Age and Gender Bias Students' Willingness and Likelihood to Pay Attention in Chapel

Madison Badiac
Dr. Young-Reusser
Olivet Nazarene University

Age of Face Matters (Ebner, 2010)

+Importance of faces

+More desirable faces

Experiment:

+24 young (20-29 years old) and 24 old (71-85 years old) participants

+160 images (80 young and 80 old with gender evenly distributed across groups)

+Attractiveness, likability, distinctiveness, goal-orientation, energy, mood and age




Ambivalent Ageism (Cary, Chasteen, Remedios, 2016)

+Ageism may impact impressions of older vs. younger individuals

+Benevolent Ageism

+Hostile Ageism

+Scale intended to assess an individual's tendency to be prejudiced

Ambivalent Sexism (Glick and Fiske, 1996)

+Sexism may impact impressions of men vs. women

+Benevolent sexism

+Hostile Sexism

+Scale intended to asses an individual's tendency to be prejudiced

Hypothesis

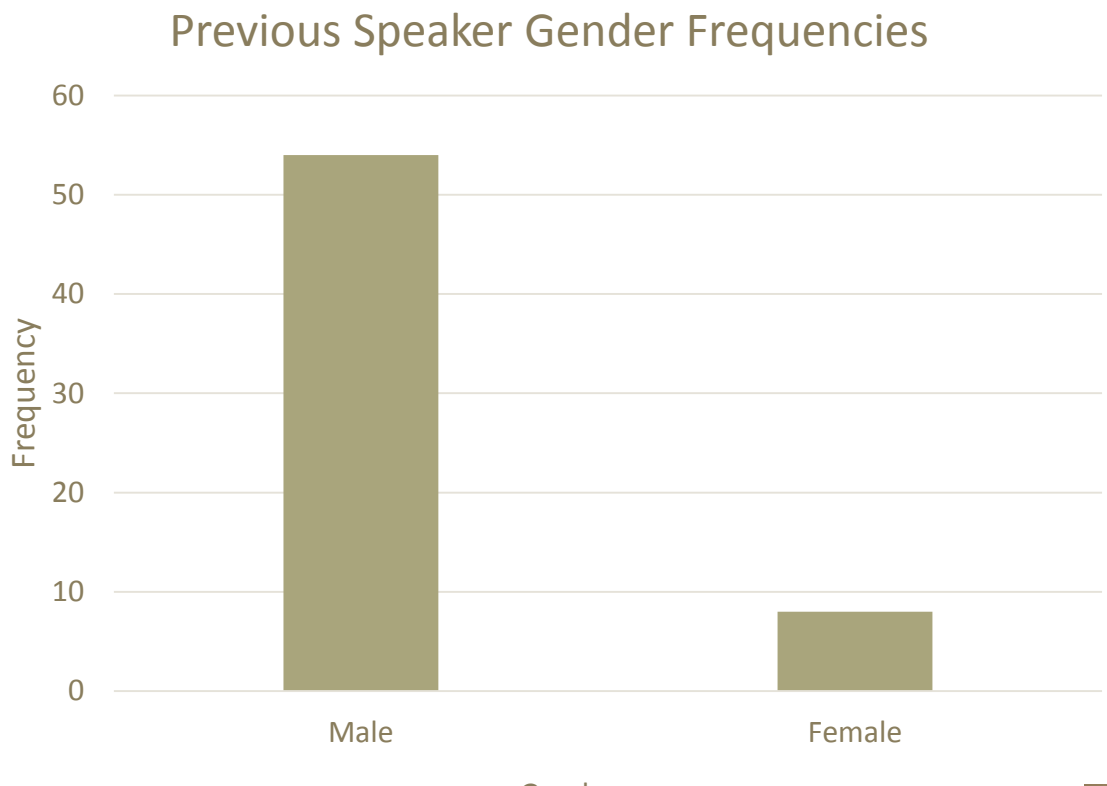
+Speaker gender x speaker age interaction

+Less likely to pay attention to an older male

+Control for ageism and sexism

+Student gender may also have an impact on attentiveness

Olivet Chapel Speakers



Chapel Speaker Photograph Selection

Main Experiment: Measures

+6 questions regarding **general willingness to pay attention to the speaker** they viewed

+**Ambivalent Sexism Inventory** (Glick and Fiske, 1996)

+22 questions

Benevolent and Hostile

+**Ambivalent Ageism Inventory** (Cary, Chaisteen, and Remidious, 2016)

+9 questions

+Only Benevolent questions were used due to a clerical error

Main Experiment: Measures

+**Relating to Older People** (Cherry and Palmore, 2008)

+20 questions

+**Need For Cognition** (Petty, Cacioppo and Kao, 1984)

+18 questions

+Likert scale of 0 (extremely disagree) to 10 (extremely agree)

+Other predictors

Main Experiment: Procedure

+Surveymonkey.com

+Gender of speaker was randomly assigned.

+Age group of speaker (younger vs. older) was counterbalanced.

