



Power, gender and skewed perceptions?
– Raising students' awareness of stereotyping using
matched-guise pedagogy

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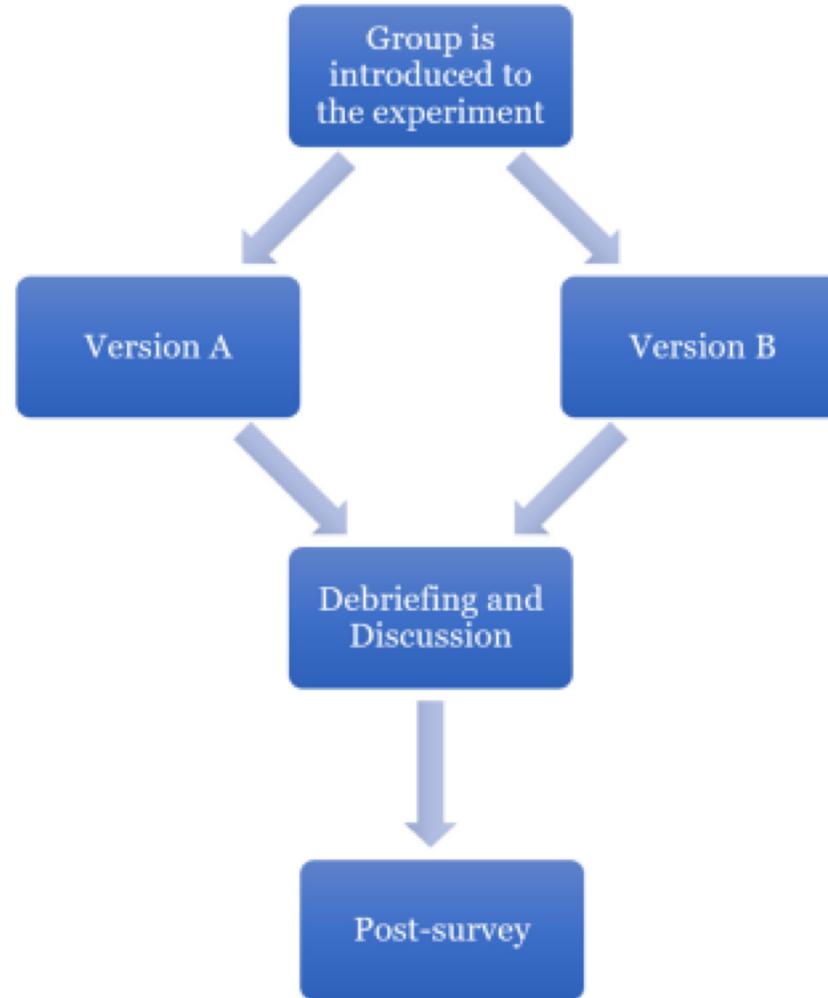
Raising Awareness about Stereotyping!

- Language is one of the major factors that we evaluate when we meet others, and it has long been demonstrated that individuals are judged in terms of intellect and other character traits on the basis of their language output.
- We also adapt our own language to fit underlying norms and preconceived social stereotypes when we communicate with others.
- Further, we help to shape individuals through the way we treat them linguistically. Social identity expressed through language is consequently something that is renegotiated during every meeting between humans.
- The exercise you have just taken part in was designed to raise awareness about these issues.
- Developed in the projects RAVE and C-RAVE: <https://www.stereotyping.se/>

Stereotyping

- Stereotyping is a **reductive** cognitive phenomenon in the categorization of groups of people. A **quick** and **efficient** shorthand, but which ignores individuality and variation.
- Language is a key element in this process. According to Collins & Clement (2012: 377), “language can be conceptualized as **“a lens that directs and distorts cognition”**”.
- Not only does stereotyping, based on various social categories such as gender, age, social class, ethnicity, sexuality or regional affiliation, serve to simplify how people perceive and process information about individuals (Talbot, 2003: 468), it also builds up expectations on how they are supposed to act. “People can choose to ignore such expectations, but they still have to relate to them in their interactions with others” (Talbot, 2003: 472).
- **Reversed linguistic stereotyping:** “attributions of a speaker’s group membership trigger distorted evaluations of that person’s speech” (Kang and Rubin 2009: 441). This can be more or less salient.

