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The Traditional-Antitraditional Gender-Role Attitudes Scale (TAGRAS): Development and Validation



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Existing questionnaires usually measure gender role attitudes on a continuum between

1. **traditional attitudes** (e.g. "It bothers me more to see a woman who is pushy than a man who is pushy", Kerr and Holden 1996) and
2. **egalitarian attitudes** (e.g. "It is just as important to educate daughters as it is to educate sons", Larsen and Long 1988)

• Ceiling effects at the egalitarian end (McHugh & Frieze, 1997)

We assume that nowadays **antitraditional attitudes** exist as well, i.e. a preference for women showing male-typed and men showing female-typed behavior. E.g. 2013, 20% of a US sample would prefer a female boss (Riffkin, 2014).



Item Development and Selection

- Categorization of 272 items of 11 existing questionnaires on gender role attitudes/identity into 29 categories (Bem, 1974; Chang, 1999; Kerr & Holden, 1996; King & King, 1997; Krampen, 1979; Larsen & Long, 1988; Pleck et al., 1994; Spence & Helmreich, 1997; Spence, Helmreich, & Stapp, 1975; Spence, Helmreich, & Holahan, 1979; Thompson & Pleck, 1986)
- Development of items (behavior descriptions) from each category
⇒ 44 initial item pairs
- Study 1: Factor analysis with one factor solution
- Selection of 11 item pairs that have factor loadings > .50 and represent maximally diverse content with regard to gender roles (10 different categories).

The TAGRAS: Measurement

In order to cover antitraditional attitudes in the questionnaire, we presented all items/behaviors twice, with a women and with a man and as the target: *Next, we are interested in your concept of an ideal woman [man]. It is not about a particular woman [man], but about what behavior you generally find good in women [men]. How do you find it when a woman [man] does the following? Please check the answer which you agree with most.*

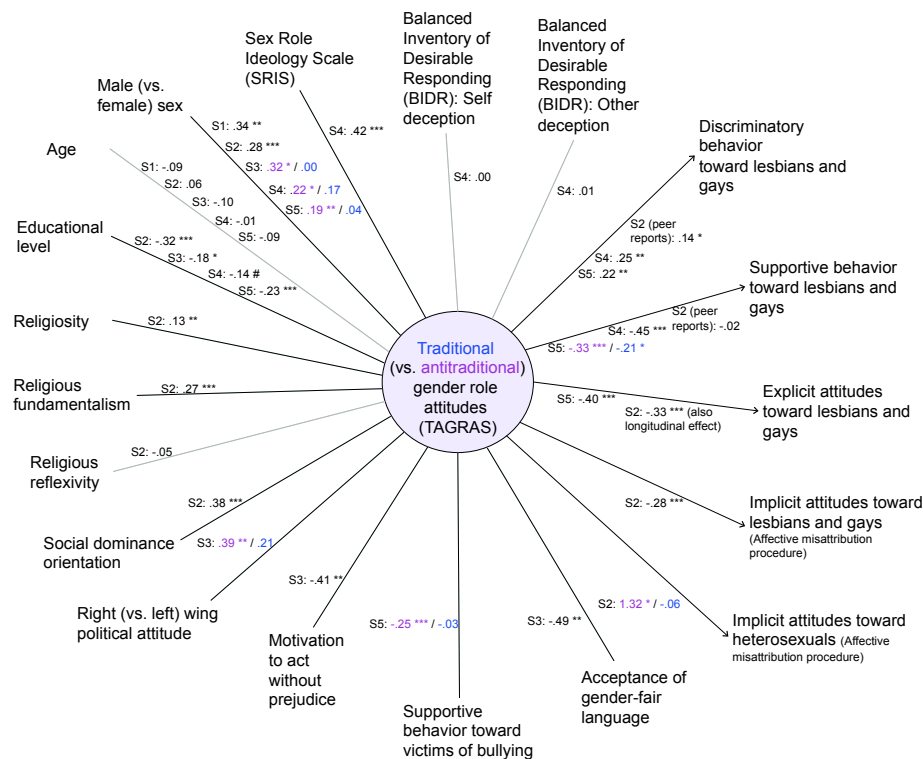
She [He] ...	-2 very bad	-1 rather bad	0 neutral	+1 rather good	+2 very good
① becomes a professional hairdresser.	○	○	○	○	○
② pays the bill on a date.	○	○	○	○	○
③ ...	○	○	○	○	○

1. Difference score for each item pair = evaluation of women – eval. of men
2. Reversion of the signs for the female role behaviors
3. TAGRAS score = average of all (reversed) difference scores

Five Studies with its Participants

Study	N	Participants	Sex (% female)	Age: M (SD)
1	71	German pupils (89% Academic high school = Gymnasium) recruited by snowball sampling	57%	16.9 years (1.6 years)
2	481	Ninth and tenth graders in 25 classes of 10 schools in Berlin (representative for school types)	45%	15.2 years (1.0 years)
3	82	Acquaintances of students from FernUniversität Hagen	48%	35.4 years (12.5 years)
4	159	Adults recruited predominantly via social media, e.g. Facebook	62%	32.1 years (11.6 years)
5	274	Adults recruited predominantly via social media, e.g. Facebook	70%	26.9 years (10.7 years)

Results and Discussion



- **Antitraditional gender role attitudes exist** (scores below the egalitarian midpoint of the scale: Study 1 (=S1): 44%, Study 2: 13%, Study 3: 39%, Study 4: 65%, Study 5 59%).
- **Reliability:** Acceptable Cronbach's α (S1: .89, S2: .78, S3: .77, S4: .77, S5: .74) and retest reliability (9 months, S2: .62)
- **Convergent validity:** Expected correlations with comparable measures (Sex Role Ideology Scale = SRIS), sex, education level, political attitudes, social dominance orientation, religious fundamentalism, acceptance of gender-fair language, and motivation to act without prejudice.
- **Predictive validity:** Prediction of explicit and implicit attitudes to lesbians and gays as well as (peer-reported) discriminatory behavior towards lesbians, and gays.
- **Specific value of the TAGRAS:** On some variables, **people with egalitarian gender role attitudes (PEG)** differed more from **people with antitraditional attitudes (PAG)** than from **people with traditional attitudes (PTG)**. **PAG** were more often women, had less positive implicit attitudes toward heterosexuals, reported to have shown more support for victims of bullying, and were politically more left-wing than **PEG**.
- ⇒ **People with antitraditional attitudes** seem to be more sensitive to gender norms and injustice than people with egalitarian attitudes.
- ⇒ **Extension of gender role attitudes to the antitraditional side is promising.**

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— Pearson correlations
→ Regression coefficients (controlling for sex, age and educational level)

If correlation on antitraditional-egalitarian side is higher: antitraditional-egalitarian side / egalitarian-traditional side

$p < .10$, * $p < .05$, ** $p < .01$, *** $p < .001$

