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4-12-2024

# He Said, She Said: The Role of Gender and Task-Oriented Communication

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### Recommended Citation

**Repository citation:** Hodgkin, Bridget and Schiller, Lauren, "He Said, She Said: The Role of Gender and Task-Oriented Communication" (2024). *23rd Annual A. Paul and Carol C. Schaap Celebration of Undergraduate Research and Creative Activity (2024)*. Paper 38.

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# He Said, She Said

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## Introduction

- Men and women are equally inclined to engage in task-oriented communication but will be perceived differently when doing so.
- Competence ratings for task-oriented communication are either equal or higher for men.
- Likability ratings for task-oriented communication are higher for men.

### Research Question:

- Does the sender's gender influence how a task-oriented text message is perceived by others?

### Hypothesis 1

Men and women's communication competence will be rated differently when delivering a task-oriented message, even when the message is the same.

### Hypothesis 2

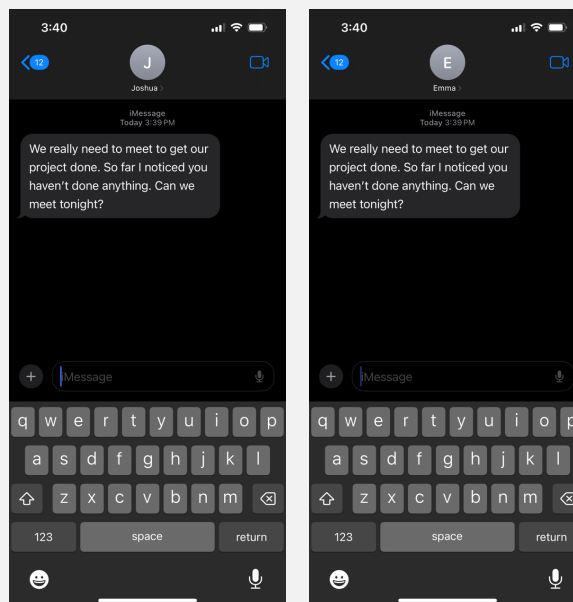
Men and women's likability will be rated differently, even after they share the same message.

### Hypothesis 3

There will be an interaction effect between who reads the message and how they rate the sender and their message based on the receiver's gender.

## Method

- Each condition had the same task-oriented text message. In one condition, the text was sent by a female; in the other, a male.
- Participants completed a 6-question, 7-point scale measuring perceived competence and likability of the sender.
- 116 participants self-reported their gender.



Male and female sender condition image.

## Results

- Competence and likability ratings: no significant results.
- Significant interaction effect: male participants rated the female sender's competence significantly lower than the male sender's competence. Female participants rated the competence of both senders similarly ( $F = 4.57, p > 0.04$ )
  - o Male participant ratings: male sender = 5.50, female sender = 4.85
  - o Female participant ratings: male sender = 4.70, female sender = 4.65

## Discussion

- Overall, men and women were seen as equally competent and likable when engaging in task-oriented communication.
- When isolating for the gender of the participant, men viewed women as less capable than men when engaging in task-oriented communication.
- This may be because men have traditionally held leadership roles and are expected to engage in direct and assertive communication.