Method



Research questions

- How do we view different communicative styles in relation to identity aspects?
- Do we see assertive language, for example, as 'gendered', or are there other associations and explanative models, such as power or role aspects, that are conjured when we encounter this type of language?

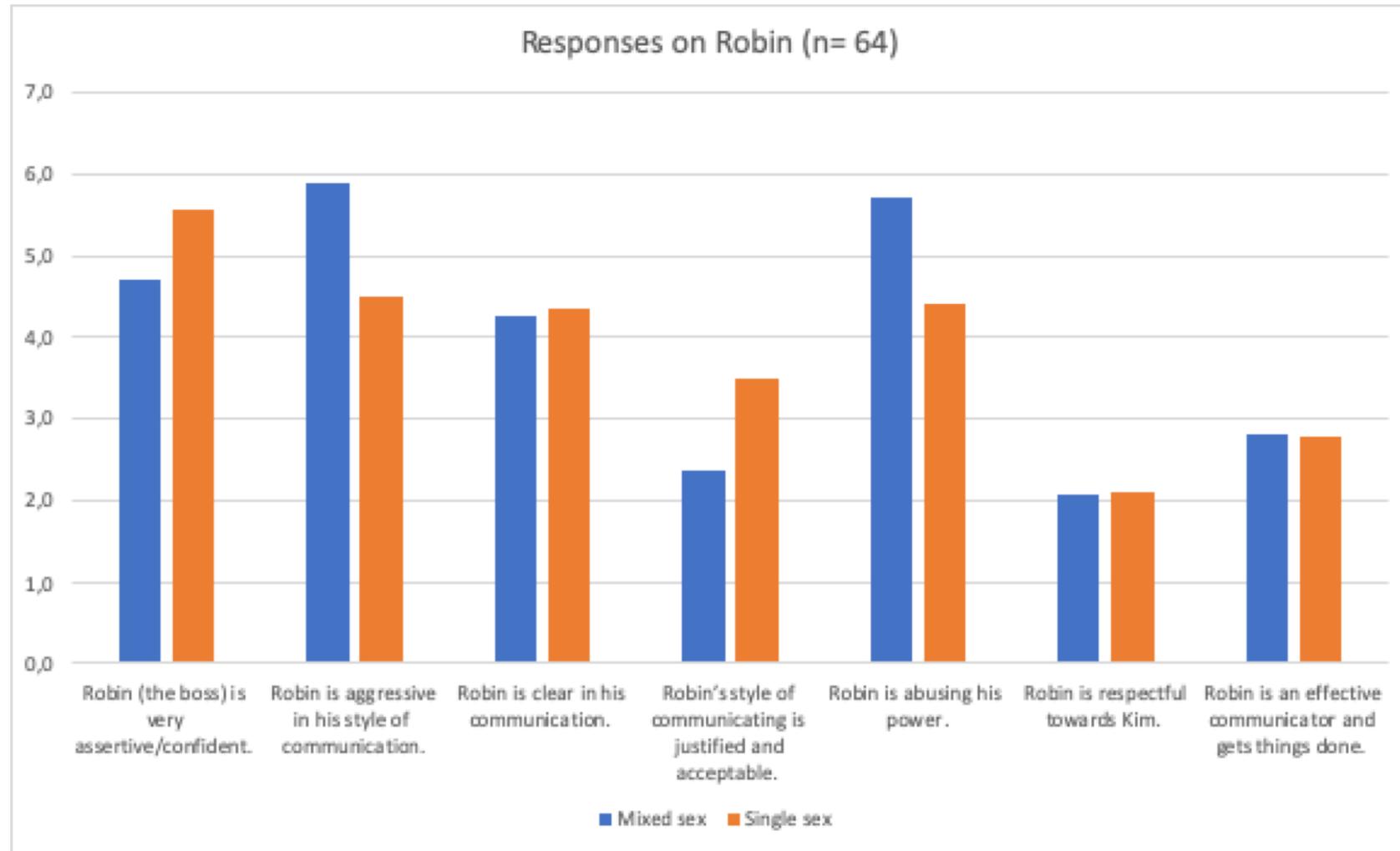
Script

- **Robin:** I assume this sort of stuff is backed up on the secure internal server, right?
- **Kim:** Eerm. I'm.. I'm not sure.
- **Robin:** What do you mean "you're not sure"?!?
- **Kim:** Well, eerm, I mean John and Beth are the ones that are involved with security and back-ups so ...
- **Robin:** So if they weren't here we'd be totally lost, right... and you wouldn't have a clue!?
- **Kim:** I'd most probably look up the formal internal routines for this sort of thing... that don't exist...
- **Robin:** Well... Jesus! You're telling me you don't know, or worse, that there are no routines – this is a critical issue, don't you think? If we lose this type of stuff, or, just imagine if it ends up in the wrong hands! We are talking major disaster! Things can't be run like this!
- **Kim:** No, I guess not. Sorry, I'll try to look into it.
- **Robin:** Don't try Kim! Just do it! Give me an overview of the routines when you're done.

