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## Prototypicality at the Intersection of Gender and Sexual Orientation

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2022

*Document Version:*  
Publisher's PDF, also known as Version of record

[Link to publication](#)

*Citation for published version (APA):*  
Klysing, A. (2022). *Prototypicality at the Intersection of Gender and Sexual Orientation*. Poster session presented at 1st International Gender for Excellence in Research Conference, Istanbul, Turkey.

*Total number of authors:*  
1

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H1  
Heterosexual women/men more similar to 'women'/'men' in general

## Conclusions

Prototypes of general gender groups are influenced by heterocentrism. Perceptions of 'women' and 'men' in general = perceptions of heterosexual women/men  
The prototype for 'homosexual people' is influenced by androcentrism, the prototype for 'bisexual people' is instead closer to that of 'bisexual women'  
Intersectional invisibility hypothesis supported for the prototype of 'homosexual women'

## Theoretical background

The intersectional invisibility hypothesis (IIH) suggests that individuals with multiple marginalised identities are seen as non-prototypical representatives of either of the groups they belong to, and therefore experience invisibility (Purdie-Vaughns & Eibach, 2008).

Two online experiments were conducted in Sweden and the UK to test the IIH for groups at the intersection of the genders women and men and the sexual orientations heterosexual, homosexual, and bisexual.

### HYPOTHESES

- H<sub>1</sub>: Prototypes for general gender groups will be more similar to prototypes for heterosexual women and men
- H<sub>2</sub>: Prototypes for general sexual orientation groups will be more similar to the men in each sexual orientation group
- H<sub>3</sub>: Groups with more than one marginalised identity will be viewed as a less prototypical member of both their gender and sexual orientation group

## Methods

### Experiment 1

- Between-subjects: 8 target groups: women, men, heterosexual women/men, homosexual women/men, bisexual women/men
- 824 Swedish speaking participants recruited from social media groups

### Experiment 2

- Between-subjects: 11 target groups: women, men, heterosexual people, homosexual people, bisexual people, heterosexual women/men, homosexual women/men, bisexual women/men
- 1099 British nationals recruited from Prolific.co

