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Gender-Based Stereotypes in Interpersonal Communication

ABSTRACT

With participation in social life, all the interpersonal and intergroup relations an individual establishes takes places in accordance with his/her gender roles and gender identity attributed by society. In this respect, it can be suggested that all forms of relationships individuals establish with others are shaped in parallel with his/her gender identity. Therefore, it would not be wrong to argue that the gender identity an individual possesses in interpersonal relationships has a significant effect on the formation of the relationship established. One of the most important communication barriers confronted in the interpersonal communication process is stereotypes related to gender identity. Gender identity stereotypes emerge according to gender roles taught to each individual who joins society. The presence of these stereotypes turns into interpersonal communication barriers, which, in many cases, show their effects even before communication starts. In this regard, it is considered that addressing the content of stereotypes about the gender identity of the source and recipient as communication barriers in the communication process, is important. For this purpose, emphasis was laid primarily on the guiding effect of stereotypes in interpersonal processes within the scope of the study. Afterwards gender stereotypes were evaluated based on the findings of research conducted in this field, and with reference to characteristics of gender stereotypes.

KEY WORDS

Interpersonal communication. Gender. Gender Identity. Stereotype. Gender Stereotypes.

1. Introduction

Gender relations are produced within social structure and maintained through the transfer of these stereotypes to each individual, who joins society. As an individual joins this life, which is organized with these gender relations, all the interpersonal and intergroup relations an individual establishes with others, take place in accordance with his/her gender roles and gender identity attributed by society. In this context, it can be suggested that all forms of relationships individuals establish with others are shaped in parallel with his/her gender identity. Therefore, the gender identity an individual possesses in interpersonal relationships has a significant effect on the formation of the relationship established.

Interpersonal communication refers not only to the exchange of messages between the source and recipient, but also the social interaction process established between individuals. In this social interaction process, individuals interact with each other by exchanging various codes. On the other hand, this communication process is not as easy as a mere exchange of various codes or symbols to each other. There are many factors, which shape this process. Interpersonal communication the individual maintains with the other person, is under the influence of many constituents such as cultural background, past experiences, perception or attitudes of the individual. In this context, it can be suggested that, gender identity and stereotypes about this identity also play a significant role in the communication process considering the fact that subjects, both as source and recipient, include their personal characteristics to the communication process.

Gender identity stereotypes are acquired according to a society's view on gender and gender roles. The presence of stereotypes based on individual's gender identity, are confronted as an important interpersonal communication barrier, and in many cases, it may even show its effects before the interpersonal communication process starts. In this regard, it is considered that addressing stereotypes about the gender identity of the source and recipient as communication barriers to the communication process is important. For this purpose, within the scope of the study, emphasis will be laid primarily on the guiding effect of stereotypes in interpersonal processes. Afterwards, basic characteristics of gender identity stereotypes will be addressed and how gender stereotypes turn into communication barriers in the interpersonal communication process will be discussed based on the findings of research conducted in this field.

2. Gender Identity in Interpersonal Communication

The concept of interpersonal communication can be defined as the production and exchange of information/symbols between individuals, who interact with each other.[1] In a more inclusive definition, interpersonal communication is defined as *"as the form of communication, which takes place between two persons spontaneously and in an uninhibited manner in general, and communication between parties in a physical environment alternately".*[2]

However, only exchange of information and symbols is not sufficient to consider this type of communication between individuals as interpersonal communication. Three criteria are mentioned for communication between individuals to be defined as interpersonal communication: (1) persons involved in interpersonal communication must be close to each other at a certain level and face each other. (2) not a one-way, but a mutual information exchange must take between the participants. (3) These messages must have a verbal and/or non-verbal quality.[3]

Gürüz and Eğinli define the concept of interpersonal communication as *"the production and transfer of meaning as a result of the interaction between two persons."*[4] According to researchers, within the context of this definition, there are three constituents, namely, process, message interaction, and sharing the meaning. Interpersonal communication is a process, that is, it is an endless activity, which changes constantly. When interpersonal communication starts between two persons, a process, the beginning and ending of which cannot be defined or reversed. Another aspect is the exchange of messages. A mutual transfer and reception

1 DÖKMEN, Ü.: *İletişim Çalışmaları ve Empati.* Ankara : Sistem Publishing, 2006, p. 23.
2 MUTLU, E.: *İletişim Sözlüğü.* İstanbul : Bilim ve Sanat Publishing, 1998, p. 208-209.
3 TUBBS, S.L., MOSS, S.: *Human Communication.* London : McGraw-Hill, 2000, p. 250.
4 GÜRÜZ, D., EĞİNLİ, A.T.: *Kişilerarası İletişim Bilgiler-Etkiler-Engeller.* İstanbul : Nobel Publishing, 2011, p. 54.

of verbal and non-verbal messages is in question. Both verbal and non-verbal messages interact in a circle and affect those, who maintain communication. However, transfer of messages between persons is not adequate, messages create meaning, and they are shared in a mutual manner. In this process, the presence of good or bad relational experiences between persons, also affects the interpretation of messages.