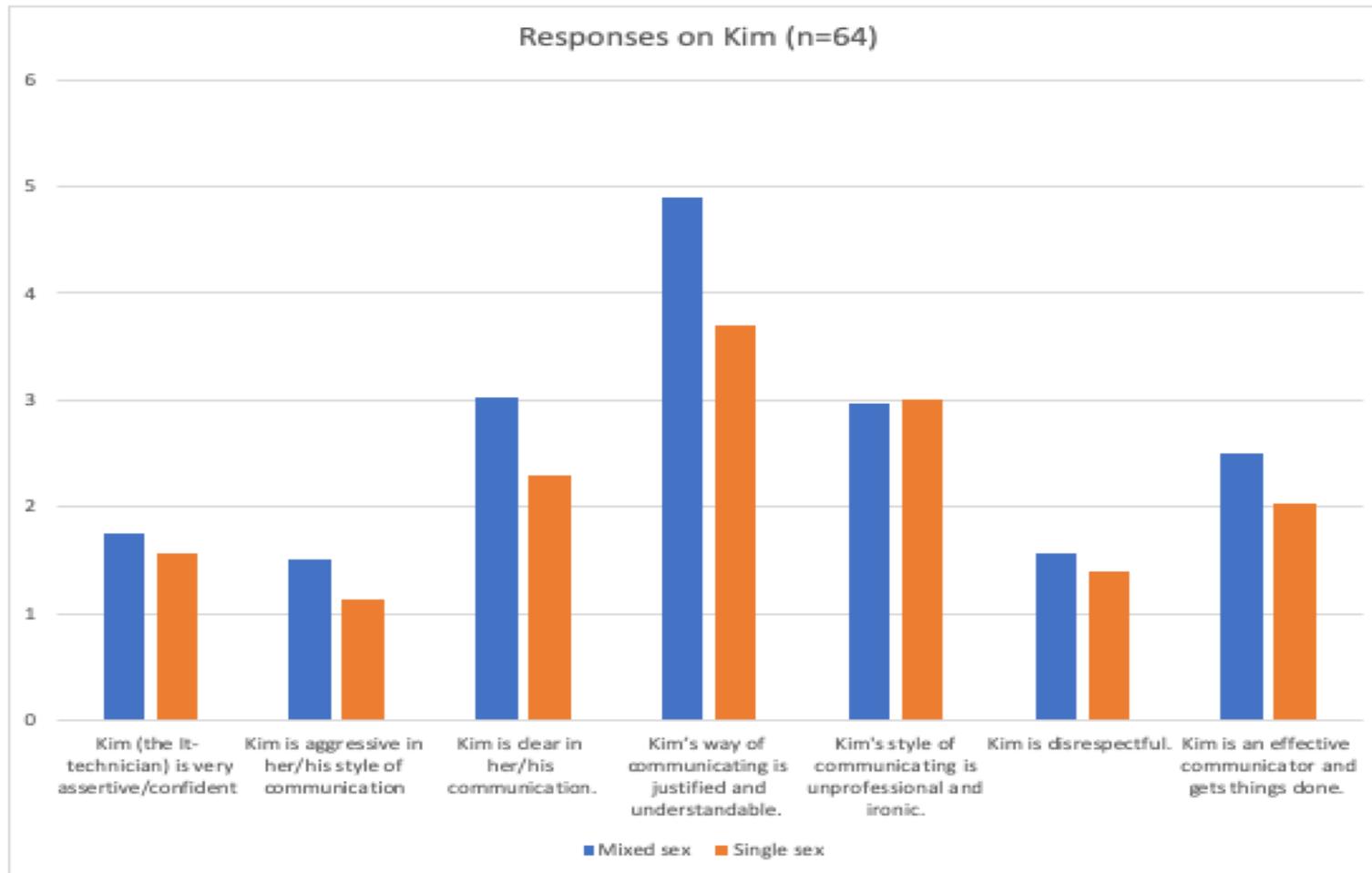
Recordings

- Same text, different versions.
- Male-female
<https://youtu.be/6yTfZ9rk1Wc>
- Male-male (called m-m)
<https://youtu.be/08TZZ3SjmPA>

