EASP MEETING ON THE SOCIAL PSYCHOLOGY OF GENDER EQUALITY IN THE DIGITAL ERA



Wednesday 3rd to Friday 5th September 2025, Cambridge, UK

Sponsored by the European Association of Social Psychology (EASP) and Anglia Ruskin University (ARU)

EASP EUROPEAN ASSOCIATION OF SOCIAL PSYCHOLOGY

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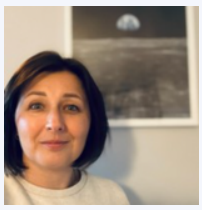

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Conference Aims

1. Develop a comprehensive understanding of the barriers and opportunities for gender equality in the digital era.

2. Exchange knowledge on the best research methods for investigating gender equality in the digital world.

3. Stimulate interdisciplinary collaborations (e.g., with experts in communication, information technology, and policymaking).

Conference Programme

Day 1 – Wednesday September 3rd

Registration + Refreshments + Poster Mounting — 13:00–14:00 BST

Welcome Talk — 14:00–14:30 BST
Speaker: Magdalena Zawisza on behalf of the conference committee

Keynote 1 — 14:30–15:30 BST

Speaker: Tessa Charlesworth
Title: The Cycle of Gender Stereotypes in AI: From Training Data to Outputs to User Engagement
Abstract: Today, scientists, politicians, and the public appear increasingly aware of the many ways that gender stereotypes creep into artificial intelligence (AI) and digital technologies. Yet what remains lesser known is the sheer scale and pervasiveness of these biases across all stages of AI. In this talk, I will discuss three lines of work showing: (1) how strongly gender stereotypes are embedded in large-scale text training data from sources spanning children's media to historical books to contemporary news; (2) how biases in the training data propagate into biased outputs for tasks like AI image captioning and image generation; and (3) how human users of AI engage with, and are affected by, these outputs. By understanding and quantifying the "full loop" of gender biases in AI, we will be better equipped to uproot and address their pernicious effects on societal inequalities.



Biography: Tessa Charlesworth is a Drake Faculty Scholar and Assistant Professor in Management & Organizations at the Kellogg School of Management, Northwestern University. She leads the Change Lab and co-directs collaborative research on biases in algorithms and big data. She received her PhD from Harvard University, and her BA summa cum laude from Columbia University. Her work explores how and why beliefs and attitudes about social groups change over time—asking what drives shifts toward tolerance or hostility, and how events, policies, or interventions can reduce prejudice and stigma. Dr Charlesworth has been recognized with the Rising Star award for young psychologists from the Association for Psychological Science, as well as the best dissertation award from the Federation of Associations in Behavioral & Brain Sciences.

Refreshments, Poster Session and Latecomer Registration — 15:30–16:00 BST

Posters

1. Diversity-Excellence Trade-off Beliefs: An International Analysis of News Article Diversity Debates
Nicole Russell Pascual

2. Leveraging Digital Media for Women's Financial Empowerment: How Gender Identity and Social Norms Influence Savings Behaviours at Scale
Sunisa Satitanekchai

3. Investigating Reactions to “Gender Disappointment” in TikTok Videos
Nathaniel Schermerhorn

4. Digitalization and Gender Inequality in the Labor Market: Using Machine Learning Tools to Develop an Innovative Index of IT-related Job Requirements
Isabel Gebhardt

5. Queen Bee Syndrome and the Quality of Work Life among Saudi Women in the Private Sector: A Mixed-Methods Study
Heyla Abdullah Selim

6. Associations Among Black Girls’ Pornography Use, Sexual Script Endorsement, and Sexual Health
Elizabete Romanovska

7. Implementation of Flexible Digital Platforms for Youth Mental Health: A Systematic Review
Isobel Walsh

8. Bad First Impressions: Women and Men Report Similar Negative Evaluations of Incels
Serena Celeste Romanelli

9. An Online Educational Intervention to Broaden Prototypes of Sexual Harassment Victims Among Laypeople and Lawyers
Z. Ferguson

Parallel Sessions 16:00-17:00 BST

Block 1
Prejudice in Media Representations

16:00–16:20 — Backfire Effects of Counter-Stereotypical Advertising: The Role of Inter- and Intra-group Representations in Gender Stereotype Change
Alessia Valmori

16:20–16:40 — Gender and Language: Design Through Literature
Brontë Rapps

16:40–17:00 — The Power of Valence: How News Media Shape Attitudes Toward Transgender and Gender Diverse People
Sofia Elena Bracco*

Block 2
Online Gender Discourse

16:00–16:20 — Polarisation, Emotion, and Representation in Digital Discourses on Gender and Sport: The Media Trial of Imane Khelif
Marta Prandelli

16:20–16:40 — How Do Young Adults Make Sense of Online Mundane Misogynistic Extremist Content? A Cross-Cultural Exploration of Responses to Online Harms
Nelli Ferenczi

16:40–17:00 — Gendered Conceptions of Autonomy in Language Models
Jenny Jones*

*Session Chair

Day 2 – Thursday September 4th

Refreshments and Latecomer Registration — 09:00–09:15 BST

Parallel Sessions 09:15-10:15 BST

Block 3
Online Male Communities

09:15–09:35 — Echoes of the Manosphere: Understanding Gendered Anxiety and Belonging in Turkish Red Pill Comments
Beril Türkoğlu

09:35–09:55 — Prevalence of and Young People's Exposure to Manosphere and Sexist Content on Social Media
Hannah Mays

09:55–10:15 — Self-Verification, Identity Fusion, and Violence Endorsement among Self-Identified Incels
Jennifer Bosson*

Block 4
Negative Gender Ideologies and Beliefs

09:15–09:35 — Rebels With(Out) a Cause: The Influence of Gender Inequality on the Relationship Between Egalitarianism and System Justification
Sarah Buhl

09:35–09:55 — Links Between Income Inequality, Gender Equality, and Expression of Traditional Gender Ideology Online
Auguste Harrington

09:55–10:15 — Men's Performative Posting to Keep Up Their Masculinity Status on Social Media: The Case of Transphobia
Tony Holman*

*Session Chair

Break — 10:15–10:30 BST

Keynote 2 — 10:30–11:30 BST

Speaker: Khandis Blake
Title: Beyond Nature vs Nurture: An Interdisciplinary Exploration of Sexual Politics and Ideological Divides

Abstract: For too long, our approach to sexual politics has quarantined the biological from the sociocultural, as if one has nothing to do with the other. Yet a closer look of the drivers of traditional gender ideology, intimate partner violence, and female beauty practices shows that nature and nurture often intertwine. In this talk I review a growing body of work implicating mating market conditions in some of the most ideologically divisive issues societies face. By incorporating insights from behavioral ecology, social psychology, economics, and international security, I aim to provide a functional account of sexual politics, one that highlights the need for cross-disciplinary collaboration. With this account I offer a new approach to understanding how and why ideologies concerning sex manifest, and what this means for the future of gender equality.



Biography: Dr Blake is an expert on sexual politics who combines insights from evolutionary biology, psychology and big data to understand conflict and competition among people. Her research addresses big issues that profoundly influence wellbeing, including personal agency and empowerment, intimate partner violence and the varied ways in which people seek and enact status. Dr Blake convenes TwitPlat, a database of 2.3 billion geolocated Twitter posts spanning 9 years, and the Daily Cycle Diary, an online citizen science platform that helps women to understand how their menstrual cycle affects their psychology. She is a Research Fellow and senior lecturer at the Melbourne School of Psychological Science at the University of Melbourne.

Refreshments + Poster Session - 11:30-11:45 BST

Parallel Sessions 11:45-12:45 BST

Block 5
Online Sexism

11:45–12:05 — Behind the Avatar: Women Gamers' Experiences with Sexism in Online Games
Seda Merve Sahin

12:05–12:25 — Subtle Sexism Spreads Subtly: The Effects of Anonymity on Posting and Liking Online (Benevolent Sexism)
Jordan Dawson

12:25–12:45 — From Misogyny to Mobilization: How Online Interactions Help Explain the Emergence of the Men's Rights Movement
Morgana Lizzio-Wilson*

Block 6
Technology and Gender at Work

11:45–12:05 — Unseen and Undervalued: Gendered Perceptions and Technology Adoption in European Farming Systems
Sabine Verdult

12:05–12:25 — Workplace Technology-Facilitated Gendered Abuse: Toward Prevention
Emma F Jackson

12:25–12:45 — Sex Work in the Digital Era – How Terms of Service Reproduce Patriarchal Control
Tom Butt*

*Session Chair

Lunch* + Poster Session**— 12:45–13:45 BST

Policy Talk—13:45-14:45 BST

Speaker: Ella Smillie
Title: Breaking New Ground: How Academic Research Influenced Global Changes in Advertising
Summary: Ella Smillie will talk about her experience as a lead author of the Advertising Standards Authority's landmark report in 2017, which led to a ban on harmful gender stereotypes in UK advertising and stimulated a global debate. She will focus on the importance of academic research alongside other forms of documentation to develop nuanced policy grounded in robust evidence.



Biography: Ella has spent most of her career working in media and advertising policy. In her role in Regulatory Policy at the Committees of Advertising Practice, she initiated and managed the Advertising Standards Authority's world-leading project on gender stereotypes in advertising, leading to a ban on harmful stereotypes. She then went to work as Head of Policy and Campaigns at the Fawcett Society continuing the fight for gender equality. Ella was a co-founder of Benthyg Cymru, Wales' Library of Things network and played an instrumental role in kickstarting borrowing around Wales. During her tenure as Director the network recorded 20,000 borrows, saving communities across Wales an estimated £500k and 230,000 kg in carbon emissions. She is continuing this work within the Circular Economy at Repair Cafe Wales where she heads up support for the thriving network of over 130 Repair Cafes.

Refreshments + Poster Session - 14:45-15:00 BST

Parallel Sessions 15:00–16:00 BST

Block 7
Harmful Gender Stereotypes on Social Media

15:00–15:20 — From Social Media to the Surgeon's Office? Investigating the Effects of TikTok's Idealized and Sexualized Content on Cosmetic Surgery Intentions
Francesca Guizzo

15:20–15:40 — Challenging Gender Stereotypes in Selfies
Dawn Woolley

15:40–16:00 — Gender Stereotypes on TikTok: How Short-Form Videos Impact Cognitive Performance in Young Women
Alina Knuppel*

Block 8
Gender (In)equality in Careers and Income

15:00–15:20 — Inspiring STEM Pathways Through a Female Role Model Intervention
Milagros Sáinz

15:20–15:40 — The Rise of Prosocial Engineer: Balancing Communal and Agentic Goals Among Space Professionals
Joanna Pyrkosz-Pacyna

15:40–16:00 — How to Achieve Equality? The Dual Impact of Feminism on Gender and Economic Inequality Reduction
Sofía Schwartz-Salazar*

*Session Chair

Break - 16:00–16:10 BST

Parallel Sessions 16:10-17:10 BST

Block 9
AI and Gender Stereotypes

16:10–16:30 — Show Me a Glass Ceiling: Visual Sexism in AI Generated Images of Professions
Genavee Brown

16:30–16:50 — Moderating Effects of Competence on Perceptions of Gendered AI Managers: A Two-Phase Experimental Investigation
Ruiqing Han

16:50–17:10 — Preferences for Gender Stereotypicality in Artificial Intelligence: Existence, Comparison to Human Biases, and Implications for Choice
Julia Spielmann*

Block 10
The Changing World of Work and Gender

16:10–16:30 — Is Leadership Becoming More Feminine? A Data-Driven Look at Language in the Labor Market
Francesca Manzi

16:30–16:50 — Evolving Identities: Women Leaders' Self-Presentation Over Time
Evita Huai-ching Liu

16:50–17:10 — Hybrid Work and Women's Employment: A Systematic Review and Research Agenda
Karolin Grunau*

*Session Chair

Conference Dinner 18:00 BST

(for ticket holders)



Day 3 – Friday September 5th

Refreshments — 09:00–09:15 BST

Parallel Sessions 09:15-10:15 BST

Block 11
Dating and Partner Preferences

09:15–09:35 — More Red Flags Than Green Flags: How Feminists Assess Men's Support for Gender Equality in Online Dating Contexts
Alexandra N. Fisher

09:35–09:55 — Navigating Masculinities: The Impact of Mixed Masculinity Norms on Men's Self-Perception in Online Dating
Silvia Filippi

09:55–10:15 — From Norway to Japan and Instagram: How Culture and Media Shape Who Women Want
Maria Olsson*

Block 12
Gender Cross-Culturally

09:15–09:35 — Gendered Uncertainty in Financial Literacy: The Paradox of Greater Equality and the Meaning of 'I Don't Know'
Agata Gasiorowska

