

STAND-ALONE PROJECT - FINAL REPORT

Project number P 17658-G04

Project title **Context dependent gender role self-concept activation**

Project leader **ao. Univ.-Prof. Dr. Ursula Athenstaedt**

1. Summary for public relations work

The research investigated changes of gender role self-concept (GRS) in dependence of situational aspects and, additionally, its relevance for communication behavior. GRS is defined as the amount of self-ascribed attributes and behaviors that are assumed to be more typical for men or women. It is known, that the female role and the male role self-concept can be conceptualized as independent parts of the GRS. Both men and women possess both self-concepts, although men describe themselves as more masculine and less feminine than women. A first step of the project was to develop a computerized questionnaire to measure not only self-descriptions but also answering reaction times. It could be shown, that individuals agreed faster to attributes or behaviors, respectively, the more often they agreed to them. Thus, it can be concluded that the reaction times represent a measure for the accessibility (or the activation) of a self-concept.

The results of three studies showed GRS changes in dependence of situational aspects (activations sources). Especially, relative status was an activation source for male role self-concept. However, this was only the case if status differences were not externally legitimized (e.g. because of better skills) but clearly implemented by the experimenters. Gender of the interaction partner was an important activation source for the female role self-concept in interaction with participants' own gender. These results suggest that female role self-concept is activated when individuals show caring towards their interaction partners. The GRS activation was found for both measures of GRS, the number of agreements to GRS items and the agreement latencies. For instance, high status individuals agreed faster to masculine attributes and behaviors after the interaction than they had done before the interaction. Furthermore, the communication behavior depends upon the GRS measured before the interaction. For instance, women and men spoke more the more masculine they had described themselves. Furthermore, communication behavior is linked to GRS change during the interaction. However, not only the own behavior but in addition also the partner's behavior is linked to individuals' self-concept activation. Finally, we also found that individuals GRS activation is linked to their partner behaviour.

As a by-product of our research we were able to show consistent gender differences for typical feminine communication behavior (verbal reinforcements, usage of tentative language, nodding). For typical masculine behavior, we found evidence that actually status is more important than gender.

To summarize, the research provides evidence that GRS is malleable and that its' changes are linked to situational activation sources and communication behavior. The basic processes are almost equal for men and women. Furthermore, it is GRS contributes to gender-typed communication behavior aside and above biological sex.

Zusammenfassung für die Öffentlichkeitsarbeit

Das Projekt untersucht, inwieweit Geschlechtsrollen-Selbstkonzept (GRS) sich in Abhängigkeit von Situationsaspekten verändert und welche Bedeutung GRS für Kommunikationsverhalten hat. GRS wird darüber definiert, wie viele Eigenschaften bzw. Verhaltensweisen, die allgemein als eher typisch für Männer oder für Frauen gelten, Personen sich selbst zuschreiben. Feminines und maskulines Selbstkonzept sind zwei von einander unabhängige Teile des GRS, über die sowohl Frauen als auch Männer verfügen, wobei Männer sich maskuliner und weniger feminin beschreiben als Frauen. In einem ersten Schritt des Projektes wurde ein computerisierter Fragebogen entwickelt, mit dem nicht nur Selbstbeschreibungen erfragt sondern auch Reaktionszeiten erhoben werden. Es zeigt sich, dass Personen Eigenschaften und Verhaltensweisen umso schneller zustimmen je mehr solche sie sich zuschreiben. Reaktionszeiten können daher als Maß für die Zugänglichkeit (Aktivierung) eines Selbstkonzeptes dienen.

