data for the experiment. Other methods used in the process included random sampling amongst the participants, for certain tasks.

On stereotypic reference, participants had to rate their candidates using a seven point scale from very likely to very unlikely. They were also to also to record the possibilities of adaptabilities of the candidates based on 11 point scale.

Hiring per Target Company was to be rated in order of merit as if the three first candidates were to be hired per company. Then, the participants were to rate each candidate's likelihood of being successful in the job. The participants were also to report their sexes and ethnicity.

## **Results**

In this experiments, there were no effects of sex of the participants were found and could not be analyzed.

Analyses were carried out to examine if adaptability could have effect between the hiring of the candidate and their hiring. This was done especially on the older candidate whose age could have mediated his hiring. However, this proved that there was biasness due to relationship between one of the participants and a candidate. Many regressions were performed thereafter following the procedures laid down by Baron et. al 1986.

## **Analysis**

It is also important to acknowledge that there was no devaluation of old workers. Instead participants showed preference for them to the younger

candidates. This could be translated that there are some conditions that contextual features can overrule people biases.

## **Conclusion**

This experiment demonstrates clearly that biasness can occur just as a relative preference but preferences can definitely emerge in certain contexts. This definitely shows that contextual prejudices are as a result of match between role and stereotype.

Also, there is possibility of people considering role congruity legitimate especially when young people acquire them and adapt fully in the society. Lastly, it implies that the perception of role congruity on beliefs can extend devaluation to the target group and those people who don't fit in the roles endorsed by the society may be viewed negatively. This can happen to the extent that only the fast paced people in the society can survive.

Explain how the theory applied to the sexualized performance of Miley Cyrus at the VMA 2013 with social psychological interpretation. (Why or how the issue developed and how it is maintained)

Miley's performance was against the norms and traditions of the society. The societal norms don't allow such performances (where body is exposed) in public. Though they know that such videos exist they don't expect them to be aired live when everybody's eyes are glued on the television. Were it not for the contextual reason, there could be no public outcry for instance such performances in clubs are welcome and nobody complains. So, the theory of role congruity applies here in that the society doesn't anticipate such

happens in the open. Thus when such things happen, eyebrows are raised hence prejudices from the public.

## **References**

Diekmann, B. and Hirnisey, L. (2007) The Effect of Context on the Silver

Ceiling: A Role Congruity Perspective on Prejudiced. *Psychological Review*

Eagly, A. H., & Karau, S. J. (2002). Role congruity theory of prejudice toward female leaders. *Psychological Review*.

<http://www.mirror.co.uk/3am/celebrity-news/miley-cyrus-sexual-exploitation-vma-2228134>