Based on the definition by Gürüz and Eğinli, given the fact that interpersonal communication is a mutual process of constructing meaning, laying emphasis on the determinant role of gender roles defined by social structure, and social gender stereotypes, which are formed according to these roles, is considered important. Because individuals' tendency to make sense of persons or events they confront, is closely related to the social structure, in which they live. The content of communication an individual establishes with the other person is not independent of the cultural background or the social structure, which the individual is a member of, and social structure's views on gender or its prejudices.

In addition to the determinant role of social structure, the realization and success of the interpersonal communication process depends on how wide the common reference framework of resource and recipient is. In other words, the more similar the past lives, judgements and attitudes of individuals, who are parties of the communication, their psychological characteristics during communication are, the more successful they are in making sense of the messages.[5] Therefore, it would not be wrong to argue that similarities between recourse and recipient (past experiences, membership to similar social structure, cultural commonality etc.) increase the success of communication established between both parties. Because common values and norms shared by parties, make it easier to construct meanings from the communication process in question. Considered in this context, it can be argued that interpersonal communication, which is established between members of the same social structure, becomes successful based on the common values possessed by the parties of the communication process.

One of the significant aspects, which have a determinant role on the content and structure of communication, is stereotypes. Stereotype means perceiving individuals who are there by their cultural characteristics, life styles and actions, through images which we create by constructing people with the associations these common characteristics induce in our mind. When an individual considers people, who have such common characteristics, as single individuals, his/her judgements in the stereotyping process constitute the basis for all of his/her evaluations. Accordingly, a whole category serves as a filter for this evaluation, regardless of the actual situation of the individual, who is being observed at that specific moment. This filter embodies categories, in which we place individuals who have socially determined characteristics, our value judgements which we form through our experiences about these characteristics, the condition and interests of the individual and ourselves in that circumstance, the quality of action and a whole social structure. These 'norms', which emerge as individuals are perceived, start to serve as determinants, which affect interpersonal relations. Because our personal history, our place in social structure, the same type of characteristics attributed to the objects or individuals we confront, and their positions in relationships, determine the form of a relationship we establish at any moment of our lives. Also, an individual's mental operations for perceiving, also take place in the process of formation of social norms and stereotyping[6]. Therefore, knowing the structure and content of stereotypes in the interpersonal communication process, is important for understanding barriers or conflicts that may be experienced in the interpersonal communication process.

One of the most important communication barriers, which may be confronted in the interpersonal communication process, is stereotypes, which emerge according to the gender identity of the source of recipient. These stereotypes are connected to gender roles, and various obstacles may be confronted in the interpersonal communication process like many other fields, due to an individual's gender identity. Due to stereotypes and prejudices, the communication established between parties turns into a conflict rather than a common process of constructing meanings. Because gender difference and inequality imposed by gender relations, causes reference frameworks of source and recipient to become further away from each other. If the interpersonal communication process takes place between individuals who are not (cannot be) in equal positions, the message conveyed by the source does not (cannot) reach the target, and as a result of this, the desired effect cannot be created and, results different from what was intended for the communication process are obtained.

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5 GÜRÜZ, D., EĞİNLİ, A.T.: *Kişilerarası İletişim Bilgiler-Etkiler-Engeller.* İstanbul : Nobel Publishing, 2011, p. 52.
6 İSEN, G., BATMAZ, V.: *Ben ve Toplum.* İstanbul : Salyangoz Publishing, 2006, p. 214-215.

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Therefore, addressing gender identity problems and stereotypes confronted as a result of this, also in terms of its importance for the interpersonal communication process, is considered important. In this regard, stereotypes resulting from gender identity will be addressed by discussing their determinant role of these stereotypes in the interpersonal communication process.

3. Gender Identity Stereotypes

Gender is an important social category, which attributes various social meanings to individual's social status, and differentiates male and female roles. On the other hand, social groups, to which individuals are included due to their gender, have the characteristics of a closed group. In other words, individual's membership to this group means membership of a fixed group, and it is not possible for any group member to be transferred to another group (unless a medical intervention is required).[7]

Gender is among the basic grouping variants, which have an effect on social perception. However, social mobility between male and female groups, that is, switching from one group to another is not possible. Also, this membership is obtained not through efforts, but through assignment.[8] Therefore, membership of these groups is not optional, and an individual becomes a member of a social group, which is in accordance with his/her gender, from the moment he/she joins social life. Due to this social category, which an individual finds himself/herself in from birth, and which cannot be changed, it is inevitable for an individual to confront stereotypes and expectations based on these stereotypes in all interpersonal communication processes in which he/she participates. In this context, knowing stereotypes, which are based on the gender identity of an individual, will provide a basis for overcoming an important communication barrier, which is also experienced in the interpersonal communication process.

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[7] SAKALLI, N.: Sosyal Etkiler: *Kim Kimi Nasıl Etkiler?*. Ankara : İmge Books, 2001, p. 178.
[8] DÖKMEN, Z.: *Toplumsal Cinsiyet Sosyal Psikolojik Açıklamalar*. İstanbul : Remzi Books, 2012, p. 130.

