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# Prototypicality at the Intersection of Gender and Sexual Orientation

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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

$H_1$ : Prototypes for general gender groups will be more similar to prototypes for heterosexual women and men

$H_2$ : Prototypes for general sexual orientation groups will be more similar to the men in each sexual orientation group

$H_3$ : 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

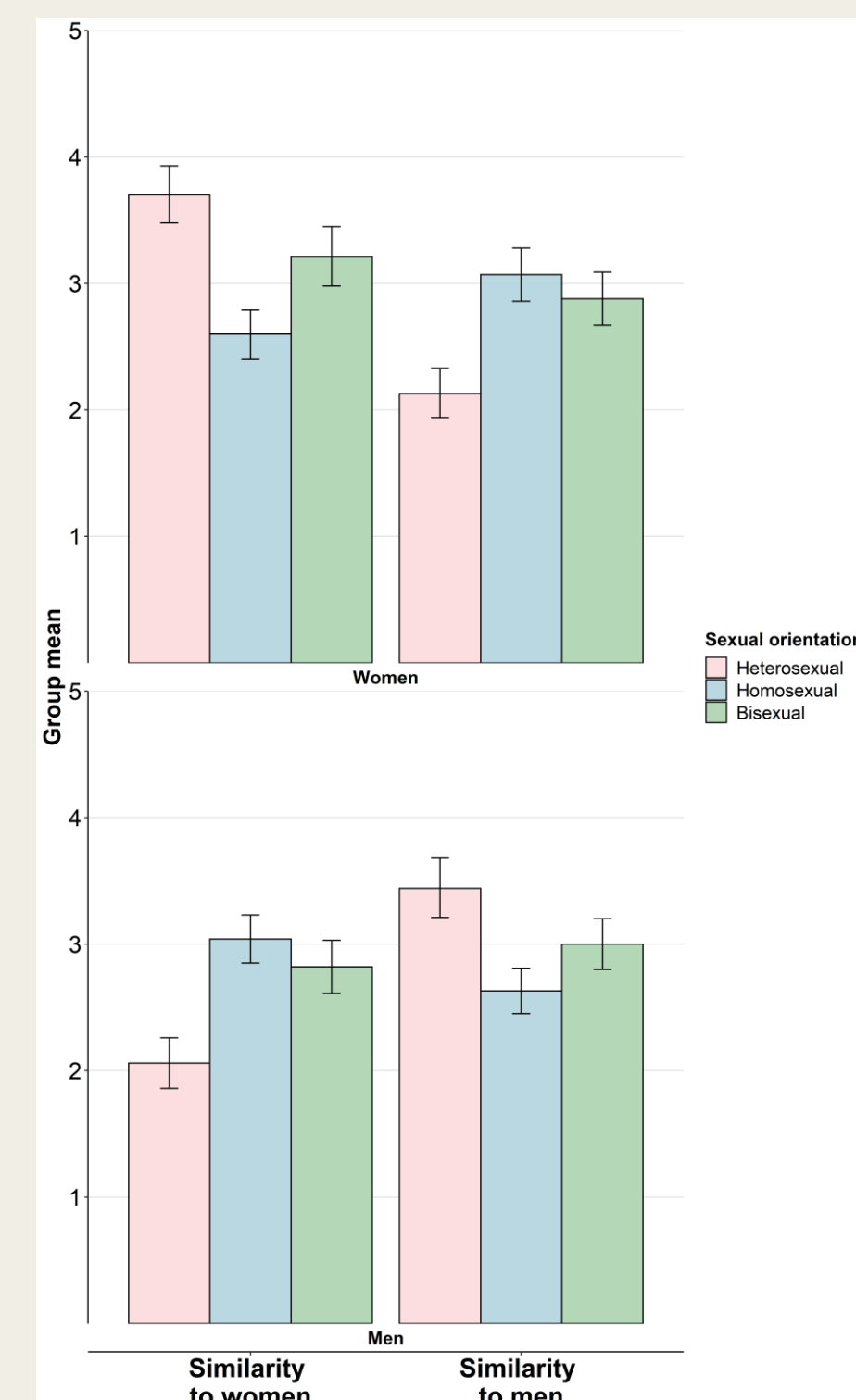
### Measures

- 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)  $\times$  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.