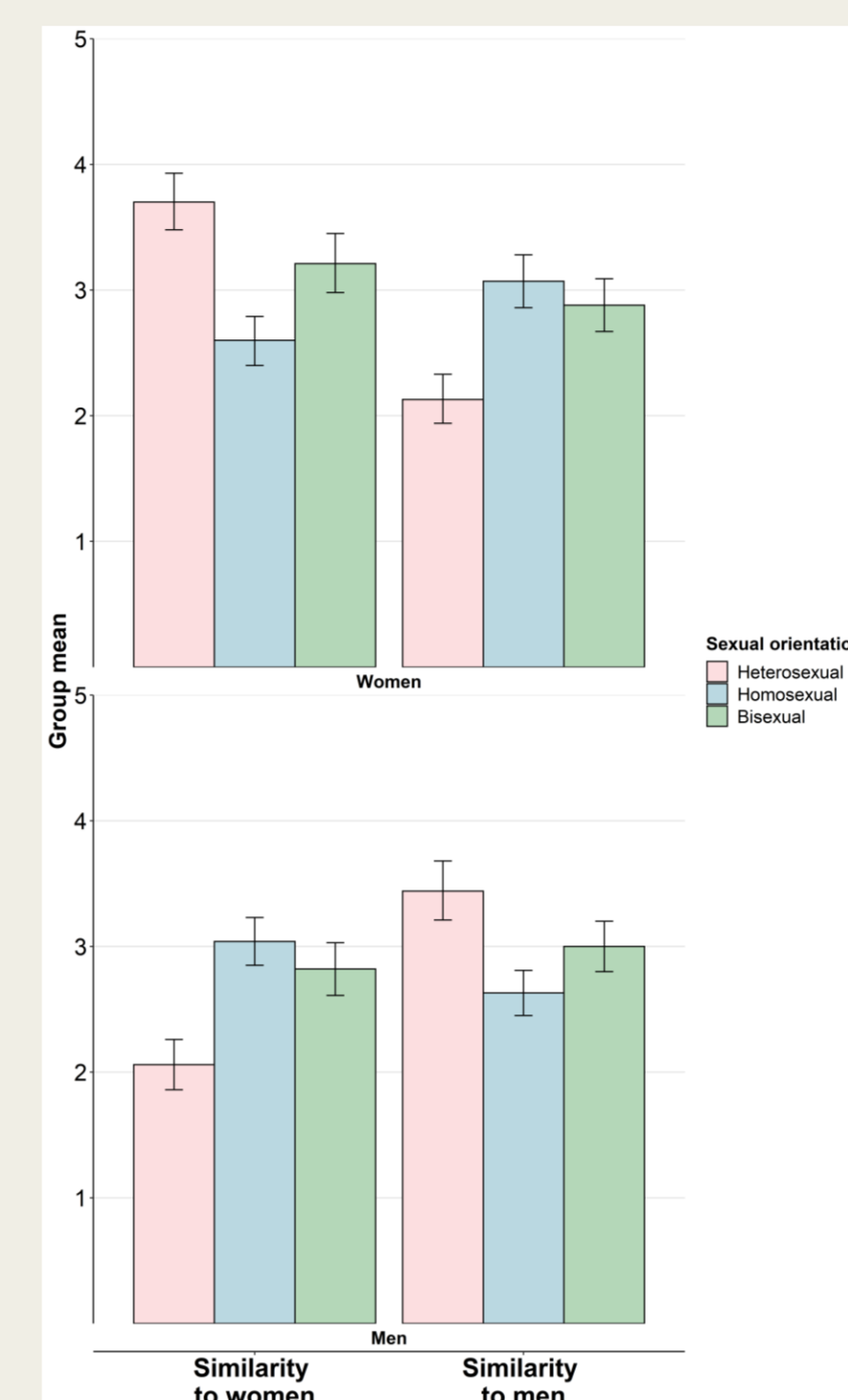
### Measures

- Free association attribute generation task
- Numerical ratings of similarity to general gender/sexual orientation groups.
- Qualitative data was analysed using content analysis (experiment 1) and structural topic modelling (experiment 2; Roberts et al., 2019)
- Similarity ratings were analysed with a series of 2 (gender: women, men) × 3 (sexual orientation: heterosexual, homosexual, bisexual) ANOVAs

### References

Purdie-Vaughns, V., & Eibach, R. P. (2008). Intersectional invisibility: The distinctive advantages and disadvantages of multiple subordinate-group identities. *Sex Roles*, 59(5–6).  
Roberts, M. E., Stewart, B. M., & Tingley, D. (2019). Stm: An R package for structural topic models. *Journal of Statistical Software*, 91. <https://doi.org/10.18637/jss.v091.i02>

## Results, Experiment 1



Mean ratings of target group similarity to women/men. Error bars represent the 95% CI of the mean.

### Top 10 themes for 'Women'

Communal

### Top 10 themes for 'Men'

Strong

### Top 10 themes for 'Heterosexual women'

Communal

### Top 10 themes for 'Heterosexual men'

Oppressive

### Top 10 themes for 'Homosexual women'

Masculine

### Top 10 themes for 'Homosexual men'

Feminine

### Top 10 themes for 'Bisexual women'

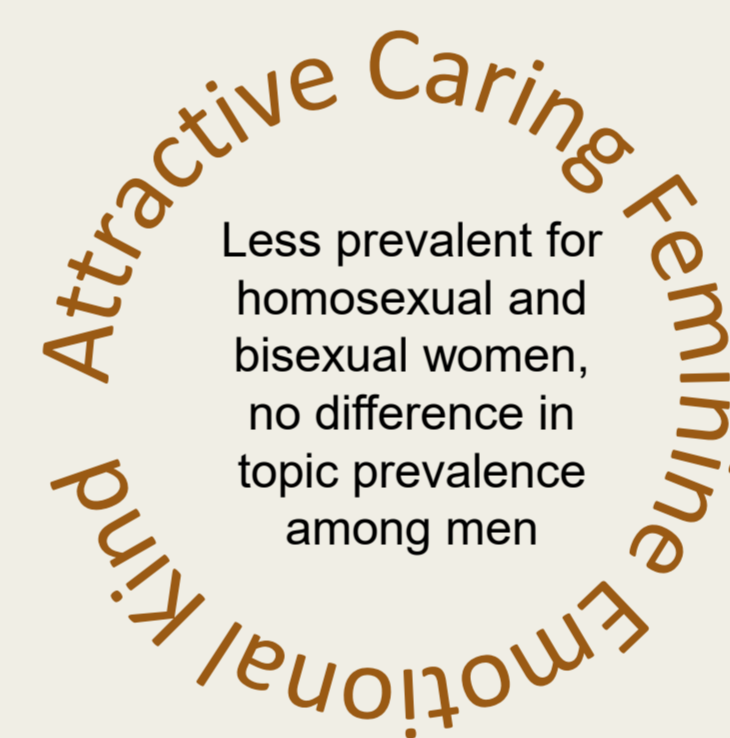
Progressive

### Top 10 themes for 'Bisexual men'

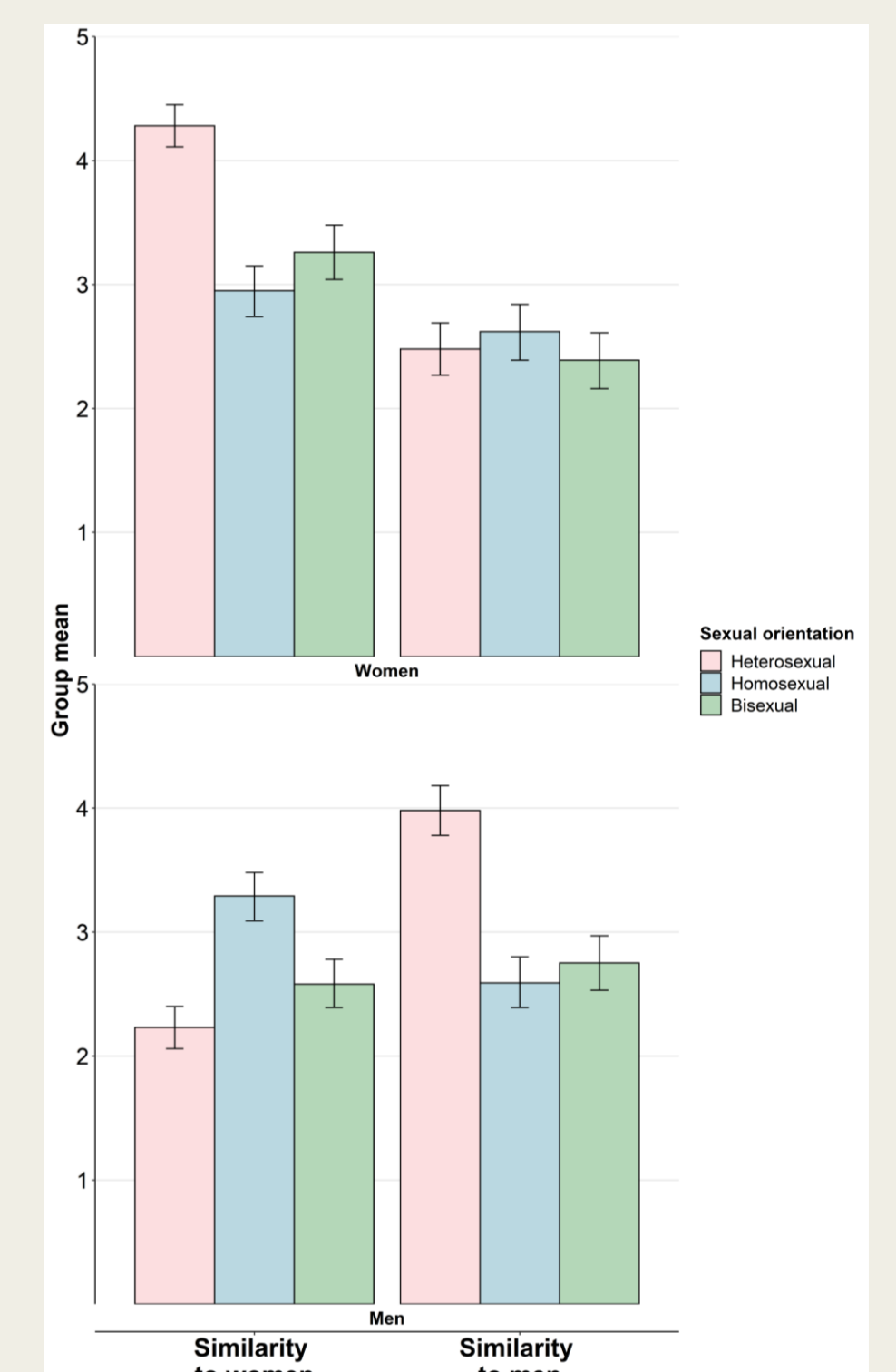
Feminine

## Results, Experiment 2

### Normative femininity

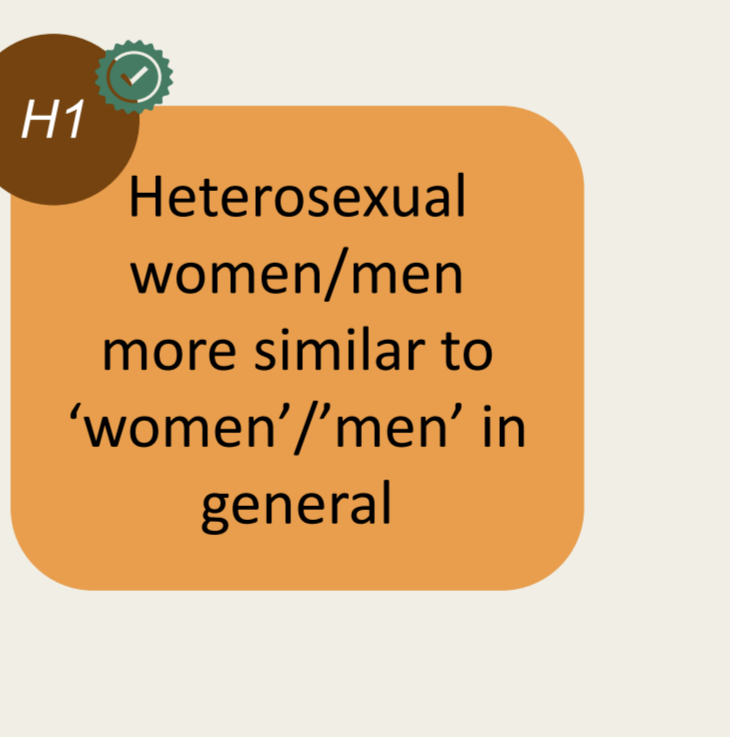


### Normative masculinity

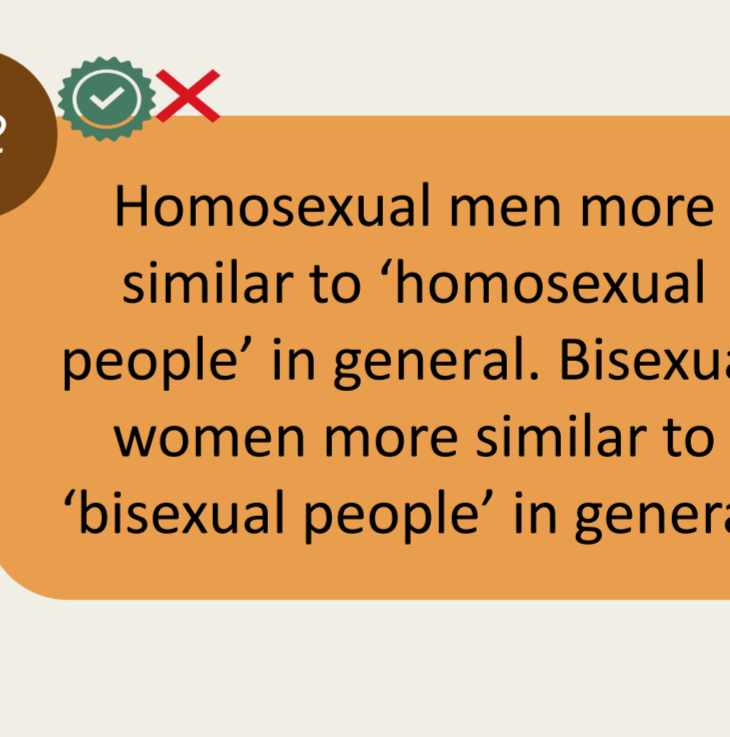


Mean ratings of target group similarity to women/men. Error bars represent the 95% CI of the mean.

### Butch and kind



### Effeminate hedonism



H1  
Heterosexual women/men more similar to 'women'/'men' in general

H2  
Homosexual men more similar to 'homosexual people' in general. Bisexual women more similar to 'bisexual people' in general

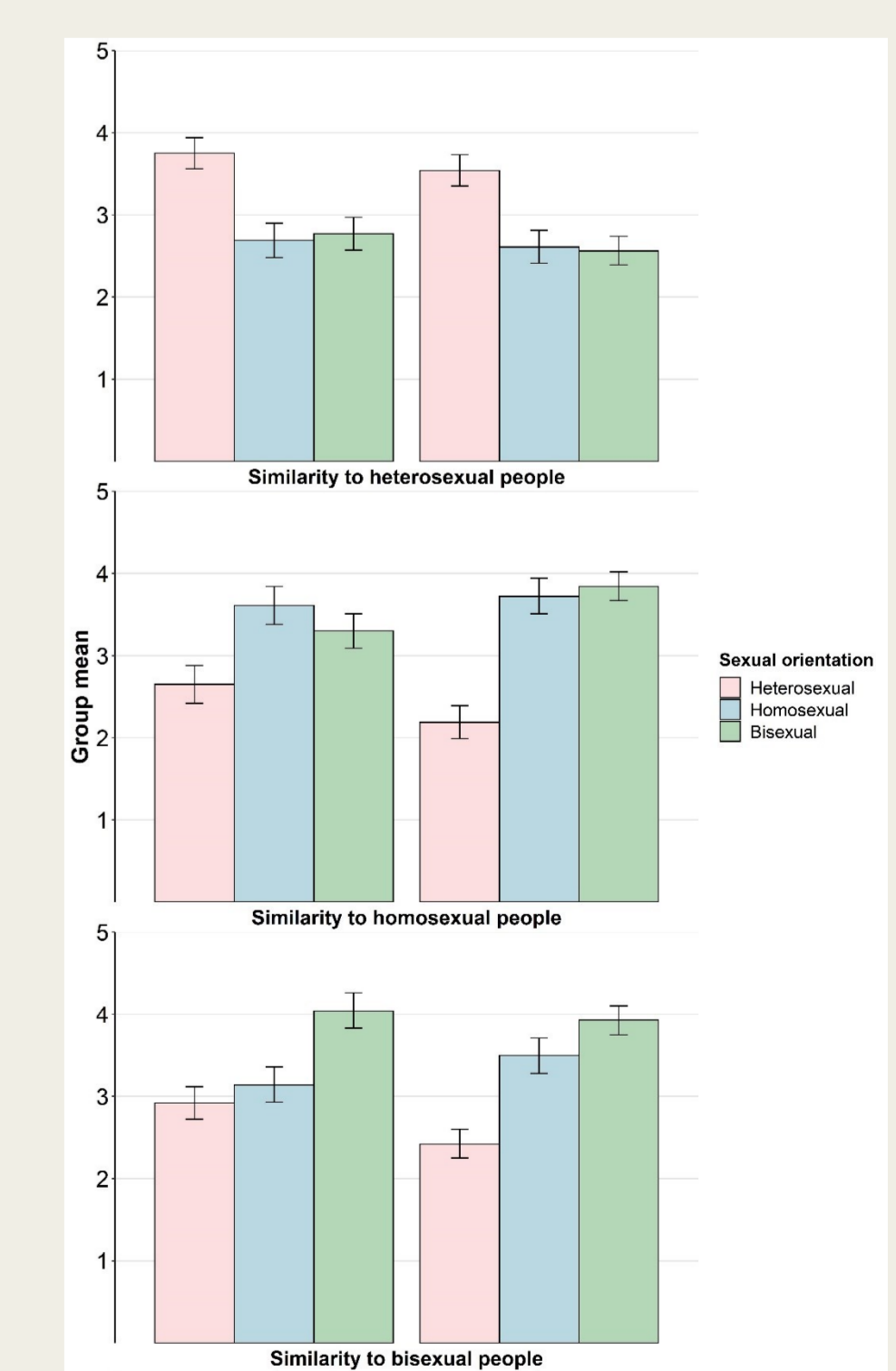
H3  
Homosexual women were intersectionally invisible. No support for invisibility for bisexual women.

### Rule followers



### Rule breakers

### Attractive but flighty



Mean ratings of target group similarity to hetero-, homo-, and bisexual people. Error bars represent the 95% CI of the mean.

## Contact

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