09:35–09:55 — Worse for Women, Bad for All: A 62-Nation Study Reveals Sexism Predicts Social and Economic Dysfunctions
Magdalena Zawisza

09:55–10:15 — Indexing Inequality: A Critical Look at How We Measure Gender Equality
Julie Reppen Brattsti*

*Session Chair

Break — 10:15–10:30 BST

Keynote 3 - 10:30-11:30 BST

Speaker: Klaus Boehnke
Title: Aren't We Always Comparing Apples and Oranges? On the A Priori Assumption of Measurement Equivalence Across Genders
Abstract: In cross-culturally comparative research, it is hotly debated to what degree semantic sameness of questionnaire items is required to obtain comparable data across different cultural groups. The presentation begins with an overview of the equivalence (or invariance) requirement throughout the history of the social sciences and advocates the use of bottom-up, "emic" instruments that build upon within-culture knowledge about the constructs to be assessed. To illustrate this concept, the construct of "paternal warmth" is employed: it seems wholly inadequate to assess paternal warmth by merely translating instruments developed in WEIRD societies into cultures beyond the WEIRD world. In one culture, a "warm father" may be one who reads their child a bedtime story every night; in another, a warm father is one who refrains from using caning as a means of discipline. The lecture then turns to the question of whether it is always possible to use semantically identical items to measure a particular construct for both men and women, and then compare scores between the two genders. Historically, this issue was evident in intelligence testing, where only men were involved in both item formulation and standardization during the early 20th century. Similarly, it was at the core of Arthur Jensen's racist claims of inferior Black IQ scores, which merely reflected that African Americans were less familiar with test items developed by white, upper-middle-class authors. The presentation concludes by showing that, based on data from the five Visegrad countries and Germany, cross-cultural invariance cannot be established for many items traditionally used across cultures or genders. The paper argues for the strict bottom-up formulation of items for both women and men.



Biography. Prof. Klaus Boehnke is Professor of Social Science Methodology School of Business, Social & Decision Sciences at Constructor University Bremen. Prof Boehnke is a renowned expert in cross-cultural psychology and political socialization. He earned his doctorate from the Berlin University of Technology and later habilitated at the Free University of Berlin. He has held academic posts at Chemnitz University of Technology and Constructor University Bremen and served as Deputy Director at the Higher School of Economics in Moscow. His research focuses on value transmission and social cohesion. Boehnke has held leadership roles in international psychology associations and received numerous honours, including the APA's Award for International Advancement of Psychology

Refreshments + Poster Session 11:30-11:45 BST

Impact Panel Session & Closing Remarks - 11:45-13:00 BST

Convener: Natasza Kosakowska-Berezecka
Title: How to Secure Gender Equality Progress and Build Stronger Alliances?
Summary: Join us for a one-hour-long facilitated session bringing together all participants to explore impactful gender equality initiatives. We'll showcase success stories from local and national projects, share insights into effective policy development, and reflect on challenges such as rising resistance to equality and EDI efforts. The session will conclude with collaborative planning for future actions, including potential grants, calls, and policy proposals.

Lunch + Networking + Poster Session 13:00–14:00 BST

14:00 BST–onwards
Opt-in social activities (punting)



Book of Abstracts

Khandis Blake

Affiliation: University of Melbourne
Title: Beyond Nature vs Nurture: An Interdisciplinary Exploration of Sexual Politics and Ideological Divides
Type of Presentation: Keynote Talk
Thematic Strand: Digital Media
Abstract: For too long, our approach to sexual politics has quarantined the biological from the sociocultural, as if one has nothing to do with the other. Yet a closer look of the drivers of traditional gender ideology, intimate partner violence, and female beauty practices shows that nature and nurture often intertwine. In this talk I review a growing body of work implicating mating market conditions in some of the most ideologically divisive issues societies face. By incorporating insights from behavioral ecology, social psychology, economics, and international security, I aim to provide a functional account of sexual politics, one that highlights the need for cross-disciplinary collaboration. With this account I offer a new approach to understanding how and why ideologies concerning sex manifest, and what this means for the future of gender equality.

Klaus Boehnke

Affiliation: Constructor University Bremen
Title: Aren't We Always Comparing Apples and Oranges? On the A Priori Assumption of Measurement Equivalence Across Genders
Type of Presentation: Keynote Talk
Thematic Strand: Cross-Cultural Trends
Abstract: In cross-culturally comparative research, it is hotly debated to what degree semantic sameness of questionnaire items is required to obtain comparable data across different cultural groups. The presentation begins with an overview of the equivalence (or invariance) requirement throughout the history of the social sciences and advocates the use of bottom-up, "emic" instruments that build upon within-culture knowledge about the constructs to be assessed. To illustrate this concept, the construct of "paternal warmth" is employed: it seems wholly inadequate to assess paternal warmth by merely translating instruments developed in WEIRD societies into cultures beyond the WEIRD world. In one culture, a "warm father" may be one who reads their child a bedtime story every night; in another, a warm father is one who refrains from using caning as a means of discipline. The lecture then turns to the question of whether it is always possible to use semantically identical items to measure a particular construct for both men and women, and then compare scores between the two genders. Historically, this issue was evident in intelligence testing, where only men were involved in both item formulation and standardization during the early 20th century. Similarly, it was at the core of Arthur Jensen's racist claims of inferior Black IQ scores, which merely reflected that African Americans were less familiar with test items developed by white, upper-middle-class authors. The presentation concludes by showing that, based on data from the five Visegrad countries and Germany, cross-cultural invariance cannot be established for many items traditionally used across cultures or genders. The paper argues for the strict bottom-up formulation of items for both women and men.

Jennifer Bosson

Affiliation: University of South Florida
Title: Self-Verification, Identity Fusion, and Violence Endorsement among Self-Identified Incels
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Author: Gregory Rousis, University of South Florida
Short Abstract: We examined how identity fusion and self-verification drive incels' aggression toward women. Across four studies using correlational and experimental designs, self-verification predicted violence endorsement via identity fusion. Findings highlight mechanisms fueling online misogyny and inform interventions targeting violent extremism.
Long Abstract: Incels (short for "involuntary celibates") are an online community of (mostly heterosexual) men who claim that their desires for sexual and romantic relationships are frustrated by repeated rejection from women. To address this perceived injustice, incels have promoted and enacted violence against women. In this project we aimed to examine two mechanisms underlying incels' endorsement of aggression: self-verification, i.e., the need to be seen in a self-consistent manner, and identity fusion, i.e., deep alignment with the ingroup. Study 1 (n = 155) revealed stronger identity fusion with the ingroup among incel-identified men compared to men active in other male dominated online communities. Studies 2 and 3 (ns = 113, 283) were correlational and showed that feeling self-verified by other incels predicted endorsement of violence toward women and online harassment of women, indirectly via identity fusion with incels. Study 4 (n = 133) was an experiment in which incels were randomly assigned to receive either (bogus) self-verifying feedback from other incels or no feedback. Those who received self-verifying feedback endorsed stronger violence against women, indirectly via increases in felt verification and identity fusion. We discuss the links between self-verification and identity fusion in fostering extreme behaviors, and consider the implications of these findings for interventions to reduce violence endorsement in online communities.

Sofia Elena Bracco

Affiliation: Stockholm University
Title: The Power of Valence: How News Media Shape Attitudes Toward Transgender and Gender Diverse People
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: Marie Gustafsson Sendén, Stockholm University; Sabine Sczesny, University of Bern
Short Abstract: Two studies tested how online news articles about trans and gender diverse people influence attitudes toward them. While negative articles worsened attitudes, positive articles improved attitudes only through the mediation of positive feelings. Overall, this showed how media valence shapes public perceptions through emotional responses.
Long Abstract: Media representations of transgender and gender diverse (TGD) people have become more frequent, and have the potential to influence how readers feel and think about them. Across two experimental studies, we tested how news articles featuring positive, negative, and neutral representations of TGD issues and people influenced attitudes toward them. Study 1 (N = 730; between-participants) found an indirect effect of the articles' valence on cognitive attitudes through the mediation of feelings: an article with positive valence increased positive feelings, which in turn increased positive cognitive attitudes toward TGD people. Study 2 (N = 387; mixed between- and within-participants) found that an article with negative valence directly worsened cognitive and affective attitudes toward TGD people. Again, we found indirect effects through the mediation of feelings, moderated by participants' baseline attitudes: higher positive feelings were linked to more positive cognitive, behavioral, and affective attitudes, while higher negative feelings were linked to more negative affective attitudes. These results highlight the importance of valence in news media representations of TGD people, and how feelings elicited upon reading articles can influence attitudes.

Genavee Brown

Affiliation: Northumbria University
Title: Show Me a Glass Ceiling: Visual Sexism in AI Generated Images of Professions
Type of Presentation: Talk
Thematic Strand: The Workplace
Co-Authors: Olivia McElwee, Northumbria University; Jordan Dawson, Northumbria University; Brontë Rapps, Northumbria University
Short Abstract: In this study we examine gender-bias in AI Visual Language Models. We generated images from gender-neutral and gendered prompts about professions and coded for gender and gender-stereotypical traits (ex. Smiling). We found wide-ranging gender biases in the images.
Long Abstract: Artificial Intelligence (AI) tools are increasingly being used to produce images via Visual Language Models (VLMs), however, VLMs may contain gender biases which can perpetuate gender stereotypes and gender inequalities in the images they produce. In the current study, we aim to examine gender bias in VLMs. We use prompts about 30 different professions (10 women-dominated, 10 men-dominated, or 10 equal men/women) to create images from 4 different image generator AI models (Image FX, Luma, Meta, Recraft). We used gender-neutral prompts to create 10 images of each profession (N = 1200, ex. "Show me a financial advisor"). Additionally, we created 4 images for both men and women in the profession (N = 960, ex. "Show me a woman financial advisor"). We hypothesized that more men would be represented in the gender-neutral images and that gender stereotypes would be present in the gendered images (ex. Women would be depicted smiling more often than men). Additionally, we will test for differences in bias between models. All images have now been produced, and content analysis coding is underway. In the gender-neutral images, initial coding shows a masculine bias across professions, even women-dominated ones. The majority of images represented white men (52% v. 19% white women, 13% POC men, and 16% POC women). The gendered prompts will be coded for traits that may serve to perpetuate gender stereotypes (i.e. smiling, talking, posture, attire). Results will be discussed in relation to gender stereotypes and workplace inequalities with recommendations for AI companies to improve their models.

Sarah Buhl

Affiliation: Chemnitz University of Technology, Germany
Title: Rebels With(Out) a Cause: The Influence of Gender Inequality on the Relationship Between Egalitarianism and System Justification
Type of Presentation: Talk
Thematic Strand: Cross-Cultural Trends
Co-Authors: Danny Osborne, University of Auckland; Chris Sibley, University of Auckland; Frank Asbrock, Chemnitz University of Technology
Short Abstract: Using 14 years of longitudinal data, this study shows that rising gender equality weakens the link between anti-egalitarianism and system justification—challenging dominant theories of inequality motivation and laying the groundwork for future agent-based modeling of societal change.
Long Abstract: In recent decades, gender equality has advanced alongside a decline in overt anti-egalitarianism, reflecting what some scholars have termed an egalitarian normative shift. These large-scale societal trends present a timely opportunity to explore how structural changes shape the nature of sociopolitical motives. In this study, we examined whether rising gender equality over the past 14 years in New Zealand has moderated the link between anti-egalitarian beliefs—specifically social dominance orientation (SDO)—and system justification. awing on longitudinal, multi-level data from 43,924 women collected annually between 2009 and 2023 as part of a national panel study, we found that SDO consistently predicted increases in system justification. However, as hypothesized, this relationship weakened over time in parallel with increases in gender equality. This effect was most pronounced among women from majoritized ethnic groups, who are best positioned to benefit from egalitarian social change. The findings replicate across multiple robustness checks and offer a critical update to current theories of inequality motivation: namely, that egalitarians may increasingly justify the system when it aligns more closely with their values. Despite the scope and depth of this dataset, it remains limited in capturing the full influence of high-level societal dynamics—such as digital discourse, institutional policy, or shifting cultural narratives. To address this, I aim to extend this research through agent-based modeling as a tool for simulating complex social environments. I look forward to engaging with fellow researchers at this meeting to gain valuable input for this next phase.

