

## Dimensions of Gender Stereotypes: Positive Personality, Cognitive, Physical, and Negative Personality Diekman & Eagly (2000)

Masculine				Feminine			
Personality	Cognitive	Physical	Negative personality	Personality	Cognitive	Physical	Negative personality
competitive	good with numbers	rugged	egotistical	affectionate	imaginative	cute	spineless <sup>c</sup>
daring	analytical	muscular	hostile	sympathetic	intuitive	gorgeous	gullible <sup>c</sup>
adventurous	good at problem solving	physically strong	cynical	gentle	artistic	beautiful	servile <sup>c</sup>
aggressive	quantitatively skilled	burly	arrogant	sensitive	creative	pretty	subordinates self to others <sup>c</sup>
courageous <sup>a</sup>	good at reasoning <sup>a</sup>	physically vigorous <sup>a</sup>	boastful	supportive <sup>a</sup>	expressive <sup>a</sup>	petite <sup>a</sup>	whiny <sup>d</sup>
dominant <sup>a</sup>	mathematical <sup>a</sup>	brawny <sup>a</sup>	greedy	kind <sup>a</sup>	tasteful <sup>a</sup>	sexy <sup>a</sup>	complaining <sup>d</sup>
unexcitable <sup>b</sup>			dictatorial	nurturing <sup>b</sup>			nagging <sup>d</sup>
stands up under pressure <sup>b</sup>			unprincipled	warm <sup>b</sup>			fussy <sup>d</sup>

*Note.* Items were presented in Diekman & Eagly (2000); drawn from factor-analysis by Cejka & Eagly (1999) and the EPAQ (Spence & Helmreich, 1978). Alphas for all versions of the scales can be found in Diekman & Eagly (2000). Typical assessment of stereotypes is to present a target individual (e.g., the average man) and ask participants to rate the likelihood that this target individuals possesses each trait on a 7-point scale, ranging from *very unlikely* to *very likely*.

Unmarked personality, cognitive, and physical items formed the 4-item scales.

<sup>a</sup> These items were added to form 6-item scales.

<sup>b</sup> These items were added to form 8-item scales.

<sup>c</sup> These items comprise the unmitigated communion subscale of negative femininity (Spence, Helmreich, & Holahan, 1979; see Diekman, Goodfriend, & Goodwin, 2004, for alphas).

<sup>d</sup> These items comprise the passive aggression subscale of negative femininity (Spence, Helmreich, & Holahan, 1979; see Diekman, Goodfriend, & Goodwin, 2004, for alphas).