In drei Studien wurde gezeigt, dass GRS sich in Abhängigkeit von Aspekten der Situation (Aktivierungsquellen) verändert. Für die Aktivierung von maskulinem Selbstkonzept ist vor allem der relative Status entscheidend - allerdings nur dann, wenn die höhere Statusposition nicht über externe Kriterien (z.B. bessere Eignung) legitimiert ist. Für die Aktivierung des femininen Selbstkonzeptes ist das Partnergeschlecht in Interaktion mit dem eigenen Geschlecht wichtig. Die Aktivierung zeigt an, inwieweit sich eine Person während der Interaktion um eine gute Beziehung bemüht. GRS-Aktivierung zeigte sich in beiden GRS-Massen, den Selbstbeschreibungen und Reaktionszeiten. Zum Beispiel stimmten statushohe Personen nach der Interaktion maskulinen Eigenschaften und Verhaltensweisen schneller zu als vor der Interaktion. Das Kommunikationsverhalten hängt einerseits von der generellen Ausprägung des GRS ab (z.B. sprechen Frauen und Männer umso mehr je maskuliner sie sich vor der Kommunikation beschrieben). Zusätzlich konnten wir zeigen, dass Kommunikationsverhalten selbst im Zusammenhang mit GRS-Aktivierung steht, wobei hier nicht nur das eigene Verhalten sondern auch das des Partners eine Rolle spielt.

Als Nebenprodukt der Untersuchungen konnten wir Geschlechtsunterschiede für feminines Kommunikationsverhalten (soziale Unterstützer, abschwächende Ausdrucksweise, Nicken) zeigen. Maskulines Kommunikationsverhalten (Sprechen, Unterbrechen, visuelle Dominanz) ist wesentlich vom Status der Personen aber nicht von deren Geschlecht bestimmt.

Zusammengefasst zeigten die Ergebnisse, dass GRS veränderbar ist und dass diese Veränderungen im Zusammenhang mit Situation und Verhalten stehen. Die Prozesse sind im Wesentlichen für Frauen und Männer gleich. Für das Verständnis von Kommunikationsverhalten ist GRS bedeutsam unabhängig vom Geschlecht der jeweiligen Person.

2. Brief project report

2.1. Report on the scientific work

2.1.1. Information on the development of the research work

Gender role self-concept is the amount of self-ascribed gender stereotypes (attributes and behaviors). Based upon associative network theories of the self, the research intended to show that this part of the self-concept is both stable and malleable. We focused on different possible activation sources, such as gender of the interaction partner, status position, and gender typicality of the task. A main goal of the research was also to investigate the link between self-concept activation and behavior. This topic has become more prominent in the research field than it had before the start of the project. We changed the research plan for Study 4 and monitored behaviors also in the larger mixed-sex groups (two men and two women) which we had not intended in the first place. We concentrated mainly on gender-typed communication behavior in this respect. Research has shown consistent gender differences for these behaviors, with women showing more communal communication behaviors (e.g., verbal reinforcements) and men more agentic behavior (e.g., interruptions). We expected that the female role self-concept is associated with typical feminine behaviors and the male role self-concept with masculine behavior. Furthermore, we examined possible effects of partner behavior on individuals' self-concept in our analyses.

The conceptualization of gender role self-concept in the present study builds upon a multi-dimensional model that has been successfully used already in other studies. Self-concept activation was measured not only by self-descriptions but, additionally, with a non-reactive measure building on the response latencies in answering a computerized GRS questionnaire developed in Study 1.

The goal of the second and the third study was to investigate the significance of the status position (Study 2) and gender typicality of discussion topic (Study 3) for gender role self-concept activation. In both studies we included both mixed-sex and same-sex dyads to examine additionally the effects of interaction partners' gender. Furthermore, we observed gender-typed communication behavior. Finally in Study 4, we investigated the influence of both status position and gender-typicality of a task in mixed-sex groups of four individuals. Behavior was monitored again.

2.1.2. Most important results and their significance

Links of self-concept activation to own and partner behavior: Our research aims were two-folded (see Athenstaedt, Macher & Horvath, in preparation). First, we investigated if chronically accessible gender role self-concept (measured before the interaction) predicts gender-typed behavior. Second, we investigate whether and how the shown behavior of both partners during the interaction predicts their situational activation of gender role self-concept (i.e., the change from first to second measurement). To our knowledge, no comparable study exists in the literature that showed links between self-concept activation and actual behavior in the respective manner. As behavior coding is very time consuming, we were able to analyze only the data of Study 2 until now.

