



Genesis, development and actuality of the Social Representation theory in more than fifty years (1961-2011 and beyond): the main paradigms and the "modeling approach"



European/International Joint PhD
in Social Representations and Communication
International Summer School 2014



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Summer Session 2014**



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In Social Representations and
Communication Research Centre
and Multimedia Lab

Piazza Cavalieri di Malta, 2
00153 Rome, Italy



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Social Representations of Gender Quotas in Academics

Study 1

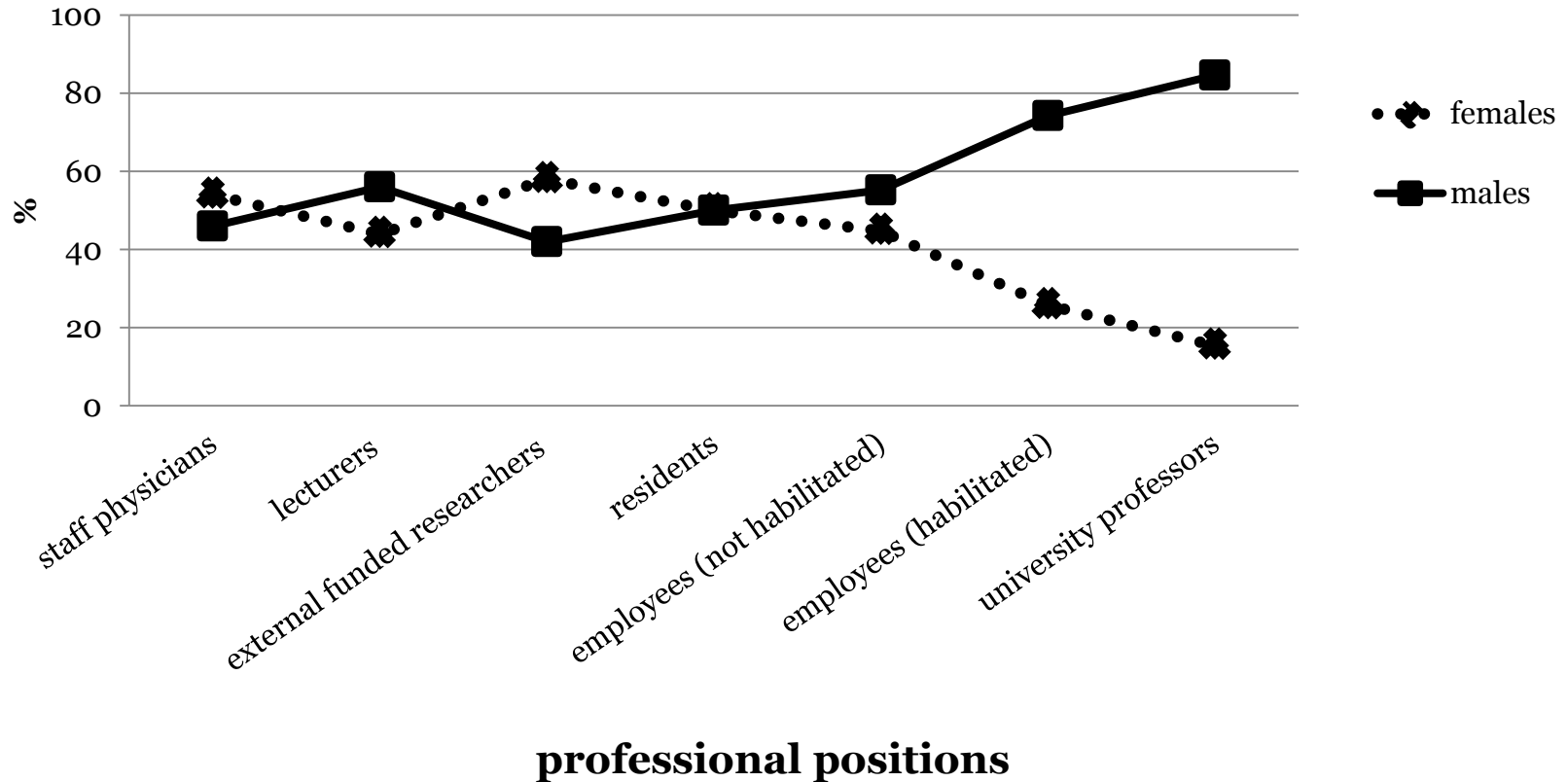
Miriam Zehnter

Supervisors:

Prof. E. Kirchler

Prof. A. S. de Rosa

Background



Proportions (in %) of males and females in different professions at the Medical University of Vienna in 2011 (based on Department of Gender Mainstreaming at the Medical University Vienna, 2011).

Background



„the leaky pipeline“ (illustration Kuster, 2013)

Background

- Introduction of gender-based affirmative action including women quotas in academics → fierce debate
- Discussion to introduce men quotas
- Research on gender-based AA from many different perspectives including Social Identity Theory, Social Dominance Theory, System Justification Theory a.o.

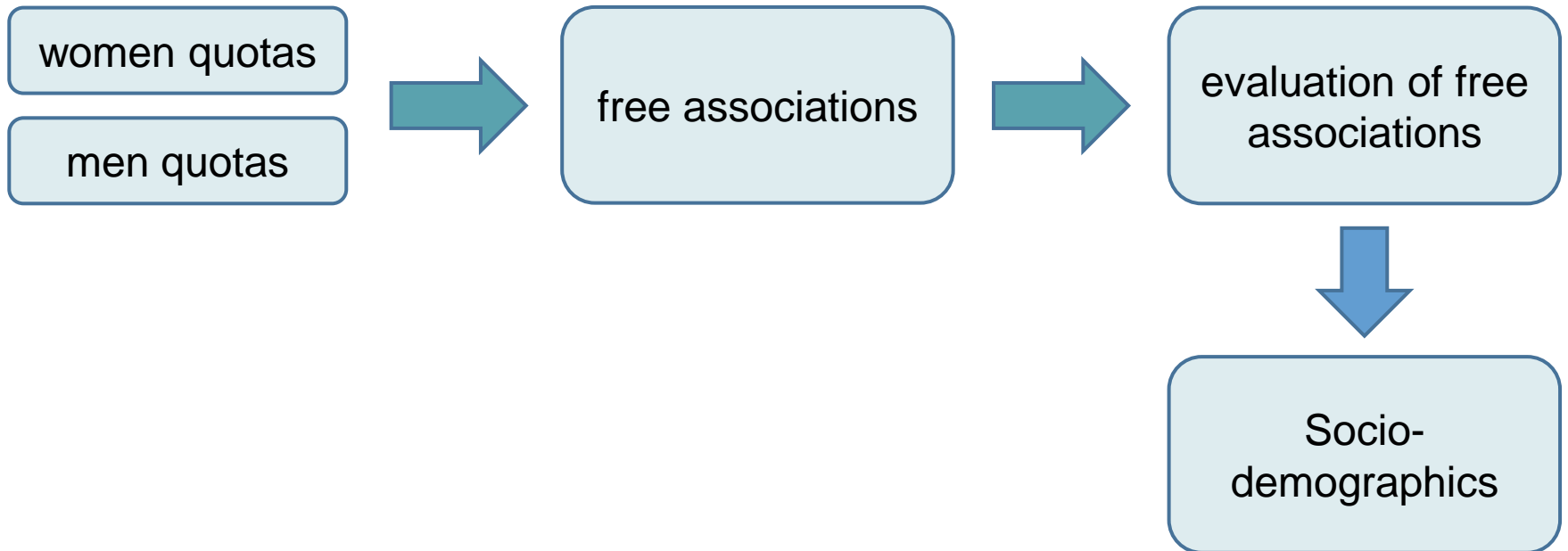
Research Gap

- reactions to AA have mainly been studied in experimental settings, where participants reacted to pre-formulated stimuli
 - Arriola & Cole (2001): “However, outside of the context of survey research, laypeople form and hold their attitudes toward AA in the absence of such externally scripted and controlled framing of the issue. Instead, individuals must spontaneously apply some type of frame, construal, or schema to the issue. “
 - No research about men quotas
- **Lack of research on AA in the framework of Social Representation Theory**

