

Online Supplementary Materials

Appendix A


SCREEN SHOT GROUP'S OSTENSIBLE ANSWERS (STUDY 1)

Your group has successfully completed the registration process and will now proceed to the study.


Your group has been given the name- CLASSIC

Group profile:


Age composition:
9 out of 10 (90%) are 40 and above



1 out of 10 (10%) is below 40




Academic background:
20% (2 of 10) of participants are: Engineering

Favorite color:
50% (5 of 10) of participants liked the color: 

Appendix B

SCREEN SHOT BUICK'S INFORMATION (STUDY 1)

In this phase everyone in your group (*nine members above 40 including you & one member under 40*) will be asked to rate the 'Buick Lucerne' car

BUICK 

Configurations:
Curb weight: 3,735 to 3,998 lbs
MPG: Up to 17 city / 27 highway
Horsepower: 227 to 292 hp
Warranty: 4 yr/50,000 mi basic, 5 yr/100,000 mi powertrain
Engine: 3.9 L V6, 4.6 L V8

- USB port added to the center console on five-passenger models
- StabiliTrak with full-function traction control standard on all models
- Two new radios for five-passenger models, including one integrated with the available navigation system
- Premium steering components for more precise steering and a higher level of responsiveness
- Magnetic Ride Control technology – recalibrated for even more driver control and performance, while further reducing body roll in cornering and lane changes
- Eighteen-inch chrome-plated aluminum wheels with P245/50R18 all-season radial tires.

Appendix C

Negative-stereotype association: 40-plus year-old participants ($N = 20$), without any group context, were asked to evaluate these six cars (*Buick, Fiat, Ford, Acura, Hyundai and Infiniti*) on 3 measures on a separate 9-point scale:

- (i) I associate this brand more with *boring* = 1 versus *exciting* = 9
- (ii) I associate this brand more with *not fashionable* = 1 versus *fashionable* = 9
- (iii) I associate this brand more with *slow* = 1 versus *fast* = 9

Each participant's score for the *Buick* brand was compared with his average score of all the other five brands. An independent-sample t-test conducted to compare the *Buick* rating of each participant with the composite score obtained by averaging the score of all the other five brands revealed that *Buick* was considered (a) significantly less *exciting* ($M_{Buick} = 3.45$, $SD = 2.08$ vs. $M_{others} = 5.28$, $SD = 1.03$, $t = -3.51$, $p < .001$), (b) significantly less *fashionable* ($M_{Buick} = 3.40$, $SD = 2.43$ vs. $M_{others} = 5.32$, $SD = 1.01$, $t = -3.25$, $p < .002$), and (c) significantly less *fast* ($M_{Buick} = 3.65$, $SD = 1.81$ vs. $M_{others} = 5.09$, $SD = .96$, $t = -3.13$, $p < .003$)

Overall evaluation of the Buick: 40-plus year-old participants ($N = 20$), without any group context, were asked to rate the *Buick* on a 9-point scale ranging 1 (unfavorable) to 9 (favorable). A one-sample t-test using the *Buick* rating as the test variable and the mid-point of the scale (= 5) as test value revealed that senior participants (in the absence of any group context) had significantly favorable ratings of the *Buick* ($M = 5.80$, $SD = 1.11$, $t = 4.32$, $p < .000$).

Appendix D

Identity association: Participants ($N = 20$, 9 female) were shown the cover of the novel, (*The (Im)Perfect Girlfriend*) and asked to indicate the extent to which the novel pertained to a specific gender on a nine-point scale ranging from 1 (pertains to female identity) to 9 (pertains to male identity). A one-sample t-test using these identity-association scores as the test variable and the mid-point of the scale ($= 5$) as test value revealed that the novel was significantly associated with the female identity ($M = 1.85$, $SD = 1.51$, $t = 12.66$, $p < .001$)

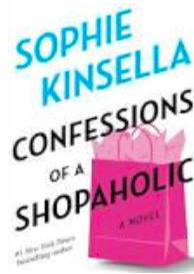
Negative-stereotype association: Participants ($N = 20$, 10 female) were asked to indicate to what extent the novel (*The (Im)Perfect Girlfriend*) reinforces negative stereotypes about females in general on a seven-point scale (1 = not at all, 7 = very much). A one-sample t-test revealed that the mean negative-stereotype-association was significantly above the midpoint ($= 4$) of the scale ($M = 5.33$, $SD = 1.85$, $t = 3.29$, $p < .004$), indicating that this novel reinforced negative female stereotypes.

Appendix E

Negative Stereotype-Typifying Book



Actress Sarah Sargeant has finally landed the perfect boyfriend. But as she leaves London for LA, Sarah finds herself morphing from the perfect girlfriend, baby voicing 'i love you's, into a nutty one who throws phones and screams a lot.....



Meet Becky Bloomwood, America's favorite shopaholic – a young woman with a big heart, big dreams...and just one little weakness. Becky has a fabulous flat in London's trendiest neighborhood, a troupe of glamorous socialite friends, and a closet brimming with the season's must-haves. The only trouble is that she can't actually afford it—not any of it.

Non Stereotype Books



The Other Einstein offers us a window into a brilliant, fascinating woman whose light was lost in Einstein's enormous shadow. It is the story of Einstein's wife, a brilliant physicist in her own right, whose contribution to the special theory of relativity is hotly debated and may have been inspired by her own profound and very personal insight.

Mitza Maric has always been a little different from other girls. Most twenty-year-olds are wives by now, not studying physics at an elite Zurich university.....

