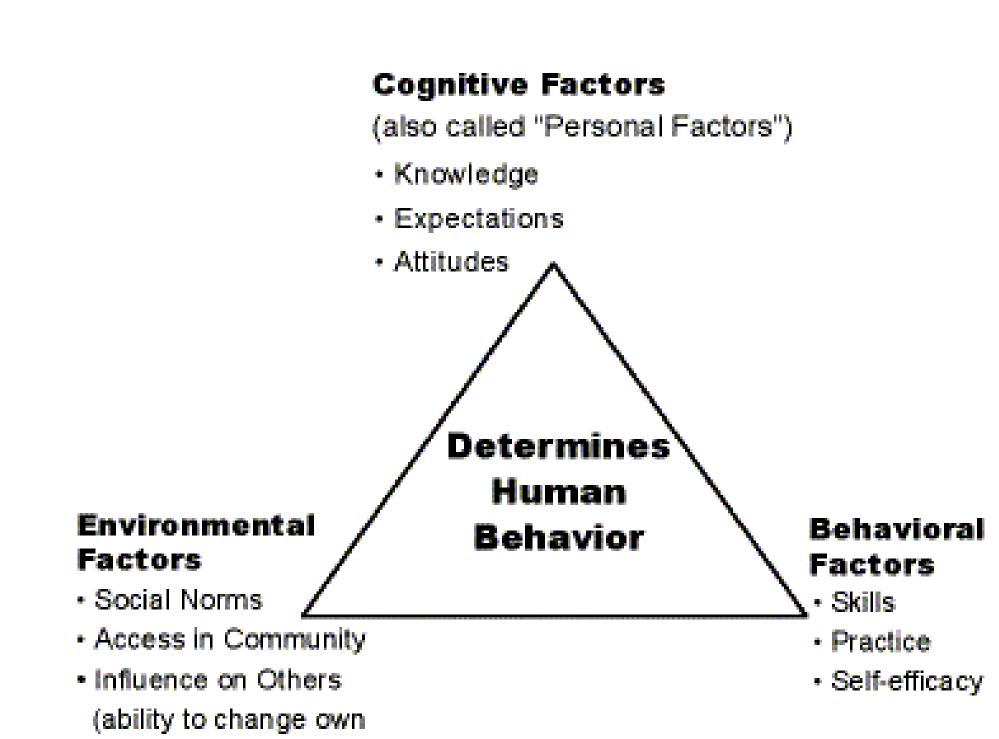
THE EFFECT OF MISOGYNISTIC HUMOR ON THE PERCEPTION OF WOMEN

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INTRODUCTION



environment)

Participants	Sexist Humor Clips	TV Shows
 divided into two groups, control and experimental experimental group primed with three clips of sexist humor prior to questionnaire as measure for short-term exposure asked about media viewing habits, specifically exposure and preference to TV shows as measure for long-term exposure 	 mentally degrading intelligence/abilities physically objectifying or shaming sexual agency belittling women's relationships perpetuation of misogyny by men 	 Character analysis considered: age, body size, race, religion, sexual orientation, socioeconomic status, mental health, femininity etc Sexist: The Big Bang Theory, Family Guy, How I Met Your Mother Non-sexist: Community, Parks and Recreation, The Simpsons

	!	
Modern Sexism	Femininity Ideology	Ambivalent Sexism
Scale	Scale	Inventory
Swim, Aikin, Hall, &	Levant, Richmond,	Glick & Fiske (1996)
Hunter, (1995)	Cook, House, &	measured hostile and
examined views on	Aupont (2007)	benevolent sexism in
women in the modern	assessed	3 categories:
era, specifically:	expectations of how	hostile sexism:
 refusal to admit 	women should act in	dominative
discrimination	5 categories:	paternalism,
against women	 stereotypic images 	competitive gender
 antagonism aimed 	and activities	differentiation,
at women's	dependency and/or	heterosexual hostility
movements toward	deference	benevolent sexism:
equality	- purity	protective
 resentment about 	caretaking	paternalism,
certain special	 emotionality 	complementary
favors such as		gender differentiation,
affirmative action		heterosexual intimacy