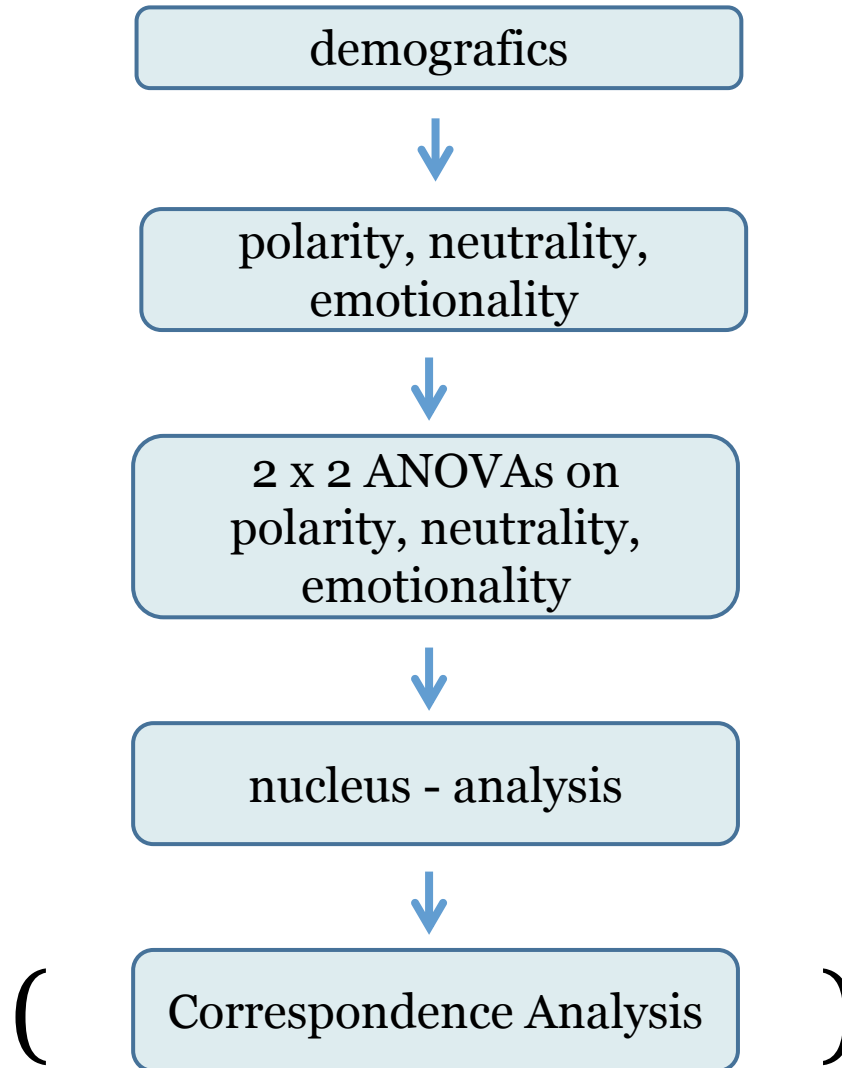
Research Questions

- What are the social representations of women and men quotas in academics?
- Are there systematic differences in social representations of women and men quotas in dependence on gender?
- (Are there systematic differences in social representations of women and men quotas in dependence on beneficiary status?)

Study 1 - Procedure



Data analysis



Sample - Socio-Demographics

		<i>women quotas</i>	<i>men quotas</i>	<i>total</i>
		<i>N</i>	<i>N</i>	<i>N</i>
<i>total</i>		194	146	340
<i>gender</i>	<i>female</i>	95	70	165
	<i>male</i>	99	76	175
<i>age</i>	<i><20</i>	11	11	22
	<i>20 -25</i>	132	93	225
	<i>26 - 30</i>	36	25	61
	<i>31 - 35</i>	9	10	19
	<i>36 -40</i>	3	4	7
	<i>> 40</i>	3	3	6
<i>area of study</i>	<i>humane medicine</i>	181	135	316
	<i>dental medicine</i>	13	10	26
<i>study progress</i>	<i>1 year</i>	30	23	53
	<i>2 years</i>	34	25	59
	<i>3 years</i>	31	16	47
	<i>4 years</i>	28	19	47
	<i>5 years</i>	25	17	42
	<i>6 year</i>	30	29	59
	<i>> 6 years</i>	15	16	31

→ Samples *women quotas* and *men quotas* comparable

Evaluation of free associations

		<i>women quotas</i>		<i>men quotas</i>	
		<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
<i>polarity</i>	<i>female</i>	-0.43	0.58	-0.23	0.67
	<i>male</i>	-0.37	0.66	-0.40	0.56
<i>neutrality</i>	<i>female</i>	0.21	0.31	0.30	0.33
	<i>male</i>	0.19	0.31	0.32	0.38
<i>emotionality</i>	<i>female</i>	0.28	0.39	0.23	0.41
	<i>male</i>	0.41	0.44	0.29	0.41