In order to examine possible influences of chronically accessible gender role self-concept activation, we performed several hierarchical regression analyses with the behaviors as criteria. The number of GRS-items agreed upon and the mean agreement latencies for the scales measured before the interaction (mean time distance between the two sessions was eleven days; $SD = 12.83$, $Min = 1$; $Max = 68$ days) were used as main predictors in separate analyses. Besides other control variables, participants' sex and type of group (mixed-sex vs. same-sex) were additionally included as predictors as other analyses had shown that they explain considerable variance of the communication behavior. The results showed that *speaking time* was predicted by the number of self-ascribed masculine attributes and the mean latencies for agreement to masculine attributes. The more and the faster men and women agreed to masculine attributes the more they spoke during the interaction. In addition, the inclusion of the agreement scores for the gender role self-concept scales into the analyses revealed a mediation effect for participants' sex. This predictor had been

significant in the first step but was not anymore in the second step. This result shows the significance of the male role self-concept for speaking time.

For the feminine behaviors we found that number of agreements to feminine attributes predicted nodding and the amount of verbal reinforcement. The latter was additionally predicted by the mean agreement latencies for feminine attributes and behaviors. The more and the faster men and women ascribed feminine attribute to themselves the more they nodded and the more verbal reinforcement they provided towards their partners. For both behaviors the self-concept variables mediated the found sex differences.

To examine actor and partner effects with respect to the associations between interaction partners' gender-typed communication behavior and situation-dependent gender role self-concept activation, we applied the actor-partner-interdependence model (APIM). The analyses were run separately for mixed-sex and same-sex dyads. Time 1 self-concept was included as control variable. The results concerning the actor effects were only partly in line with our hypotheses. In mixed-sex dyads, women activated their male role self-concept the more they had spoken during the interaction. In female same-sex dyads women activated their negative feminine self-concept the more verbal reinforcement they had provided. Most importantly, the results showed more partner effects than actor effects. Both partner and actor effects indicated more an inhibition than an activation of the self-concept in reaction to the behavior.

Situation dependent gender role self-concept (GRS) activation: All together four studies investigated the relevance of status position, gender-typicality of task, and interaction partners' gender for GRS activation (see Athenstaedt, Lambauer, Horvath, Fischer & Korom, in preparation). In all studies, we measured GRS before and after the interaction in order to investigate GRS changes within the individuals. The first study was performed before the project start and had provided first evidence that status position and interaction partners' gender matters for GRS activation. In this study, both women and men had activated their positive male role self-concept during the conversation, with high status participants showing stronger activation than low status participants. The result further indicated that positive female role self-concept was activated in dependence of own and partner's gender. Negative GRS was generally inhibited (with one exception).

Study 2 intended to replicate the results of Study 1 with the response latency GRS measure and a different status manipulation. Unexpectedly, in this study we found not the same effect of status position on GRS activation as in Study 1. Self-concept activation could be shown with changes in agreement latencies. Furthermore, effects of partners' gender in interaction with own gender could be found. We concluded that the status manipulated we had chosen provided a too strong situation which reduced the relevance of self-concept and, thus, also was less capable to induce GRS activation. However, interaction partners' gender was still a relevant activation source. The results of Study 3 also provided evidence for the significance of interaction partners' gender for self-concept activation. Gender typicality of the discussion topic did not show any effects. Again, the activation could only be found for the latency measures. Thus, Study 2 and 3 both indicated that latencies are a sensible measure for self-concept activation.

Finally in Study 4, we manipulated both status and gender-typicality of the task. We took care to provide a less strong situation and to accentuate participants' involvement with the gender-typed task. This procedure revealed activation of the male role self-concept in dependence of status as in Study 1. Female role self-concept activation could be found in dependence of own status and gender-typicality of the task.

In summary, the results of the four studies showed that status position is relevant for activation (or inhibition) of the male role self-concept. Activation of the female role self-concept is more complex. On the one hand, it indicates a caring motivation of individuals toward their partner. On the other hand, it seems to be linked to the acceptance of a lower status position.