Gender based stereotypes can be quite diverse. In this context, different forms of stereotype related to gender identity can be categorized as follows[9]:

- Gender stereotypes about characteristics, which society expects women and men to show as separate groups,
- Stereotypes about gender roles in roles and activities, which are considered appropriate for men and women.
- Personal features, which are considered to characterise one gender more or less compared to the other gender, are called stereotypes about gender stereotypes.

On the other hand, the fact that gender identity stereotypes differ from other stereotype forms, must be emphasized. Stereotypes about gender identity offer descriptive prescriptions to individuals. A descriptive aspect of these stereotypes is the definitions in the minds of people about what a typical member of the group, to which that stereotype belongs (for instance, attributing emotional, weak, dependent, passive etc. characteristics to women). The prescriptive aspect dictates individuals on what they must do, how they must act (e.g. expecting women to be passive, obedient, and skilful in interpersonal relations). This descriptive aspect, in other words, these requirements, play a very central and significant role in gender identity stereotypes. Because stereotypes about gender identity, restrict the behaviours of both men and women. Failure to comply with these requirements is generally perceived negatively, and causes prejudiced attitudes. After this, individuals confront a strong gender.[10]

Gender stereotypes can be defined as certain behaviours and characteristics, which society expects women and men as a group. Therefore, these stereotypes restrict the behaviours of both men and women. It must be emphasized that, although stereotypes related to gender identity generally have similar content across the world, they are not universal. Contents of stereotypes may differ according to the education level, historical background and geographical location or cultural characteristics of that society.

Another feature of gender stereotypes are their highly complicated structure due to close relations with members of the opposite sex. Because women and men share many living experiences together. Experiences shared as wife/husband, father, brother/sister, lover, colleague etc. cause individuals to develop highly complicated expectations about the opposite sex. This interaction sometimes paves the ground for developing sub-categories about the opposite sex, especially women (e.g. female doctor, policewoman etc.). These subcategories emerge when gender stereotypes do not match with the member of that gender. In such cases, it may be concluded that qualities dictated by a stereotype may not be applied to all the members of the group and/or the stereotype is wrong, and the stereotype may be expected to change as a result of this. But this is not the case with gender identity stereotypes, and the essence of stereotypes related to that gender remains the same.[11] For instance, when an individual, who is of the opinion that women are too fragile to perform work that requires strength, sees a female taxi driver changing the tires of her vehicle, he/she thinks that this is not the case for all women, but only an example specific to that woman.

A study, which investigates female and male police officers in this context, found that male police officers are against female police officers although they are satisfied with the performance of their partners.[12] Stereotypes of male officers about women's capacity to work as police officers did not change despite the intimate contact established, and even remained the same with police officers, who work with a male partner. Because male police officers' stereotypes about women hasn't established a relationship between being a woman and being a police officer, and their opinions about how women can work as police officers hasn't changed other than exceptions of their own team members.

[9] ADAÇAY, F.R.: *Toplumsal Cinsiyet ve Kalkınma*. Bursa : Ekin Publishing, 2014, p. 19-20.
[10] DÖKMEN, Z.: *Toplumsal Cinsiyet Sosyal Psikolojik Açıklamalar*. İstanbul : Remzi Books, 2012, p. 105-106.
[11] DÖKMEN, Z.: *Toplumsal Cinsiyet Sosyal Psikolojik Açıklamalar*. İstanbul : Remzi Books, 2012, p. 106.
[12] ARONSON, E., WİLSON, T., AKERT, R.M.: *Sosyal Psikoloji*. İstanbul : Kaknüs Publishing, 2012, p. 804.

A study was conducted by Broverman et al. for the purpose of determining gender identity stereotypes, and participants were asked to state their opinions about the typical characteristics of women and men.[13] As a result of the study, it was determined that participants have a consensus about the characteristic features of men and women. Research categorized the characteristics stated by participants and grouped attributes related to women under an intimacy-impressiveness cluster (for instance, a gentle person, who does not use profane language, needs a sense of security about her external appearance, and expresses her emotions) and a cluster which contains attributes related to men was grouped under the name of self-sufficiency (aggressive, independent, non-emotional, dominant, competitive, rational, ambitious, someone who does not attach importance to external appearance, someone who is not offended easily).

Another study conducted by Williams and Best on gender identity stereotypes, is important, in that it indicates how stereotypes may go beyond intercultural differences.[14] In the study, characteristics provided to participants were categorized under three titles, namely, psychological needs, ego states and emotive meanings. Participants were asked to mark characteristics, which they consider as typical of men and women, among 300 different characteristics provided to them. Results obtained in the study are important in that stereotypes about gender roles show similarities despite intercultural differences. Another finding of the study is that, stereotypes about gender differences converge as the development level of the country increases. In addition to this, the research is significant in that not only the characteristics attributed to women and men are different, but also, characteristics attributed to women are more negative compared to characteristics attributed to men. For instance, men are characterised as strong, vigorous, dominant, durable, potent, ambitious, entrepreneur, non-emotional; while women are characterised as emotional, talkative, indecisive, gentle, excitable, whiny, affectionate, obedient etc. Also, it can be inferred from the characteristics obtained in the results of the study that social likeability of characteristics used for women is.[15] In the following years, another study conducted by Williams and Satterwhite in Pakistan and Japan for the purpose of understanding how results of the study conducted by Williams and Best changed over the course time, determined that findings of the previous study are confirmed.[16]