BACKGROUND

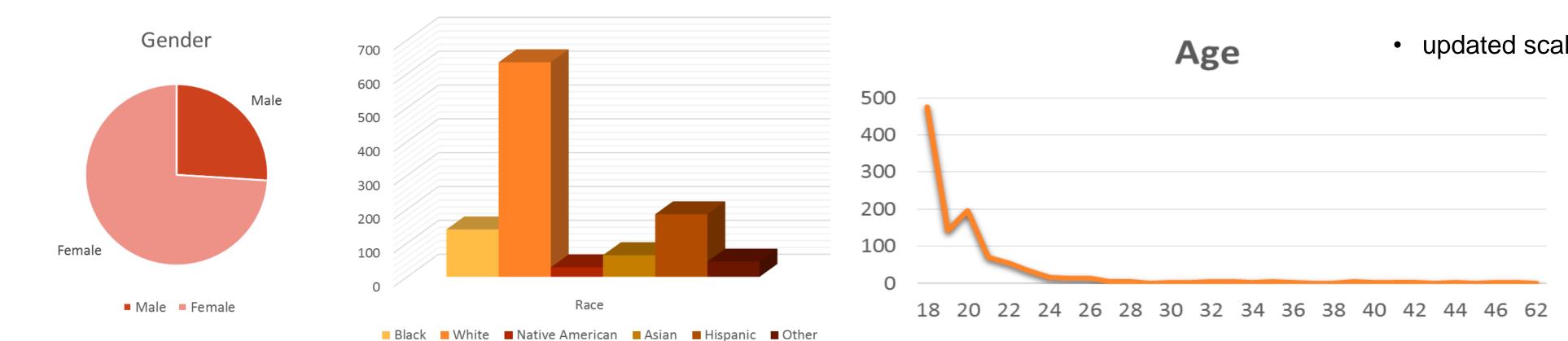
The influence humor has on a social atmosphere is palpable, particularly since exposure to media begins at young ages. Research has found sexist humor to profoundly affect perception of women. Among women, it decreases self-esteem and acceptance of violence among women; among men, it increases sexist views, tolerance of discriminatory events, and rape proclivities (Bill & Naus, 1992; Ryan & Kanjorksi, 1998; Thomae & Viki, 2013; Thomas & Esses, 2004).

The study drew from the Social Learning Theory, which explains behaviors with modeling: learning by observations (Bandura, 1971). The Prejudiced Norm Theory (Ford & Ferguson, 2004) builds off Bandura's work to explain how misogynistic humor creates a social norm, making it acceptable to laugh at sexism. The theory proposes a lack of negative reaction or a positive reaction, such as canned/studio laughter following a sexist joke, allows the viewer to believe this is an appropriate reaction. This normalizes degrading and objectifying attitudes toward a target group.

This study examined the relationship between short-term/long-term exposure and preference to sexist humor and the perception of women, including reinforcement of gender norms, heteronormative views, and traditional femininity. It was hypothesized that men and women exposed to sexist humor would hold more sexist views.

PARTICIPANTS

A total of 1,096 students from a four-year university participated, with 561 in the experimental group and 535 in the control group. The majority of students were female (n = 811, 75%), identified as White (n = 634, 57.8%) or Hispanic (n = 185, 16.9%), and were between the ages of 18 to 62 (M = 20.38; SD = 4.64).