→ Fairly negative perception of gender quotas

Evaluation of free associations

- ANOVAs on polarity, neutrality, and emotionality

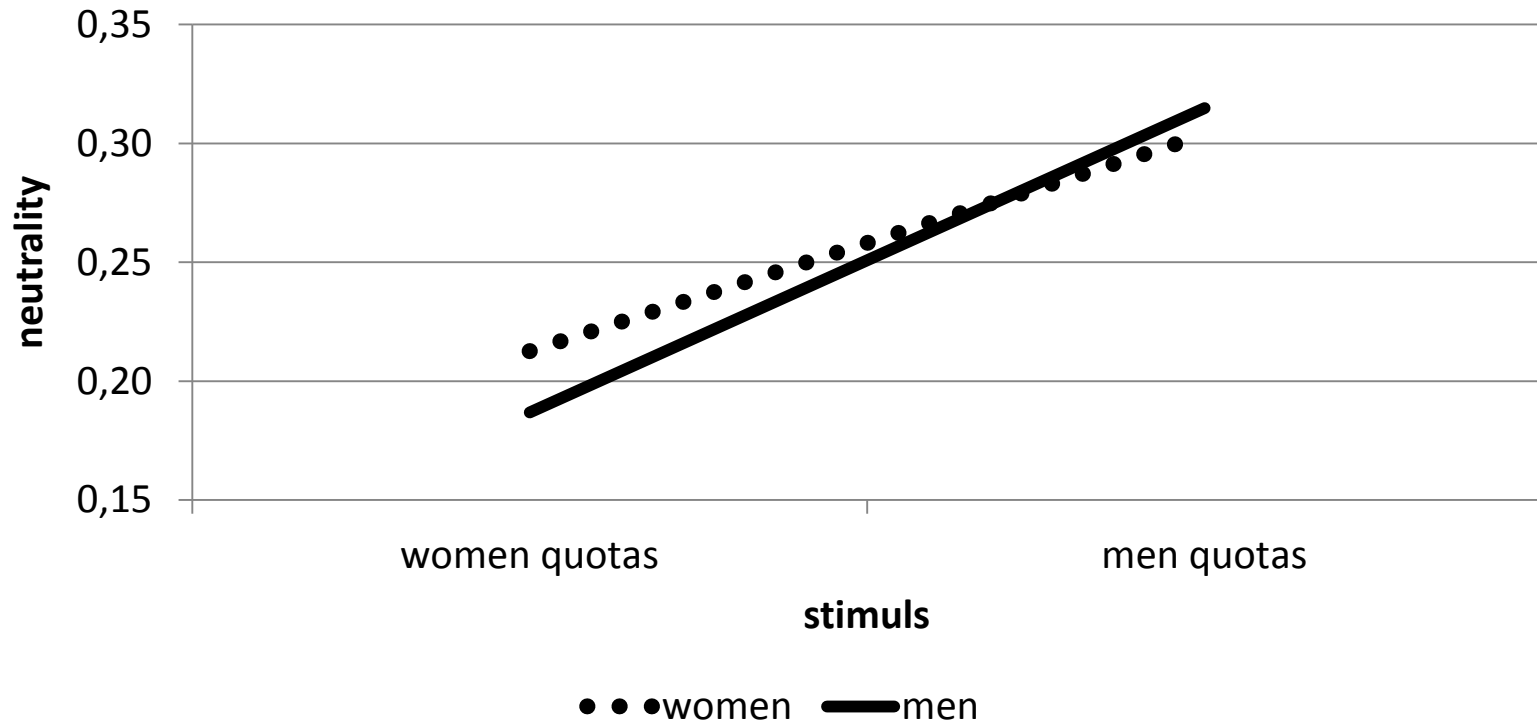
	<i>F</i>	<i>p</i>	η^2
<i>Polarity</i>			
<i>Stimulus (women vs. men quotas)</i>	2.57	0.11	0.00
<i>Gender</i>	1.10	0.31	0.00
<i>Stimulus x Gender</i>	3.55	0.06	0.01
<i>Neutrality</i>			
<i>Stimulus (women vs. men quotas)</i>	12.53	0.000***	0.04
<i>Gender</i>	1.10	0.31	0.00
<i>Stimulus x Gender</i>	0.00	0.96	0.00
<i>Emotionality</i>			
<i>Stimulus (women vs. men quotas)</i>	3.80	0.05*	0.01
<i>Gender</i>	4.82	0.03*	0.01
<i>Stimulus x Gender</i>	0.42	0.52	0.00

Evaluation of free associations

- ANOVAs on polarity, neutrality, and emotionality

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Evaluation of free associations - neutrality



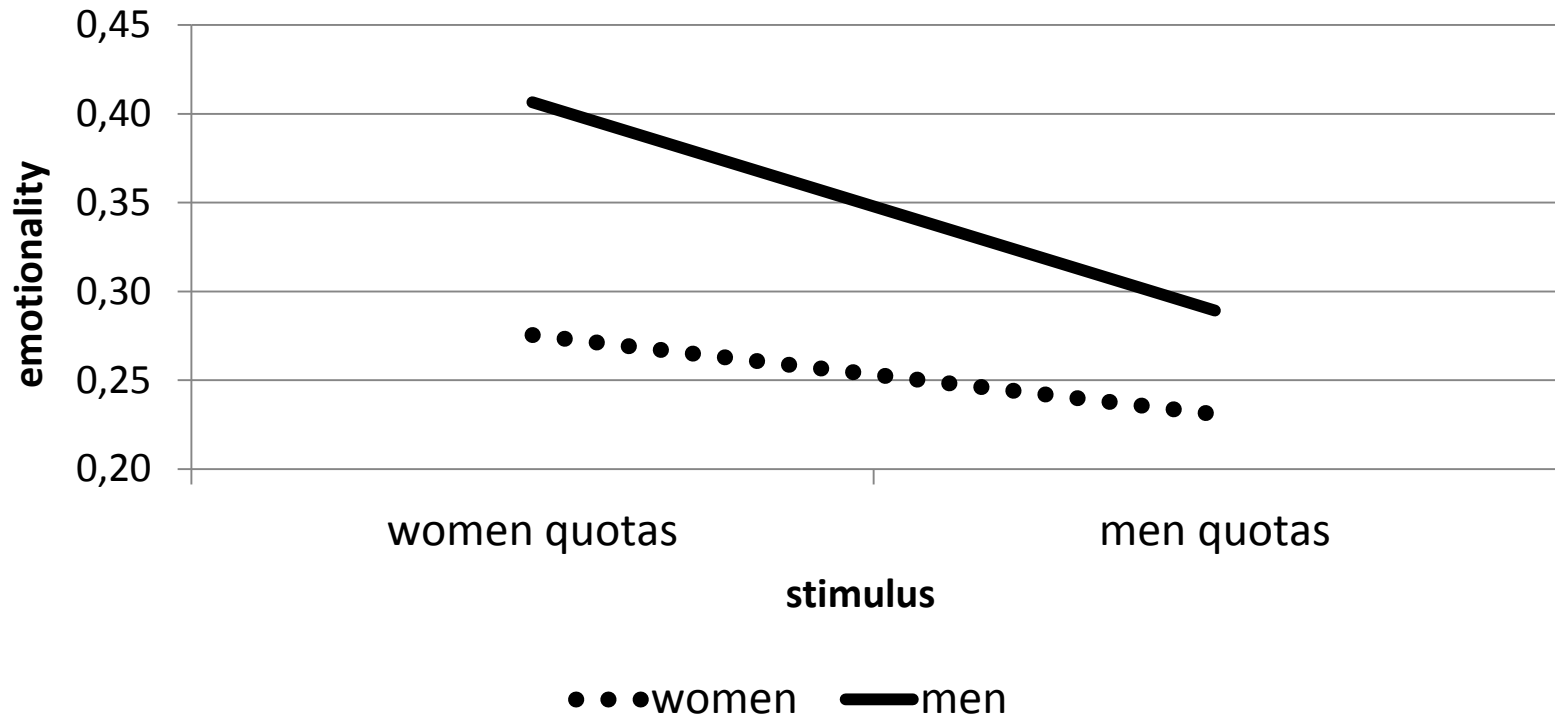
- Women quotas perceived as more polarized?
- „support paradox“ (Van den Brink & Strobbe, 2014)/
system justification

