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One of the Research Plans in the University of Melbourne

# Gender Stereotype in Payment of Drinking in Australia:

Focusing on Femininity and Masculinity

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Gender stereotype in terms of  
drinking payment:

“Males should pay more  
than females.”

Is this still being practiced?

Possible Reason why this  
stereotype is still being practiced:

it may be easily accepted by  
females , who don't have to pay  
for drinking.

Or... Is this already forgotten?

Possible reasons why this stereotype has been forgotten:

- a. Women empowerment in the society
- b. higher compensation of women

Assessment of This gender stereotype  
may be clear,

if we inquire how many persons will  
pay in several cases of percentage of  
drinkers and non-drinkers.

In the case of the following slide(no.6),  
one – third of females and  
two – third of males can drink.



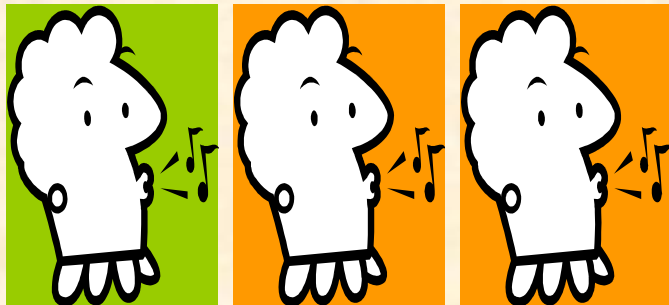
How much payments are optimal for  
females and males?

# N0.6

females

drinker 1 person

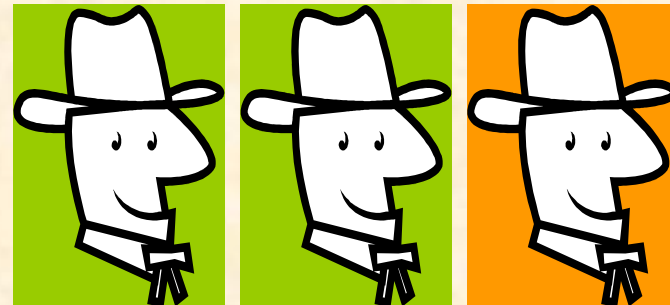
non-drinkers 2 persons



males

drinkers 2 persons

non-drinker 1 person



the previous study of mine

Dohi, I. (2006)

Gender stereotypes in payment of  
drinking:  
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masculinity

Shoin Review (Kobe Shoin Women's University  
Scientific Research Society), 47, 61-77.



## procedures of the study

- 356 university students ( 281 females and 75 males) were used as respondents.
- First they filled out the questionnaires about basic personal information.
- Next, I showed the 16 slides on the projector.
- The experiment was conducted in my class of social psychology and introductive psychology.

## Inquiry about payment of drinking

- This experiment will help you decide which paying scheme is appropriate for a situation.
- Six classmates (3 males and 3 females) are drinking in a bar.
- After drinking, they were left to decide on how to settle the ¥12,000 bill (around \$100) .

- As a practice in Japanese, everyone shares the bill equally.
- However, the drinkers may have some other options for paying such as the following:
- Which do you think is the payment option that the friends will choose?

- Now you will be presented with 16 slides.
- So for every slide, you need to decide which is the optimal pattern of paying from the following table, which contains 9 patterns of paying, and the amount of payment is supposed to become ¥12,000.
- .Please pay attention that the drinking bill should be the same between the sexes.

Slide No.	females		males	
	drinkers	non-	drinkers	non-
1	0	3	3	0
2	0	3	2	1
3	0	3	1	2
4	0	3	0	3
5	1	2	3	0
6	1	2	2	1
7	1	2	1	2
8	1	2	0	3
9	2	1	3	0
10	2	1	2	1
11	2	1	1	2
12	2	1	0	3
13	3	0	3	0
14	3	0	2	1
15	3	0	1	2
16	3	0	0	3

Please fill in the number of pattern (in next slide pattern1 to pattern9)  
in each bracket of the slides you are shown on projector.