Tom Butt

Affiliation: University of East Anglia
Title: Sex Work in the Digital Era – how Terms of Service Reproduce Patriarchal Control
Type of Presentation: Talk
Thematic Strand: Digital Media
Short Abstract: The presentation presents the findings from research into the terms of service for sex work sites. It explores gender-based exploitation within sex work and presents how these exploitative practices have been maintained and recreated in digital contexts.
Long Abstract: The rise of the internet has fundamentally changed the landscape of sex work. While the digital era has made sex work more diverse and accessible, it has also introduced new challenges and reinforced existing ones. While research has explored the influences of the internet on sex workers in a practical manner, such as safety and visibility, there is limited work exploring the power dynamics embedded in the platforms which host this labour. Given the gendered exploitation of sex workers historically, through the use of patriarchal structures, understanding if and how this may persist in a digital context was a central aim of the research. In addition, the research aimed to assess how the concept of work was understood in this context, taking influence from a decriminalisation and 'sex work is work' perspective.
This presentation will explore how exploitative practices found in traditional forms of sex work are reconstituted in digital settings/contexts through analysis of the terms and conditions of a sample of online sex work sites. The research involved a reflexive thematic analysis of 10 online sex work sites selected to reflect a diverse range of service types. The findings reveal that gender-based exploitation persists within online sex work, highlighting how patriarchal structures continue to shape the conditions of labour in these spaces. This research contributes to a deeper understanding of the impact of the internet on sex workers as well as advocates for changes to exploitative work practices and more transparent digital labour practices.

Tessa Charlesworth

Affiliation: Northwestern University
Title: The Cycle of Gender Stereotypes in AI: From Training Data to Outputs to User Engagement
Type of Presentation: Keynote Talk
Thematic Strand: The Workplace
Abstract: Today, scientists, politicians, and the public appear increasingly aware of the many ways that gender stereotypes creep into artificial intelligence (AI) and digital technologies. Yet what remains lesser-known is the sheer scale and pervasiveness of these biases across all stages of AI. In this talk, I will discuss three lines of work showing: (1) how strongly gender stereotypes are embedded in the large-scale text training data from sources spanning children's media to historical books to contemporary news; (2) how biases in the training data propagate into biased outputs for tasks like AI image captioning and image generation; and, finally, (3) how human users of AI engage with, and get affected by, these outputs. By understanding and quantifying the "full loop" of gender biases in AI, we will be better equipped to uproot and address their pernicious effects on societal inequalities.

Jordan Dawson

Affiliation: Northumbria University
Title: Subtle Sexism Spreads Subtly; The Effects of Anonymity on posting and liking Online, Benevolent Sexism
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: Genavee Brown, Northumbria University; Jenny Paterson, Northumbria University; Lee Shepherd, Northumbria University
Short Abstract: This study investigates how website affordances, such as anonymity or demographic makeup, can influence sexism. In a two-part study, it was found that men like more sexist content when anonymous and "over-compensate" their endorsement of egalitarianism when non-anonymous.
Long Abstract: Benevolent sexism frames gendered stereotypes through a positive lens but can still have negative impacts on individuals. Such sexism can be spread through online networks, although little is known about what promotes its diffusion. This two-part study aims to better understand how benevolent sexism can be spread online, specifically investigating the role of anonymity and group norms. Researchers designed a fake social media website with differing group norms (egalitarian or sexist), and differing levels of anonymity (anonymous vs identifiable). In Study 1, using a sample of 564 men and women, it was determined that anonymity increased men's tendency to like sexist content, but not post it. Additionally, when men were identifiable, they overcompensated and liked significantly more egalitarian comments than women did. A follow-up study, consisting of 329 men, was designed to further investigate this overcompensation effect. It was determined that men posted significantly less sexism when women were present on the site, compared to an all-male site. The study highlights the important role that site affordances, such as anonymity and site demographics, can play in influencing online sexist behaviour.

Nelli Ferenczi

Affiliation: Brunel University of London
Title: How Do Young Adults Make Sense of Online Mundane Misogynistic Extremist Content? A Cross-Cultural Exploration of Responses to Online Harms
Type of Presentation: Talk
Thematic Strand: Cross-Cultural Trends
Co-Authors: Nachita Rosun, Brunel University of London; Tarik Basbugoglu, Glasgow Caledonian University; Mihai Varga, Freie Universitat Berlin; Volodymyr Ishchenko, Freie Universitat Berlin
Short Abstract: A semi-structured interview study conducted across 12 countries probed individuals' lay-beliefs and experiences of online harms. Using thematic analysis, six themes emerged around the conceptualisation and felt inevitability of online harms, amplification of marginalisation, perceptions of feminism, and proposed solutions.
Long Abstract: Misogyny on social media has reached an unprecedented scale (Laville, 2016), with 23% of women reporting having experienced online gendered violence (Human Rights Council, 2018). Few studies have addressed lay-beliefs of online harms across cultures. Additionally, the lived experiences of young adults navigating mundane online extremist and harmful content have been relatively unexplored in research. As part of a larger funded project, a qualitative interview study was conducted in 12 countries to probe at lay-beliefs around online harms and extremist content; we also explored how everyday harms and extremist content in digital spaces contribute to marginalisation, wellbeing, and online engagement. 30 semi-structured interviews were conducted in person by researchers based within each country in the dominant national language. Participants were also asked to engage in a visualisation task which probed further at experiences of marginalisation by asking participants to aw themselves and their important social groups in relation to society. We focus on findings specifically relating to misogyny. Using thematic analysis, six themes emerged: how young adults conceptualise extremist content and online harms, the amplification of marginalisation online, the perceived threat of feminism as a reflection of increasing patriarchal populist mobilisation online, the felt inevitability of (misogynistic) extremist content in digital spaces, withdrawal or desensitisation responses as a coping mechanism, and finally, recommendations for countering online harms. Our findings contribute to important conversations around online safety and wellbeing and provide further insight into vicarious experiences of marginalisation in digital spaces.

Z. Ferguson

Affiliation: University of Washington
Title: An Online Educational Intervention to Broaden Prototypes of Sexual Harassment Victims Among Laypeople and Lawyers
Type of Presentation: Poster
Thematic Strand: The Workplace
Short Abstract: Across three studies (N = 1,373), we tested whether an educational intervention could reduce prototype bias in sexual harassment judgments. While the intervention eliminated bias among laypeople, it failed to shift lawyers' perceptions, highlighting challenges for digital equality interventions.
Long Abstract: Women perceived as deviating from gender prototypes are less likely to have their claims of sexual harassment believed and they are perceived as less harmed. Across three studies (N = 1,373), we aimed to mitigate this prototype bias through an educational intervention designed to broaden representations of sexual harassment victims. In Study 1, U.S. adults were randomly assigned to either a control condition or an intervention describing prototype bias, before evaluating harassment claims made by either gender-prototypical (feminine) or nonprototypical (masculine) women. In the control condition, participants perceived prototypical women as more credible and psychologically harmed, and the intervention successfully eliminated this bias. In Studies 2 and 3, U.S. lawyers evaluated potential clients. While lawyers also showed prototype bias in their perceptions, the intervention failed to mitigate it, likely due to professional motivations focused on case success. However, the bias did not affect lawyers' consultation decisions. This research highlights how scalable digital interventions can reduce bias in online evaluations of sexual harassment claims, contributing to broader efforts to address gender inequality in the digital age. However, although laypeople's perceptions were malleable, legal professionals' judgments proved more resistant, suggesting a need for deeper structural change in legal decision-making processes. I would like to get feedback from conference attendees on how expand this approach using digital field experiments and machine learning to detect and address bias in online platforms and legal technology tools.

Silvia Filippi

Affiliation: University of Geneva
Title: Navigating Masculinities: The Impact of Mixed Masculinity Norms on Men's Self-Perception in Online Dating
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: Jennifer Niederhäuser, University of Geneva; Clara Kulich, University of Geneva; Vincenzo Iacoviello-Frederic, University of Geneva
Short Abstract: This study examined how traditional, non-traditional, and mixed masculinity norms affect heterosexual men's self-concept uncertainty in online dating. While mixed norms didn't increase uncertainty overall, dating app users reported greater uncertainty, suggesting new paths for research on masculinity and gender norms.
Long Abstract: Over the past few decades, growing awareness of gender issues has helped promote more progressive masculinity norms, encouraging men to support gender equality and take on caregiving roles (Scambor et al., 2014). Yet, traditional masculinity ideals remain deeply entrenched in Western societies (Iacoviello et al., 2022), often leaving men caught between conflicting expectations. This co-existence of antagonistic norms may blur men's anticipation of what is expected from them and impact their self perception. This research explored how different representations of masculinity affect how heterosexual men's feelings of uncertainty concerning their self-concept, within the setting of online dating. A sample of 313 heterosexual men was asked to read bogus dating profiles of men conveying either a traditional norm, a non-traditional norm, or mix of these masculinity norms. Contrary to our expectations, the presence of mixed masculinity norms did not significantly increase participants' feelings of uncertainty compared to a traditional or non-traditional norm. However, participants' familiarity with dating apps played a role, with users reporting increased uncertainty when presented with mixed masculinity norms. Although the main hypotheses were not supported by the data, the findings offer initial insights and open new directions for research on gender inequality and masculinity.

Alexandra N. Fisher

Affiliation: University of Edinburgh
Title: More Red Flags Than Green Flags: How Feminists Assess Men's Support for Gender Equality in Online Dating Contexts
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Author: Emmaline A. Monteith, Australian National University
Short Abstract: Our qualitative survey highlights the challenges feminists face in online dating when assessing whether men share their values. Participants overwhelmingly described strategies to avoid potentially sexist men, suggesting online platforms may reinforce gendered power imbalances and limit opportunities for equitable connection.
Long Abstract: Shared values are a well-established predictor of romantic attraction and relationship quality. Yet increasing political and ideological polarisation––particularly around feminism and gender equality––is straining value alignment between women and men. This divergence may pose challenges for feminists who date men, especially in online dating where a potential match's values can be difficult to decipher. We conducted a qualitative survey with 82 self-identified feminists who date men (Mage = 30.25, SDage =10.97; 79% women, 10% nonbinary, 6% men, 5% another gender identity) to explore how they assess whether a match shares their values in online dating contexts. Participants' responses indicated that it is far easier to determine if a potential match holds sexist attitudes than it is to determine whether a potential match supports gender equality. Accordingly, we used thematic analysis to identify three main indicators that a match was unlikely to share feminist values: (1) Coded conservatism, communicated through specific demographic details and cultural references; (2) Gendered expectations, communicated through an emphasis on 'traditional' values in profile prompts and conversation; and (3) (Hyper)masculine interests and appearance. Across responses, participants described prioritising harm avoidance––screening for red flags––over actively seeking shared values, which may reflect the pervasiveness of online sexism and ambiguity of gender-equality signalling in online dating spaces. These findings have implications for understanding barriers to gender equality, including how online dating platforms shape romantic decision making, reinforce gendered stereotypes and power imbalances, and potentially hinder the formation of egalitarian relationships.

Agata Gasiorowska

Affiliation: SWPS University
Title: Gendered Uncertainty in Financial Literacy: The Paradox of Greater Equality and the Meaning of 'I Don't Know'
Type of Presentation: Talk
Thematic Strand: Cross-Cultural Trends
Co-Authors: Tobias Otterbring, University of Agder; Ellen Nyhus, University of Agder
Short Abstract: We analyze gender differences in financial literacy using data from 27 European countries. Women gave more "I don't know" responses than men, particularly in gender-equal countries. These uncertain responses predicted financial behaviors beyond traditional literacy measures, suggesting interventions should address confidence alongside knowledge.
Long Abstract: This study examines gender differences in financial literacy using data from the Eurobarometer 2023 survey in 27 European countries. Significant differences were found in the tendency to answer "I don't know" to financial literacy questions, with women consistently giving more uncertain answers compared to men. A Poisson regression analysis identified gender, education level and gender equality at country level as significant predictors. Remarkably, the gender difference in uncertain responses was greatest in countries with high gender equality, paradoxically suggesting that higher gender equality favors conditions in which women are more likely to be reluctant to express their financial knowledge.
Further analyzes examined whether "I don't know" responses predict financial behavior independently of financial literacy and incorrect responses. Mixed-effects models showed that "I don't know" responses significantly predicted subjective financial insecurity and lower ownership of financial products, such as retirement savings plans, even when traditional measures of financial literacy were controlled for. These results suggest that self-perceived financial ignorance uniquely captures dimensions of financial insecurity and financial engagement that go beyond standard literacy tests. Consequently, interventions to improve financial capability should target not only factual knowledge but also confidence and commitment, particularly among women in socially advanced contexts.