Evaluation of free associations

- ANOVAs on polarity, neutrality, and emotionality

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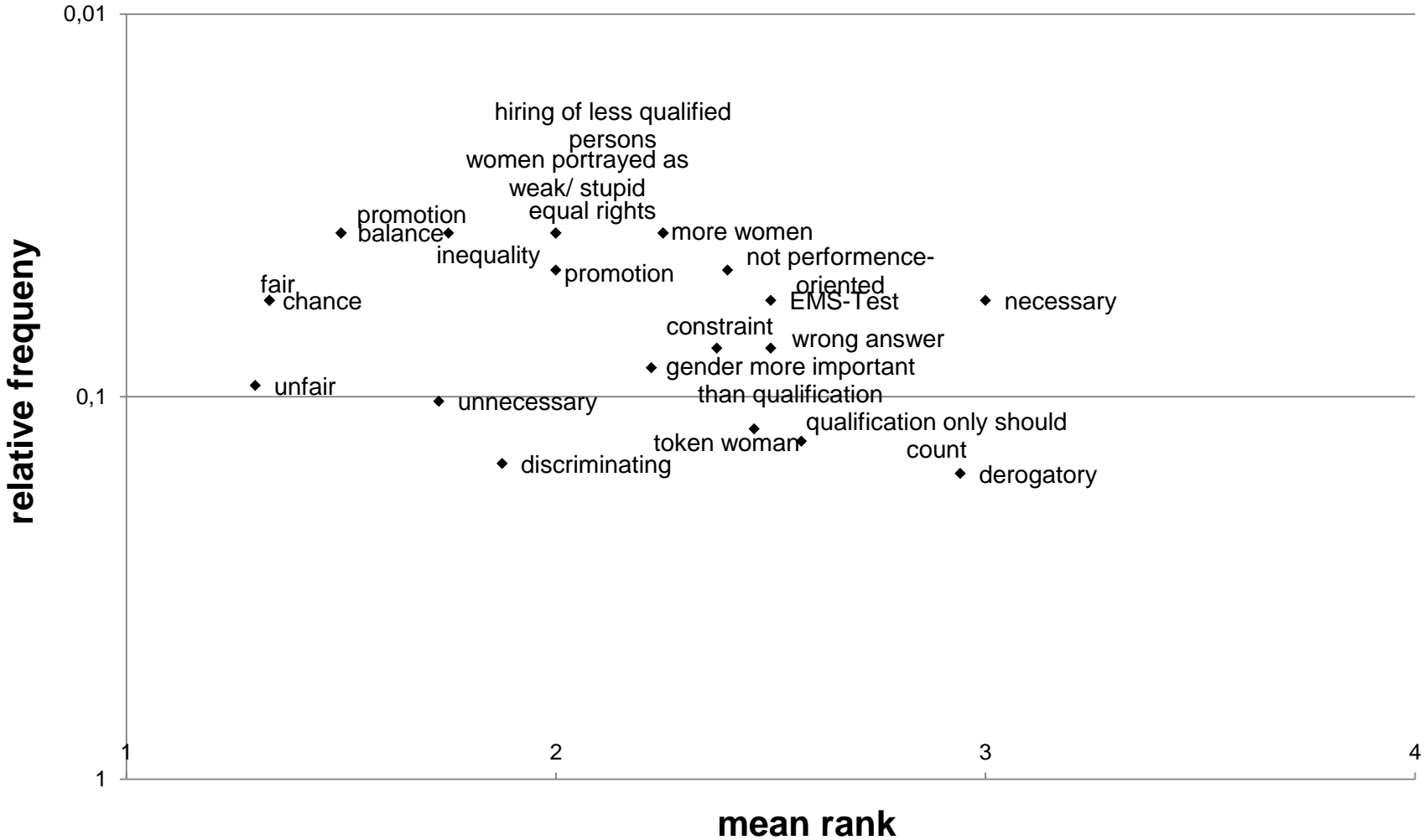
Evaluation of free associations - emotionality



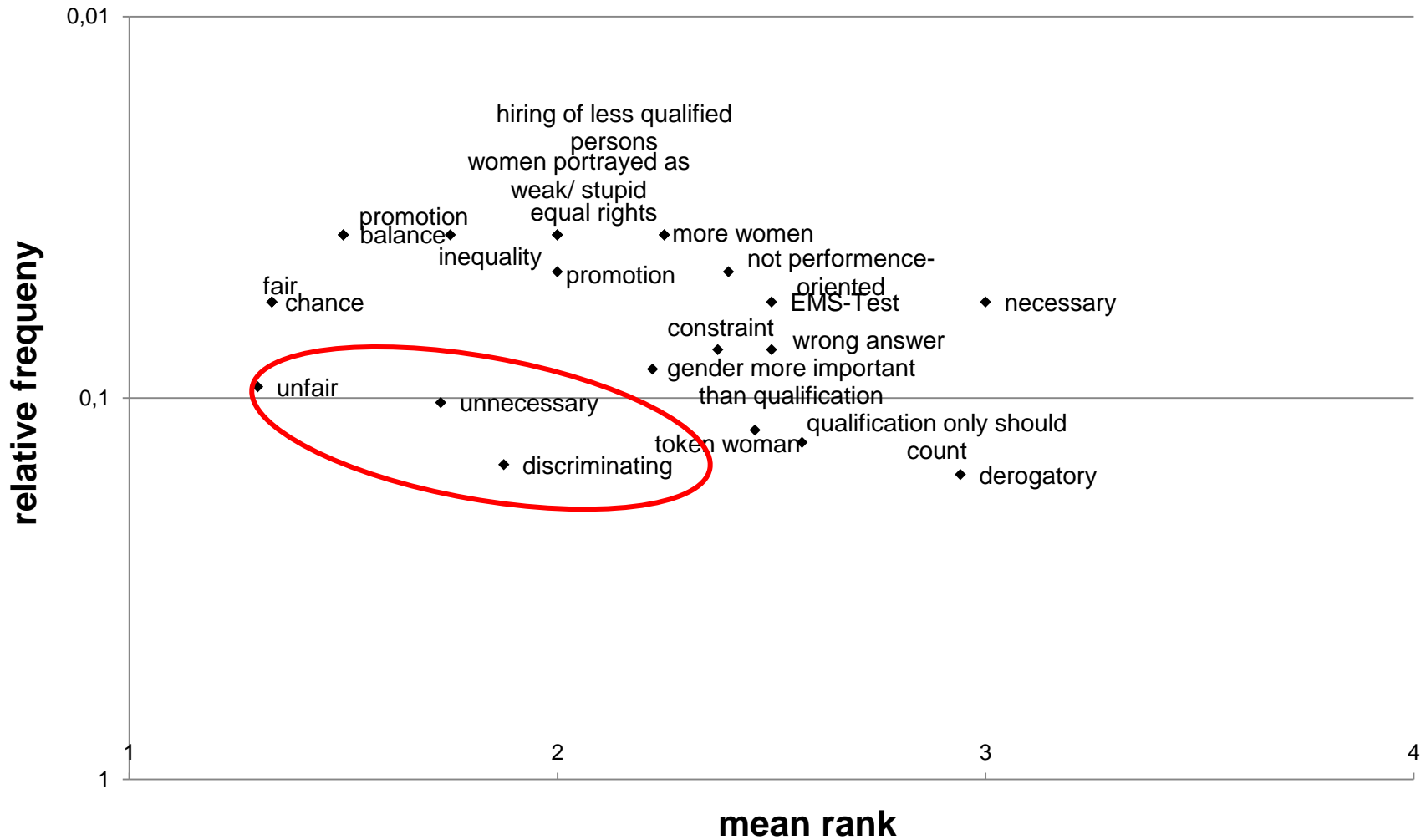
→ System justification?

→ Men greater emotional unease with gender quotas (stigma as unmanly (Rudman, Mescher, & Moss-Racusin, 2013)?