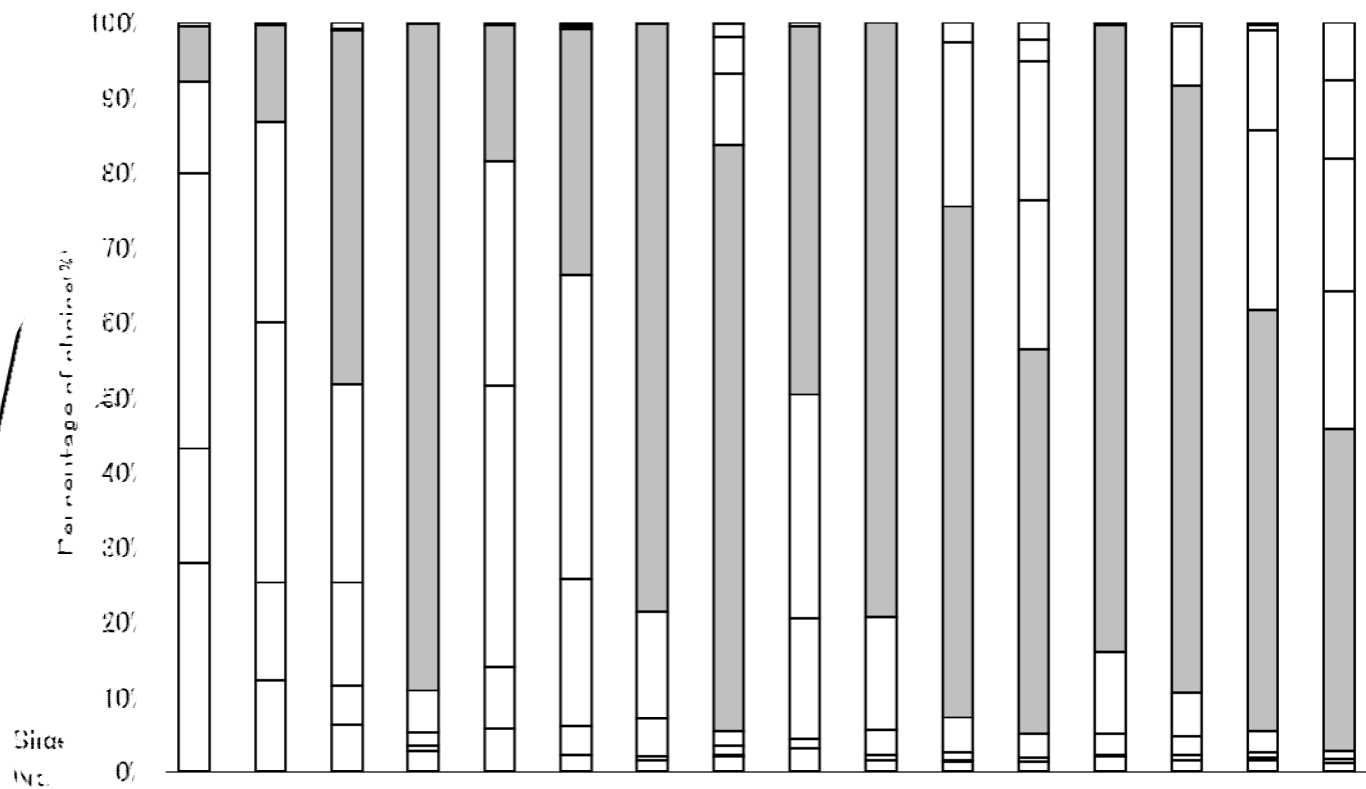
Slide number	Number of pattern you choice
1	(                      )
2	(                      )
3	(                      )

..... (continued to Slide number16)

## Choice of patterns of payment

	Payment of females /person	Payment of males /person
Pattern 1	¥0	¥4,000
Pattern 2	¥500	¥3,500
Pattern 3	¥1,000	¥3,000
Pattern 4	¥1,500	¥2,500
Pattern 5	¥2,000	¥2,000
Pattern 6	¥2,500	¥1,500
Pattern 7	¥3,000	¥1,000
Pattern 8	¥3,500	¥500
Pattern 9	¥4,000	¥0

The Grey bars show the choice percentages of equal payment between males and females.

[illegible]



## Summary (1)

### The first law of payment

The decision that **Males should pay more** than females remained

As shown in the figure 1 (the pattern of payment of Slide No.13), even if almost all the respondents thought that both males and females should pay equally, there were some respondents who believed that males should still pay a little more than females.