On the other hand, it is important to note that, although aspects of gender stereotypes, which do not vary from one culture to the other, are emphasized, it is not possible to consider the conceptualization of gender identity independent of cultural structure. Since gender implies cultural and social meanings attributed to being a man and women, it must vary from one culture to the other to a certain extent. Because meanings attributed to women and men are different in each culture.[17] On the other hand, stereotypes related to individual's gender identity differ according to his/her race, social class he/she is a member of, or other demographic characteristics (e.g. education level, income level etc.). For instance, Browneargues that stereotypes related to gender identity are related to each country's religious structure, urbanization rate and the education opportunities provided to women.[18] According to Browne, in countries, where the education level is low, gender identity stereotypes are generally formed on the basis of more traditional gender roles. Also, religious structure of the country has a determinant role in these stereotypes.

In addition to this, an individual's identity has an integrated structure with numerous qualities and aspects, which interact with each other in a very complicated manner. In other words, an individual, who is subject to stereotypes, prejudices or discriminative behaviours, may also confront stereotypes, prejudices or discriminative behaviours related to his/her social class, age or nationality. Therefore, addressing the problem in the context of a single identity is either oversimplifying it or failing to analyse it.[19] In addition to this, the industrialization and development of capitalism across the world brought along a new and modern

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[13] BROVERMAN, I.K. et. al.: Sex-Role Stereotypes: A Current Appraisal. In *Journal of Social Issues*, 1972, Vol. 28, No. 2, p. 63. [online]. [2017-12-12]. Available at: <goo.gl/xXmEhg>.

[14] See: WILLIAMS, J. E., BEST, D. L.: *Measuring Sex Stereotypes: A Thirty-Nation Study.* California : Sage Publications, 1982.

[15] DÖKMEN, Z.: *Toplumsal Cinsiyet Sosyal Psikolojik Açıklamalar.* İstanbul : Remzi Books, 2012, p. 108.

[16] WILLIAMS, J.E., SATTERWHİTE, R.C., BEST, D.L.: Pancultural Gender Stereotypes Revisited: The Five Factor Model. In *Sex Roles*, 1999, Vol. 40, No. 7, p. 513. [online]. [2017-12-12]. Available at: <goo.gl/Rfvw5p>.

[17] DÖKMEN, Z.: *Toplumsal Cinsiyet Sosyal Psikolojik Açıklamalar.* İstanbul : Remzi Books, 2012, p. 109.

[18] BROWNE, B.A.: Gender Stereotypes in Advertising on Children's Television in the 1990s: A Cross-National Analysis. In *Journal of Advertising.* 1998, Vol. 27, N. 1, p. 85. [online]. [2017-12-12]. Available at: <goo.gl/K8nhYW>.

[19] CHANCER, L.S., WATKİNS, B.X.: *Cinsiyet, Irk ve Sınıf.* İstanbul : Babil Publishing, 2013, p. 23.

order of gender differences. Just as a man, who works and earns a living for the family, is considered superior to an unemployed and single man, a businessman started to be considered as superior to a worker man, urban women superior to countrywoman, white Western men superior to Eastern 'ethnic'.[20] Based on this perspective, it is important to take inequality relations, which have a determinant quality on these stereotypes, also into consideration, for determining stereotypes related to gender identity.

Gender identity stereotypes are not only intended for the opposite sex. An individual may have stereotypes for other persons of the same sex with him/her, even have self-stereotypes. For instance, in Turkey, in a study conducted by[21] on gender identity stereotypes and role differences between men and women, participants were asked to mark status and characteristics related to domestic works, occupation behaviour, appearance and attribute[22] to associate them with a specific gender. Participants were given four options, namely, 'woman', 'men' 'suitable for both genders' 'not suitable for either gender' for association. Among the results of the study, while taking care of the child when it becomes ill, preparing meals for children, cooking, washing dishes are attributes which are associated with most participants, business follow-up at public enterprises, doing house repairs, arranging the budget of the house, acting as the head of the family were among the most common domestic activities, associated with masculinity according to the participants. In this context, the study suggests that both genders exhibit a tendency similar to each other in separating occupation - domestic works with an understanding that is shaped on the basis of gender. According to Vatandaş, the similarity between the opinions of male and female participants about feminine and masculine jobs, become meaningful as a remarkable finding since it indicates that gender roles in the relevant fields are accepted for both sides.

Also, social inequality between genders has an effect on the nature of stereotypes. For instance, in a study conducted by Rosenkratz et al., it was determined that men characterise themselves with typical attributes such as independence, objectivity, logic, effectiveness, passion, self-confidence; while women characterise themselves with typical attributes such as compliance, interest in external appearance, need of security.[23] However, when subjects were asked to state which characteristics are more valuable, a majority of both men and women stated that male characteristics are more valuable. On this subject, Bilgin suggests that the effect of stereotypes on social differentiation is not limited to giving individuals, who negate the out-group and dignify the groups of belonging, a sense of difference, but some out-groups, who are subject to discrimination for a long time, also share these characteristics attributed to them.[24] Accordingly, these individuals, who are subject to discrimination for a long time, may change their self-image in the direction of these stereotypes, and start to feel that this is a form of discrimination. In other words, those who are targets of stereotype, may exhibit behaviours, which are in accordance with the expectations of others, and social representations as the manifestation of this set of perceptual expectations, in a mechanism, which resembles the Pygmalion effect.[25] When this emphasis of Bilgin is considered within the context of the study conducted by Rosenkratz et. al., it would not be wrong to suggest that women adopt stereotypes related to women, which are always reproduced by social structure, and they do not feel discrimination with regard to these stereotypes.