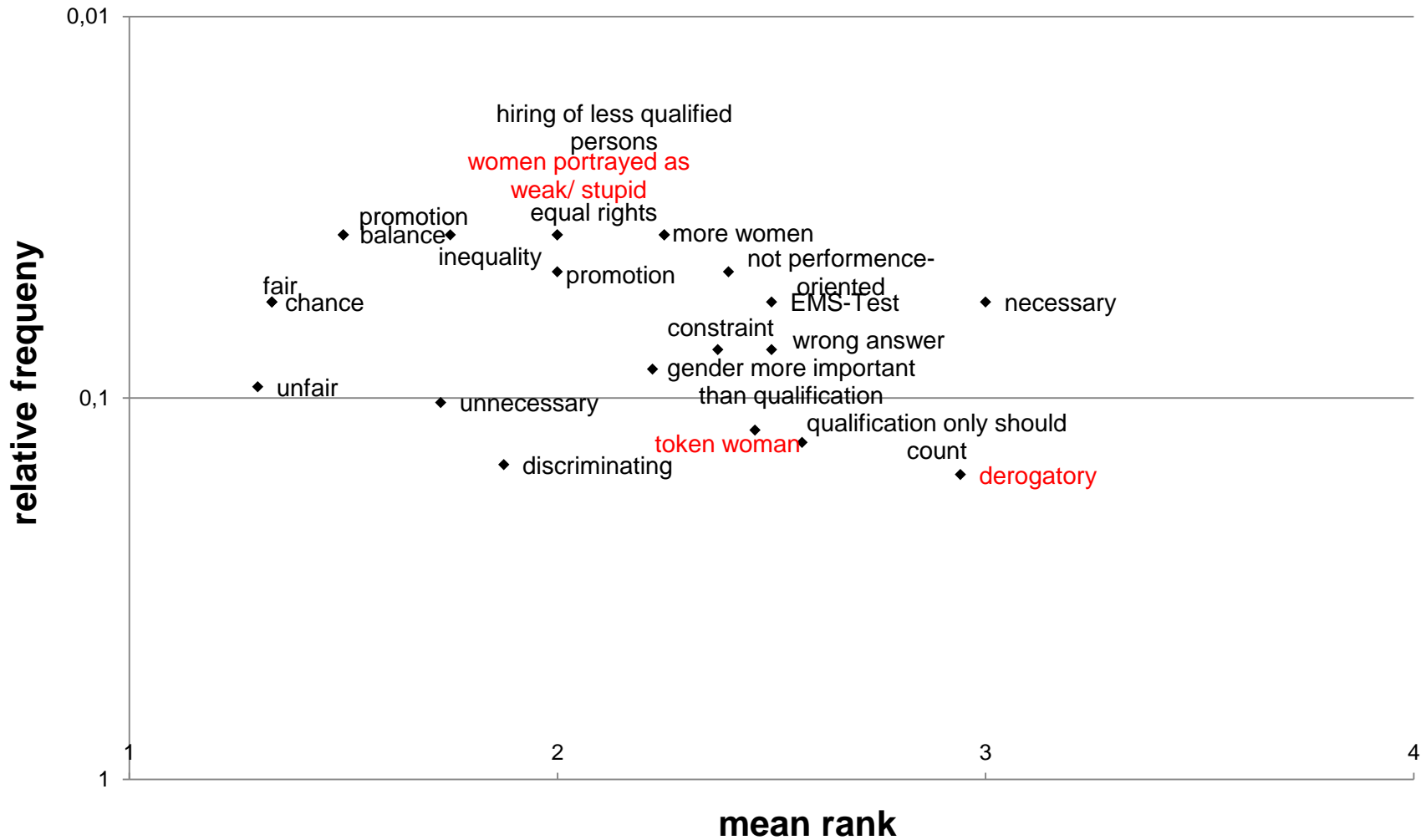
Nucleus analysis of women on women quotas



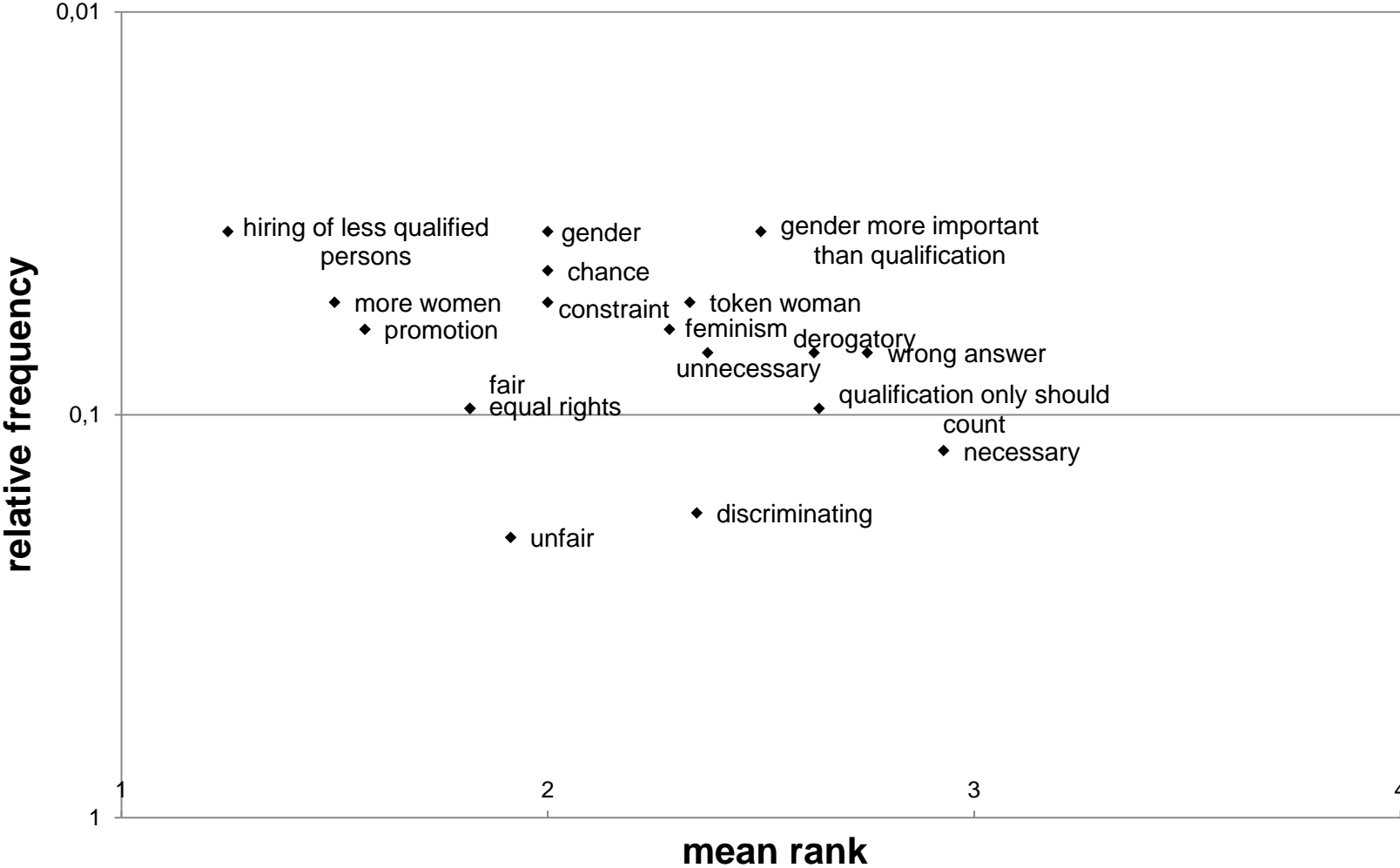
Nucleus analysis of women on women quotas



