

THE EFFECT OF PERCEIVER'S GENDER AND MASCULINITY CUES ON
MALE MASCULINITY PERFORMING FEMALE STEREOTYPIC ROLES

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An Undergraduate Research Paper

Presented to

The Faculty of the Division of Social Sciences
College of Arts and Sciences
University of the Philippines in the Visayas
Miag-ao, Iloilo

In Partial Fulfillment
Of the Requirements for the Degree
Bachelor of Arts (Psychology)

October 2003

ABSTRACT

This study was designed to examine the effects of perceiver' gender and masculinity cues on male masculinity performing female stereotypic roles. 60 participants consisting of thirty males and thirty females were randomly selected and assigned to four treatment groups. The groups had been assessed using the Instrument which comprises three descriptions with five items for the first description and 10 items for both the second and third descriptions. A 2x2 factorial design and two-way between ANOVA were used with a 0.05 significance level. The results showed that perceiver's gender did not affect perception but masculinity cues yielded a considerable mark. Both male and female responded remarkably on descriptions with high masculinity cues only. The results further indicated that there is no interaction between the two independent variables.