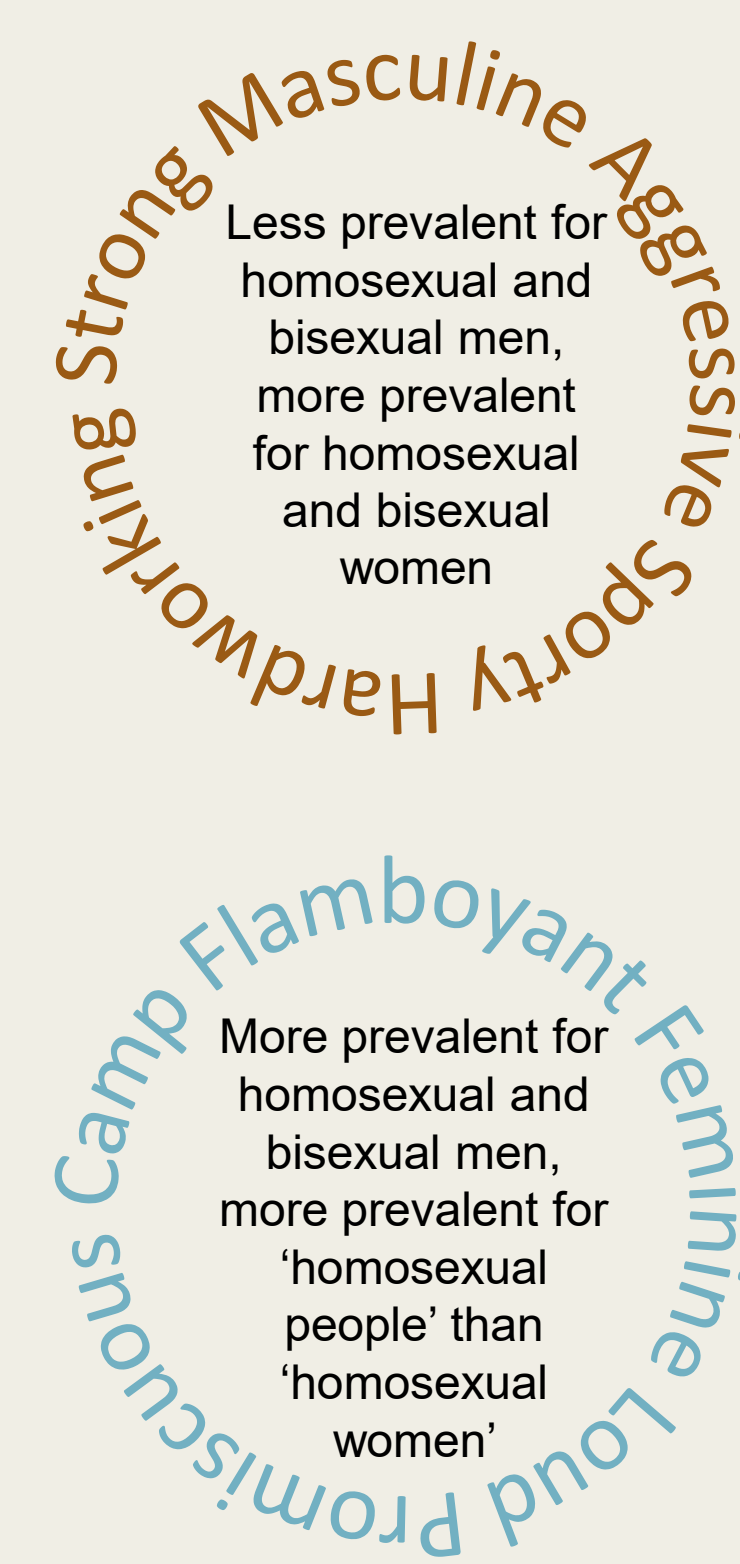
## Results, Experiment 2

### Normative femininity

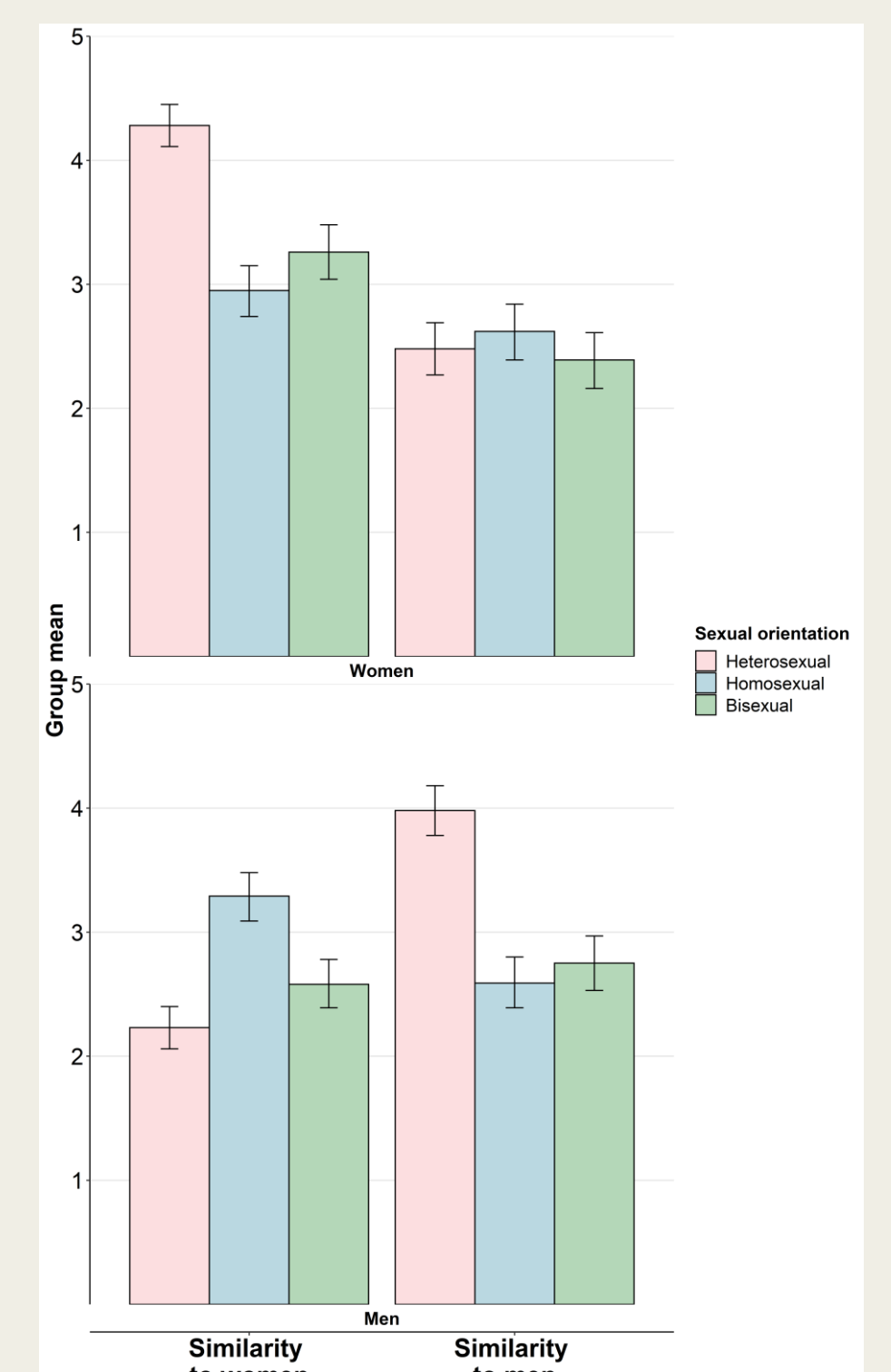


### Butch and kind

### Normative