Isabel Gebhardt

Affiliation: Friedrich-Alexander-University Erlangen-Nuremberg
Title: Digitalization and Gender Inequality in the Labor Market: Using Machine Learning Tools to Develop an Innovative Index of IT-related Job Requirements
Type of Presentation: Poster
Thematic Strand: The Workplace
Co-Authors: Timon Ewes, Friedrich-Alexander-University Erlangen-Nuremberg; Malte Reichelt, Friedrich-Alexander-University Erlangen-Nuremberg
Short Abstract: We present the development of a new longitudinal index of IT skill demands within occupations, enabling researchers to study digitalization's effects on individual and labor market outcomes (e.g., gender wage gaps). Standardized job codes allow linkage to various panel and administrative datasets.
Long Abstract: Technological change and digitalization (TC&D) are transforming labor markets and reshaping everyday life at work. As information and communications technology (ICT) skills become increasingly important across a wide range of occupations, hopes that digitalization would reduce gender inequalities have not materialized. Instead, recent research shows that progress toward gender equity in wages and employment has stalled since the 1990s—precisely when digitalization began accelerating. This project at the intersection of computational social science, labor market sociology and social psychology investigates how, and under what conditions, TC&D shape gendered outcomes in the workplace. awing on Relational Inequality Theory (RIT), we conceptualize the workplace as a key social structure where technological change interacts with existing hierarchies and group dynamics. To analyze these processes, we develop a novel, longitudinal measure of ICT skill demand at the occupational level using big data and advanced machine learning techniques. Specifically, we apply natural language processing, object detection (YOLO), and fine-tuned language models (e.g., JobBERT) to a large corpus of historical job vacancy advertisements (1975–2024). These data are mapped to Germany's standard occupational classification (KldB 2010) and linked to administrative employment biographies, enabling us to track changes in wage levels and gender composition within occupations over time. This approach offers new insights into how digitalization may reinforce or reshape gender inequalities at work. We will present the construction of our measure and preliminary findings. The dataset will be made publicly available to support future interdisciplinary research at the intersection of big data, digitalization, and workplace inequality.

Karolin Grunau

Affiliation: Radboud University; Behavioural Science Institute
Title: Hybrid Work and Women's Employment: A Systematic Review and Research Agenda
Type of Presentation: Talk
Thematic Strand: The Workplace
Co-Authors: Laura Fruhen, Radboud University; Debby G.J. Beckers, Radboud University; Sabine A. E. Geurts, Radboud University; Stefanie C. H. Ané, Radboud University; Mara A. Yerkes, Utrecht University
Short Abstract: This talk presents findings from a systematic review on hybrid work and women's employment. We examine how hybrid work affects participation, pay, and progression, and identify when, how, and for whom it supports more equitable employment outcomes.
Long Abstract: Despite the growing prevalence of hybrid work, the implications for women's workforce participation remain unclear. Particularly, whether and when hybrid work enables more equitable outcomes for women in terms of pay equity, career progression, or job retention is not yet known (Chung, 2022; Kossek et al., 2020). As women often face unique challenges balancing professional and personal responsibilities, hybrid work has been argued to offer benefits (e.g., autonomy to attend to caring duties) but also risks for women's career advancement (e.g., Kossek et al., 2023; Villamor et al., 2023). To provide more clarity over the so far identified implications of hybrid work for women's employment, this systematic review examines the relationship between hybrid work — characterised by location autonomy (Gajenan & Harrison, 2007) — and women's working hours, wages, and participation in the labour market. We map existing literature from the last decade to identify the conceptual nature of hybrid work studied in relation to women's employment outcomes, the underlying processes studied in the hybrid work and employment outcomes relationship, and the boundary conditions in which hybrid work may benefit women's employment. A literature search across four databases returned 6551 manuscripts. Based on our inclusion criteria, 44 papers were retained in a systematic review via title, abstract, and full-text screening. Our results will map the literature on this topic and uncover themes on how hybrid work impacts women's employment, what mechanisms are involved, and to what extent links between hybrid work and women's employment may vary depending on the nature of the job, and the organisational policies in place.

Francesca Guizzo

Affiliation: DPSS & FISPPA, University of Padova
Title: From Social Media to the Surgeon's Office? Investigating the Effects of TikTok's Idealized and Sexualized Content on Cosmetic Surgery Intentions
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Author: Fabio Fasoli, University of Surrey
Short Abstract: Two experiments investigated the impact of idealized and sexualized social media imagery on cosmetic surgery intentions, finding that such exposure reduces body satisfaction and increases social comparison, which in turn predicts higher interest in body modification among young women.
Long Abstract: Women in Western media are often sexually objectified, with their appearance and sensuality emphasized over other qualities, fostering narrow beauty ideals. This content is prevalent on image-based social networking sites (SNS) like Instagram and TikTok, which amplify unrealistic standards (e.g., fit and sexy) by allowing users to present idealized versions of themselves. Constant exposure to such images is associated with negative psychological and health consequences, including increased body concerns among female users. In recent years, cosmetic surgery has increased among young women, raising potential concerns for women's health. Research suggests this rise may be linked to higher SNS consumption. However, the mechanisms behind this association are not well understood, necessitating further experimental investigation. Across 2 studies we aimed to address this gap by examining the impact of idealized and sexualized social media portrayals on body image concerns and cosmetic surgery intentions, while exploring social comparison as a potential underlying mechanism. Young female participants (Study 1 – UK N = 178; Study 2 – Italy N = 270) were randomly assigned to one of two video conditions showing either idealized/sexualized TikTok content or non-idealized/sexualized TikTok content. Exposure to idealized and sexualized content reduced participants' body satisfaction and led to higher body monitoring and social comparison. In turn, increased social comparison was related to greater cosmetic surgery and body modification intentions. Practical implications for prevention and intervention strategies will be discussed as well as future expansion of the project involving objective measures (via machine learning) of media use.

Ruiqing Han

Affiliation: Trinity College Dublin
Title: Moderating Effects of Competence on Perceptions of Gendered AI Managers: A Two-Phase Experimental Investigation
Type of Presentation: Talk
Thematic Strand: The Workplace
Co-Authors: Taha Yasseri, Trinity College Dublin; Hao Cui, Trinity College Dublin
Short Abstract: This study investigates whether competence attribution reduces gender bias in human-AI manager evaluations. Using experimental manipulation and reverse correlation imaging, we test whether high-competence framing mitigates the "gender-outrage effect" against female managers delivering unfavorable news.
Long Abstract: This research investigates whether competence attribution reduces gender bias in evaluations of human and AI managers. Previous research identified a "gender-outrage effect" where female managers - especially AI managers - receive harsher evaluations after delivering unfavorable news compared to male counterparts (Cui & Yasseri, 2025). We test whether explicitly portraying female managers as highly competent mitigates this bias. Using Heilman's lack of fit model and role congruity theory, we examine how competence attribution improves perceived fit between female managers and leadership roles. Two experimental phases test our hypotheses. Phase 1 employs a 2×2×2 between-subjects design with 230 participants who evaluate written manager profiles. We systematically manipulate three factors: AI manager gender (male/female), competence level (high/low through explicit behavioral descriptions), and decision outcome (favourable/unfavourable news). Participants rate managers on fairness, competence, trustworthiness, leadership suitability, and willingness to collaborate (7-point scales). Phase 2 uses reverse correlation imaging with 140 participants to visualise implicit mental representations of managers across gender-competence combinations. We predict high-competence female managers will receive less negative evaluations than low-competence female managers when delivering unfavorable news, thus reducing the gender-outrage effect. Visual representations should reveal how competence cues differentially manifest for male versus female managers in leadership contexts. Results will inform development of bias-resistant AI management systems and training programs that leverage competence framing to promote gender equality. This research provides actionable insights for creating more equitable digital workplaces where both human and AI managers are evaluated fairly regardless of gender.

Auguste Harrington

Affiliation: New York University Abu Dhabi
Title: Links Between Income Inequality, Gender Equality, and Expression of Traditional Gender Ideology Online
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: Robert Brooks, University of New South Wales; Sylvia K. Harmon-Jones, University of Wollongong; Khandis Blake, University of Melbourne
Short Abstract: Does income inequality or gender equality predict expressions of traditional gender ideology online? Drawing on 132,837 Twitter “tweets” geolocated across the United States, we explore how socio-economic factors perpetuate and maintain restrictive attitudes about men and women.
Long Abstract: While diverse strands of research indicate links between gender equality and the pervasiveness of traditional gender role norms, links between income inequality and gendered norms have yet to be explored. Yet, income inequality has been shown to increase motivation to elevate social status by increasing the salience of social comparisons and intensifying competitiveness, while parallel lines of research suggest that conformity to traditional gender role norms confers social rewards and elevates social status. Integrating these influential bodies of work, we predicted that when income inequality promotes status-seeking, people should bolster their social status by overtly endorsing the importance of gender role norms online (i.e., endorsing traditional gender ideology [TGI]). To test this, we gathered 132,837 Twitter “tweets” containing expressions related to TGI from 2010-2021 and geolocated these at two spatial scales: U.S. city (n = 6,428) and county (n = 2,907). We then conducted mixed-effects regression analyses to determine associations between income inequality, gender equality, and TGI. Supporting our predictions, expressions of TGI were more frequent in cities and counties where income inequality was highest. Intriguingly, expressions of TGI were also higher in more gender equal areas. These results provide novel insight into the harmful consequences of income inequality, and the socio-economic factors that perpetuate and maintain TGI.

Tony Holman

Affiliation: University of Leuven (KU Leuven)
Title: Men's Performative Posting to Keep Up Their Masculinity Status on Social Media: The Case of Transphobia
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: Jennifer Bosson, University of South Florida; Colette van Laar, University of Leuven (KU Leuven)
Short Abstract: We theorize men post prejudicial content online partially due to pressure to uphold a masculine self-presentation. In a simulated social media study, we examine how individual differences in masculinity interact with men’s perceived audience norms to predict men’s anti-trans posting.
Long Abstract: Online hostility towards marginalized groups (e.g., misogyny, homophobia, racism) is rising, and men show more of it than women. We theorize this is at least partially because men feel pressure to uphold their manhood status on social media. That is, they perform prejudice to prove to their online audience(s) that they are a “real man.” How this plays out depends on who they believe is on the other side of the screen (their audience), in interaction with individual differences in masculinity, such as beliefs that manhood is losable and requires public proof (precarious manhood beliefs), or the pre- and proscriptive norms men assign to manhood. In this first study, we aim to demonstrate these processes in a sample of heterosexual male students, using transphobia as a case. We investigate how individual differences in a range of masculinity-related variables (e.g., honour ideology, precarious manhood beliefs, traditional masculinity, gender identification strength) relate to the pro- or anti-transgender norms that men perceive online audiences of different genders to have. In a second step, we investigate how these norm perceptions interact with individual differences to predict online posting behavior. In a simulated online environment with a gender-skewed audience of virtual pseudo-participants, participants choose what to post in a thread about a transgender-related controversy. We also investigate if this behavior can be explained by internal motivations (e.g., meeting one’s own masculinity standards) and external motivations (e.g., attracting the opposite gender, or wanting other men’s respect). Results are expected late October or early November.

Evita Huai-ching Liu

Affiliation: University College London
Title: Evolving Identities: Women Leaders' Self-Presentation Over Time
Type of Presentation: Talk
Thematic Strand: The Workplace
Co-Author: Cydney Hurston Dupree, University College London
Short Abstract: How do women leaders navigating male-dominated workplaces present themselves over time? We use natural language processing to analyze US congressional remarks between 1996 and 2018, showing the temporal changes in stereotypical language in our diverse yet divided world.
Long Abstract: How do women leaders navigating male-dominated leadership roles present themselves over time? Does women's stereotypical language over time depend on their racial identity? Literature on leadership and gender stereotypes has long recognized the double bind women leaders face: they either risk violating leader prototypes by presenting warmth, or they risk breaking gender norms and facing backlash by presenting dominance. However, this work rarely takes into account how women leaders' self-presentation unfolds over time. Moreover, this work rarely takes an intersectional perspective, despite recent calls in psychology and management to do so (Phillips and Ranganathan, 2025). We meet these goals by theorizing around how women leaders of different racial identities use stereotype-relevant language over decades of leadership. We pose two possibilities. First, women may initially present high dominance to counteract stereotype threat, followed by a gradual reduction in dominance, shifting toward language more consistent with gender norms as threat wanes. Alternatively, women may initially present low dominance to avoid potential backlash, but increasingly use dominant language over time as fear of backlash wanes. Finally, we theorize that Black and Latina women will be less likely to show variability in dominance over time compared to White women, as they fear more backlash for dominance and are subject to added stereotype threat. Our dataset comprises 310 US congress members and their remarks between 1996 and 2018. We will use Natural Language Processing techniques to track their use of dominant language over time. We contribute to research on gender equality with an intersectional investigation of how women's stereotype-relevant behavior evolves as they navigate leadership in our diverse yet divided world.