The significance of status and gender for gender-typed communication behavior: We video-typed communication behavior in three studies. Status was manipulated Study 2 and Study 4 but not in Study 2. The relevant literature reveals a longstanding debate concerning the importance of gender and status for communication behavior. Our first data

analyses suggest that sex differences do only emerge in situation where status is not manipulated. If status is manipulated the sex differences disappear. Speaking time is the most important indicator for status. In Study 3 we found that men spoke more than women, especially in mixed-sex dyads and when discussing masculine and gender-neutral topics, but not when discussing feminine topics. In addition, our analyses showed that status perceptions of participants mediated the link between sex and speaking time. In Study 2, only speaking time differentiated significantly between high and low status participant independent of participants' sex. Behavior coding is still not finished. We plan to integrate the data of all three studies in a paper that will discuss the significance of sex and status for gender-typed communication behavior (Athenstaedt & Horvath, in preparation).

Conclusions: The present research contributes primarily to the understanding of situation-dependent self-concept activation in relation to behavior. Cognitive theories of the self have proposed that self-concept fluctuates with the context and that this fluctuation is related to behavior. The investigation of these assumptions is time consuming and reveals often complex and not as stringent results as the research community asks for. This is probably the reason why research in this field is scarce. Our results give evidence for the link between gender role self-concept and gender-typed behavior. We followed the theoretical concept of Deaux and Major (1987) who proposed that it is not only the individual's self and beliefs but also characteristics of the interaction partners and the context guiding gender-typed behavior. Bringing together this longstanding theory with new scientific findings and methods is the strength of the present research. The methods used made it possible to draw causal conclusion concerning the individuals' changes of their self-concept in dependence of systematically varied context variables. As pointed out above, we plan to concentrate on three research questions for publication: 1) the self-concept / behavior link (including partner effects); 2) the situation dependent changes of the self-concept; 3) the sex / status debate concerning communication behavior. A additional topic for a publication not mentioned thus far is the developed computerized questionnaire which is highly reliable and valid and has been successfully used throughout the project. We are optimistic that we will be able to publish all results in international journals with excellent standards.

2.1.3. Information on the running of the project and use of the available funding

The project started in February 2005 and ended in February 2009. In 2005 we developed the computerized questionnaire. In fall 2005, we started the first of the above mentioned studies. It was finished at the end of June 2006. In fall 2006, we started the next study which lasted until the end of June 2007. The pre-tests for the last study were run in fall 2007. It was finished in June 2008. The remaining time until February 2009 were used for behavior observation coding and first data analyses.

Six research associates worked in the project: Mag. Barbara Kreiner (March 2005 – January 2007), Mag. Mario Edler (April 2005 – March 2006); Mag. Mario Suppan (March 2006 – October 2007), Mag. Lisa Horvath (January 2007 – February 2009), Mag. Philipp Korom (October 2007 – April 2008); Mag. Elisabeth Lambauer (May 2008 – February 2009). Mag. Kreiner and Mag. Edler were involved in the questionnaire development and the realization of the first study. Mag. Suppan finished the first study and realized the second study. Mag. Horvath finished the second study as Mag. Kreiner had left the project in between. Mag. Korom worked for the realization of the last study. Mag. Horvath further helped with the supervision of diploma theses that dealt with behavior observation coding and was responsible for data analyses. Mag. Lambauer also performed data analyses and wrote first part of a paper that is in preparation (see Athenstaedt, Lambauer, Horvath, Fischer & Korom, in preparation)

The funding was used as planned for purchasing the behavior observation system INTERACT from Mangold International GmbH, payment of research associates, travel costs, and payment of participants in the study and additional needed supplies.