[20] SANCAR, S.: Masculinity. In ECEVIT, Y., KARKINER, N. (eds.): *Toplumsal Cinsiyet Çalışmaları.* Eskişehir : Anadolu University Publishing, 2013, p. 170.

[21] VATANDAŞ, C.: Toplumsal Cinsiyet ve Cinsiyet Rollerinin Algılanışı. In *Sosyoloji Konferansları*, 2007, Vol. 35, p. 44. [online]. [2018-11-21]. Available at: < https://bit.ly/2KY4lR0>.

[22] The concept of attribute given in the study refers to an individual's acknowledging and adopting value judgements, beliefs and prejudices about the individual himself/herself and the others prevalent in the society. These characteristics, which are called attributes, influence not only the manner in which individual understands and evaluates himself/herself, but also individual's relations with other individuals throughout their lives.

[23] ROSENKRANTZ, P. et al.: Sex-Role Stereotypes and Self-Concepts in College Students. In *Journal of Consulting and Clinical Psychology*, 1968, Vol. 32, No. 3, p. 287. [online]. [2017-12-12]. Available at: <goo.gl/jxi1Me>.

[24] BİLGİN, N.: *Sosyal Bilimlerin Kavşağında Kimlik Sorunu*. İzmir : Ege Publishing, 1994, p. 182.

[25] For more information see: MERTON, R.K.: The Self-Fulfilling Prophecy. In *The Antioch Review*, 1948, Vol. 8, No. 2, p. 193-210.

Deaux & Lewis[26] argue that studies conducted on gender stereotypes (e.g. by Rosenkratz et.al.[27], Broverman[28], Spence et.al.[29], Williams and Best[30], Williams and Satterwhite and Best[31]) essentially reveal two types of behavioural patterns on the part of women and men. In these studies subjects are of the opinion that women are more intimate and expressive than men, while men act more rationally and competitively than women. Also, it is emphasized that various gender stereotypes are centred upon different personality traits Therefore, it can be suggested that thinking about gender identity stereotypes implies thinking about references about individual's gender, role behaviours and appearance although understanding of femininity and masculinity.[32]

Stereotypes based on gender identity refer to unfounded beliefs about men and women. Also, expectations play a significant role in this process. Since individuals categorize men and women through different qualities, they have different expectations about different genders. When they confront a situation, which is contrary to their expectations, they justify them with different reasons depending on the gender.

For instance, in research conducted by Deaux and Emsweiler with the participation of Purdue University students, subjects listened to different audio records, in which various women and men are performing masculine works associated with men with tools and feminine domestic chores associated with women.[33] After this, subjects were asked to evaluate the performance of the man or woman, who performed the duty, based on various factors, such as skill or luck. Whether it was skill or luck, which effected the performance of *stimulus person*, was analysed according to the answers given by the subjects. According to the research, subjects were of the opinion that the success of men, who performed masculine duties, depended more on skill, while a similar performance in work, which they knew was carried out by a woman, was incidental. Only female subjects estimated that women could perform better in feminine duties. Therefore, it was determined that men are considered more skilful than men. When the performance of different sexes was equal, that is, in completely equal conditions between genders, subjects considered it more appropriate to vote for men rather than women. This study is significant since it indicates how stereotypes about gender differences can affect expectations and causal attributions of individuals. In addition to this, Deaux and Emswiller argued that the manners in which male and female subjects judge stimulus person are quite similar, and gender stereotypes are not specific to a single gender, but men and women share the stereotypes equally.[34] In this regard, just as stereotypes about women force female individuals to act in accordance with certain expectations, stereotypes about men create the same pressure for men. Therefore, although it is observed that the content of stereotypes about women is more negative, stereotypes about men also affect individuals equally.

[26] DEAUX, K., LEWİS, L.: Structure of Gender Stereotypes: Interrelationships Among Components and Gender Label. In *Journal of Personality and Social Psychology*, 1984, Vol .46, No. 5, p. 992. [online]. [2017-12-12]. Available at: <goo.gl/kkmVbV>.

[27] For more information see: ROSENKRANTZ, P. , VOGEL, S. , BEE, H. , BROVERMAN, I. , DONALD, M. Sex-Role Stereotypes and Self-Concepts in College Students. In *Journal of Consulting and Clinical Psychology*, 1968, Vol. 32, No. 3, p. 287-295.

[28] See: BROVERMAN, I.K. et al.: Sex-Role Stereotypes: A Current Appraisal. In *Journal of Social Issues*, 1972, Vol. 28, No. 2, p. 59-78.