Emma F. Jackson

Affiliation: Global Institute for Women's Leadership at the Australian National University
Title: Workplace Technology-Facilitated Gendered Abuse: Toward Prevention
Type of Presentation: Talk
Thematic Strand: The Workplace
Co-Authors: Alexandra N. Fisher, University of Edinburgh; Emmaline A. Monteith, Global Institute for Women's Leadership at the Australian National University; Samantha Lay, Global Institute for Women's Leadership at the Australian National University; Sofia Mariani, University of Bologna
Short Abstract: Using cross-sectional and expert workshop data, this presentation will demonstrate a practical application of Affordance Theory (Davis, 2020) and show how workplace technology can both intensify and reduce the pathway from gendered attitudes to workplace gendered abuse.
Long Abstract: There are a multitude of methods and forms of workplace gendered abuse that are facilitated by technology. Where previous research has focused on technology-facilitated workplace sexual harassment, our project has broadened the scope to further include gendered discrimination, bullying, and incivility. We began with a series of scoping workshops with advocates and experts to develop a practical application of Affordance Theory (Davis, 2020) that maps how technology design and workplace context converge to facilitate the pathway from gender attitudes to enacting gendered abuse in the workplace. We found that technology features encourage users to engage in specific actions, such as surveillance, distortion of online activity (e.g., editing colleagues' work), and instant communication. These design features intersect with workplace contexts that provide little technology training, encourage working outside of work hours, and do not consider gendered safety as an integral component of technology safety. This intersection of design and context creates an environment where users who are predisposed to enact gendered discrimination, bullying, and harassment find perpetrating these actions easier. We are now collecting cross-sectional data to test the hypothesis that attitudes toward workplace technology moderate the association between gender attitudes and workplace gendered abuse. This presentation will walk through our conceptual framework and report on the findings of this cross-sectional data. We will close by outlining practical recommendations for employers, legislators, and technology companies to: (1) explicitly recognise gendered safety in their workplace technology; (2) regulate technology and employer obligations, and; (3) foreground Gender-by-Design.

Jenny Jones

Affiliation: University of Edinburgh
Title: Gendered Conceptions of Autonomy in Language Models
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: April Bailey, University of Edinburgh; Joanna Demaree-Cotton, University of Oxford
Short Abstract: Focusing on conceptions of autonomy and gender, we used word embeddings trained on various text corpora and found, contrary to expectations, that autonomy terms align more with women than men. Historical analysis suggests a recent shift from earlier male-dominated associations.
Long Abstract: According to the principle of informed consent, autonomous persons have the right to make their own decisions. People deemed not to be autonomous may have paternalistic decisions made on their behalf. Research on gender stereotypes suggests that women are stereotyped as less agentic, less rational, and more emotional—traits associated with less autonomy (Villarmea & Kelly, 2020). Computational linguistics offers the possibility of measuring the semantic similarity of lexical items in relation to others. When extracted from massive text corpora, this measure can provide insights into how a linguistic community collectively represents concepts that both reflect and reinforce widespread ways of thinking. Using static word embeddings trained on large-scale, undifferentiated text (Common Crawl; Mikolov et al., 2018), we tested whether the concept of autonomy overlapped more with men than women. Contrary to hypotheses, we instead found that words for autonomy (e.g., “autonomy”, “independent”, “self-sufficiency”) overlapped more with women than men. This was true for male/female nouns (e.g., “man” vs. “woman”) as well as gender-typical first names (d’s range from -0.07 to -0.02). We then replicated this unexpected result from a smaller, more specialised biomedical text corpus (Zhang et al., 2019). In cross-temporal analyses, we find that autonomy-male associations dominated throughout much of the 19th and 20th centuries, only recently converging, and in some cases switching, to an autonomy-female association (in the Corpus of Historical American English). These findings indicate nuanced associations between gender and autonomy: Our originally hypothesized autonomy-male associations appear to have recently switched to associations now favouring women.

Alina Knüppel

Affiliation: Anglia Ruskin University
Title: Gender Stereotypes on TikTok: How Short-form Videos Impact Cognitive Performance in Young Women
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: Magdalena Zawisza, Anglia Ruskin University; Viren Swami, Anglia Ruskin University; Craig Owen, Anglia Ruskin University
Short Abstract: This study explores how stereotypical TikTok videos affect young women's cognitive performance. It examines working memory, stereotype activation, and emotion regulation as mediating mechanisms.
Long Abstract: Despite increasing gender equality, women remain underrepresented in traditionally male-dominated fields such as STEM. One psychological factor contributing to this disparity is stereotype threat, the fear of confirming a negative stereotype about one’s social group, which has been shown to impair women’s cognitive performance. While previous studies have demonstrated these effects using traditional media, the growing influence of short-form video platforms like TikTok introduces a new, under-researched context for stereotype threat. This study investigates how stereotypically feminine portrayals in TikTok videos impact cognitive performance in women aged 18 to 24. Participants (n = 250) who have studied mathematics beyond GCSE level and self-identify as confident in math will be randomly assigned to view either stereotypical or non-stereotypical short-form videos, pre-selected during a pilot study. The study will assess three potential mediators of stereotype threat: working memory capacity (via the Operation Span Task), stereotype activation (via a lexical decision task), and emotion regulation (via the ERSQ). Cognitive performance will be measured using a timed 20-item task adapted from the GRE. Data will be collected using Gorilla, allowing for precise reaction time capture. Analyses will include ANOVA and mediation/moderation regression models. The study aims to clarify how digital stereotype threat influences cognition. Findings will have implications for understanding stereotype activation in modern media environments and for developing interventions to support women’s cognitive performance in educational and professional contexts.

Natasza Kosakowska-Berezecka

Affiliation: University of Gdańsk
Title: How to Secure Gender Equality Progress and Build Stronger Alliances?
Type of Presentation: Panel Session
Thematic Strand: Cross-Cultural Trends
Summary: Join us for a one-hour-long facilitated session bringing together all participants to explore impactful gender equality initiatives. We’ll showcase success stories from local and national projects, share insights into effective policy development, and reflect on challenges such as rising resistance to equality and EDI efforts. The session will conclude with collaborative planning for future actions, including potential grants, calls, and policy proposals.

Morgana Lizzio-Wilson

Affiliation: University of Exeter
Title: From Misogyny to Mobilization: How Online Interactions Help Explain the Emergence of the Men's Rights Movement
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: Emma F. Thomas, Flinders University; Cassana Quarisa, Flinders University; Anna C. Barron, Princeton University; Danny Osborne, University of Auckland
Short Abstract: Group interactions which validate sexist men's views of feminism increase their collective action intentions on behalf of men's rights via higher injustice and identification as a men's rights supporter. Thus, group processes (not sexism alone) can explain the emergence of the men's rights movement.
Long Abstract: In times of rapid social change, members of historically advantaged groups can react negatively to potential or actual changes in their status. The men's rights movement is one such reactionary countermovement. Using an online group interaction paradigm, this project examined how social validation of grievances in digital environments aids the formation of an emergent social identity in relation to men's rights (i.e., a 'men's rights supporter'), and whether this identity predicts men's willingness to engage in actions which undermine gender equality (i.e., reactionary actions). Across two experiments (Ns=443, 755), men completed a pre-measure of hostile sexism, then read a passage outlining feminism's perceived positive and negative effects on men. They were randomly assigned to either discuss the passage in chatrooms (group interaction) or reflect individually (individual condition). Afterwards, participants indicated the extent to which the task validated their beliefs about feminism, and completed measures of perceived injustice, identification as a men's rights supporter, and intentions to engage in reactionary actions (e.g., opposing false rape allegations). Men higher in hostile sexism reported stronger injustice about men's mistreatment, and this link was stronger in the group interaction (versus individual) condition. This heightened injustice indirectly predicted higher action intentions via stronger identification as a men's rights supporter. Unexpectedly, social validation did not moderate these effects. The findings highlight how online environments can transform misogynistic attitudes into a collective identity, even without explicit validation. This underscores the role of digital spaces in amplifying resistance to social progress and facilitating ideologies that undermine gender equality.

Francesca Manzi

Affiliation: London School of Economics
Title: Is Leadership Becoming More Feminine? A Data-Driven Look at Language in the Labor Market
Type of Presentation: Talk
Thematic Strand: The Workplace
Co-Authors: Tanja Hentschel, University of Amsterdam; Stefan Mol, University of Amsterdam; Alan Berg, University of Amsterdam
Short Abstract: Using natural language processing, we conduct a longitudinal analysis of millions of leadership job advertisements to examine whether portrayals of leadership are becoming more gender-balanced. Findings reveal a gradual rise in communal language, suggesting a subtle shift in how leadership is publicly defined across sectors.
Long Abstract: Leadership has long been associated with masculinity and agentic traits, contributing to the persistent underrepresentation of women in leadership roles. However, it is increasingly claimed—both in scholarship and public commentary—that conceptions of leadership are changing, with greater emphasis on communal qualities such as empathy and collaboration, traits stereotypically associated with women. Yet, whether these shifts reflect isolated examples or a broader change in how leadership is characterized remains unclear. In this preregistered study, we provide the first large-scale, longitudinal analysis of gendered leadership portrayals using real-world organizational data. We analysed the text of millions of online job advertisements for leadership positions posted in the United Kingdom between 2013 and 2020, applying natural language processing techniques to track changes in agentic and communal language over time. Consistent with prior research, leadership roles were consistently described using more agentic than communal language. However, we observed a significant decline in agentic language alongside a robust and steady increase in communal descriptors, suggesting a gradual rebalancing in how leadership is portrayed. This shift was not uniform: the rise in communal language was most pronounced in female-dominated industries, with more modest increases in gender-balanced and male-dominated sectors. These findings offer new insights into how gendered leadership perceptions are reflected—and possibly reshaped—through everyday organizational practices. By documenting these trends at scale, our study contributes to broader efforts to empirically assess cultural narratives of leadership and gender in the workplace.

Hannah Mays

Affiliation: Brunel University London
Title: Prevalence of and Young People's Exposure to Manosphere and Sexist Content on Social Media
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Author: Nelli Ferenczi, Brunel University London
Short Abstract: Two studies investigating the prevalence of manosphere and sexist content on social media. Study 1 is a secondary data analysis of Tiktok videos. Study 2 is a thematic analysis of interviews conducted with young people (18-21).
Long Abstract: The "manosphere" is a collection of anti-feminist and sexist online groups which is underlined by the "red pill" ideology which purports to expose the truth about the nature of men and women and often supports traditional gender roles. As the manosphere comprises of mostly online groups, the role of social media in introducing and reinforcing ideas is crucial to understand, particularly amongst young people. Study 1 is a secondary data analysis of TikTok videos which seeks to understand how prevalent this content is on TikTok, one of the largest social media platforms, and the pathways to reaching this content. We collected over 600 TikTok videos from various tags, and the top 5 comments for each video. Study 2 is a thematic analysis of interviews with young people (18-21; n = 20) which seeks to understand the prevalence of manosphere related groups and individuals and how they are discovered, as well as the understanding and effects of these beliefs on young people. By understanding the pathways to red pill related sexist content, the statements presented, the prevalence of beliefs, and the new ways manosphere groups are presenting their beliefs on TikTok, we can better understand how to create effective solutions and prevent young people from joining these groups. Recruitment and preliminary coding of secondary data has been completed, and analyses for both studies will be completed by the conference date.

Maria I. T. Olsson

Affiliation: University of Inland Norway
Title: From Norway to Japan and Instagram: How Culture and Media Shape Who Women Want
Type of Presentation: Talk
Thematic Strand: Cross-Cultural Trends
Co-Author: Julie Reppen Brattsti, University of Inland Norway
Short Abstract: This research explores how cultural context and media portrayals shape women's partner preferences through career ambition, revealing how societal gender equality and traditional femininity scripts influence relational ideals across global and digital landscapes.
Long Abstract: Understanding gendered partner preferences offers valuable insight into how social and cultural forces shape relational ideals. This research examines how women's preferences for warmth, dominance, and competence in a future partner are influenced by both national context and media messaging. In a cross-national study across 49 countries, consistent gender differences in partner preferences emerged. Crucially, these differences varied with societal gender equality: gender gaps in communal preferences widened in more egalitarian societies, while gaps in power preferences narrowed. Preferences for competence showed no cross-cultural variation. A focused comparison between Norway and Japan revealed that career ambition mediated these cultural differences: Japanese women reported lower ambition, which partially explained their reduced preference for communal and agentic traits, and masked a stronger preference for power. To explore how ambition can be shaped by symbolic cultural cues, a second study experimentally exposed young Norwegian women to social media portrayals of femininity—either traditional homemakers or career-oriented professionals. Exposure to tradwife content reduced ambition, which in turn increased preferences for communal and competent partners. Career portrayals had no significant effect, highlighting the asymmetrical power of traditional gender scripts. Together, these findings show how structural (gender equality) and symbolic (media) forces shape women's partner preferences through internalized ambition. Ambition emerges as a key psychological mechanism linking cultural context to relational ideals, offering a nuanced understanding of how gender norms are sustained and negotiated in both global and digital contexts.