2.2. Personnel development

Four of the research assistants performed their diploma thesis within the project. The topic of Mag. Edler's thesis was (translated) "Situation dependent activation of the gender role self-concept in mixed-sex dyads after discussing a gender-typical vs. gender-neutral topic". He obtained his degree in psychology in October 2006. The topic of Mag. Suppan's thesis was (translated) "Status doing gender: A study about the impact of relative status and interaction partners gender on the gender role self-concept". He obtained his degree October 2008. The topic of Mag. Horvath's thesis was "Gender communicating – Feminine communication behavior and the gender role self-concept". She obtained her degree in March 2008. Mag. Korom's diplom thesis is still in progress as he got a study place in a doctoral school in Florence for his first major sociology.

Additional students performed their diploma thesis within the project besides the research assistants. Mag. Vanessa Monogioudis performed part of Study 2 together with Mario Edler. The topic of her diplom thesis was "Status and communication: Status relevant communication behavior in mixed-sex dyads". She obtained her degree in April 2007. Mag. Diwocky and Mag. Kump coded behaviors of Study 3 for their diploma thesis. Both obtained their degree this summer semester. Two diploma theses are in progress at the moment. Lisa Wagner and Verena Weißenberger coded behaviors of Study 4. It is planned to find more diploma students for further behavior coding.

All research assistants (with the exception of Mag. Korom and Mag. Lambauer) had the possibility to participate actively at social psychological conferences. They either held a talk or presented a poster (see list 2). Mag. Horvath received a price of the Dr. Maria Schaumayer Stiftung for her diploma thesis. She also received an invitation from Dr. Lehmann to present her work at the Charité University in Berlin. She also met Prof. Deaux in New York to discuss further research ideas. Presently, Mag. Horvath is psychological technical assistant at the department of social psychology (Prof. Peter Fischer) for 8 hours per week. She started a PhD under the supervision of the project leader with a topic that is directly connected with the present project, "Gender role self-concept activation in dependence of sexual commercial spots".

Mag. Lambauer also started a PhD under the supervision of the project leader that is connected with the project, "Status perception and communication in video-conferences compared to face-to-face communication". She received a research scholarship for women from the University of Graz for her PhD project.

The project leader habilitated in February 2008. The topic of the habilitation was "Gender role self-concept: Conceptualization, correlates, and its relevance to behavior".

2.3. Effects of the project outside the scientific field

Outside the scientific field, our expertise concerning gender in general and gendered communication in particular becomes increasingly relevant. The project leader was invited for a presentation at the Montagsakademie of the University of Graz in December 2008. The topic was (translated) "Men – women: Consequences of gender roles" (Mann – Frau: Geschlechterrollen und ihre Folgen). Recently, Mag. Horvath was invited to give a talk in the course of an event organized by MUT (Mädchen und Technik "girls and technic") and the Styrian government. Her topic was (translated) "Gender role and the self-concept". The topic of the event was (translated) "Education in change – A discussion about the development of gender identities in the school context".

3. Information on project participants

not funded by the FWF			funded by the FWF (project)		
co-workers	number	Person-months	co-workers	number	Person - months
non-scientific co-workers			non-scientific co-workers		
diploma students	6	51	diploma students	4	51
PhD students			PhD students	3	40
post-doctoral co-workers			post-doctoral co-workers	1	36
co-workers with "Habilitation" (professorial qualifications)			co-workers with "Habilitation" (professorial qualifications)	1	12
professors			professors		

4. Attachments

List 1

1. Scientific publications

Athenstaedt, U. & Horvath, L. (in preparation). The significance of status and gender for gender-typed communication behavior.

Athenstaedt, U., Lambauer, E., Horvath, L., Fischer, P. & Korom, P. (in preparation). Situation dependent activation of gender role self-concept.

Athenstaedt, U., Macher, S. & Horvath, L. (in preparation). The links of chronically vs. situationally activated gender role self-concept with gender-typed communication behavior.