2.29

.55

.61

RESULTS

*p < .01, **p < .05																
1. Modern Sexism		.57*	.49*	.34*	.42*		.29*		.28* .5		6*	.02	.04	.01		.040
2. Stereotype	.57*		.70*	.51*	.60	*	.50*	.38*		.57*		00	.04	06		.05
3. Dep/Def	.49*	.70*		.43*	.36	*	.28*		.22* .		.32*0		.02		3*	05
4. Purity	.34*	.51*	.43*		.56*		.33*	.46		.33*		18*	16*	20*		16*
5. Caretaking	.42*	.60*	.36*	.57*			.42*		.51* .		0*	04	09*	.00		02
6. Emotionality	.29*	.50*	.28*	.33*	.42	.42*		.27*		.38*04		04	010		1	.00
7. Benevolent Sexism	.28*	.38*	.22*	.46*	.51	* .27*				.47*05		15* .0			04	
8. Hostile Sexism	.56*	.57*	.32*	.33*	.50	*	.38*		.47*			.07**	05 .05			.06**
9. Sexist TV Exp	.02	00	04	18**	04	1 *	04		05	.07**			.27*	.54*		.21*
10. Nonsexist TV Exp	.04	.04	.02	16**	09	9*	01)11		0	05 .27*			.27*		.43*
11. Sexist TV Pref	.01	06	13*	20*	.00		04	4 .01		.0	.05 .54*		.27*			.21*
12. Nonsexist TV Pref	.04	.05	05	16*	02	2	.00	04		.06** .2		.21*	.43*	.21	*	. .
													1			
Table 2 Scale:	1		2	3	_	4		<u>5</u>		6			7		8	
*p < .01, **p < .05																
Sexist TV Viewing	.07		27**	.09	20		1	.26		.01			.08		11	
Nonsexist TV Viewing	.24**		29**	34*	-	80*		51*		.07			.14		.00	
Sexist TV Preference	15		46*	.15		.37**		.10		.01			37**		09	
Nonsexist TV Preference	46*		31*	.06	.1		.36*		36*	6* .07			.16		.05	
R^2	.02		.06	.01	.03			.02			.00		.01		.00	
_	C 27		40.74	2.00	-	7 0-	7	₁	24				0.00		C4	

1 = Dependency/Deference, 2 = Purity, 3 = Caretaking, 4 = Benevolent Sexism, 5 = Hostile Sexism
6 = Modern Sexism, 7 = Stereotypic Images/Activities, 8 = Emotionality

Sexist views did not significantly differ between the experimental and control group, indicating immediate exposure to sexist humor did not make a difference in sexist views. This is consistent with previous research that until a social context is established and the humor in the clips is not approved by one's peers, it may not be accepted (Ford & Gray, 2013). The results suggest that watching isolated clips of TV shows to which one does not have previous exposure or peer approval is more likely to be subject to critical examination.

DISCUSSION & FUTURE RESEARCH

Participants who reported long-term exposure and preference to inequality-promoting TV shows in the media viewing habits questionnaire had higher levels of sexism, particularly in dependency/deference, purity, caretaking, benevolent sexism, and hostile sexism. These results suggest exposure to sexist media must be continuous, in line with Prejudiced Norm Theory (Ford & Ferguson, 2004) and it must be preferred in order to have an effect on personal beliefs. Tolerating and enjoying sexist humor, therefore, is learned over time and cannot be appropriately measured by immediate exposure to brief clips. A much better indication of media portrayals impacting sexist views comes from long-term exposure in which one has peer approval. This will eventually result in the creation of a social context in which one accepts and even actively promotes sexism. Future studies should examine:

- compare long and short-term exposure/preference to sexist humor in controlled setting.
- larger variety in television shows and interpretation of show clips.
- the presence of studio/canned laughter on the perception of sexist humor.
- more diverse sample size, particularly more males and races other than White/Hispanic.
- updated scales to measure levels of sexism.

Correlations conducted to determine

significant relationships between variables

between age and nonsexist TV preference, a

negative correlation between gender and sexist

A series of analysis of variance (ANOVA)

humor impacts participants' level of sexism did

who viewed sexist humor in clips and those who

Linear regressions analyses conducted to

determine how media viewing habits related to

level of sexism revealed five measures were

found significant; three were not. See table 2.

not find significant differences between those

did not view the video clips on any of the

dependent measures.

conducted to determine if exposure to sexist

examined indicated a positive correlation

TV viewing, nonsexist TV viewing, and

nonsexist TV preference, and a positive

correlation between year in college and

nonsexist TV viewing. See table 1.



The Big Bang Theory & How I Met Your Mother





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