Marta Prandelli

Affiliation: Dublin City University
Title: Polarisation, Emotion, and Representation in Digital Discourses on Gender and Sport: The Media Trial of Imane Khelif
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: Valentina Rizzoli, Sapienza University of Rome; Sofia Elena Bracco, Stockholm University
Short Abstract: What happens when an athlete becomes the target of a digital media storm? This study explores how gendered and racialised bodies are framed across 14,000 tweets and 290 articles on Imane Khelif's scrutiny during the Paris 2024 Olympics in Italian contexts, revealing emotional polarisation, media tropes, and gendered public judgement.
Long Abstract: This research investigates how gender, inclusion, and legitimacy are negotiated in Italian digital discourse through the media overexposure of Imane Khelif, an Algerian boxer whose body, identity, and biological sex were subjected to intense public scrutiny during the 2024 Olympic Games. awing on 13,954 tweets and 290 newspaper articles published between March 2023 and October 2024, the study explores how gendered and racialised meanings are constructed, amplified, and contested across digital and traditional media ecosystems. Using Natural Language Processing - specifically sentiment and emotion analysis, and topic detection - and reflexive thematic analysis, we examine the main discourses over a four-month period, including during the Olympics. We analysed how these discourses vary according to sentiment and emotions, and how polarisation and discursive tropes structure public engagement. The main topics covered by social media are: 1-Khelif's event at Paris2024; 2-Italian politicisation of the event; 3-International cyberbullying; 4-Sex testing in sport. By looking at the association between sentiment, emotions and topics, results show that anger is related to topic 1, 2 and 4, sadness and fear only in relation to topic 4, while topic 2 is the only one related to positive emotions, including joy. In traditional media, headlines often reinforce dominant gender norms. Khelif's "media trial" reveals a broader cultural negotiation over whose bodies are granted visibility and legitimacy in competitive, hyper-visible contexts. Despite Khelif's clear self-identification as a woman, many articles deploy tropes of ambiguity and bodily "in-betweenness". This analysis shows how public narratives about gender are shaped less by lived realities than by broader anxieties around assumed non-normative bodies—especially at the intersection of race, gender, and athletic excellence—ultimately framing invisible minorities not as people, but as problems to be explained.

Joanna Pyrkosz-Pacyna

Affiliation: AGH University
Title: The Rise of Prosocial Engineer: Balancing Communal and Agentic Goals Among Space Professionals
Type of Presentation: Talk
Thematic Strand: The Workplace
Co-Authors: Marcin Zwierżdżyński, AGH University; Natalia Mizera, AGH University; Francesca Manzi, London School of Economics
Short Abstract: This study explores how communal and agentic goals shape career aspirations among male space engineering students. Findings reveal that, while success and mastery are valued, teamwork, ethical responsibility, and societal impact are also emphasized, challenging stereotypes of engineering as purely individualistic.
Long Abstract: While monetary incentives are often assumed to drive career decisions in STEM, emerging evidence highlights the importance of non-monetary motivations. This study explores how communal and agentic goals shape professional aspirations among male students preparing for careers in space engineering, a field stereotypically aligned with agentic values like prestige, autonomy, and technical mastery. awing on focus group interviews with 19 students from Polish technical universities, we examine how participants conceptualize the non-monetary aspects of their future work and how these perceptions shift when applied to real-world projects. Findings reveal that while participants highly value agentic goals such as success and mastery, they also emphasize the importance of teamwork, ethical responsibility, and societal impact. Notably, many redefine success in collective rather than individual terms, and describe collaboration as central to engineering achievement. However, abstract communal ideals, such as “serving humanity”, often lose salience in applied contexts, where deadlines, feasibility, and technical coordination dominate. This tension underscores the need for educational structures that reinforce the value of non-monetary goals throughout the learning process. Our findings challenge stereotypical portrayals of engineering as purely individualistic and argue for a more integrated model of motivation. We also highlight the overlooked role of communal values among men in high-status STEM fields and suggest that addressing this asymmetry is crucial for inclusive workforce development. By examining how values evolve between idealized and applied contexts, this study contributes to understanding motivation in elite technical professions and offers implications for curriculum design and gender equity.

Brontë Rapps

Affiliation: Northumbria University
Title: Gender and Language: Design Through Literature
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Author: Genavee Brown, Northumbria University
Short Abstract: Explored using literature as a design probe, examining the impact of gender in queer individuals. The probe utilised quotes, allowing participants to reflect on gender in literature and gender identity. Preliminary analysis revealed topics of feminism, expression, and patriarchal oppression.
Long Abstract: Gender bias and discrimination is historical and prevalent within society, leading to technological replications that mirror the implicit biases of developers, as well as users, through widespread use. Language is impactful in reinforcing gender-based stereotypes, as gender construction through language influences discourse. Language utilised within language models perpetuates and amplify existing gender biases, leading to significant ramifications for gender diverse and queer communities. Little existing research examines the direct impact that the language used within these models has on the queer community. Thus, the present work aims to take a step back from technological systems to examine the impact of language itself using literature and discussing reflections of its impact on the queer community. As research has called for an interdisciplinary feminist approach; a citizen centred, feminist, queer, intersectional approach grounded in co-design was utilised within the project. The present research utilised design through literature, by collating book quotes from fiction and non-fiction novels. Participants were prompted to reflect on the messages and language used within these quotes and detailing how it related to their own gender identity. Preliminary analysis revealed that participants topics highlighted feminism, expression, freedom, and patriarchal oppression. A zine was also produced to display participants responses alongside evocative images from Tumblr, a site posited to be both a trans technology and safe space for queer exploration. These findings will later inform discussions with gender and sexual minority individuals about the impact of the language used within Language Models and the contrast that exists between them.

Julie Reppen Brattsti

Affiliation: University of Inland Norway
Title: Indexing Inequality: A Critical Look at How We Measure Gender Equality
Type of Presentation: Talk
Thematic Strand: Cross-Cultural Trends
Co-Authors: Maria I. T. Olsson, University of Inland Norway; Natasza Kosakowska-Berezecka, University of Gdańsk; Jennifer K. Bosson, University of South Florida
Short Abstract: This presentation reviews prior approaches to conceptualizing and measuring gender equality and introduces a new framework designed to address cultural biases and broaden current understandings.
Long Abstract: Gender equality constitutes a critical axis of cultural variation, underscoring the importance of carefully examining how it is conceptualized and measured. In contemporary cross-cultural research—particularly in relation to debates surrounding the so-called “gender equality paradox”—there is reliance on the Global Gender Gap Index (GGGI). However, this widespread adoption frequently occurs without adequate critical engagement with what the index captures. Indices such as the GGGI have been subject to criticism for lacking cultural sensitivity and for implicitly privileging Western normative frameworks in their operationalization of gender equality. For instance, the absence of culturally calibrated weighting mechanisms can yield systematically biased assessments of gender equality across national contexts. Furthermore, existing indices have predominantly concentrated on domains in which women have historically been disadvantaged, while capping scores at 1.0, thereby precluding identification of male disadvantage. This asymmetry points to the need for a more comprehensive and inclusive framework—one that reflects the lived experiences of women, men, and individuals across the gender spectrum. To address these limitations, we propose the Gindex: a novel, culturally sensitive, and psychologically grounded metric of gender equality. The Gindex extends conventional definitions by integrating culturally contextualized indicators, measuring horizontal gender equality (i.e., the distribution of men and women across occupational sectors), and incorporating dimensions relevant to men’s well-being. This presentation will first offer a critical review of historical approaches to conceptualizing and measuring gender equality. It will then introduce the Gindex as a more inclusive and contextually attuned instrument for assessing gender equality in cross-cultural research.

Serena Celeste Romanelli

Affiliation: University of Southampton
Title: Bad First Impressions: Women and Men and Report Similar Negative Evaluations of Incels
Type of Presentation: Poster
Thematic Strand: Digital Media
Co-Author: Paul Conway, University of Southampton
Short Abstract: In a pre-registered study (N = 339), women and men rated incels lower in warmth, competence, morality, and benevolent sexism, but higher in hostile sexism, than non-incel controls. They also reported less willingness to socially interact with incels vs. non-incels.
Long Abstract: 'Incels' are a primarily online subcommunity of men who report chronic romantic rejection and hostility toward women. Thus, people—particularly women—may view incels as neither particularly warm, moral, nor competent, and may wish to avoid social interactions with them. In a pre-registered study (N = 339), we presented women and men with incel or non-incel targets (between-subjects) and measured target trait ratings, sexism perceptions, and willingness to interact with the target in romantic and friendship contexts. We expected people—especially women—to rate incel targets lower in competence, warmth, and morality, and higher in hostile and benevolent sexism, than non-incel control targets, as well as report less willingness to interact with incel vs. non-incel targets in both romantic (matchmaking) and friendship (online gaming) domains. The manipulation was successful: Participants rated incel targets higher in hostile sexism and lower in benevolent sexism than non-incel controls (women also rated targets more sexist than did men, but there was no interaction). Yet, women and men harboured similar opinions of incels: A 2(Incel, Typical) x 2(Woman, Man) x 3(Warmth, Competence, Morality) mixed ANOVA revealed that women and men rated incels lower on warmth, competence, and morality than non-incels; the interaction was not significant. A similar ANOVA showed lower willingness to interact with incel vs. non-incel targets for men and women. These findings suggest that both women and men harbour strong negative views of incel versus non-incel targets across a multiplicity of measures, shedding light on the social dynamics influencing incels' perceptions of victimhood.

Elizabete Romanovska

Affiliation: University of Wisconsin - Madison
Title: Associations Among Black Girls' Pornography Use, Sexual Script Endorsement, and Sexual Health
Type of Presentation: Poster
Thematic Strand: Digital Media
Co-Author: Morgan C. Jerald, University of Wisconsin - Madison
Short Abstract: This study explores how pornography consumption and sexual script endorsement influences Black adolescent girls' sexual attitudes and self-concept. Findings reveal both positive and negative effects, highlighting the importance of culturally nuanced research to inform effective sexual education and intervention efforts.
Long Abstract: Adolescence is a formative period during which young people begin exploring sexual relationships and constructing norms around sexuality. With limited lived experience and lack of comprehensive sex ed, many adolescents turn to pornography as a source of sexual education and socialization. This trend raises concern, as pornography often promotes unrealistic, racist, and sexist portrayals of sexuality. Existing research has inadequately addressed how these portrayals influence girls' sexuality, particularly for Black girls, despite their overrepresentation in pornographic content and its racist, sexist depictions. This study explores the associations between pornography use, sexual script endorsement, and sexual health outcomes among Black adolescent girls. Survey data were collected from 500 participants. Hierarchical regression analyses, controlling for age, religiosity, and sexual experience, revealed complex patterns: greater perceived realism of pornography was linked to positive outcomes, such as more positive attitudes toward sexual consent, while frequent pornography use was associated with negative outcomes, including lower sexual agency. Endorsement of both heterosexual and Jezebel sexual scripts were associated with mixed results, such as increased sexual arousability but lower sexual assertiveness. These findings highlight both risks and potentially informative aspects of pornography use, suggesting that Black girls may engage with pornographic content in unique ways. Notably, some findings diverged from previous studies conducted with predominantly White populations, pointing to the need for culturally nuanced research methods. These insights are critical for developing targeted, culturally responsive sexual education and intervention programs.