List 2 Project-related participations in international scientific conferences

2.1. Conference participations – lectures

- 1) Kreiner, B., Athenstaedt, U. & Edler, M. (2006). Messung des Geschlechtsrollen-selbstkonzeptes: Untersuchung der chronischen Zugänglichkeit von geschlechtsstereotypen Selbstwissen. [Measurement of the gender role self-concept: Investigation of the chronic accessibility of gender-stereotypical self-knowledge]. Oral presentation at the 7. Tagung der Österreichischen Gesellschaft für Psychologie, April 28-30, Klagenfurt (Austria).
- 2) Athenstaedt, U., Edler, M. & Kreiner, B. (2006). Variabilität und Stabilität des Geschlechtsrollen-Selbstkonzeptes. [Malleability and stability of the gender role self-concept]. Oral presentation at the 45. Kongress der Deutschen Gesellschaft für Psychologie, September 17-21, Nürnberg (Germany).
- 3) Athenstaedt, U., Edler, M., Horvath, L., Kreiner, B., Monogioudis, V. & Suppan, M. (2007). Context-dependent status and gender role self-concept. Oral presentation at the NCCR Workshop "Power, Gender, and Emotion", May 31 and June 1, Neuchatel (Switzerland).
- 4) Athenstaedt, U., Edler, M., Horvath, L., Kreiner, B., Monogioudis, V. & Suppan, M. (2007). Die Bedeutung des Geschlechtsrollen-Selbstkonzeptes für statusrelevantes Kommunikationsverhalten. [The significance of gender role self-concept for status-relevant communication behavior]. Oral presentation at the 11. Tagung der Fachgruppe Sozialpsychologie, September 17-19, Freiburg (Germany).
- 5) Athenstaedt, U. (2008). Chronische und situativ bedingte Zugänglichkeit des Geschlechtsrollen-Selbstkonzeptes. [Chronic and situational accessibility of the gender role self-concept]. Oral presentation at the 8. Tagung der Österreichischen Gesellschaft für Psychologie, April 24-26, Linz (Austria).
- 6) Horvath, L.K., Athenstaedt, U., Edler, M., Kreiner, B., Monogioudis, V. & Suppan, M. (2008). Kommunikationsverhalten in gleich- und gemischtgeschlechtlichen Dyaden: Die Rolle von Geschlecht, Selbstkonzept und relativen Status. [Communication behavior in same-sex and mixed-sex dyads: The significance of sex, self-concept and relative status]. Oral presentation at the 8. Tagung der Österreichischen Gesellschaft für Psychologie, April 24-26, Linz (Austria).
- 7) Athenstaedt, U. (2008). Implicitly measured femininity and masculinity predicts and is predicted by gender-typed communication behavior. Oral presentation at the 14th European Conference on Personality, July 16-20, Tartu (Estonia).