Responses Robin



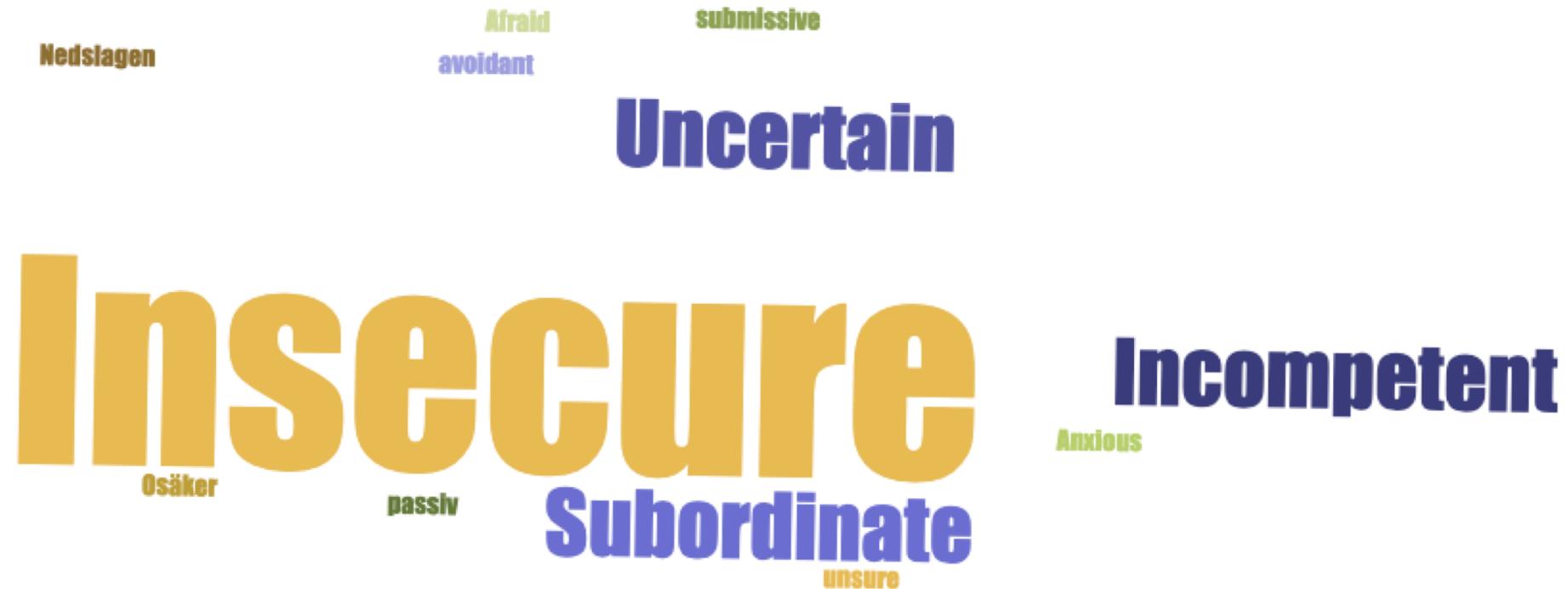
Responses Kim



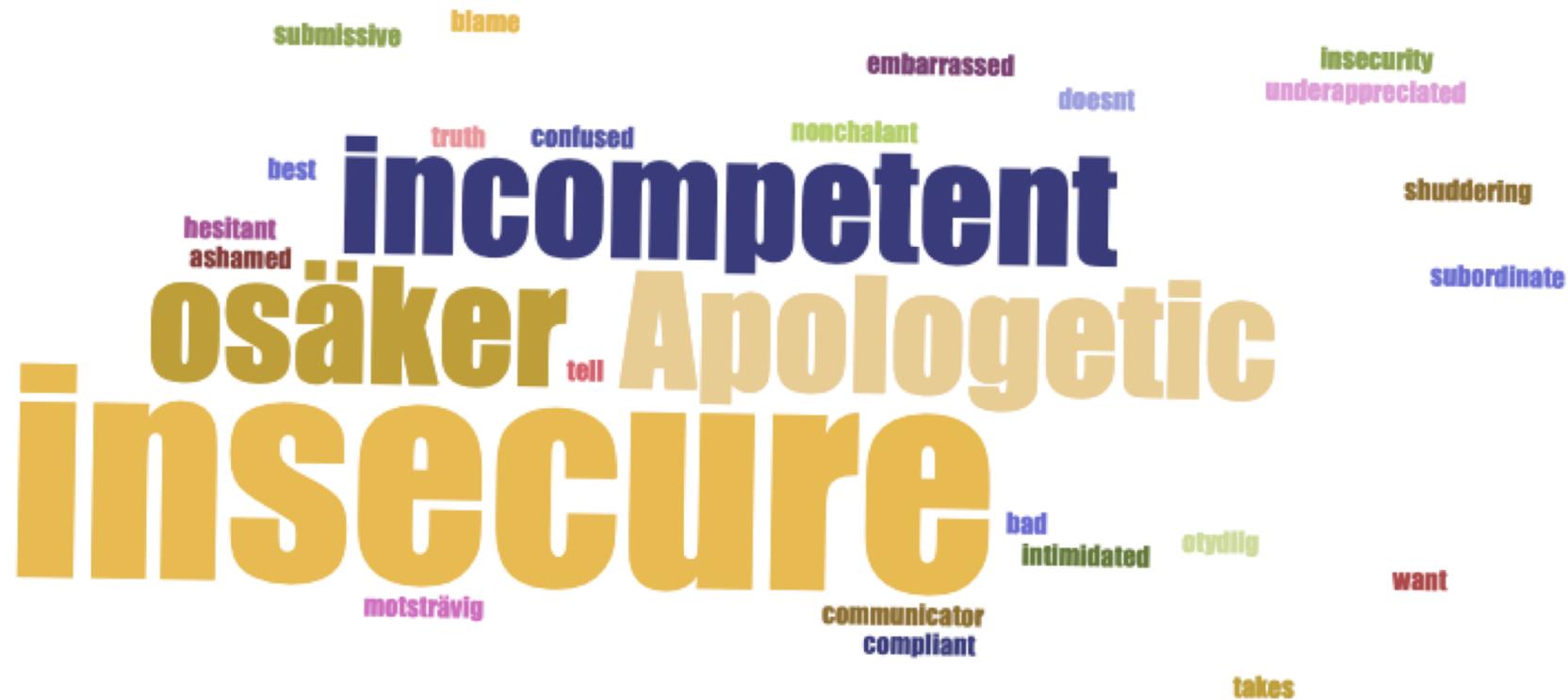
Qualitative descriptions of Robin – single sex



Qualitative descriptions of Kim(subordinate) – mixed sex



Qualitative descriptions of Kim – single sex



Also more specific gender references in mixed

- The boss speaks in a communicative style where he is superior to the women
- he thinks he is superior to the woman
- Since Robin is the boss and therefore "above" her in the hierarchy, he wants to maintain distinctions between him and her.
- Mannen som pratar är besviken på sin kvinnliga kollega. Det verkar som att han inte tycker att hon har koll på läget.