masculinity



### Effeminate hedonism



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

H1

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

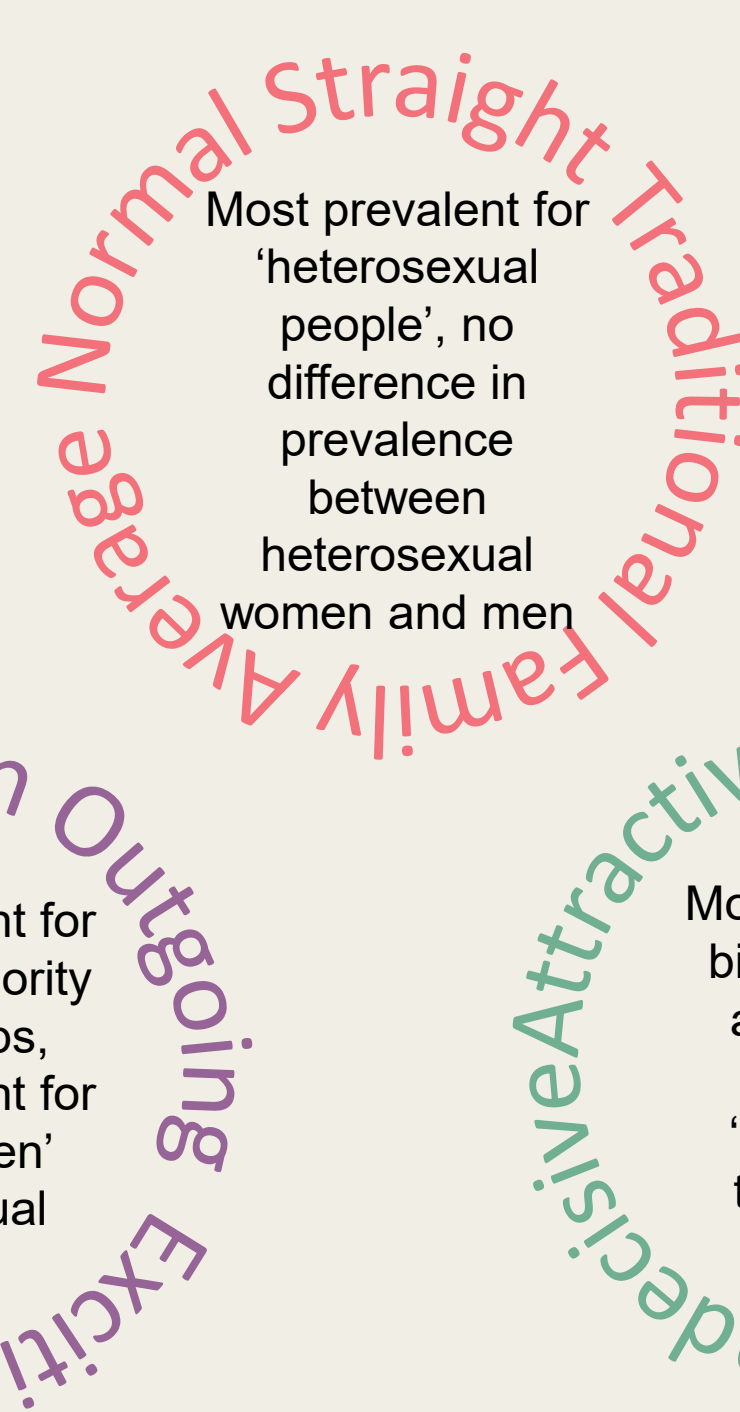
H2

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

H3

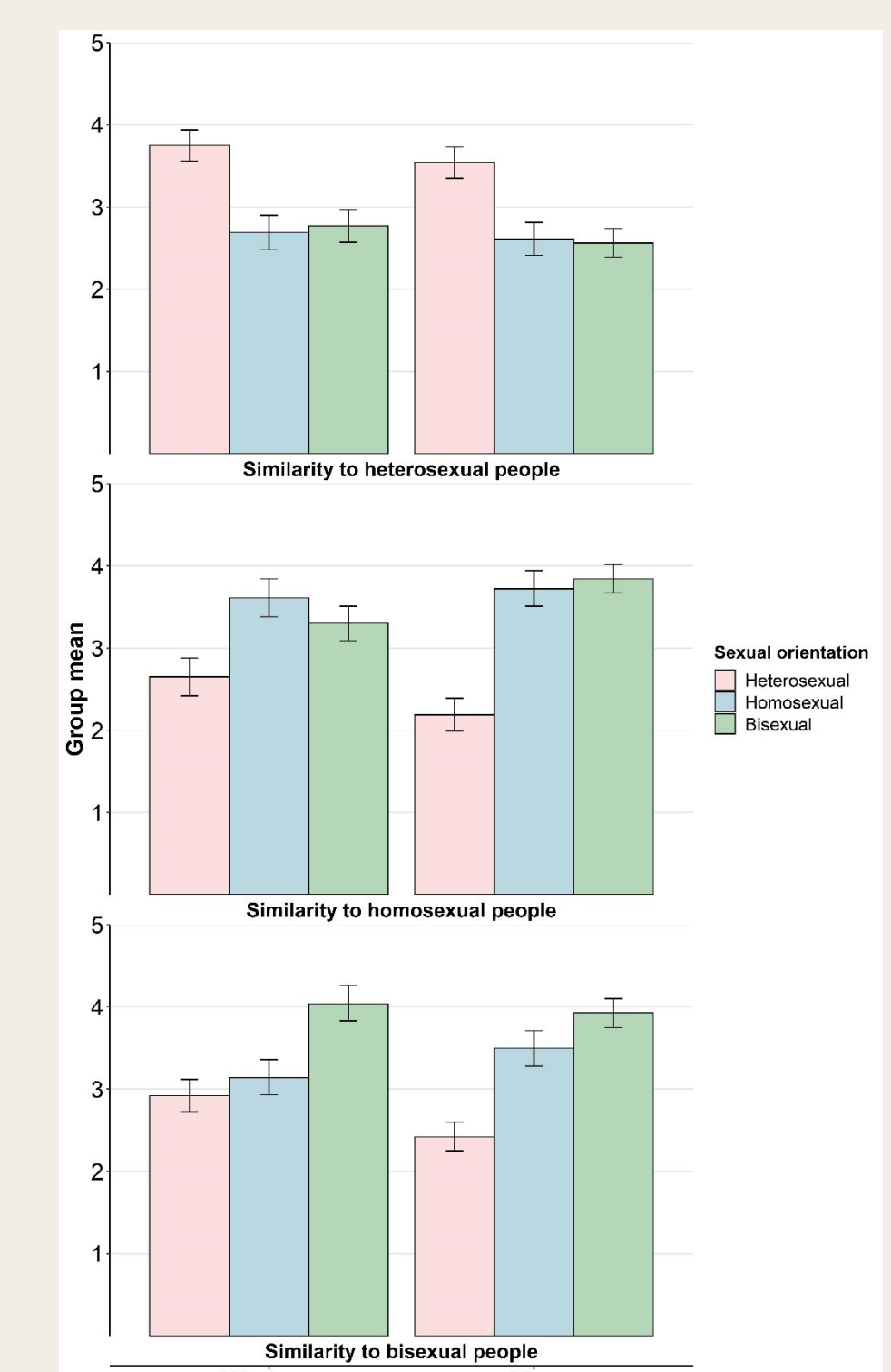
Homosexual women were intersectionally invisible. No support for invisibility for bisexual women.

### 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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