2.2. Conference participations – posters

- 1) Edler, M., Athenstaedt, U. & Kreiner, B. (2006). Situationsbedingte Aktivierung des Geschlechtsrollen-Selbstkonzeptes nach Bearbeitung geschlechtstypischer bzw. geschlechtsneutraler Gesprächsthemen. [Situation dependent activation of the gender role self-concept after the discussion of gender-typical vs. gender-neutral topics]. Poster presentation at the 7. Tagung der Österreichischen Gesellschaft für Psychologie, April 28-30, Klagenfurt (Austria).
- 2) Kreiner, B., Athenstaedt, U. & Edler, M. (2006). Messung des Geschlechtsrollen-selbstkonzeptes: Untersuchung der chronischen Zugänglichkeit von geschlechtsstereotypen Selbstwissen. [Measurement of the gender role self-concept: Investigation of the chronic accessibility of gender-stereotypical self-knowledge]. Poster presentation at the 45. Kongress der Deutschen Gesellschaft für Psychologie, September 17-21, Nürnberg (Germany).
- 3) Horvath, L., Athenstaedt, U., Kreiner, B., Monogioudis, V. & Suppan M. (2007). Die Bedeutung von Geschlechtsrollen-Selbstkonzept für feminines Kommunikationsverhalten in gleich- und gemischtgeschlechtlichen Dyaden. [The significance of gender role self-concept for feminine communication behavior in same-sex and mixed-sex dyads]. Poster presentation at the 11. Tagung der Fachgruppe Sozialpsychologie, September 17-19, Freiburg (Germany).
- 4) Suppan, M., Athenstaedt, U., Horvath, L. & Kreiner, B. (2007). Geschlechtsrollen-Selbstkonzeptaktivierung in Abhängigkeit von Geschlecht und relativen Status in einer Bewerbungssituation. [Gender role self-concept activation in dependence of sex and relative status in a job application situation]. Poster presentation at the 11. Tagung der Fachgruppe Sozialpsychologie, September 17-19, Freiburg (Germany).
- 5) Athenstaedt, U. (2008). Gender role self-concept activation in dependence of interaction context and communication behavior. Poster presentation at the 15th General Meeting of the European Association of Experimental Social Psychology, June 10-14, Opatija (Croatia).
- 6) Horvath, L. (2008). The impact of the interaction context and gender role self-concept on communication behavior. Poster presentation at the 15th General Meeting of the European Association of Experimental Social Psychology, June 10-14, Opatija (Croatia).
- 7) Horvath, L. (2008). The impact of the interaction context and gender role self-concept on communication behavior. Poster presentation at the 29th International Congress of Psychology, July 20-25, Berlin (Germany).
- 8) Athenstaedt, U. (2009). Implicitly measured femininity and masculinity predicts and is predicted by gender-typed communication behavior. Poster presented at the 10th Annual Meeting of the Society for Personality and Social Psychology, February 5-7, Tampa, U.S.A.

2.3. Conference participations – other

- 1) Athenstaedt, U., Kreiner, B. & Suppan, M. (2006). Geschlechtsrollen-Selbstkonzept Aktivierung. [Gender role self-concept activation]. Poster presentation at the Natural science day of the Karl-Franzens-University of Graz, November.
- 2) Athenstaedt, U., Horvath, L. & Korom, P. (2007). Sind Männer vom Mars und Frauen von der Venus? – Nein, so einfach ist es nicht! [Are men from the mars and wome from venus? – No, it's not that easy!]. Poster presentation at the Natural science day of the Karl-Franzens-University of Graz, November.
- 3) Athenstaedt, U. (2008). Situative Aktivierung des Geschlechtsrollen-Selbstkonzeptes. [Situation dependent activation of the gender role self-concept]. Poster presentation at the FWF Jubiläumsausstellung in der Karl-Franzens-Universität Graz, November.

List 3 Development of collaborations

N	E	D	Collaboration partner / content of the collaboration
E	E2	D	1) Name: Christine Altstötter-Gleich Title: Dr. Institution: Universität Landau – Koblenz, Deutschland Content: gender role self-concept
E	E2	D	2) Name: Dorothee Alfermann Title: Prof. Dr. Institution: Universität Leipzig, Deutschland Content: gender research
I	E1	D	3) Name: Alice Eagly Title: Prof. Dr. Institution: Northwestern University, U.S.A. Content: gender roles
I	E1	D	4) Name: Joachim Krueger Title: Prof. Dr. Institution: Brown University, U.S.A. Content: gender stereotypes
E	E1	D	5) Name: Paul van Lange Title: Prof. Dr. Institution: Free University of Amsterdam, Netherlands Content: trust and behavior

List 4 “Habitations” (professorial qualifications) / PhD theses / diploma theses**Habitations**

- 1) Athenstaedt, U. “Gender role self-concept: Conceptualization, correlates, and its relevance to behavior”. Habilitation, August 2007.

