

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

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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 assess an individual's tendency to be prejudiced



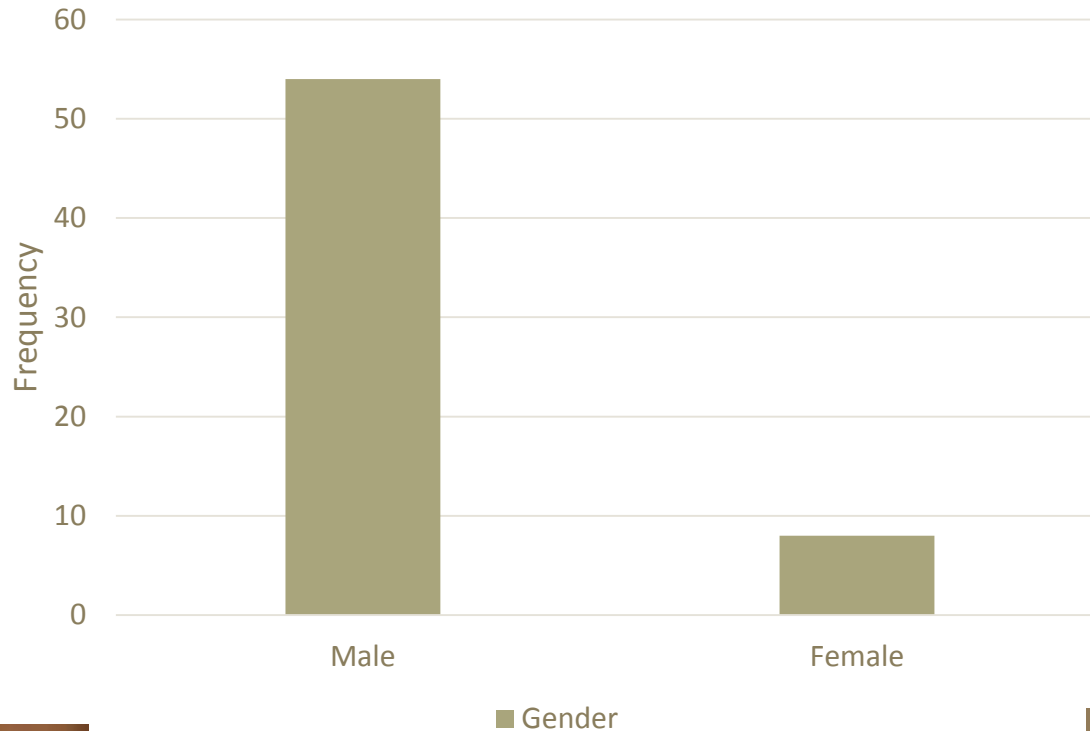


Hypothesis

- +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

Previous Speaker Gender Frequencies



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



Chris Daniels

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

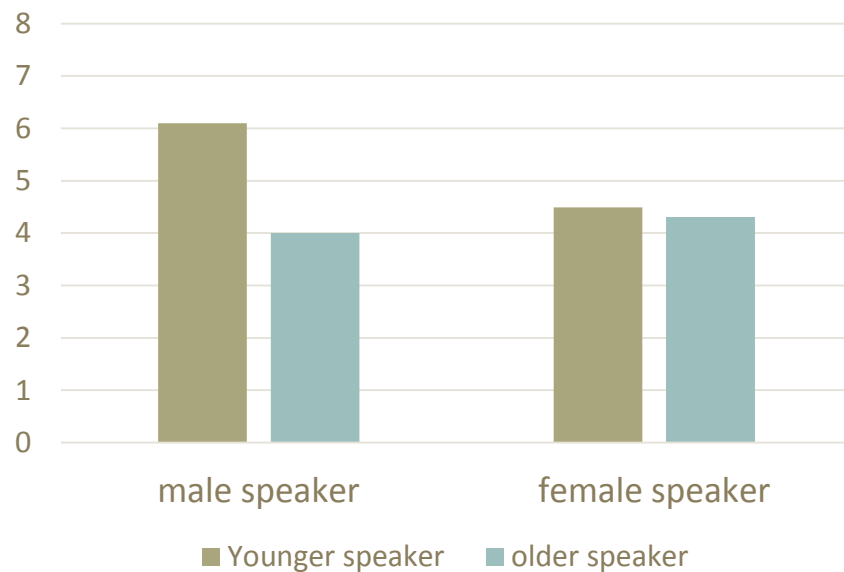
Speaker Age*Participant Gender

Speaker Age*Speaker Gender

Main Experiment: Results

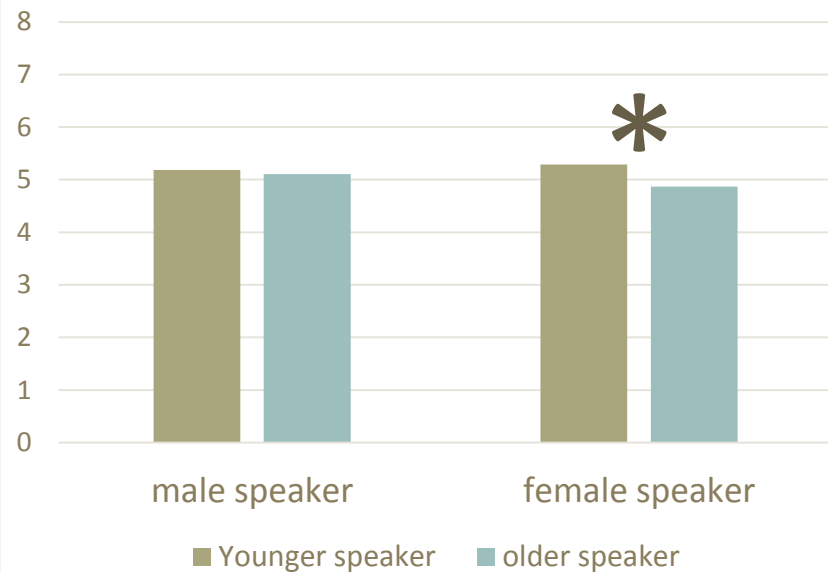
- +Three-way interaction (speaker gender x speaker age x participant gender)
- +Male participants seemed more willing to give their attention to a younger male speaker (n.s.)
- +Female participants were more willing to give their attention to a younger female speaker.

Male Participants



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

Female Participants



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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