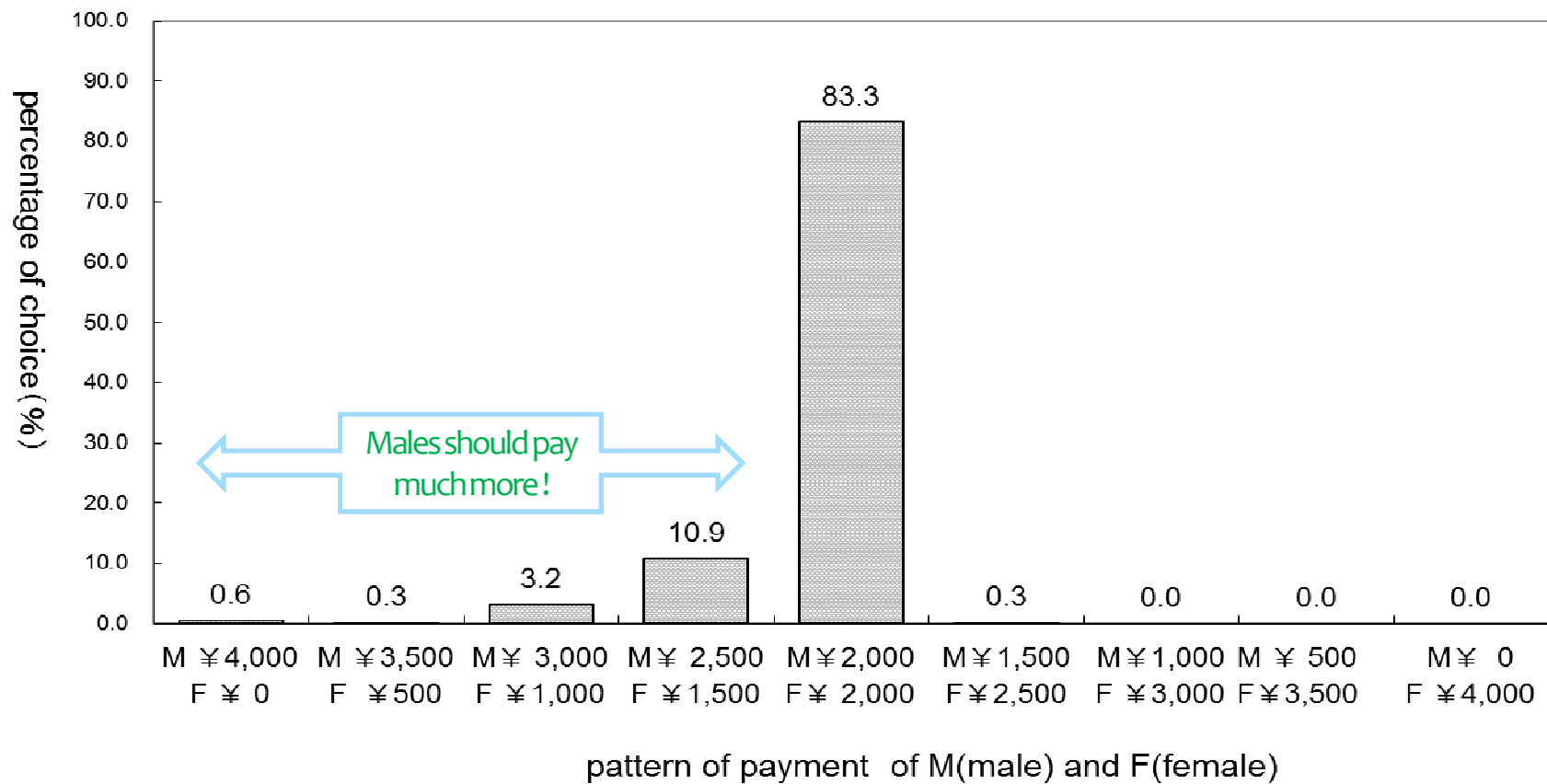


Fig. 1 Pattern of payment of Slide No.13  
(3 male drinkers and 3 female drinkers)

I will show you another evidence of the first law of payment.

- Please look at Fig.2 and Fig.3 .
- Both of them are alike because only one sex can drink, and the other sex can't drink.
- But the payment pattern is different.
- In Fig.2,(3 male drinkers and 0 female drinkers) , majority of the respondents chose the pattern that the male pay much more than female,
- But in Fig.3, (0 male drinkers and 3 female drinkers) ,majority of the respondents chose the pattern that both male and female drinkers must pay equally.

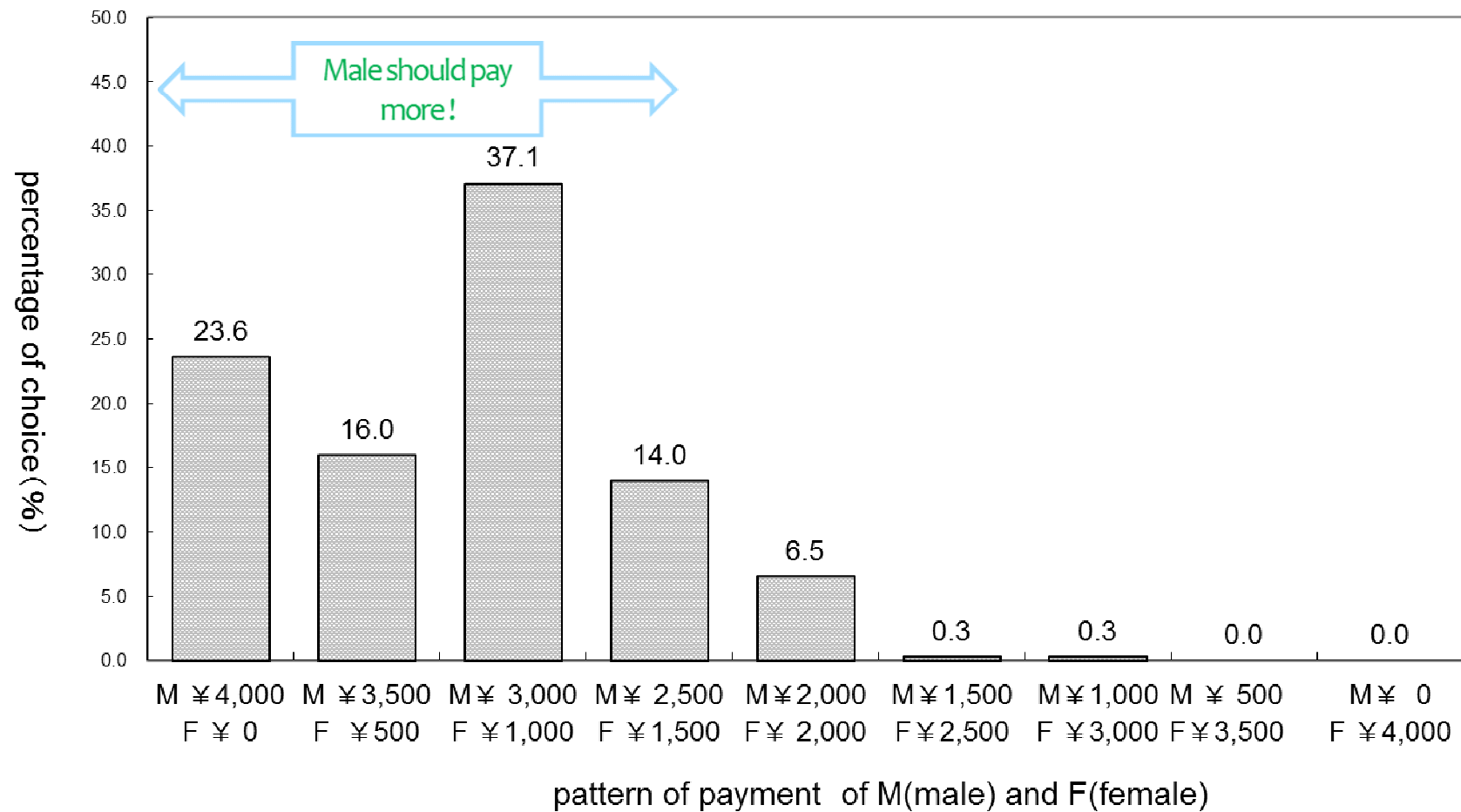


Fig. 2 Pattern of payment of Slide No.1  
(3 male drinkers and 0 female drinkers)

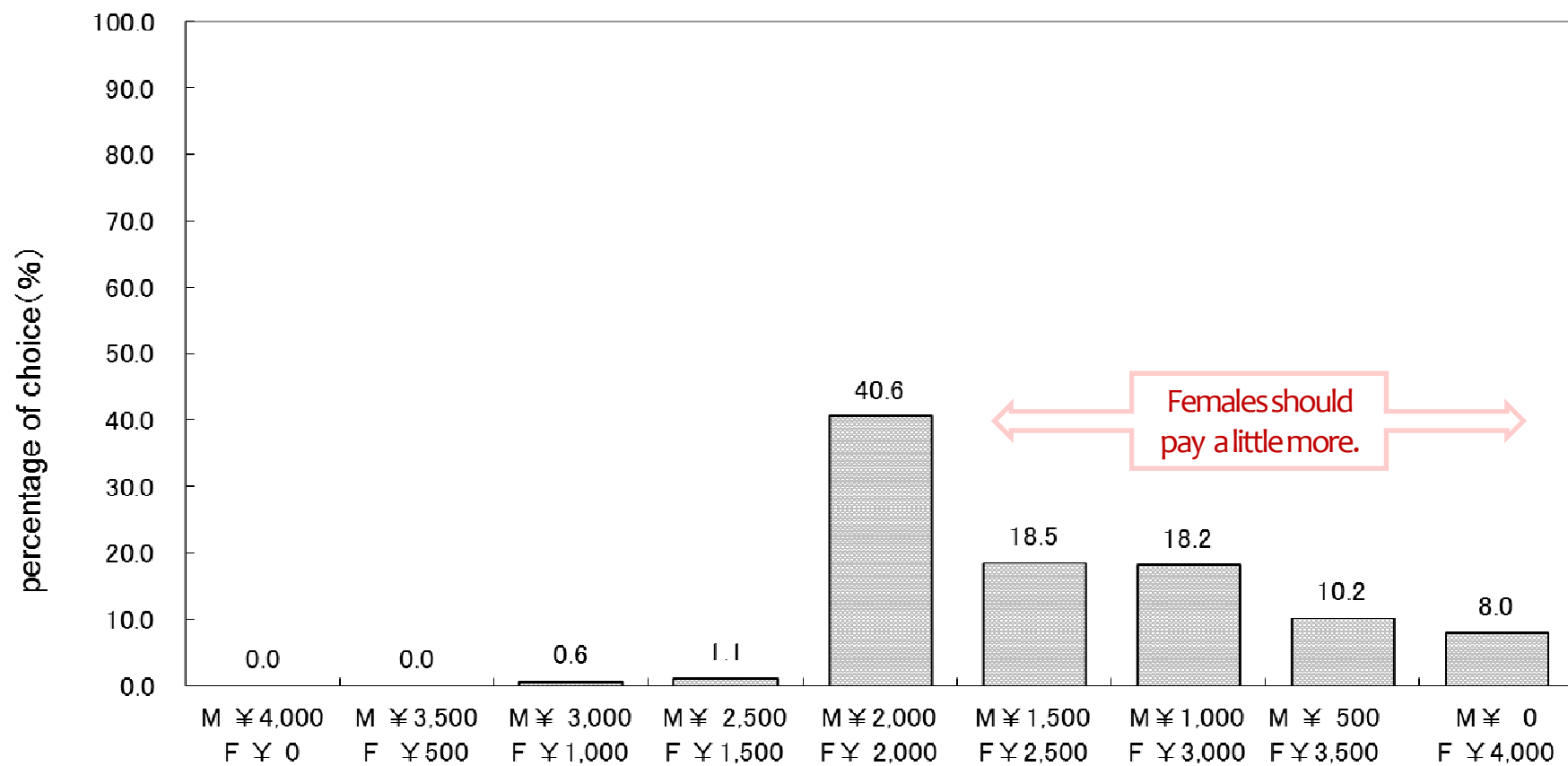


Fig. 3 Pattern of payment of Slide No.16  
(3 female drinkers and 0 male drinkers)

In addition, female respondents made the decision that **male respondents should pay more.**

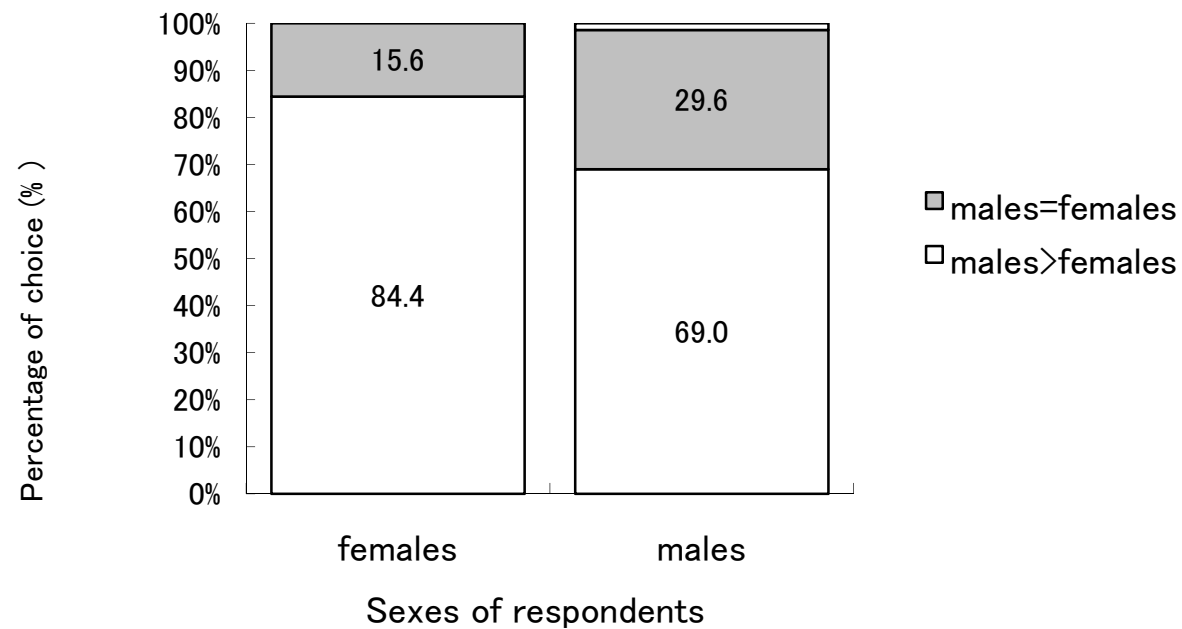


Fig.4  
Choice of slide No.5 (in each sexes of respondents)

## Discussion about the first law of payment

1. As the gender stereotype is **favorable for females**, it seems easily accepted by females, which reinforce general gender stereotype, though.
2. The respondents were **young**, so females may think themselves **forceful**.
3. Many female respondents are favored financially, so their fathers may give their daughters more allowance. As the results, the respondents may **expect that their boyfriends should pay** for them.

## Summary (2)

### The second law of payment

Whether drinkers are males or females, **the people who can drink should pay equally.**

To make sure, compare between

Slide No.1 to 4(all females were nondrinkers),

Slide No,5 to 8(one female was drinker),

Slide No.9 to No. 12(two females were drinkers), and

Slide No.13 to No,16(all females were drinkers)



For Example,

- Please take a look at the following 4 figures(Fig.5 to Fig.8 : patterns of payments of the slide no.13 to no.16).
- From the slide no.13 to no.16, percentage of male drinkers are increasing.
- So you can find that the payment fee people think female should pay is increasing.

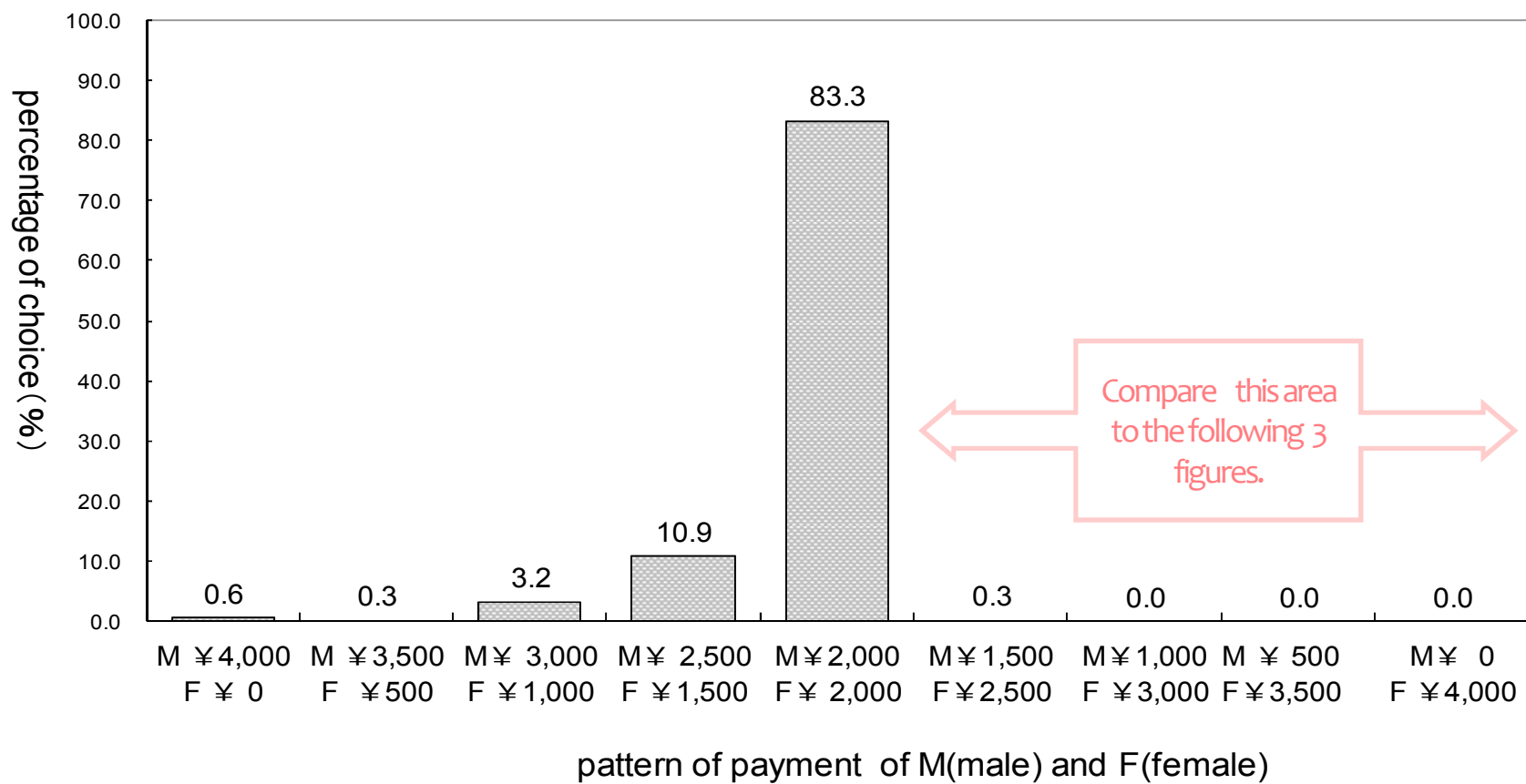


Fig. 5 Pattern of payment of Slide No.13  
(3 female drinkers and 3 male drinkers)

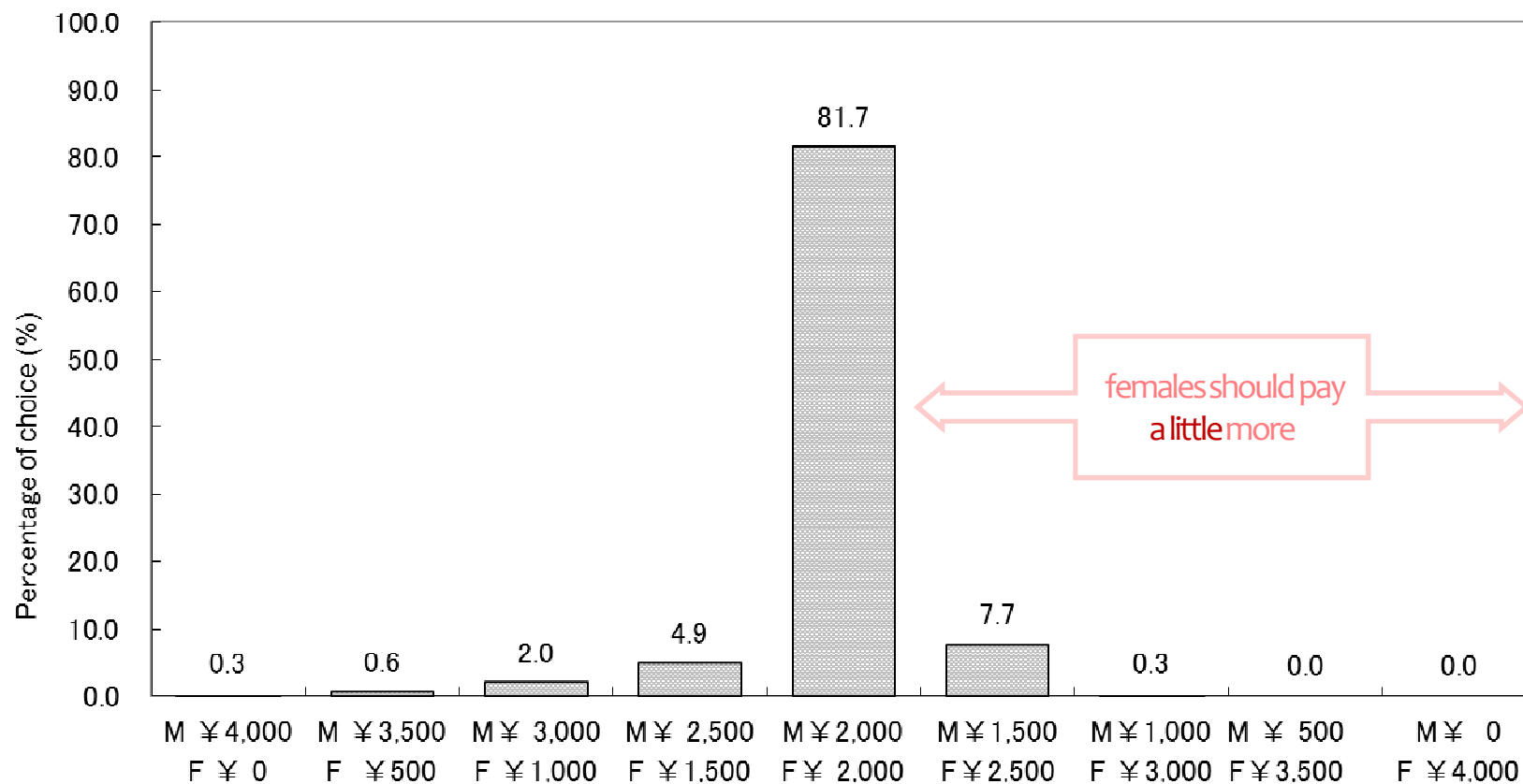


Fig. 6 Pattern of payment of Slide No.14  
(3 female drinkers and 2 male drinkers)

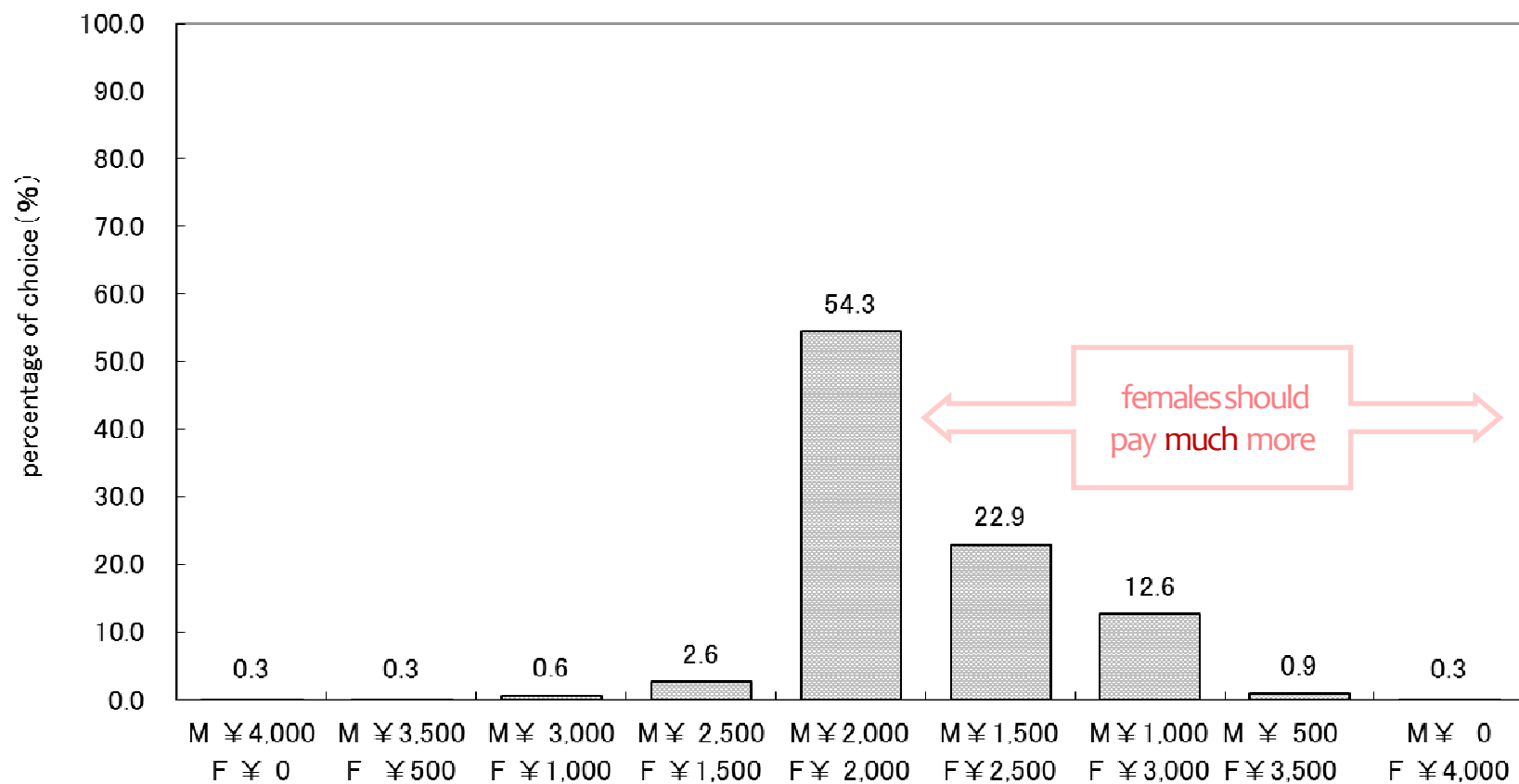


Fig. 7 Pattern of payment of Slide No.15  
(3 female drinkers and 1 male drinkers)

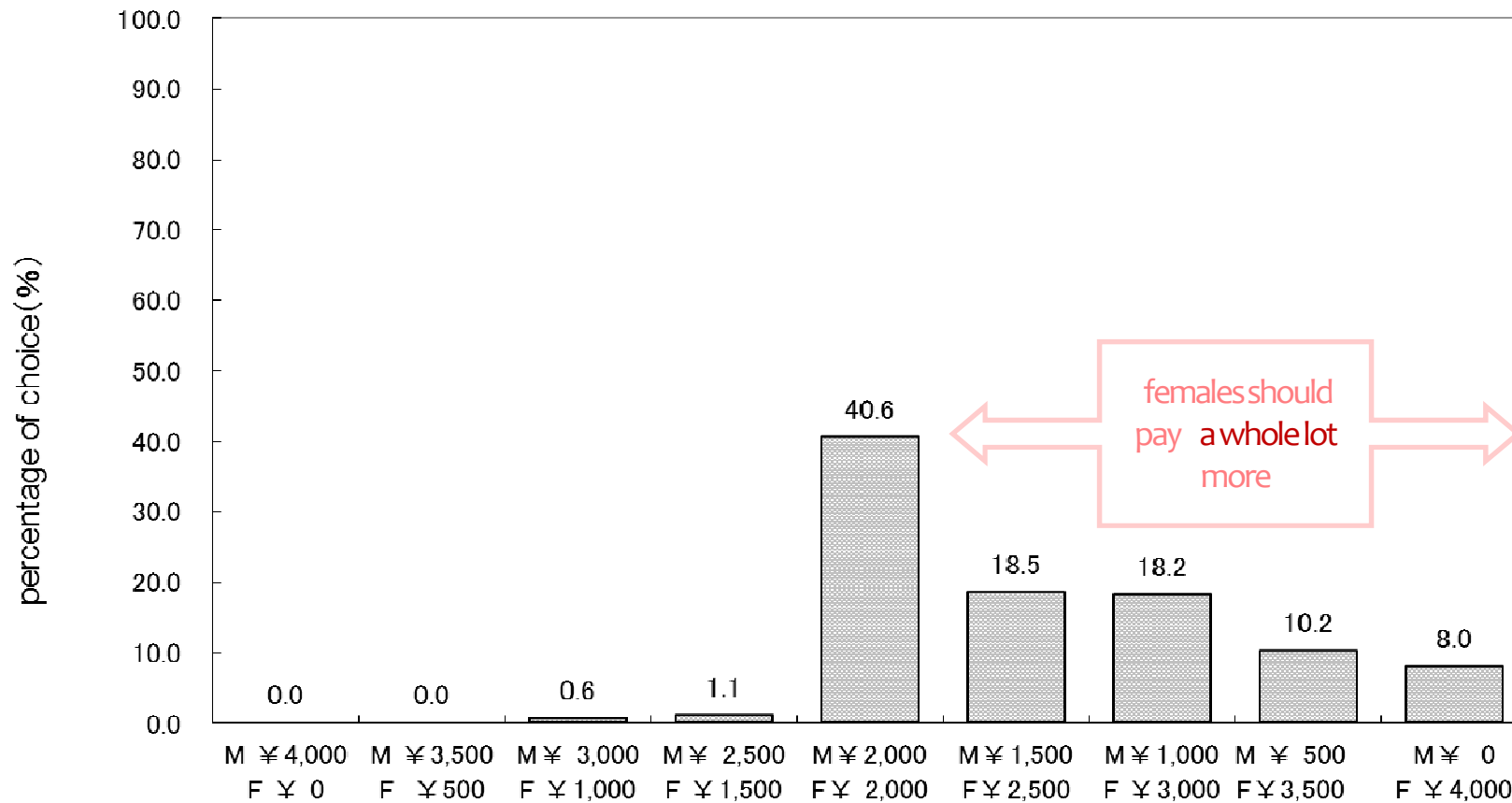


Fig. 8 Pattern of payment of Slide No.16  
(3 female drinkers and 0 male drinkers)

- 4 figures slides showed feminine gender-typed females made decision that females should pay as males.
- In contrast, masculine gender-typed females made decision that males should pay more than females.

Fig.9 showed the most typical result.

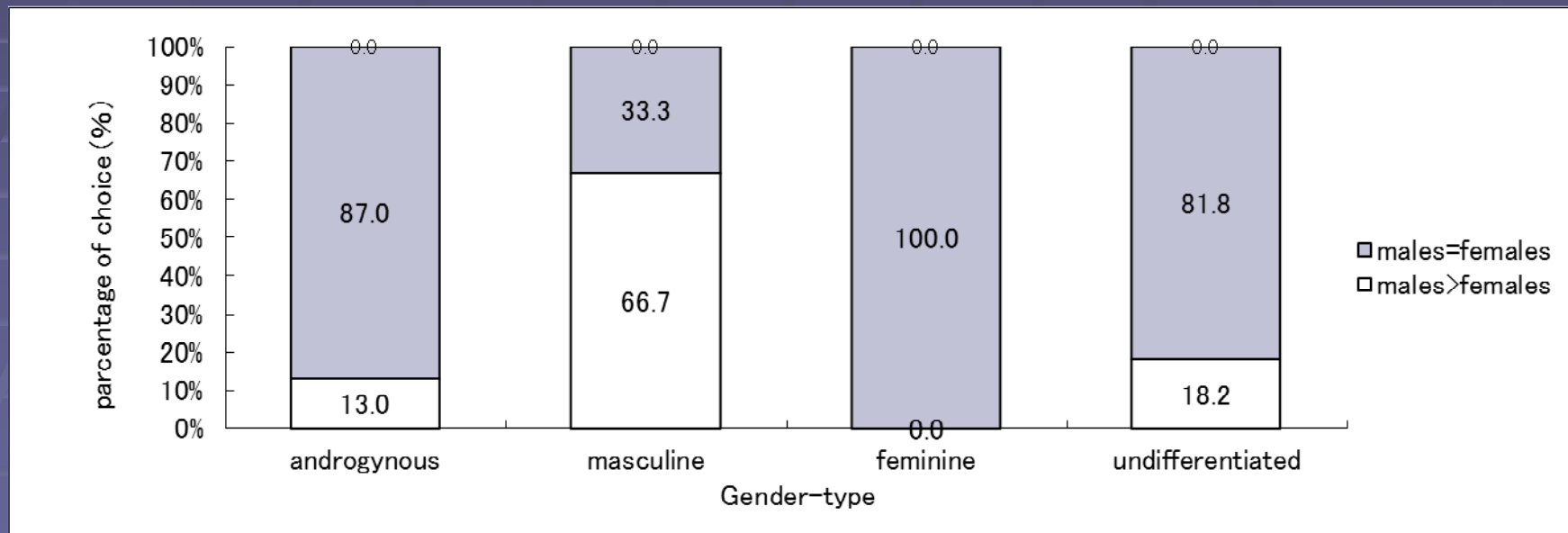


Fig.9 Choice of slide No.13 (female respondents only)

## Discussion about the second law of payment

1. As expected before, **women's empowerment** in the society and **higher compensation may mitigate** gender stereotype.
2. Contrast to my hypothesis, **feminine gender-typed females had tendency to pay more** than masculine gender-typed females. