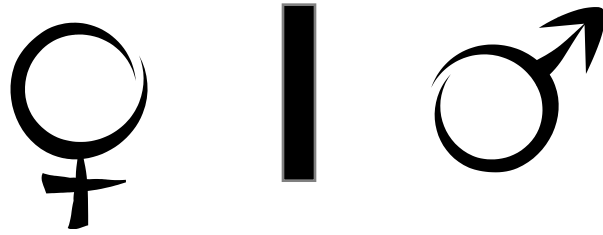
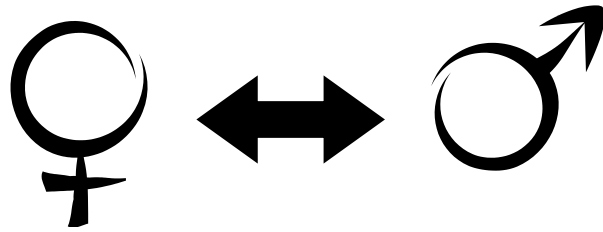


# **INTRODUCTION**



separatists



multi-culturalists



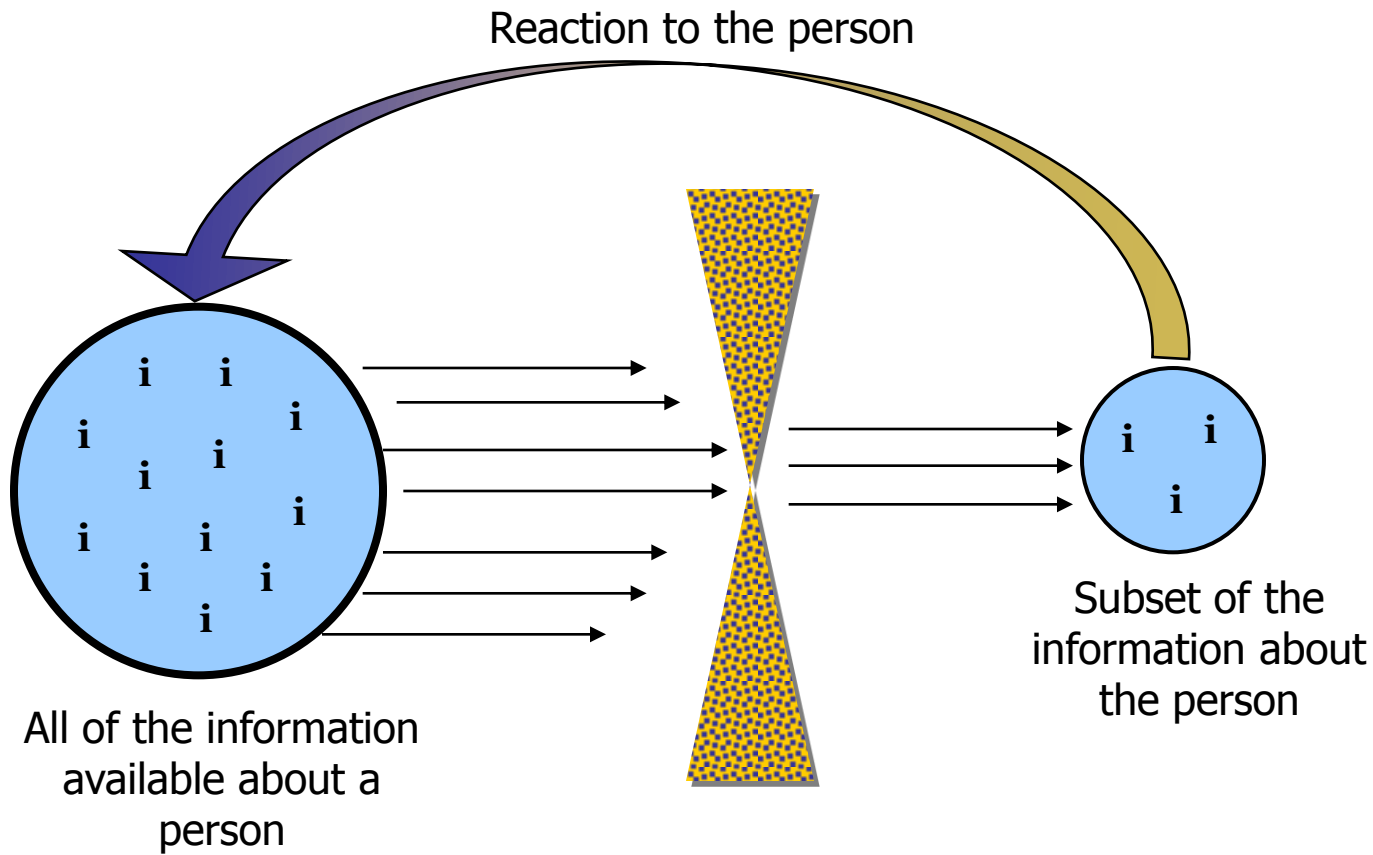
assimilators

# sex

either of the two major forms of individuals that occur in many species and that are distinguished respectively as female or male especially on the basis of their reproductive organs and structures

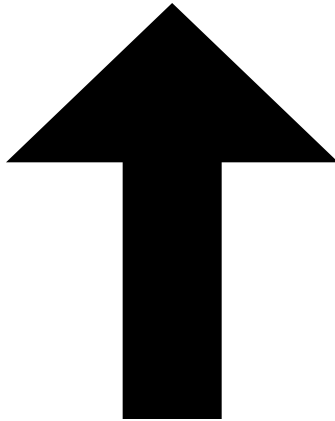
# gender

the behavioral, cultural, or psychological traits typically associated with one sex



# Self-Fulfilling Prophecies

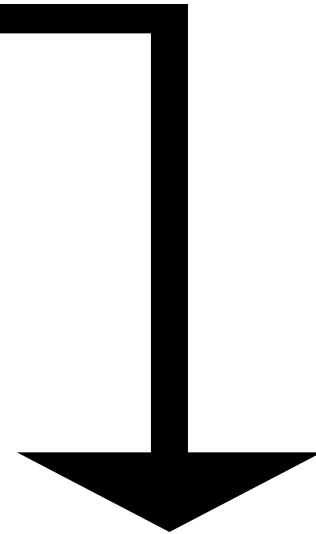
**pre-conceived belief  
or stereotype**



**They react to  
your behavior**



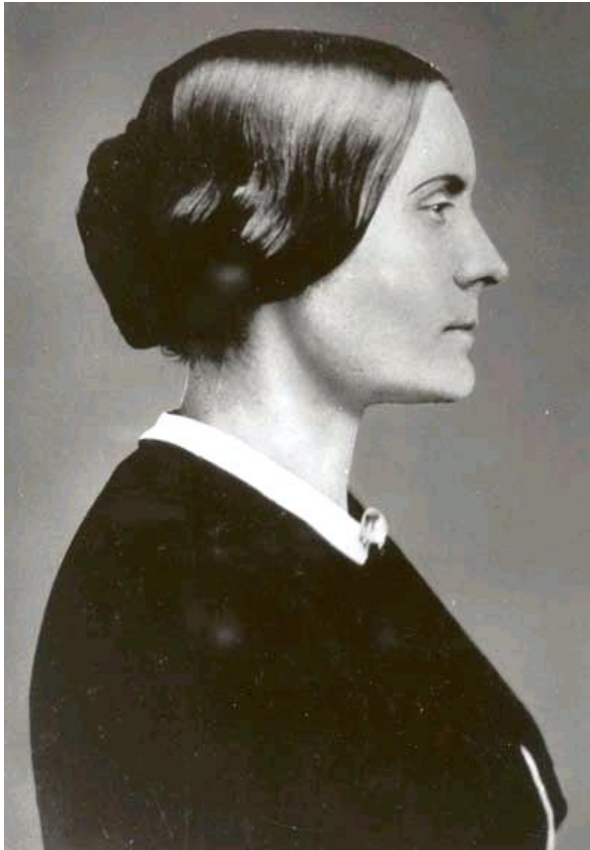
**Influences how  
you treat others**



**as scientists...**

**"we do not discover reality, we invent it"**

**Science does not lead researchers to map a realistic picture of the world but to construct views of the world in ways that reflect their personal perceptions and biases...**



It was we, the people; not we, the white male citizens; nor yet we, the male citizens; but we, the whole people, who formed the Union.... Men, their rights and nothing more; women, their rights and nothing less.

**Susan B. Anthony**

**MANUS**

Only men enjoyed playing with babies.

**TODA**

Domestic work was too sacred for women.

**ARAPESH**

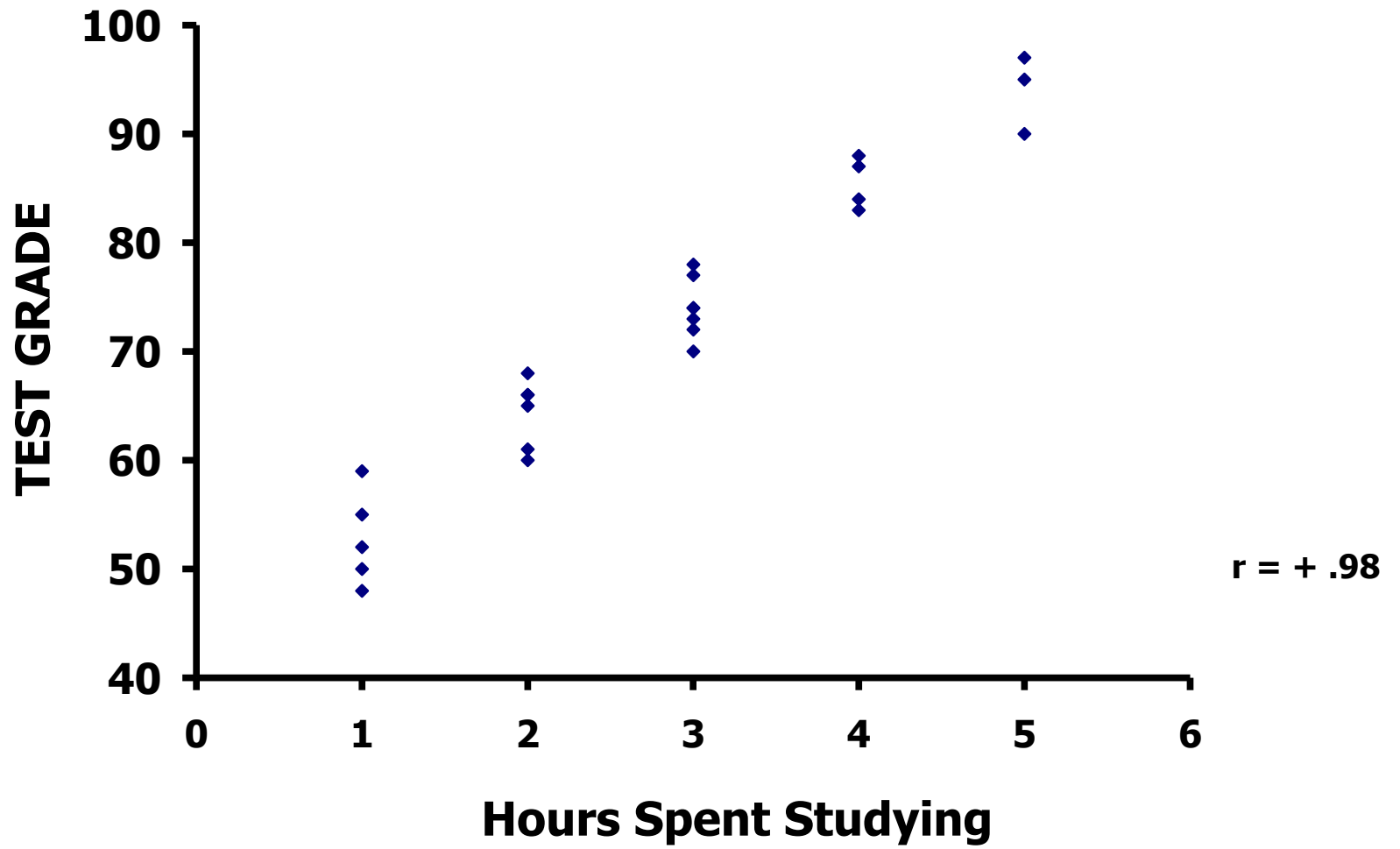
Both men and women were gentle, responsible and nurturing.

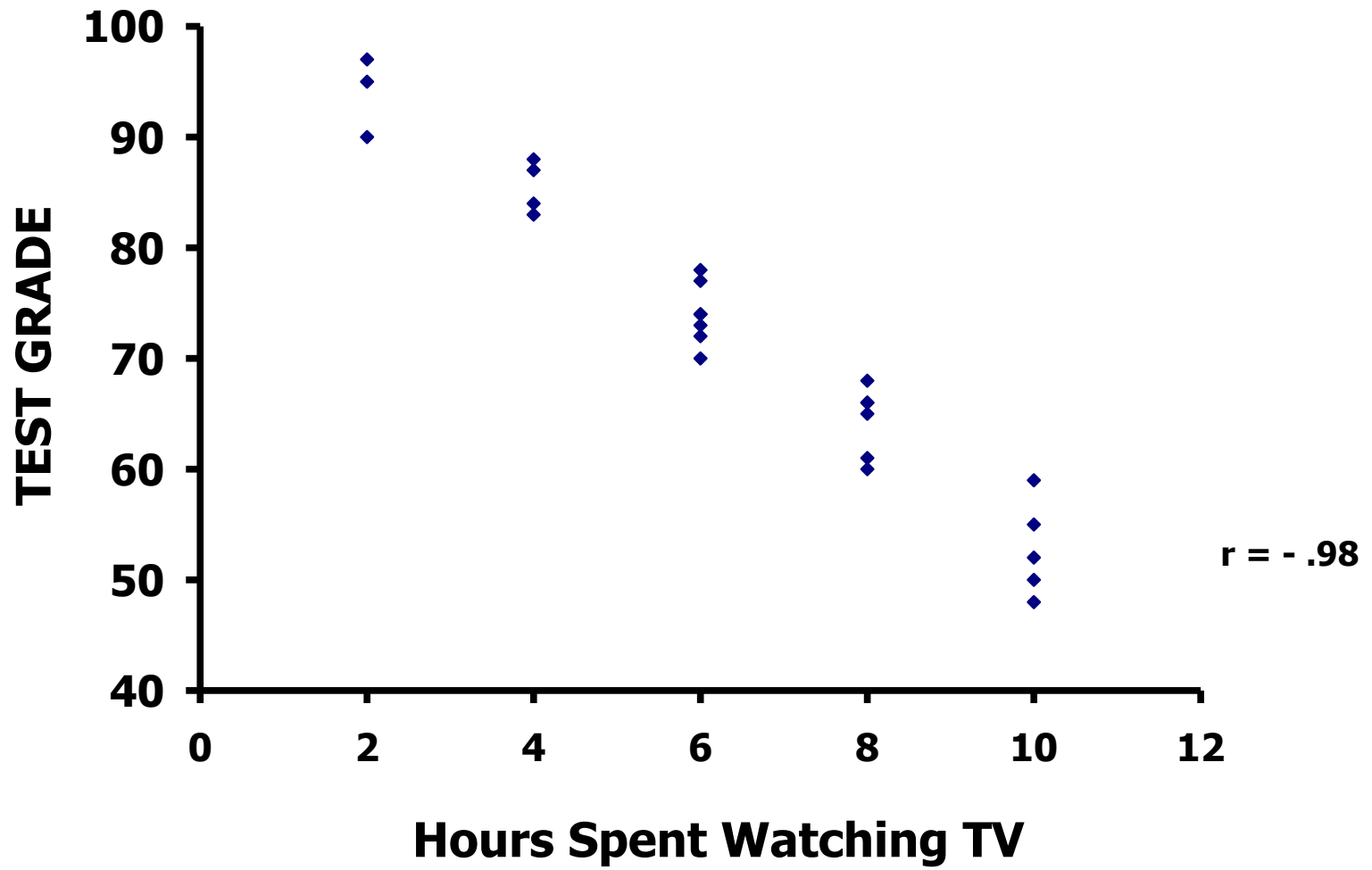
**MUNDUGUMOR**

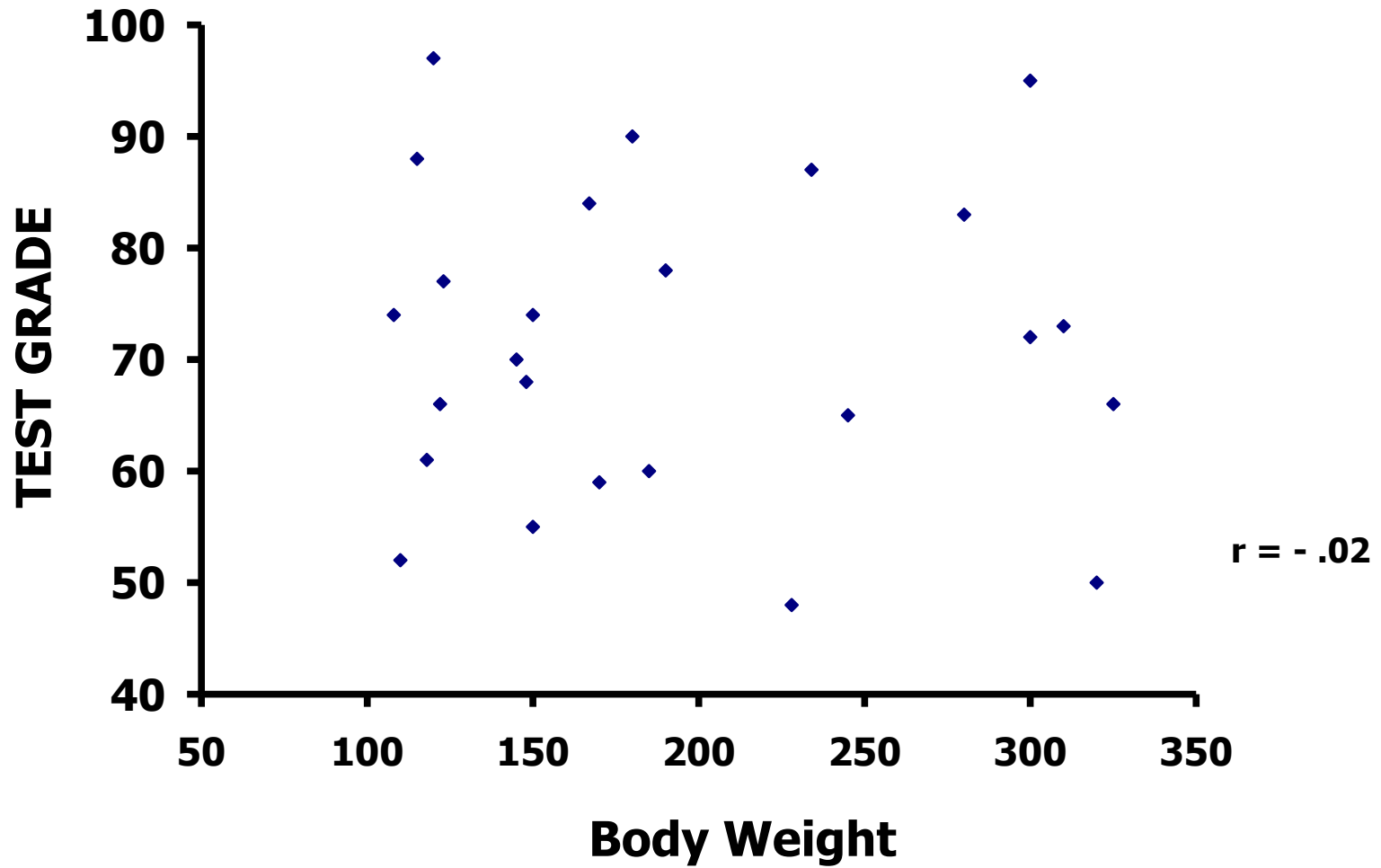
Both men and women were ruthless, aggressive and non-nurturing.

**TCHAMBULI**

Women were dominant, impersonal and in charge. Men were less responsible and emotionally dependent.







# THE EXPERIMENTAL METHOD

Observe some aspect of human behavior



Develop a **theory** consistent with what you have observed



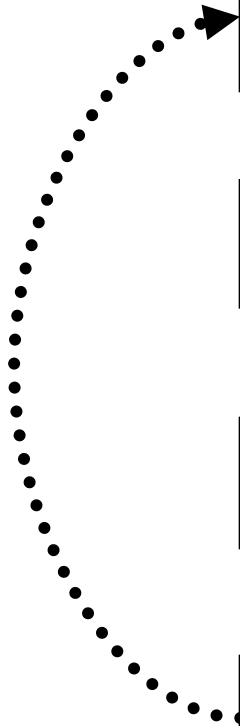
Make predictions using this theory  
(form a **hypothesis**)



Test these predictions using  
an **experiment**



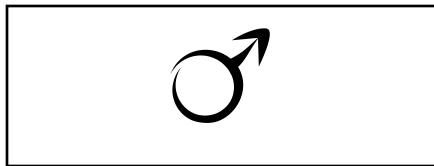
Draw conclusions based on results of the experiment.



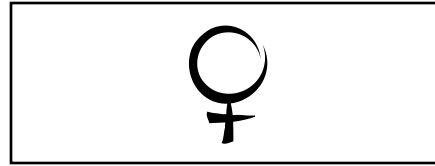
# Madsen (2000)



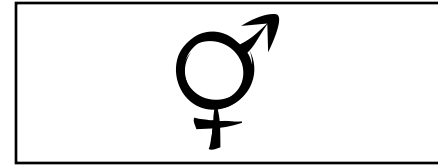
**Clearly Male**



**Clearly Female**



**Androgynous**



**Independent Variable – physical appearance**

**Dependent Variable – judgment of sexual preference**