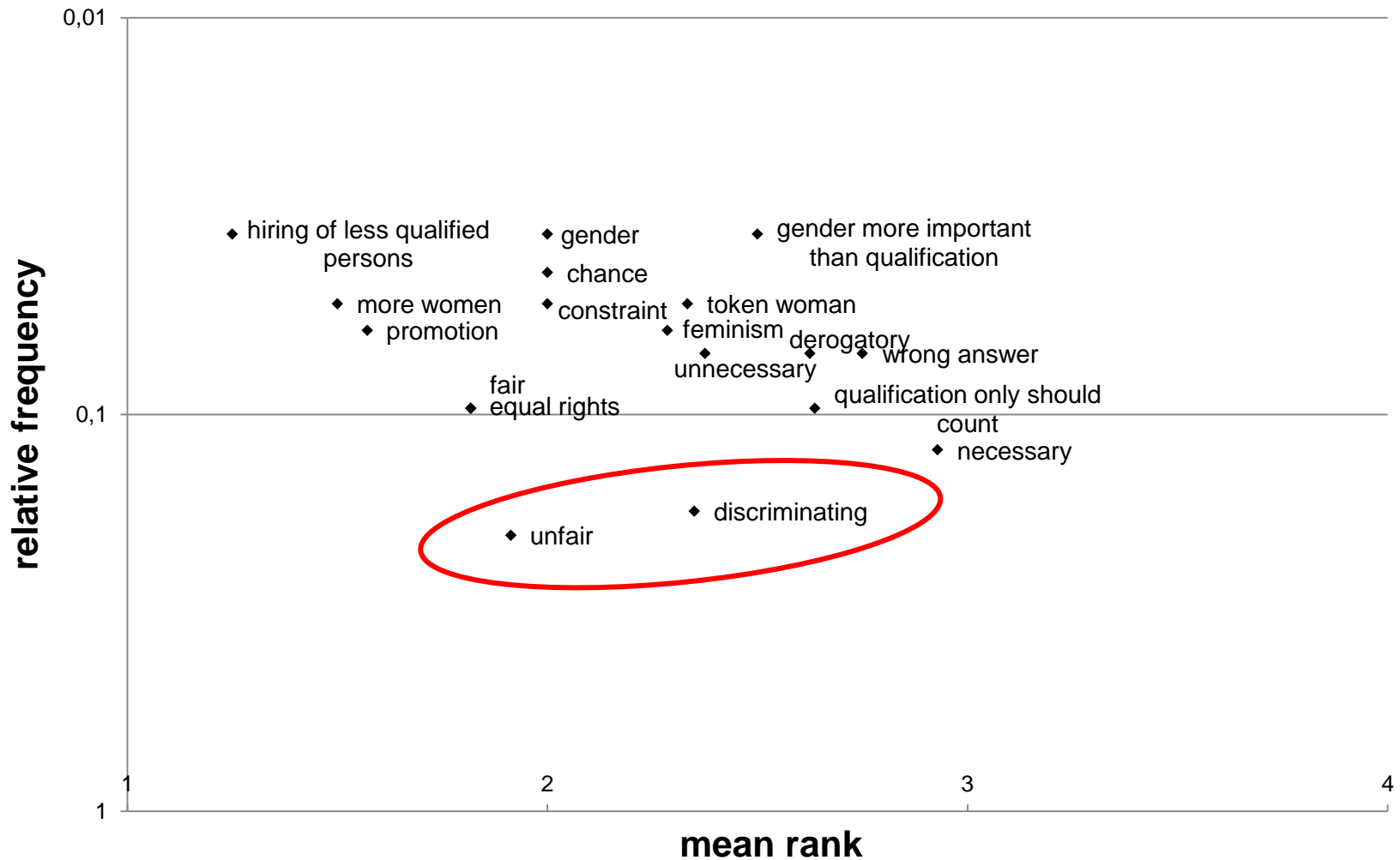
Nucleus analysis of women on women quotas