Nicole Russell Pascual

Affiliation: University of Michigan
Title: Diversity-Excellence Trade-off Beliefs: An International Analysis of News Article Diversity Debates
Type of Presentation: Poster
Thematic Strand: Digital Media
Co-Authors: Denise Sekaquaptewa, University of Michigan; Hailey Shangin, University of Michigan
Short Abstract: As debates over diversity vs. excellence continue and result in policy changes related to diversity, equity and inclusion programs, understanding the beliefs that drive these discussions has become increasingly important. This research examines how the perceived trade-off between diversity and excellence is discussed in the media.
Long Abstract: As debates over diversity vs. excellence continue and result in policy changes related to diversity, equity and inclusion programs, understanding the beliefs that drive these discussions has become increasingly important. This research examines how the perceived trade-off between diversity and excellence is discussed in the media, referred to as Diversity-Excellence Trade-off beliefs. This work builds on our prior work that endorsement of academic stereotypes (e.g., women are bad at maths), predicted stronger diversity-excellence trade-off beliefs, which in turn were associated with lower support for diversity, equity, and inclusion efforts. This suggests that diversity-excellence trade-off beliefs reflect broader underlying biases, highlighting them as potential barriers to institutional diversity and inclusion. Through a larger scale understanding of how diversity and excellence are discussed in the media (i.e. the content and frequency), we can begin to unpack the narratives that are resulting in opposition to diversity initiatives.

Seda Merve Sahin

Affiliation: Middle East Technical University
Title: Behind the Avatar: Women Gamers' Experiences with Sexism in Online Games
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Authors: Gökşin Özge Çakar, Ankara Yıldırım Beyazıt University; Gülden Sayılan, Ankara Yıldırım Beyazıt University, Meleksima Türkırkı, Ankara Yıldırım Beyazıt University
Short Abstract: In this study about the experiences of women gamers in digital gaming platforms, we conducted semi-structured interviews with 10 gamer women and our results revealed women face harassment and discrimination. They develop various coping mechanisms to deal with these experiences.
Long Abstract: Online communities are relatively new in our lives; however, they quickly became one more place where sexism and harassment towards women occur. Within online platforms, the online gaming universe is no exception to this either. Digital games are a popular leisure time activity that serves as a socializing environment for the players, and the general understanding about gamers is that they are mostly young white men. This leads to the belief that women don't belong in online gaming spaces, and as a result, gamer women are not accepted. Therefore, in this study, we aimed to understand the experiences of gamer women and the sexism that they face in online gaming environments. To achieve that goal, we conducted a series of semi-structured interviews with 10 women over 18 who have played multiplayer online games for longer than 6 months, and performed thematic analysis on the data using a phenomenological approach. The findings revealed that experiences of women in gaming spaces commonly involve being excluded, ignored, harassed, and discriminated against. Therefore, they were unable to be a part of the social environment of the gaming community. We gathered the experiences of gamer women under three categories: "facing sexism", "the effect of sexism", and "coping mechanisms". By examining women's experiences of sexism in online gaming spaces, we aimed to contribute to a deeper understanding of group processes and gender discrimination in a new social environment.

Milagros Sáinz

Affiliation: Universitat Oberta de Catalunya
Title: Inspiring STEM Pathways Through a Female Role Model Intervention
Type of Presentation: Talk
Thematic Strand: The Workplace
Co-Authors: Susana Gonzalez Perez, University Foundation San Pablo CEU; Beatriz López, University of Portsmouth
Short Abstract: The goal of the present study is to analyze the influence of a female role model intervention on girls' and boys' stereotypes and beliefs about STEM competences, utility values and STEM aspirations. awing from the main tenets of the expectancy-value theory, the study was conducted with a sample of about 1400 secondary students from Spain.
Long Abstract: Women continue being underrepresented in different stages of the STEM (science, technology, engineering, and mathematics) pipeline. The goal of the present study is to analyze the influence of a female role model intervention on girls' and boys' stereotypes and beliefs about STEM competences, utility values and STEM aspirations. awing from the main tenets of the expectancy-value theory, the study was conducted with a sample of about 1400 secondary students from Spain (average age =15 years old). During the baseline stage all students were asked to answer a survey, whereas in the second part of the study students were randomly assigned to the experimental (watched a video with three role models) or control group (did not watch the video) before answering the survey. The results of the preliminary multi-group structural equation modeling analyses (controlling for school level) and difference of differences analysis show that the role model sessions had an impact on female students' self-concept of math ability and enhanced the influence of STEM utility value on STEM-related career decisions. Among boys, the stereotypes about STEM abilities were not reduced after the female role model session. In the experimental group of females the stereotypes about STEM abilities were slightly reduced after the role model session. The role model sessions had an impact on students' self-perceptions of STEM ability. Among girls, the self-concept of STEM ability increased for the experimental group. These results highlight the importance of making visible the contributions of women to STEM among secondary students from both genders.

Sunisa Satitanekchai

Affiliation: University of Exeter
Title: Leveraging Digital Media for Women's Financial Empowerment: How Gender Identity and Social Norms Influence Savings Behaviours at Scale
Type of Presentation: Poster
Thematic Strand: Digital Media
Short Abstract: Women save 35% less than men. Our study shows that gender-specific savings norms enhance savings-related outcomes among women with strong gender identification. These norm-based interventions offer a cost-effective alternative to traditional programs, potentially reaching millions through social media and banking apps.
Long Abstract: Women save 35% less than men in the UK, with traditional interventions like financial literacy programs showing limited effectiveness and scalability challenges. This research presents a digitally-scalable alternative using social identity and gendered social norms to promote women's savings behaviours. We conducted an experimental study (N = 114) with UK working women and examined how savings-related social norm messages interact with gender identification to influence financial outcomes. Participants were randomly assigned to view savings norms, exercise norms, or control messages. Gender identification was assessed as moderator. The main outcomes were descriptive savings norms, injunctive savings norms, and savings intentions. GLM analysis revealed that savings social norm messages significantly enhanced descriptive savings norms ($p = .001$) and injunctive savings norms ($p = .042$) compared to control. Moreover, women with higher gender identification showed marginally stronger responses to savings social norms messages, particularly for descriptive savings norms ($p = .081$). These effects were achieved through brief interventions which are readily adaptable for digital platforms such as social media campaigns and mobile banking interfaces. This interdisciplinary research bridges social psychology, finance and technology. Our approach offers a cost-effective and psychologically grounded alternative to resource-intensive traditional programs. Our norm-based interventions can be delivered at scale through social media campaigns and mobile banking apps. They can potentially reach millions of women globally and build inclusive environments for economic empowerment as a whole. Future research should test these interventions within actual financial apps to optimise message delivery for sustainable impact.

Nathaniel Schermerhorn

Affiliation: University of Essex
Title: Investigating Reactions to “Gender Disappointment” in TikTok Videos
Type of Presentation: Poster
Thematic Strand: Digital Media
Co-Authors: Hermione Sherman, University of Essex; Katerina Vernerova, University of Essex; Katie Quinn, University of Essex
Short Abstract: This project seeks to understand how the diffusion of videos depicting “gender disappointment” – when an expecting parent is publicly upset about the sex of their unborn child – affects gender equality by examining who (dis)agrees with the parental reactions.
Long Abstract: There has been an increase in the participation of “gender reveal parties” which use creative ways to tell a group of friends and family the sex of a couple’s unborn baby. One interesting phenomenon that has arisen is when one (or both) of the parents-to-be express negative emotion when finding out if the baby is going to be a girl or a boy. In the public discourse, this has been termed “gender disappointment.” Although videos that showcase gender disappointment often go viral and elicit different types of reactions, the phenomenon itself has been understudied. This project seeks to understand how the diffusion of these videos increases or decreases support for gender equality by examining who (dis)agrees with the parental reactions. Participants will first complete measures of social attitudes relating to gender and gendered norms (e.g., male role norms scale, masculine contingency scale) before watching a video depicting a gender reveal with or without disappointment. Following the video, they will be asked a series of questions about their reaction to the video including empathy with one or both of the featured parents, how they would feel if they were an in-person witness to the event, and how justified one or both of the parents were in their reaction.
This is a preliminary study to build a larger research project around understanding how the online rhetoric of gender disappointment can reinforce the existing status quo. Data collection is in progress.

Sofía Schwartz-Salazar

Affiliation: University of Granada; University of Seville
Title: How to Achieve Equality? The Dual Impact of Feminism on Gender and Economic Inequality Reduction
Type of Presentation: Talk
Thematic Strand: Cross-Cultural Trends
Co-Authors: Rosa Roíguez-Bailón, University of Granada; Rocío Martínez, University of Granada
Short Abstract: Feminism not only seeks gender equality but also heightens awareness of other inequalities. We analyzed its link to perceptions of gender and economic inequality and support for their reduction through one correlational (N=1536) and two experimental studies (N=346; N=535). Results show feminism fosters awareness and support for egalitarian measures
Long Abstract: Feminism, as a social movement in search of gender equality, also sensitizes people to other types of inequalities. In this research, we focus on analyzing the relationship between feminism and perceptions of both gender and economic inequality, and support for their reduction. To do so, we conducted a correlational study with a representative sample (N1 = 1536) and two experimental studies (N2 = 346; N3 = 535). We find that feminist identity and ideology are positively related to perceptions of (economic and gender) inequality, support for collective action to reduce such inequalities, and more positive attitudes towards egalitarian policies aimed at reducing gender and economic inequalities and promoting redistribution. In addition, we experimentally test that feminism increases support for collective action to reduce economic and gender inequalities and the positive attitudes towards egalitarian policies aimed at reducing gender and economic inequalities. Moreover, the perception of gender inequality is a key aspect in the reduction of inequalities as it mediates the relationship between feminism and support for collective actions and measures aimed at narrowing both economic and gender gaps. The current findings underscore the transformative potential of feminist discourse in promoting social justice and equity. By highlighting the broader implications of feminist awareness, this research contributes to understanding how support for gender equality can foster wider societal engagement with redistributive justice, offering insights for policy design, educational programs, and collective mobilization strategies.

Heyla Abdullah Selim

Affiliation: King Saud University
Title: Queen Bee Syndrome and the Quality of Work Life among Saudi Women in the Private Sector: A Mixed-Methods Study
Type of Presentation: Poster
Thematic Strand: The Workplace
Short Abstract: This study explores Queen Bee Syndrome among Saudi women in the private sector, revealing its negative impact on workplace well-being and career progression. Findings highlight the need for inclusive leadership strategies to enhance support and quality of work life.
Long Abstract: The phenomenon known as "Queen Bee Syndrome," first introduced by Staines et al. (1973), refers to instances where women in higher workplace positions display discriminatory behaviors toward female subordinates. This behavior is particularly evident in male-dominated sectors and can negatively affect workplace relationships and career development for younger or less experienced women. The syndrome is characterized by excessive criticism, narcissism, lack of collaboration, and a preference for working with male colleagues (Derks, 2011; Ellemers, 2014; Kaiser & Spalding, 2015). This study investigates the prevalence of Queen Bee Syndrome among Saudi women working in the private sector and its impact on their Quality of Work Life (QWL). Using a mixed-methods approach, quantitative data were collected through standardized surveys (N=312), while qualitative insights were gathered from semi-structured interviews (n=25). The findings indicate a statistically significant correlation between perceived Queen Bee behaviors and reduced QWL indicators, including job satisfaction, organizational trust, and interpersonal support. Interview results revealed themes of professional isolation, role conflict, and coping mechanisms rooted in cultural expectations and gender dynamics. The study concludes that organizational awareness of gendered power dynamics and targeted leadership training may reduce Queen Bee behaviors and enhance workplace well-being for Saudi women. Culturally responsive interventions that promote supportive female leadership are crucial to fostering inclusive and psychologically healthy work environments.

Ella Smillie

Title: Breaking New Ground: How Academic Research Influenced Global Changes in Advertising
Type of Presentation: Policy Talk
Summary: Ella Smillie will talk about her experience as a lead author of the Advertising Standards Authority's landmark report in 2017, which led to a ban on harmful gender stereotypes in UK advertising and stimulated a global debate. She will focus on the importance of academic research alongside other forms of documentation to develop nuanced policy grounded in robust evidence.

Julia Spielmann

Affiliation: New York University Abu Dhabi
Title: Preferences for Gender Stereotypicality in Artificial Intelligence: Existence, Comparison to Human Biases, and Implications for Choice
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Author: Chadly Stern, University of Illinois, Urbana Champaign
Short Abstract: We examine whether people prefer gender-stereotypicality when seeking help from AI versus humans. Across four studies, people generally preferred stereotypicality, especially in feminine domains, but this preference was stronger for human than AI targets, challenging strength of bias in technology.
Long Abstract: Do people prefer that artificial intelligence (AI) aligns with gender stereotypes when requesting help to answer a question? AI represents a distinct space to examine questions of human cognitive processes because it is a medium distant from non-social factors (e.g., biological sex) and social factors (e.g., gender discrimination laws). Based on this idea, we systematically examined whether preferences for gender stereotypicality would be amplified when people request help answering a question from AIs rather than humans. Comparing bias expression toward AIs and humans capitalizes on phenomena currently unfolding in society to examine the broader roots of applying gender stereotypes in decision-making. We found that people preferred gender stereotypicality (over counterstereotypicality and androgyny) in voice-based AI when seeking help (e.g., preferring feminine voices to answer questions in feminine domains; Studies 1a–1b). Preferences for stereotypicality were stronger when using binary zero-sum (vs. continuous non-zero-sum) assessments (Study 2). Contrary to expectations, biases were larger when judging human (vs. AI) targets (Study 3). Finally, people were more likely to request (vs. decline) assistance from gender stereotypical (vs. counterstereotypical) human targets, but this choice bias did not extend to AI targets (Study 4). Across studies, we observed stronger preferences for gender stereotypicality in feminine (vs. masculine) domains, potentially due to examining biases in a stereotypically feminine context (helping). These studies offer nuanced insights into the conditions under which people are more likely to prefer gender stereotypicality when requesting help, contributing theoretical and practical implications to understanding gender biases in everyday life.