Diploma Theses

- 1) Edler, M. “Situationsbedingte Aktivierung des Geschlechtsrollen-Selbstkonzepts in gemischtgeschlechtlichen Dyaden nach Bearbeitung geschlechtstypischer bzw. geschlechtsneutraler Gesprächsthemen.“ [Situation dependent activation of the gender role self-concept in mixed-sex dyads after discussing a gender-typical vs. gender-neutral topic]. July, 2006.
- 2) Monogioudis, V. „Status und Kommunikation – Statusrelevantes Kommunikationsverhalten in gemischtgeschlechtlichen Zweiergruppen.“ [Status and communication: Status relevant communication behavior in mixed-sex dyads]. January, 2007.
- 3) Horvath, L. “Geschlecht kommuniziert. Feminines Kommunikationsverhalten und das Geschlechtsrollen-Selbstkonzept.“ [Gender communicating – Feminine communication behavior and the gender role self-concept]. January, 2008.
- 4) Suppan, M. „Status doing gender: Ene Studie über den Einfluss von relativen Status und dem Geschlecht von InteraktionspartnerInnen auf das Geschlechtsrollen-Selbstkonzept.“ [Status doing gender: A study about the impact of relative status and interaction partners' gender on the gender role self-concept]. September, 2008.
- 5) Diwocky, M. “Geschlechtsrollen-Selbstkonzeptaktivierung und statusrelevantes Kommunikationsverhalten in gemischtgeschlechtlichen Dyaden” [Gender role self-concept activation and status-relevant communication behavior in mixed-sex dyads]. March, 2009.
- 6) Kump, M. „Geschlechtsrollen-Selbstkonzeptaktivierung und statusrelevantes Kommunikationsverhalten in gemischtgeschlechtlichen Dyaden” [Gender role self-concept activation and status-relevant communication behavior in mixed-sex dyads]. April, 2009.
- 7) Korom, P. „Geschlechtsrollen-Selbstkonzeptaktivierung in gemischtgeschlechtlichen 4-er Gruppen in Abhängigkeit von relativen Status und Geschlecht“ [Gender role self-concept activation in dependence of relative status and sex]. In progress.
- 8) Wagner, L. „Die Verwendung von Abschwächungen und verbalen Verstärkern in gemischtgeschlechtlichen 4-er Gruppen in Abhängigkeit von Geschlecht und relativen Status“. [The usage of tentative language and verbal reinforcements in mixed-sex groups of four persons in dependence of sex and relative status]. In progress.
- 9) Weißenberger, V. “Sprechen, Unterbrechen und Vorschläge machen in gemischtgeschlechtlichen 4-er Gruppen in Abhängigkeit von Geschlecht und relativen Status“. [Speaking, interrupting and making suggestions in mixed-sex groups of four persons in dependence of sex and relative status]. In progress.

List 5 Effects of project outside the scientific field

5.1. Particular honours, prizes etc.

- 1) Mag. Horvath received the prize of Dr. Maria Schaumayer Stiftung for her diploma thesis.

5.2. Other effects beyond the scientific field

- 1) Doz. Athenstaedt gave a talk at the Montagsakademie of the University of Graz in December 2008. "Mann – Frau: Geschlechterrollen und ihre Folgen" Men – women: Consequences of gender roles)
- 2) Mag. Horvath gave a talk in the course of an event organized by MUT (Mädchen und Technik) and the Styrian government in June 2009. "Geschlechterrollen und Selbstkonzept" [Gender roles and the self-concept". The topic of the event was "Bildung im Umbruch? – Eine Diskussion über die Entwicklung der Geschlechteridentitäten im schulischen Kontext" [Education in change – A discussion about the development of gender identities in the school context].

5. Zusammenarbeit mit dem FWF

Regelwerk

(Richtlinien für Programm, Antrag, Verwendung, Bericht)

Wertung

Antragsrichtlinien	Umfang	0
	Übersichtlichkeit	0
	Verständlichkeit	+1

Verfahren (Einreichung, Begutachtung, Entscheidung)

	Beratung	+1
	Dauer des Verfahrens	+1
	Transparenz	0

Projektbegleitung

Beratung	Verfügbarkeit	+2
	Ausführlichkeit	+1
	Verständlichkeit	+1

Durchführung Finanzverkehr (Überweisungen, Gerätebeschaffungen, Personalwesen)		+2
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Berichtswesen/ Prüfung/ Verwertung

	Aufwand	0
	Transparenz	+1
	Unterstützung bei Öffentlichkeitsarbeit/ Verwertung	0