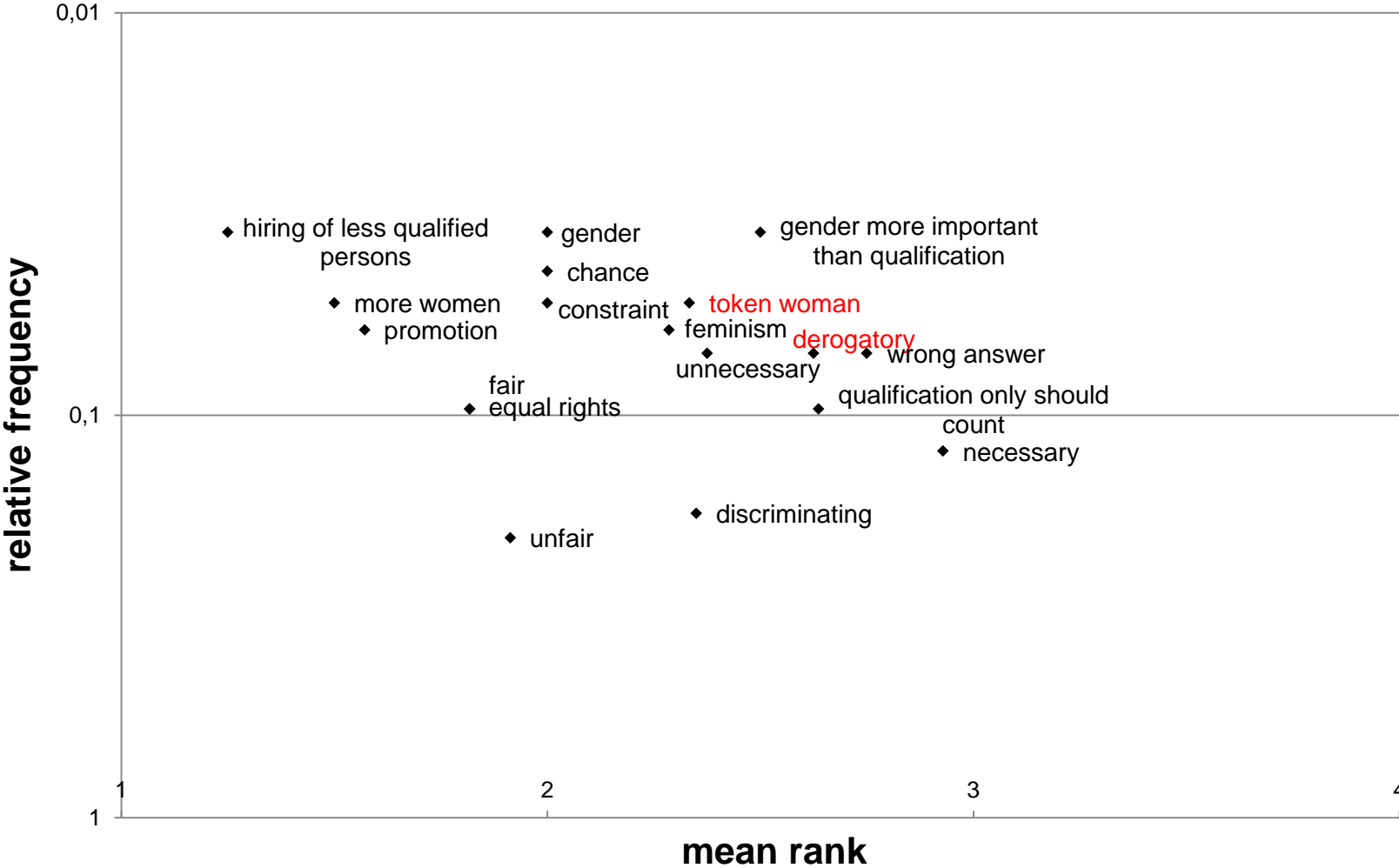
Nucleus analysis of men on women quotas



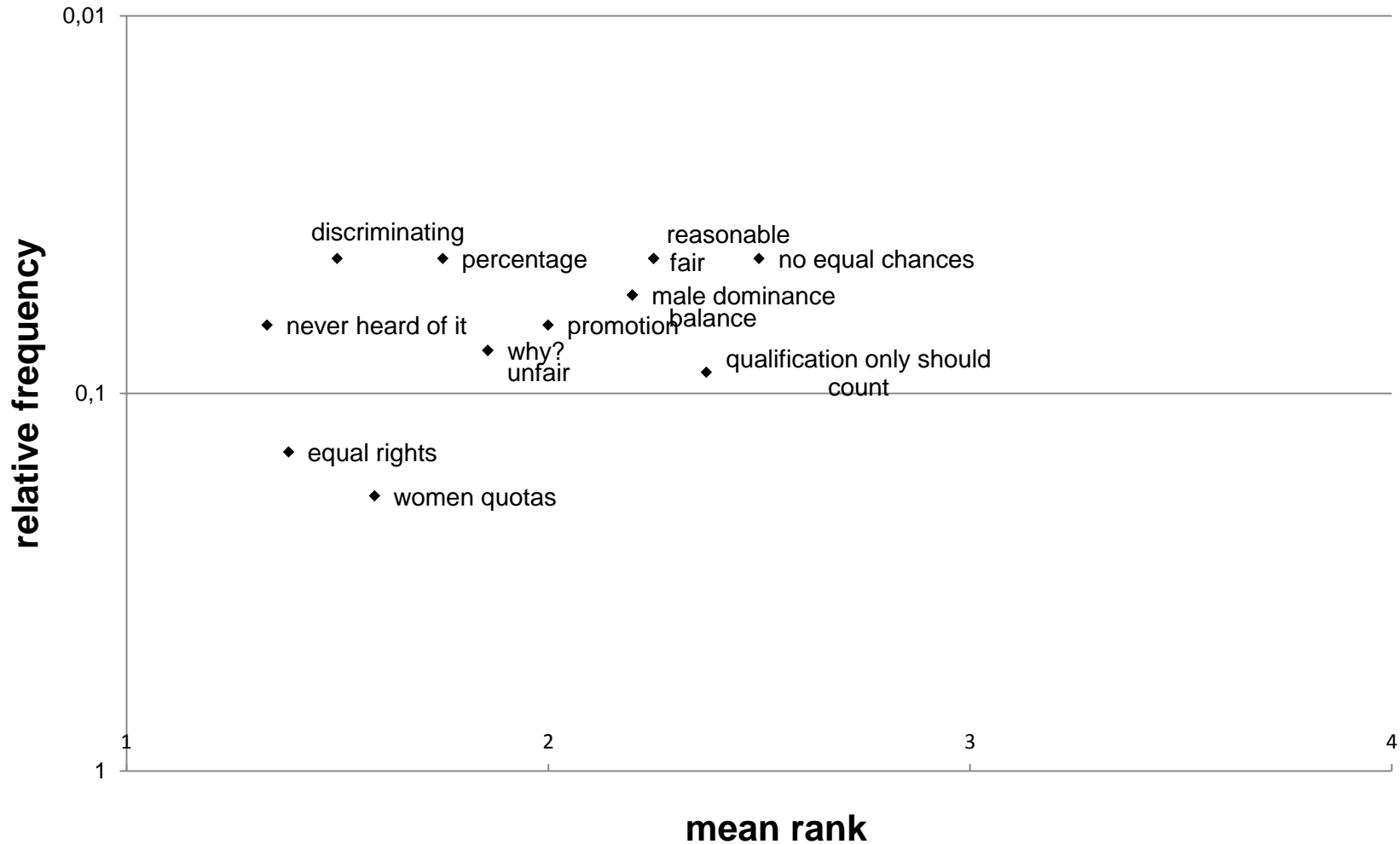
Nucleus analysis of men on women quotas



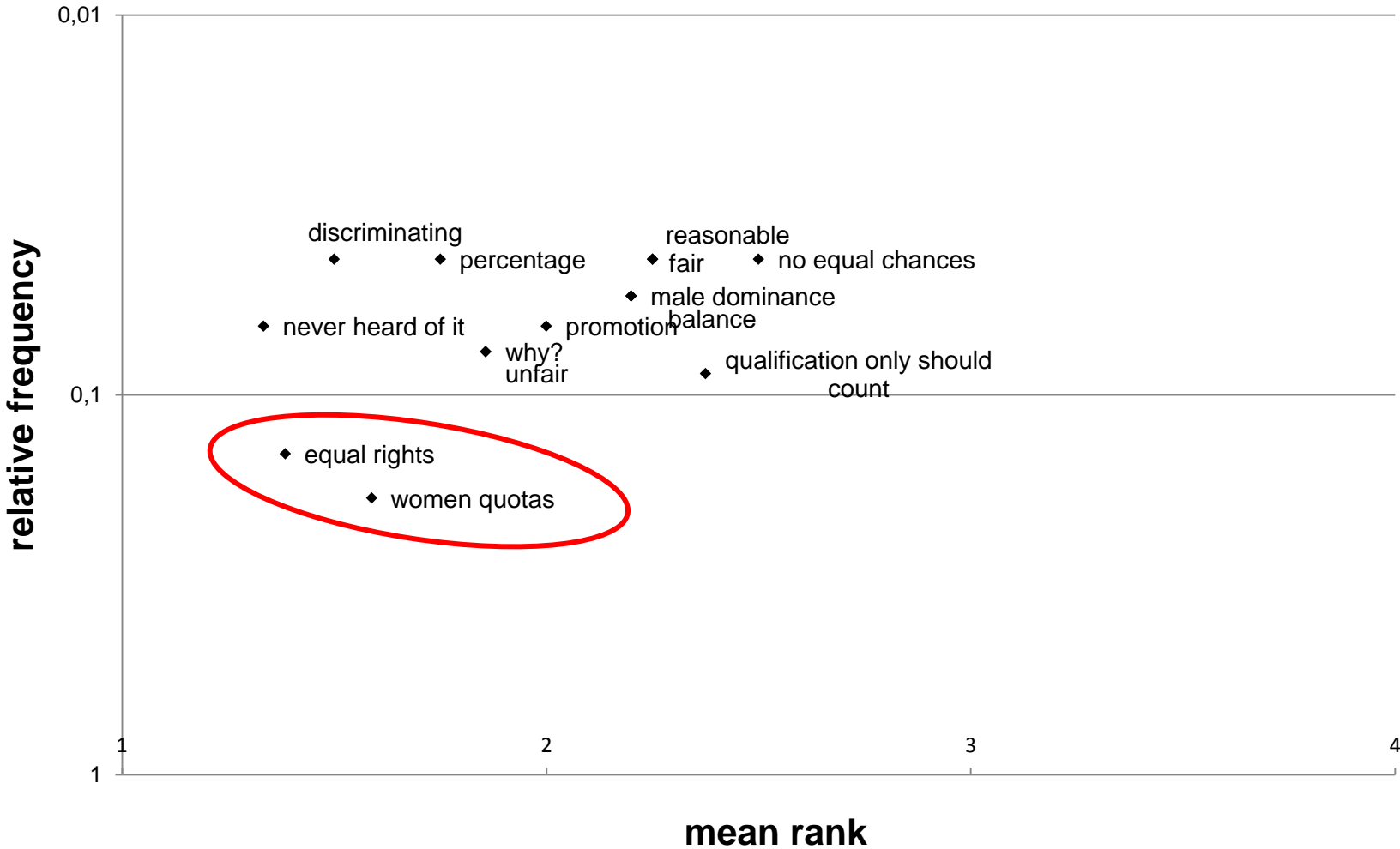
Nucleus analysis of men on women quotas



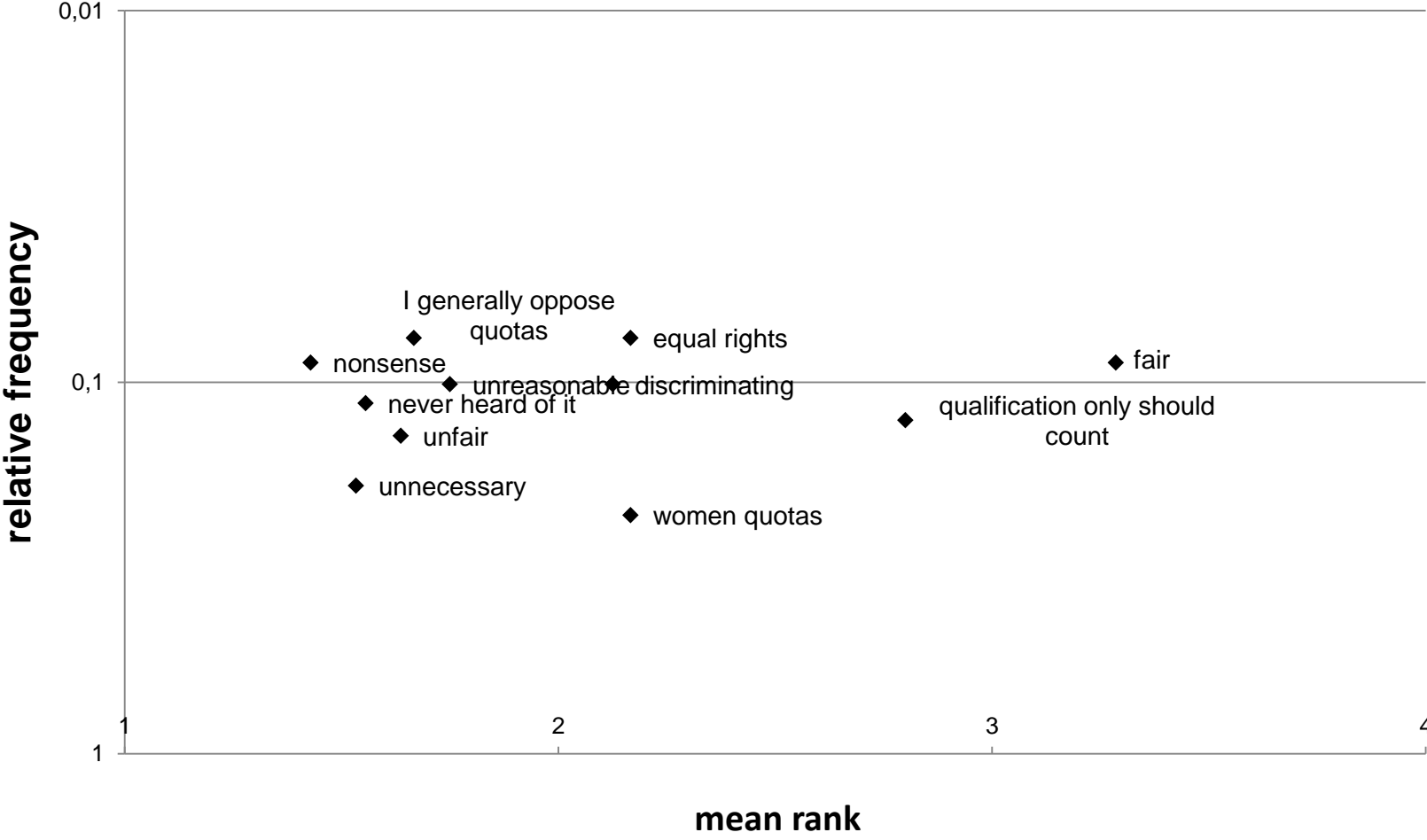
Nucleus analysis of women on men quotas



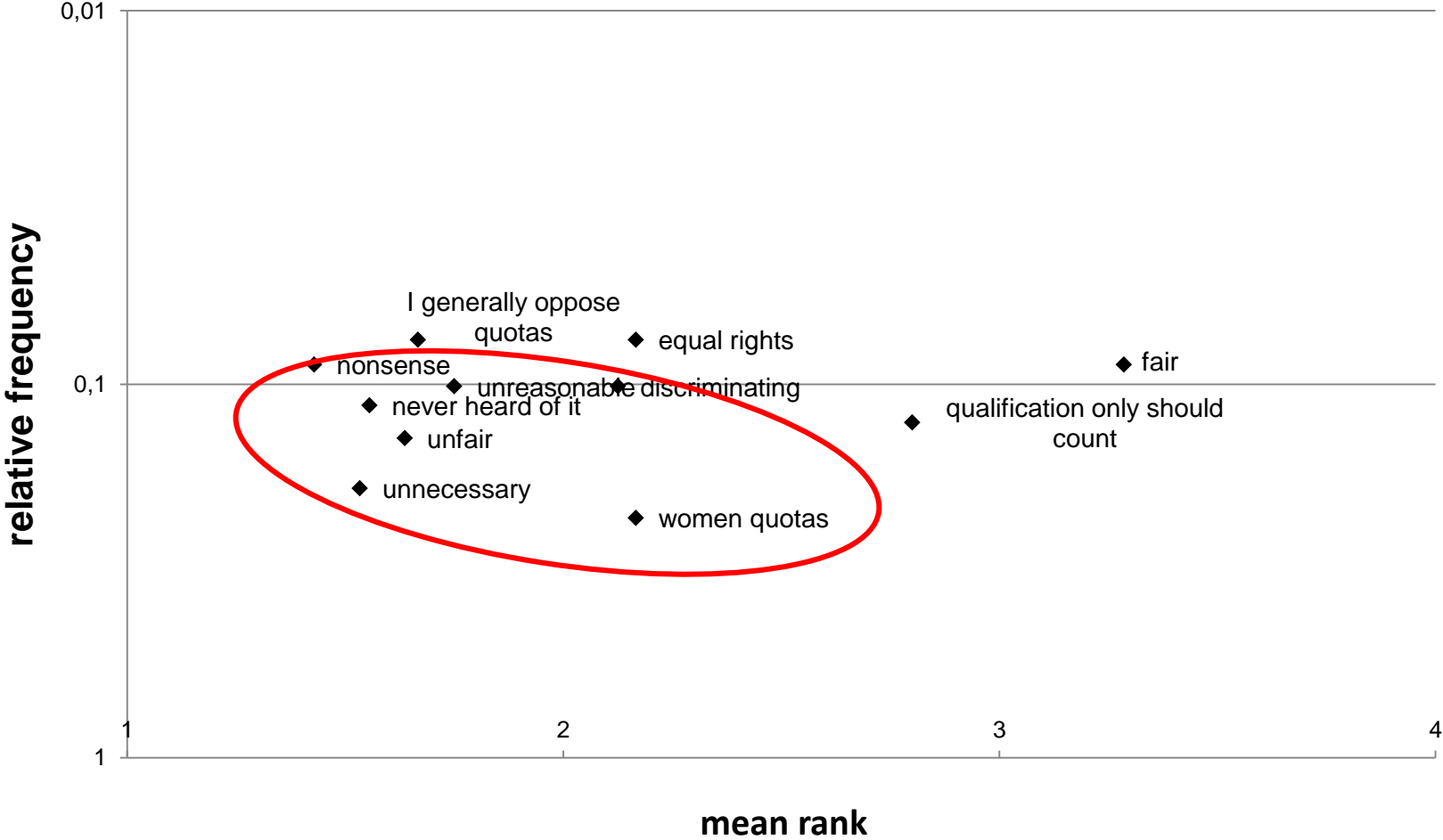
Nucleus analysis of women on men quotas



Nucleus analysis of men on men quotas



Nucleus analysis of men on men quotas



Nucleus analysis

- Polarized perceptions: unfair vs. fair, unnecessary vs. necessary, equal rights vs. inequality
- Men quotas anchored within women quotas
- Associations addressing beneficiary stigmatization only an issue with women quotas
→ system justifying myth?

Summary

- Negative perceptions of both women and men quotas
- Polarized perceptions
- Men quotas anchored within women quotas
- Men quotas perceived more neutral and less emotional than women quotas
- Men more emotional about both women and men quotas
- Beneficiary stigmatization only an issue with women quotas

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