[29] See: SPENCE, J.T., HELMREICH, R., STAPP, J.: Ratings of Self and Peers on Sex-Role Attributes and Their Relationship to Self-Esteem and Conceptions of Masculinity and Femininity. In *Journal of Personality and Social Psychology*, 1975, Vol. 32, No. 1, p. 29-39.

[30] See: WILLIAMS, J. E., BEST, D. L.: *Measuring Sex Stereotypes: A Thirty-Nation Study.* California : Sage Publications, 1982.

[31] See also: WILLIAMS, J.E., SATTERWHİTE, R.C., BEST, D.L.: Pancultural Gender Stereotypes Revisited: The Five Factor Model. In *Sex Roles*, 1999, Vol. 40, No. 7, p. 513-525.

[32] DEAUX, K., LEWİS, L.: Structure of Gender Stereotypes: Interrelationships Among Components and Gender Label. In *Journal of Personality and Social Psychology*, 1984, Vol. 46, No. 5, p. 992. [online]. [2017-12-12]. Available at: <goo.gl/kkmVbV>.

[33] DEAUX, K., EMSWILLER, T.: Explanations of Successful Performance on Sex-Linked Tasks: What is Skill for the Male is Luck for the Female. In *Journal of Personality and Social Psychology*, 1974, Vol. 29, No. 1, p. 81-84. [online]. [2017-12-12]. Available at: <goo.gl/83KmtP>.

[34] DEAUX, K., EMSWILLER, T.: Explanations of Successful Performance on Sex-Linked Tasks: What is Skill for the Male is Luck for the Female. In *Journal of Personality and Social Psychology*, 1974, Vol. 29, No. 1, p. 84. [online]. [2017-12-12]. Available at: <goo.gl/83KmtP>.

There are other studies, in which participants were asked to evaluate the performance of men and women in different fields. Male and female writers[35], male and female artists[36], male and female candidates who apply for foreign education programmes[37] are among the examples used in this research. In these studies, it is observed that same performances of men and women are not voted equally. For instance, in a study conducted by Deaux and Taynor, students, who applied for a foreign education programme, were asked to vote on the competence and intelligence of a *stimulus person*.[38] Results of the study indicate that a male stimulus person received more votes from students although high performance of male and female stimulus persons is equal. On the other hand, women received more than men in low performance categories of stimulus person. In this context, researchers suggest that study results reveal the fact that equal levels of performance by both gender groups, were not voted for by the subjects equally.

On the other hand, differences between stereotypes about men and women, can be addressed within the framework of perceptual differences between internal groups and external groups. According to this, an individual is more inclined to favour an individual, who is a member of an internal group (e.g. a woman's favouring a woman, a man's favouring a man), and exhibit discriminative behaviours to the member of external behaviour (e.g. a men's discriminative behaviours towards women, women's discriminative behaviours towards men). For instance, in a study conducted by Lindeman, it was determined that both women and men perceive their own groups more positively than the other group, but men perceive their own group and themselves more positively compared to women.[39] In their study, Maltby and Day determined that femininity in women, masculinity in men, are perceived more positively by members of the relevant sex, and negatively by the members of the opposite sex.[40] In another study, Graves & Powell analysed in-group bias, and determined that women are more inclined to adopt in-group bias in the evaluation of candidates applying for a job.[41]

On the other hand, some researchers (e.g. by Locksley et.al.[42], Locksley et.al.[43]) suggest that an individual's knowledge on a specific subject may decrease the effect of gender stereotypes. In this context, in the study conducted by Locksley et. al.[44], subjects were given basic gender labels, and an explanation for three behaviours, which bear the characteristics of both self-confident and unconfident behaviour. Following this, subjects were asked 'individuals with which characteristics would act similarly in the same situation.' As a result of the research, it was determined that information provided to subjects would help induce the desired judgement, and this can be more effective than various gender labels. According to the study, it was determined that gender stereotypes about an individual decrease as the individual's personal characteristics are known by others more.

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[35] For more information see: GOLDBERG, P.: Are Women Prejudiced Against Women? In *Trans-Action*, 1968, Vol. 5, No. 5, p. 28-30.

[36] DEAUX, K., TAYNOR, J.: Evaluation of Male and Female Ability: Bias Works Two Ways. In *Psychological Reports*, 1973, Vol. 32, No. 1, p. 261. [online]. [2017-12-12]. Available at: <goo.gl/4YM3Ma>.

[37] See: PHETERSON, G.I., KEISLER, S.B., GOLBERG, P.A.: Evaluation of the Performance of Women as a Function of Their Sex, Achievement, and Personal History. In *Journal of Personality and Social Psychology*, 1971, Vol. 19, No. 1, p. 114-118.

[38] DEAUX, K., TAYNOR, J.: Evaluation of Male and Female Ability: Bias Works Two Ways. In *Psychological Reports*, 1973, Vol. 32, No.1, p .261. [online]. [2017-12-12]. Available at: <goo.gl/4YM3Ma>.

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[42] For more information see: LOCKSLEY, A. et al.: Sex Stereotypes and Social Judgment. In *Journal of Personality and Social Psychology*, 1980, Vol. 39, No. 5, p. 821-831.