Some comments from the post-survey

- I think that sometimes when trying to be 'equal' towards women the scale might fall to the other side, of you treating women better than men and not equal.
- I think the point made that, in a male-male situation, it could be just as hurtful for the person being "put down". Gender roles, and stereotypes applied towards men is often talked about being hurtful towards women, but it is also hurtful towards other men.
- The experiment made me think about my perceptions about people and language a bit more and try to have an open mind.
- Made me more aware on how communication is between the sexes. What might be considered okay to say man to man is not okay to say to a woman, for example.
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Thank you!

- Questions and/or comments?

Some publications under the project

- <https://www.stereotyping.se/>
- Deutschmann, M., A. Steinvall & A. Lagerström (2016). Raising Language Awareness Using Digital Media – methods for revealing linguistic stereotyping. In G. Griffin & M. Hayler (eds.) *Research Methods for Digitising and Curating Data in the Digital Humanities*. IEdinburgh: Edinburg University Press. [Download File](#)
- Mähler, R. , Steinvall, A. , Svensson, J. , Lindvall-Östling, M. & Deutschmann, M. (March, 2018). “See me! Not my gender, race, or social class”: Combating Stereotyping and prejudice mixing digitally manipulated experience with classroom debriefing. In: Eetu Mäkelä, Mikko Tolonen, Jouni Tuominen, *DHN Helsinki 2018* Book of Abstracts. Conference presentation at Digital Humanities in the Nordic Countries 3rd Conference stein(DHN 2018), Helsinki, Finland, March 7-9, 2018. [Download file](#)
- Dennhag, I. , Steinvall, A. , Hakelind, C. & Deutschmann, M. (2019). Exploring gender stereotypes about interpersonal behavior and personality factors using digital matched-guise techniques. *Social Behavior and Personality*, 47 (8), 1-13. [Link to full text](#)
- Lindvall-Östling, M., Deutschmann, M., & Steinvall A. (2019). “Oh it was a woman! Had I known I would have reacted otherwise!” - Developing Digital Methods to Switch Identity-related Properties in order to Reveal Linguistic Stereotyping. In Bagga-Gupta, Sangeeta, Messina Dahlberg, Giulia, Lindberg, Ylva (Eds.) *Virtual Sites as Learning Spaces Critical Issues on Languaging Research in Changing Eduscapes*. UK: Palgrave Macmillan. [Link to full text](#)
- Lindvall-Östling, M. , Deutschmann, M. & Steinvall, A. (2020). An Exploratory Study on Linguistic Gender Stereotypes and their Effects on Perception. *Open Linguistics*, 6, 567-583. [Link to full text](#)
- Deutschmann, M. & Steinvall, A. (2020). Gender stereotypes and the apology in a small state: Uncovering Creole male stereotypes in the Seychelles using digital matched-guise methodology. *Small States & Territories Journal*, 3 (1), 99-116. [Link to full text](#)
- Lindvall-Östling, M. , Deutschmann, M. , Steinvall, A. & Patel, S. (2020). “That’s not Proper English!”: Using Cross-cultural Matched-guise Experiments to Raise Teacher/Teacher-trainees’ Awareness of Attitudes Surrounding Inner and Outer Circle English Accents. *Educare - Vetenskapliga skrifter*, 3, 109-141. [Link to full text](#)
- Deutschmann, M. & Steinvall, A. (2020). Language, Prejudice, Awareness, and Resistance. *Open Linguistics*, 6, 708-712. [Link to full text](#)
- Deutschmann, M. & Steinvall, A. (2020). Combatting Linguistic Stereotyping and Prejudice by Evoking Stereotypes. *Open Linguistics*, 6 (1), 651-671. [Link to full text](#)
- Hakelind, C. , Steinvall, A. & Deutschmann, M. (2020). The Power of Aha! On Stimulating and Guiding Students towards Self-Awareness and Critical Reflection while Teaching about Personality Psychology and Gender Stereotypes. *Psychology Learning & Teaching*, 1-16. [Link to full text](#)