Appendix F

Participants ($N = 20$, 9 females) were shown the covers along with a brief synopsis of three negative stereotype-typifying novels (*Confessions of a Shopaholic*; *Love, Lies and Louboutins*; *The (Im)Perfect Girlfriend*) and three non-stereotype-typifying novels (*The Mother*; *West with the Night*; *The Other Einstein*). Note that of these six novels, only two (*Confessions of a Shopaholic* and *The Other Einstein*) were used for the novel-evaluation task in the main study. In contrast, all six were used for the subsequent novel-choice task in the main study (however, only the covers of the six novels were displayed in the choice task in the main study).

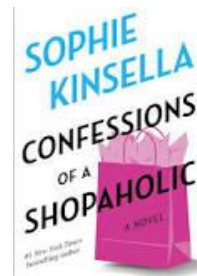
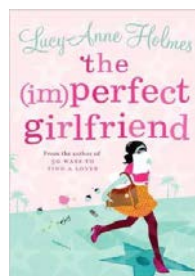
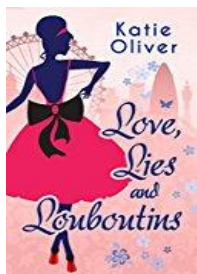
Participants were asked to indicate the extent to which each novel pertained to a specific gender on a nine-point scale ranging from 1 (pertains to female identity) to 9 (pertains to male identity) and to what extent each novel reinforced negative stereotypes about females on a nine-point scale (1 = not at all, 9 = very much).

Novel-evaluation novels. We focus first only on the two novels used for the focal novel evaluation task in the main study, *Confessions of a Shopaholic* and *The Other Einstein*. As expected, the mean identity-association scores for both *Confessions of a Shopaholic* ($M = 1.50$, $SD = 1.25$, $t = 11.89$, $p < .001$) and *The Other Einstein* ($M = 2.50$, $SD = 1.92$, $t = 5.53$, $p < .001$) were significantly below the midpoint of the scale, indicating a strong association with the female identity for both novels. Unexpectedly, *Confessions of a Shopaholic* was found to be significantly more associated with the female identity than *The Other Einstein* ($t = 3.68$, $p < .002$). However, the differences between these two novels in terms of how much they reinforced negative female stereotypes was also significant ($M_{shopaholic} = 6.00$, $SD = 1.41$ vs. $M_{einstein} = 1.80$, $SD = .71$, $t = 10.14$, $p < .001$). Moreover, the magnitude of the differences between these two novels was far greater in terms of negative stereotypes ($\Delta = 4.20$) than identity association ($\Delta =$

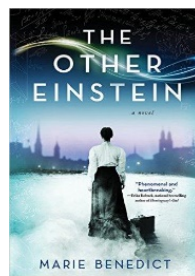
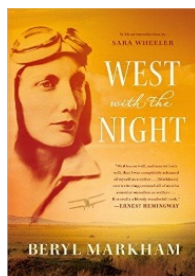
1.00, $t = 6.08$, $p < .001$). In sum, while a difference was found in how strongly the two novels were associated with the female identity (i) they were both strongly associated with the female identity (as compared to the scale midpoint) and (ii) the differences between the novels was far greater in terms of how much they reinforced negative female stereotypes. Hence, the stereotype-typifying qualities of the novels is likely to be the dominant cue when evaluating them.

The complete set of novels. We then collapsed identity-association scores across the three negative stereotype-typifying novels and, separately, across the three non-stereotype-typifying novels. As expected, both the stereotype-typifying ($M = 1.59$, $SD = 1.09$, $t = 13.21$, $p < .001$) and non-stereotype-typifying ($M = 2.41$, $SD = 1.54$, $t = 7.12$, $p < .001$) novels' identity-association scores were significantly below the midpoint (= 5) of the scale, indicating a strong association with the female identity. Moreover, participants felt that three stereotype-typifying novels reinforced negative female stereotypes ($M = 5.59$, $SD = 1.44$) significantly more than the three non-stereotype-typifying novels ($M = 2.50$, $SD = .66$, $t = 8.24$, $p < .001$).

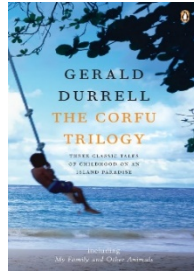
Negative Stereotype-Typifying Books



Non Stereotype Books



Appendix G



Just before the Second World War the Durrell family decamped to the glorious, sun-soaked island of Corfu where the youngest of the four children, ten-year-old Gerald, discovered his passion for animals: toads and tortoises, bats and butterflies, scorpions and octopuses. Through glorious silver-green olive groves and across brilliant-white beaches Gerry pursued his obsession . . . causing hilarity and mayhem in his ever-tolerant family.

Identity association: Participants ($N = 20$, 9 female) were shown the cover of the novel, *The Corfu Trilogy*, as presented above, and asked to indicate the extent to which this novel pertained to a specific gender on a nine-point scale ranging from 1 (pertains to female identity) and 9 (pertains to male identity). A one-sample t-test revealed that the mean identity-association score for the *The Corfu Trilogy* was *not* significantly below the midpoint ($= 5$) of the scale ($M = 6.11$, $SD = 1.13$, $t = 4.16$, $p < .001$). In fact, it was slightly above the midpoint, indicating that *The Corfu Trilogy* does not have a strong association with the female identity.

Negative-stereotype association: Participants ($N = 20$, 9 female) were then asked to indicate to what extent the novel (*The Corfu Trilogy*) reinforces negative stereotypes about females in general on a seven-point scale (1 = not at all, 9 = very much). A one-sample t-test revealed that the mean negative-stereotype-association for *The Corfu Trilogy* was significantly

below the midpoint ($= 5$) of the scale ($M = 2.67$, $SD = 1.49$, $t = 6.61$, $p < .001$), indicating that participants did *not* believe it reinforced negative female stereotypes.