[43] See also: LOCKSLEY, A. et al.: On the Effect of Social Stereotypes on Judgments of Individuals: A Comment on Grant and Holme's 'The Integration of Implicit Personality Theory Schemas and Stereotypic Images'. In *Social Psychology Quarterly*, 1982, Vol. 45, No. 4, p. 270-273.

[44] LOCKSLEY, A. et al.: Sex Stereotypes and Social Judgment. In *Journal of Personality and Social Psychology*, 1980, Vol. 39, No. 5, p. 830. [online]. [2017-12-12]. Available at: <goo.gl/8xRjqr>.

In another research, Deaux and Lewis conducted three different experiments to understand the relationship between the various constituents of gender stereotypes and gender labels.[45] In the first experiment, information about the constituent of a gender stereotype (especially masculine and feminine versions of characteristics such as role behaviour, character, physical appearance and occupation) were provided to male and female university students, and they were asked to make judgements about other gender characteristics of a stimulus person (behaviours related to gender, physical characteristics, occupation, whether the individual is heterosexual or homosexual). The information provided to subjects, was changed sometimes in a manner that it is consistent with the gender of the stimulus person, and sometimes in a manner that it is inconsistent with the gender of the stimulus person. In the third experiment, information about each constituent was provided to subjects from different experiment groups sequentially, and subjects were asked to predict the other constituent of the relevant stereotype. In this way, researchers aimed to evaluate the reciprocal influence of constituents. Research results indicated that information about one stereotype constituent may contain another constituent, information about a constituent may be determinant in the definition of gender, and physical appearance, which plays a dominant role in gender stereotypes, may contain other constituents.

Based on the above-mentioned research results, it can be argued that each of the constituents, which form gender stereotypes, are not of equal strength. Therefore, while certain constituents (such as appearance, physical characteristics) play a more significant role in the formation of gender stereotypes, some constituents (e.g. social status, occupation, sex) may have less effect in the formation of stereotypes. On the other hand, Deaux & Lewis[46] suggest that the relation between gender stereotype and physical appearance can also be observed in other constituents such as role behaviour or occupation. For instance, in a study conducted by Vatandaş in Turkey, feminine and masculine characteristics associated with domestic role distribution and occupations of women and men were addressed as determinants of gender identity stereotypes.[47] However, in this research, it was determined that, when information about physical appearance was provided to the subjects, they made use of information on physical appearance while making inferences about other characteristics of the stimulus person. In this respect, researchers underline the fact that the effect of physical appearance constituents cannot be underestimated for understanding gender stereotypes.

Therefore, it can be argued that the impression we form when we first see an individual, is based on the physical appearance constituent. From this point of view, physical and behavioural characteristics of a perceived individual affect the content and usability of stereotypes about the individual. For instance, individuals, who look more feminine or masculine physically, create an expectation about these characteristics. An athletic man may be considered to be a more adventurous, strong and independent person compared to a curvaceous man[48]. Therefore, it can be suggested that an individual's physical appearance is closely related to stereotypes, and especially women's physical appearance, their beauty is brought to the forefront more. Because, the stereotype, which stipulates that women must look well-groomed and pretty, is stronger.[49]

Connell emphasizes the fact that clothes are also determinant in terms of giving an idea about both physical appearance constituents and cultural coding.[50] According to Connell, women and men, whose physical differences are not at the forefront significantly, are differentiated by means of clothes. Women are categorized with skirts, while men are categorized with trousers. Similarly, Bullough and Bullough also draw attention to the relationship between gender stereotypes and clothing style.[51] According to researchers, clothes are the most fundamental gender identity indicator, which manifests the personal preferences of an

[45] DEAUX, K., LEWİS, L.: Structure of Gender Stereotypes: Interrelationships Among Components and Gender Label. In *Journal of Personality and Social Psychology*, 1984, Vol. 46, No. 5. [online]. [2017-12-12]. Available at: <goo.gl/kkmVbV>.

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[48] DÖKMEN, Z.: *Toplumsal Cinsiyet Sosyal Psikolojik Açıklamalar*. İstanbul : Remzi Books, 2012, p. 111.

[49] DÖKMEN, Z.: *Toplumsal Cinsiyet Sosyal Psikolojik Açıklamalar*. İstanbul : Remzi Books, 2012, p. 112.

[50] CONNELL, R.W.: *Toplumsal Cinsiyet ve İktidar*. İstanbul : Ayrıntı Publishing, 1998, p. 109.

[51] BULLOUGH, V.L., BULLOUGH, B.: *Cross Dressing, Sex and Gender*. Pennsylvania : University of Pennsylvania Press, 1993, p. 312.

individual immediately. While femininity has been coded with skirts throughout a large part of history, and masculinity with trousers, codes constructed with an individual's style (colours, models preferred, fashion trends followed by the individual), sexual orientation (on which ear men prefer wearing earrings, whether women use clothes or accessories dictated by society etc.) clothes specific to one's job and occupation (nurse uniform, kitchen apron or overalls) also give hints about conformity to gender identity.