+6 questions assessing students willingness to give their attention

+4 scales

+Demographics

Main Experiment: Analysis

+2 (speaker gender: male vs. female) x 2 (participant gender: male vs. female) x 2 (speaker age: older vs. younger) mixed ANCOVA, controlling for Need For Cognition, Benevolent and Hostile Sexism, Benevolent Ageism, Relating to Old People, participant gender and chronic attentiveness

Between Subjects Effects
Speaker Gender
Participant Gender
Year in School
Chronic Attentiveness
Need For Cognition
Ambivalent Sexism: Benevolent
Ambivalent Sexism: Hostile
Ambivalent Ageism: Benevolent
Relating to Old People
Speaker Gender*Participant Gender

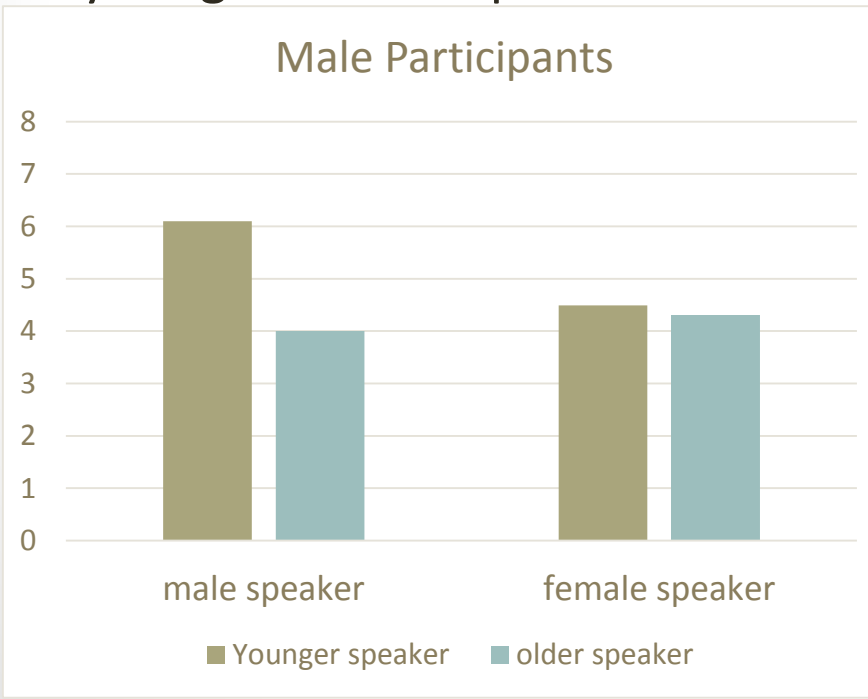
Within Subjects Effects
Speaker Age
Speaker Age*Speaker Gender
Speaker Age*Participant Gender
Speaker Age*Speaker Gender

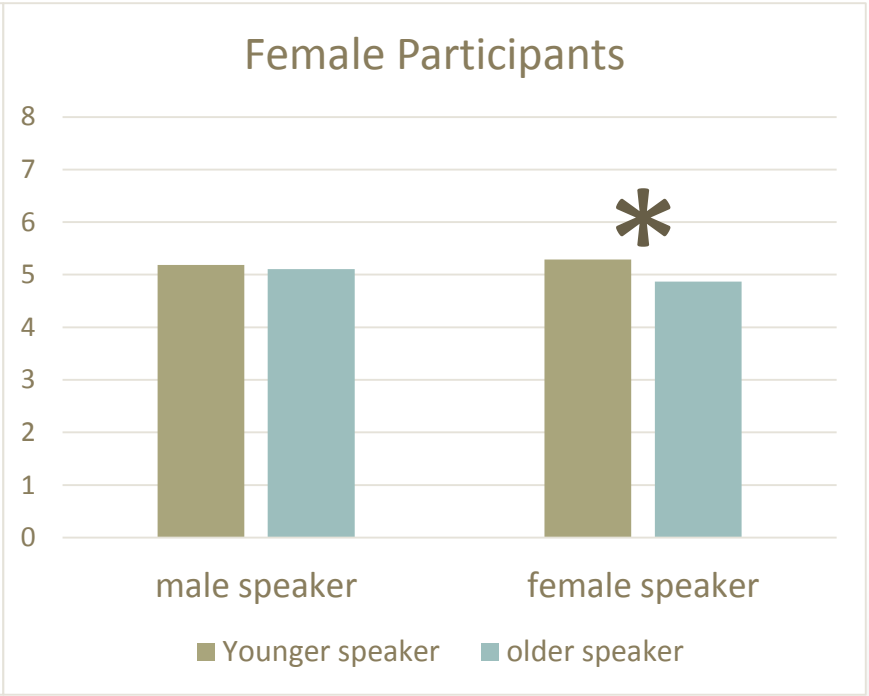
Main Experiment: Results

+Three-way interaction (speaker gender x speaker age x participant gender)

+Male participants seemed more willing to give their attention to a younger male speaker (n.s.)

+Female participants were more willing to give their attention to a younger female speaker.





Speaker gender x speaker age interaction, $F(1,22) = 13.33$, $p = .001$, $\eta^2_p = .38$.

Speaker gender x speaker age interaction, $F(1,98) = 5.91$, $p = .017$, $\eta^2_p = .06$

Discussion

+Original hypothesis was somewhat supported however there were significant results across the board.

+Students prefer to give their attention to speakers of their same gender and similar age group. Across genders students do not seem to have a preference of age of speaker.

+While I found a two-way interaction for male participants, the simple effects were not significant. However, perhaps including more males in the study could increase the power.

+Ethnicity of speaker, ethnicity of student, religious affiliation of both speaker and student, and the topic of the speakers' message are all possible predictors that could be included in future research within this topic.

References

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