

Support for Gender Equality among Men - Scale Development

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Background

Recent research has shown that **involving men in achieving gender equality** is essential for at least three reasons:

- Men hold most decision-making positions¹
- Gender equality comprises equal sharing of both paid work and domestic tasks²
- Minority causes are advanced by out-group members' support³

To date, no scale measuring **everyday** support for gender equality among men exists. Related scales measure attitudes⁴ or activism⁵, rather than active support on a day-to-day basis.

Support for Gender Equality:

Holding positive attitudes towards, and advancing the cause of gender equality through actions.

Method

Item pool. 42 items, based on 1) feminist literature, 2) laypeople's suggestions, and 3) related scales.

9 item categories: broad measure, political activism, dissemination, reaction, workplace, household, finances, relationship, childcare.

Pilot study. 42 items were tested on 100 participants. 11 items were dropped due to skewed distribution, item similarity, or interpretation issues. Remaining items' phrasing was altered to focus more on actual activity to increase discrimination among participants.

Main study. 322 heterosexual men ($m_{age} = 29.31$) from UK/US, via online survey on Prolific Academic. Agreement with each of the 31 items was indicated on a 7- Point-Likert Scale.



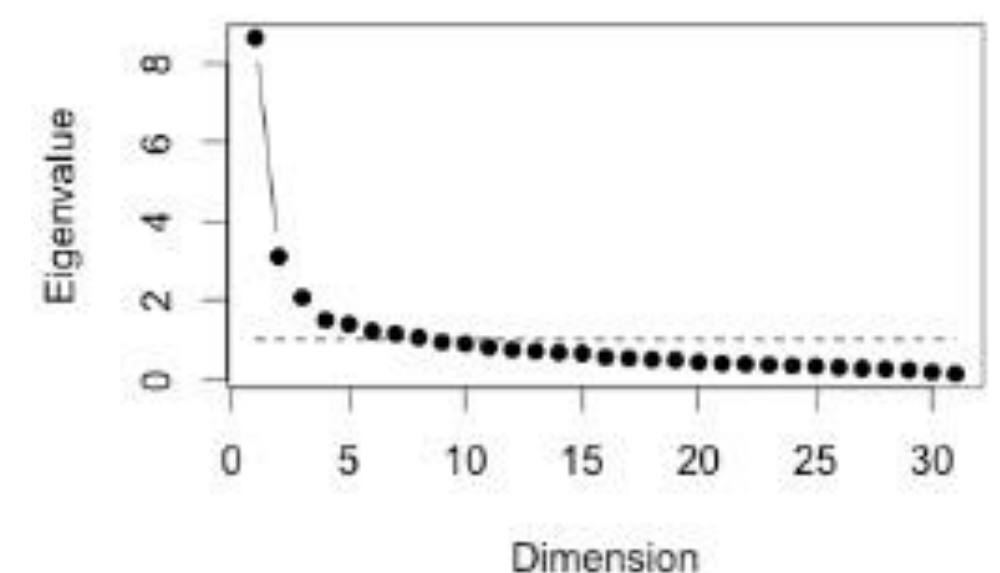
Results

Factor analysis on 31 items was conducted (minimum residuals method, oblimin rotation). Scree plot indicated a 3 factor solution. Factor 3 was identified as an artefact introduced by the negative phrasing of the items.

11 items dropped:

- 7 items loading on artefact factor 3
- 3 items not loading on any factor
- 1 item due to overlap with other items

Figure 1. Scree plot



The **remaining 20 items** clearly loaded onto **two factors**:

- Factor 1: **public** support for gender equality
- Factor 2: **private** support for gender equality

Table 1. Explained Variance and Reliability

Factor	Public	Private	Overall
Explained Variance	0.27	0.17	0.44
Cronbach's Alpha	0.91	0.81	0.90

Table 2. Factor loadings of **example items**

Example Item	Public	Private
Political activism for gender equality is important to me.	0.74	.
I initiate conversations about gender equality.	0.72	.
I speak up when I witness gender inequality.	0.62	.
I actively encourage female colleagues to take on leadership roles.	0.58	.
My partner and I share most household chores.	.	0.72
I consult my partner before making important financial decisions.	.	0.73
I am willing to make compromises for my partner.	.	0.78
I would consider taking a part-time job after childbirth.	.	0.31

What comes next?

- **Validation of Scale.**
 - external validity (e.g. sample of Business men)
 - convergent validity (e.g. Feminist Activism)
 - discriminant validity (e.g. Social Desirability)
- **Relation to Threat.** Test link between threat and support for gender equality

References

- ¹ Catalyst (2015). *Women CEOs of the S&P 500*. New York, NY: Author
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- ³ Cihangir, S., Barreto, M., & Ellemers, N. (2014). Men as Allies against Sexism: The Positive Effects of a Suggestion of Sexism by Male (vs. Female) Sources. *SAGE Open*, April-June 2014, 1–12.
- ⁴ Morgan, B. L. (1996). Putting the feminism into feminism scales: Introduction of a Liberal Feminist Attitude and Ideology Scale (LFAIS). *Sex Roles*, 34, 359-390.
- ⁵ White, A.M. (2006). Racial and Gender Attitudes as Predictors Among Self-Identified African American Feminists. *Journal of Black Psychology*, 32, 455-478.



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