Another aspect, which can be addressed within the framework of physical appearance and behavioural constituent as well as dressing style, is non-verbal behavioural patterns. In this context, it is argued that women and women are also differentiated through non-verbal behaviours and this difference shows similarities in persons of both low and high status. According to this, women's being more sensitive in non-verbal behaviours is the result of their having a lower status in society. Because people of low-status are supposed to be more sensitive to facial expressions of people of high status, and adapt themselves accordingly. Therefore, low-status individuals are more cautious in their behaviours, they have a more tense body posture, they keep physical distance more, touch others less, make eye contact without looking people in the eye, averting their gaze and watching, smile more, express their emotions and open themselves more. It was determined that, compared to men, women behave more like these low-status individuals. As a result, it can be suggested that, in terms of using non-verbal behaviours, men act like high-status individuals, while women act like low-status individuals.[52]

On the other hand, Deaux and Lewis argue that, results of their research also support Locksley's opinion in a sense, and information about the determinant characteristics of a stimulus person has a significant effect on the judgements of the subjects.[53] However, research emphasizes the fact that this does not show the insignificance of stereotypes, various data collected can be gathered under one stereotype umbrella, and this connection must be comprehended in order to understand gender identity stereotypes. Researchers also underline the fact that investigating a single constituent isolated from others, and showing how gender effect increases through this means, can neither neutralize gender nor provide an understanding of stereotype's prevalence and durability. From this perspective, it is important to take the relations between the constituents of gender into account in order to understand the formation of stereotypes and creating solutions.

4. Conclusion

The behaviours and appearance of each individual, who is involved in the network of relationships, represent an individual's gender identity in an integrated structure, components of which complement each other. Societies, which attach importance to this, pay attention to preventing any process, which causes confusing individuals' behaviours and appearances according to specific gender, through various control mechanisms. Thus, gender characteristics manifest themselves with common aspects across the world. Although, the strict manner of categorizing behaviours and appearance of an individual according to gender has softened in today's world.[54] Differentiating men and women from each other by certain behavioural and appearance patterns, and role expectations, which develop accordingly, constitute the basis for gender identity stereotypes. These stereotypes are formed from the moment an individual is first seen, and directly affect the interpersonal communication process. Therefore, the stereotypes in question may turn into barriers for the interpersonal communication process and lead to conflicts in the communication process. In this case, reciprocal production of meaning, which is the basis of the interpersonal communication process, becomes impossible.

Many studies, which are mentioned above, are of great importance, since they indicate the fact that existing gender inequality does not change although the content of stereotypes may vary from one culture to another. The main reason for this situation is the existence of gender inequalities in all social structures

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[52] DÖKMEN, Z.: *Toplumsal Cinsiyet Sosyal Psikolojik Açıklamalar*. İstanbul : Remzi Books, 2012, p. 165.

[53] DEAUX, K., LEWİS, L.: Structure of Gender Stereotypes: Interrelationships Among Components and Gender Label. In *Journal of Personality and Social Psychology*, 1984, Vol. 46, No. 5, p. 1002. [online]. [2017-12-12]. Available at: <goo.gl/kkmVbV>.

[54] VATANDAŞ, C.: Toplumsal Cinsiyet ve Cinsiyet Rollerinin Algılanışı. In *Sosyoloji Konferansları*, 2007, Vol. 35, p. 44. [online]. [2018-11-21]. Available at: <https://bit.ly/2KY4lR0>.

and the fact that these inequalities are learned by all members of the society regardless of their sex. Therefore, it can be argued that, women and men have gender identity related stereotypes that manifest gender inequality although contents of these stereotypes vary.

On the other hand, research conducted suggests that women have more stereotypes about women, men have more positive stereotypes about men, and the reason of behaviour is justified based on the individual characteristics of the in-group. In addition to this, it can be argued that information about the individual has a significant effect on the stereotype. According to this, as the information about the individual and the level of contact established with the individual increases, commitment to gender identity stereotypes decreases. Because as characteristics specific to the individual are known, stereotypes become specific to that individual only. Also, each constituent, which construct gender stereotypes, determine stereotypes at different levels. Some of these constituents (e.g. physical appearance) may be more determined on the formation of stereotypes.

When all the features of gender identity stereotypes are taken into account, it is observed that stereotypes in the interpersonal communication process have a multi-dimensional structure. For this reason, how stereotypes, which starts with the beginning of the first encounter and directly affects the communication process, play a determinant role according to the gender of the individual is manifested clearly. Factors such as increasing the level of knowledge about the individual or incident, who/which is subject to stereotype, neutralizing the determinant constituent, which causes the stereotype, individual's in-group bias and distance to out-group are of great importance for decreasing the effect of these stereotypes on the communication process.

Finally, it must be emphasized that trying to understand gender identity stereotypes in the interpersonal communication process through roles, which are based on gender differences, could lead to a one-dimensional evaluation. These stereotypes, which are confronted in the interpersonal communication process, are under the influence of several factors such as the social class which the individual is a member of, society's view on differences, historical background, religious and economic structure. Also, the way an individual communicates with others (manner of speaking and listening, body language etc.) affects the interpersonal communication process as well as all these factors. Therefore, all of these factors must be addressed in an integrated manner in order to be able to evaluate the determinant effect of gender identity stereotypes in the interpersonal communication process.

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