



# Benevolent sexism

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She/her  
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# Ambivalent sexism

Peter Glick and Susan Fiske

Hostile sexism



Benevolent sexism



# Hostile sexism

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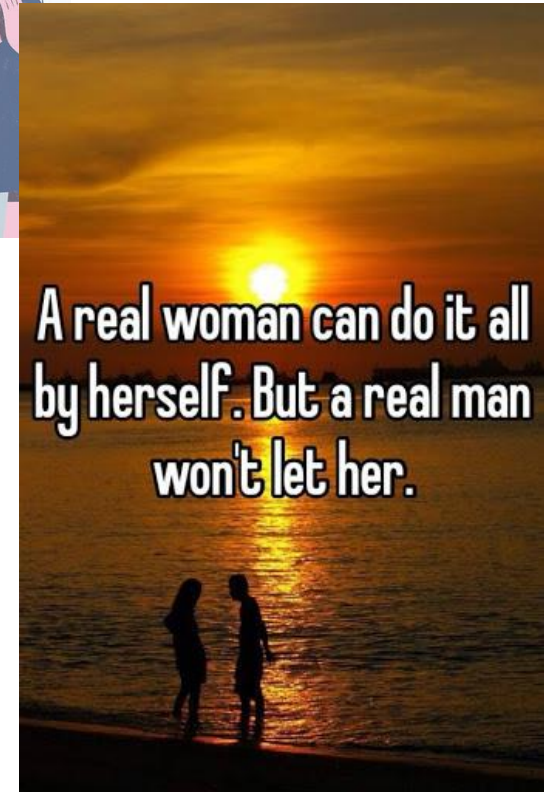
- Overt
- Objectifying, insulting and/or degrading
  
- Demeaning language
- Catcalling
- Discrimination
- Violence against women

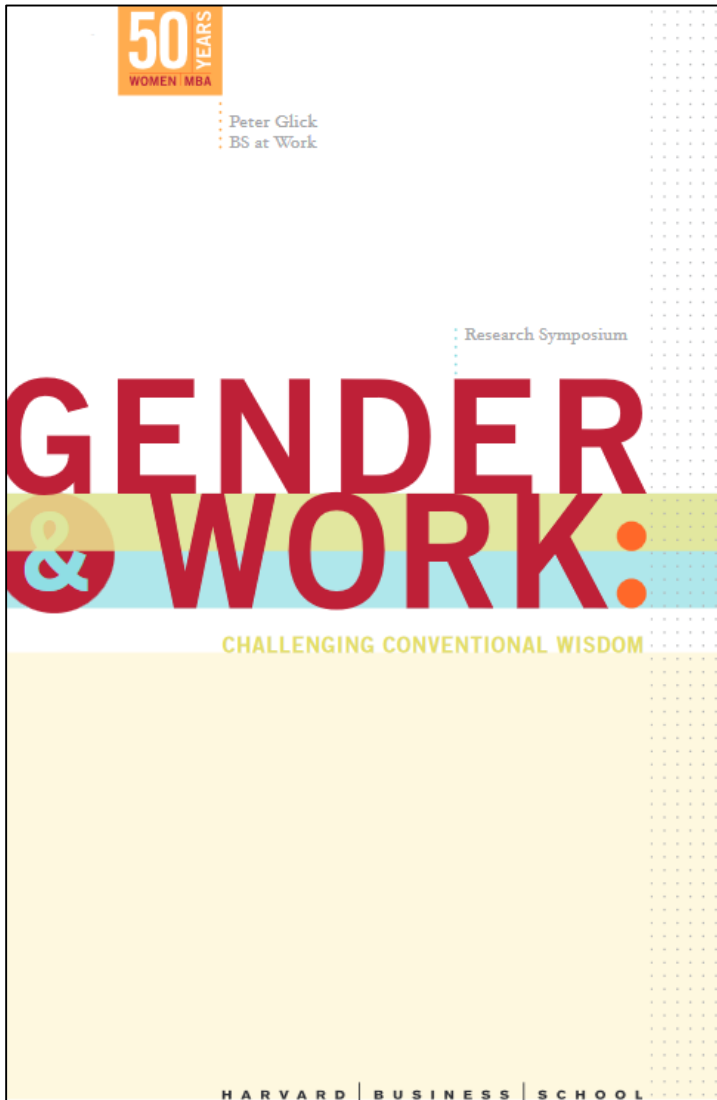
# Benevolent sexism

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- Framed positively
- Condescending, patronising and/or reinforces gendered stereotypes
- Reference letter/appraisal focusing on personality not achievements
- Only caring about women when they are 'mothers, wives and daughters'
- Believing women are more compassionate and nurturing
- Believing women need to be protected

# Benevolent sexism





- Countries with more benevolent sexism also have more hostile sexism
- Countries with more benevolent sexism have fewer women in leadership roles even when controlled for hostile sexism
- Women who endorse benevolent sexist ideas have lower career ambitions
- Men who endorse benevolent sexist ideas give women less challenging tasks
- Exposure to benevolent sexism decreases women's work performance more than exposure to hostile sexism

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Benevolent sexism is harmful because it reinforces gender stereotypes and norms, and limits people's potential

# What can you do?

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- Raise awareness of benevolent sexism
- Take the Ambivalent Sexism Inventory and encourage others to as well
- Examine your own attitudes and assumptions
- Split workplace 'women's work' i.e. taking notes, planning team outings
- Think about the feedback you give
- Call out benevolent sexism
- Tackle hostile sexism



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Remember: Benevolent Sexism is BS!

Any questions?

## Further reading

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- <http://www.hbs.edu/faculty/conferences/2013-w50-research-symposium/Documents/glick.pdf>
- <https://www.themuse.com/advice/women-are-kind-and-men-are-strong-how-benevolent-sexism-hurts-us-all>
- <http://www.understandingprejudice.org/asi/take>
- <https://www.forbes.com/sites/sianbeilock/2020/01/07/how-to-address-subtle-friendly-sexism-at-work/#18d7e5b1350c>
- <https://www.bustle.com/articles/131418-7-examples-of-benevolent-sexism-that-are-just-as-harmful-as-hostile-sexism>
- <https://www.facebook.com/benevolentsexism/>

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