Beril Türkoğlu

Affiliation: TED University
Title: Echoes of the Manosphere: Understanding Gendered Anxiety and Belonging in Turkish Red Pill Comments
Type of Presentation: Talk
Thematic Strand: Digital Media
Short Abstract: This study explores Turkish YouTube comments on a Red Pill channel, revealing narratives of masculine awakening, gendered frustration, and digital belonging—highlighting how online spaces shape and amplify contemporary anxieties around masculinity and changing gender roles
Long Abstract: This study explores user comments on a popular Turkish YouTube channel (Dr. RedPill), hosted by a key figure in the "Red Pill" ideology—a worldview closely tied to the INCEL community and broader manosphere. Through thematic analysis, the comments reveal a cluster of recurring narratives. First, many users express deep gratitude, describing the content as "eye-opening" and validating of their lived experiences. A recurring theme is personal transformation: viewers often report feeling more confident and “masculine,” in contrast to what they retrospectively frame as their former "beta" selves. There is a strong sense of adherence to the Red Pill philosophy, with users interpreting both personal and societal gender dynamics through its lens. Relationship experiences are central—users frequently share stories that highlight perceived emotional and behavioral differences between men and women, often rooted in disappointment or frustration. Alongside this, there’s a visible discomfort with changing gender roles and what some interpret as the "masculinization" of women, which is framed as a disruption to traditional heterosexual dynamics. The comment section also emerges as a space of belonging, where users find validation and community. Requests for further content and engagement suggest sustained interest and investment in the channel. Taken together, these themes reflect not only a digital space of meaning-making for masculinity, but also underline the anxieties and gendered tensions that define many online interactions today—raising important questions about misogyny, vulnerability, and the search for identity in the digital era.

Alessia Valmori

Affiliation: Catholic University of the Sacred Heart
Title: Backfire Effects of Counter-Stereotypical Advertising: The Role of Inter- and Intra-Group Representations in Gender Stereotype Change
Type of Presentation: Talk
Thematic Strand: Digital Media
Co-Author: Claudia Manzi, Catholic University of the Sacred Heart
Short Abstract: Study on 261 participants comparing intergroup vs intragroup counter-stereotypical advertising on gender role attitudes. Domestic and societal attitudes plus an implicit task were assessed. Intergroup ads increased conservative attitudes in men and decreased them in women; no implicit effects. Implications for inclusive communication strategies
Long Abstract: Research on prejudice reduction has demonstrated that counter-stereotypical messages can effectively decrease bias. This effect operates partly through mere exposure mechanisms. However, an important caveat has emerged: when presented to individuals with strong pre-existing prejudices, counter-stereotypical content can backfire, strengthening their initial beliefs rather than challenging them. This paradoxical effect highlights the complexity of using media interventions to promote social change. This study examined how different Counter-Stereotypical Advertising (CSA) approaches affect gender role attitudes, considering participants’ gender. We compared intergroup representations (counter-stereotypical interactions between men and women) versus intragroup representations (men breaking traditional gender norms). Participants (N = 261) reported their domestic and societal gender role attitudes, and they completed an implicit task of recognition of stereotypical gender words, before and after one week of controlled exposure to CSA. Results revealed a complex pattern of effects. For explicit measures, intergroup representations increased both domestic and societal gender role attitudes among male participants while reducing these attitudes among females. When examining the implicit measure, no significant result emerged. This suggests that certain counter-stereotypical approaches might inadvertently reinforce biases among men. These findings have important theoretical and practical implications for understanding how different audiences process and respond to stereotype-challenging content. They also provide crucial insights for policymakers and advertisers seeking to develop effective communication strategies that promote genuine inclusion without triggering defensive responses.

Sabine Verdult

Affiliation: Vrije Universiteit Amsterdam
Title: Unseen and Undervalued: Gendered Perceptions and Technology Adoption in European Farming Systems
Type of Presentation: Talk
Thematic Strand: The Workplace
Co-Authors: Felienne Hermans, Vrije Universiteit Amsterdam; Ruth van Veelen, TNO Leiden; Jan van Erp, University of Twente
Short Abstract: This study shows how gendered patterns shape technology adoption on European farms. Gender roles not only shape socio-psychological dynamics of decision-making in uptake of technology, but also in cognitive framings toward technology. We discuss how this reinforces inequality and limits inclusive innovation in sustainable agricultural transitions.
Long Abstract: Gendered disparities in agriculture influence who is seen as a "technology user" and shape who gets to participate in sustainable innovation. This paper explores how gendered perceptions affect the uptake of agricultural technologies within family farms, drawing on in-depth interviews and ethnographic fieldwork with 19 family members across European farming households. Anchored in feminist theory, gender studies, and socio-technical systems thinking, we employ an inductive, qualitative approach to examine how technology is discussed, perceived, and embodied by both women and men. Findings reveal persistent gendered framings of technological expertise. Women commonly describe their own contributions as "non-technical", often echoing internalised expectations and gender norms—perceptions reinforced by male partners. Yet, these same women demonstrate clear technological knowledge and competence in practice. This misrecognition contributes to a gendered division of labour and decision-making, potentially excluding women from shaping technology trajectories essential to sustainable transitions. We argue that these dynamics not only reproduce unequal participation but also limit the transformative potential of agri-technological innovation. By surfacing how gendered framings become embedded in psychological and social understandings of who is seen as a legitimate actor in innovation, this study contributes to broader conversations on equality, recognition, and the need for inclusive system change. We call for more attention to the subtle, often invisible barriers facing women in male-dominated agricultural systems—and for social psychology to critically engage with how such dynamics unfold across digital and socio-technical transitions.

Isobel Walsh

Affiliation: Dublin City University
Title: Implementation of Flexible Digital Platforms for Youth Mental Health: A Systematic Review
Type of Presentation: Poster
Thematic Strand: Digital Media
Co-Authors: Adam Daly, Dublin City University; Simon Dunne, Dublin City University; Johannes Karl, Stanford University, Victoria University of Wellington; Jeff Moore, National Centre for Youth Mental Health; Darragh McCashin, Dublin City University
Short Abstract: Flexible digital platforms are expected to enhance accessibility of youth mental health services, but concerns persist around their "real world" use. This systematic review aims to investigate the state of implementation science practice in digital youth mental health research.
Long Abstract: Youth mental health services face ever-growing pressure to meet the needs of young people. Flexible digital platforms (mobile apps, websites) are highly anticipated to enhance accessibility of services, but concerns persist around their actual, sustained use in the "real world". This systematic review seeks to expand upon existing evidence by reviewing the state of implementation science with respect to digital platforms for youth mental health. This aim directly contributes to assessing whether researchers in this area are planning for sustainability and long-term implementation success (Fitzpatrick et al., 2024). Five databases - ACM Digital Library, CINAHL Ultimate, PsychINFO, PubMed and Web of Science (Core Collection: Social Science Citation Index and Emerging Sources Citation Index) - were searched for relevant peer-reviewed research in March 2025. Abstract screening is underway; sources identified at full-text screening will be subject to quality assessment, data extraction, narrative analysis and framework analysis. The Consolidated Framework for Implementation Research will be harnessed to assess reporting of implementation outcomes by source authors. Informed by best practice and principles of integrated youth mental health models, young people will be engaged for input at latter review stages. This review will reveal the extent to which existing digital platform research draws on implementation science practices. Findings will include common determinants of implementation success and key characteristics of digital platforms for youth mental health. These findings will provide guidance for researchers, healthcare providers, and other stakeholders seeking to further digital youth mental health service provision in a sustainable, youth-centred manner.

Dawn Woolley

Affiliation: Leeds Arts University
Title: Challenging Gender Stereotypes in Selfies
Type of Presentation: Talk
Thematic Strand: Digital Media
Short Abstract: This paper examines how selfie-taking can challenge harmful gender ideals. It draws on creative participatory research projects around queering the gender binary, which produced increased visual literacy and more purposeful selfie taking intentions in participants.
Long Abstract: This paper examines selfies sharing as practices in which harmful gender and beauty ideals can be challenged. It draws on my research into selfie taking practices, and creative participatory research projects around queering the gender binary (Bois of Isolation co-produced with AC Davidson and #Rebel Selves) to identify methods of producing selfies that are not gender stereotypical. Participant comments reveal that literacy around gender stereotypes increased and they became more conscious of the ways that they are visible online and more purposeful about what they choose to reveal. Research on selfies finds that negative feedback in comments and the currency of likes reinforce and police dominant feminine or masculine beauty ideals. Binary gender ideals can also be reproduced in selfies. For example, Döring et al. (2016) analysed 500 Instagram selfies to explore if they conform to gender stereotypes as identified in Erving Goffman's 1976 Gender Advertisements. The study revealed that gender stereotypical behaviours found in adverts are repeated in selfies, and that some of the behaviours featured in selfies more frequently than in magazine adverts. Despite these well documented negative impacts, selfies are an important mode of self-presentation. Research on queer and fat activist selfies has highlighted their role in enhancing visibility, raising awareness of oppression and challenging stereotypes. In research with trans and gender-fluid Tumblr users, Vivienne (2017) found positive comments on selfies helped promote body acceptance and that users viewed trans and gender-fluid selfies as defying industries that promote binary beauty ideals and capitalise on consumer's insecurities.

Magdalena Zawisza

Affiliation: Anglia Ruskin University
Title: Worse for Women, Bad for All: A 62-Nation Study Reveals Sexism Predicts Social and Economic Dysfunctions
Type of Presentation: Talk
Thematic Strand: Cross-Cultural Trends
Co-Authors: Kosakowska-Berezecka, N., University of Gdańsk; Glick, P., Lawrence University; Olech, M., University of Gdańsk; Besta, T., University of Gdańsk; Jurek, P., University of Gdańsk; Sobiecki, J., University of Gdańsk; Best, D.L., Wake Forest University; Bosson, J.K., University of South Florida; Vandello, J.A., University of South Florida; Safdar, S., University of Guelph; Włodarczyk, A., Universidad Catolica del Norte; Żadkowska, M., University of Gdańsk
Short Abstract: The current study, the largest of its kind, retested and core ambivalent sexism theory tenets and explored novel correlations with national economic, social and health outcomes in 62 nations.
Long Abstract: The current study, the largest of its kind, retested core ambivalent sexism theory tenets and explored novel correlations with national economic, social and health outcomes in 62 nations. Our research questions were: 1) Does ambivalent sexism manifest as predicted by Ambivalent Sexism Theory (AST) 20 years after its conception cross-culturally? 2) Is ambivalent sexism associated with economic, socio-political and health national outcomes for women and men? We replicate and extend cross-cultural findings from 19 countries on Ambivalent Sexism Theory (AST) after 20 years in samples from 62 nations. Survey data were collected (mostly online) from N=28,518 participants (typically students) between Jan 2018 – Feb 2020. Responses to 6-item Ambivalent Sexism Inventory (ASI) measuring Benevolent and Hostile Sexism (BS and HS) and publicly available economic, social and health indices were subjected to multilevel modelling. ASI demonstrated psychometric isomorphism, and cross-national analyses supported the theory: hostile sexism (HS) and benevolent sexism (BS) were cross-culturally recognizable, complementary ideologies associated with gender inequality. Novel cross-national comparisons showed that (a) men's HS and both genders' BS predicted fewer women in paid work, whereas only BS contributed to domestic labour inequity, (b) both HS and BS predicted accepting intimate partner violence toward women. Finally, HS and BS also contributed to generally dysfunctional national outcomes that, while worse for women, were also bad for men: lower economic productivity, greater antidemocratic tendencies, more collective violence, and lower healthy lifespan for both genders. After 20 years, AST tenets have been supported and results demonstrate how both forms of sexism harm women as well as men and suggest that both genders have a stake in reducing sexist ideologies for greater economic, social and health outcomes. Hence, governments should support gender equality policies for greater national and individual performance.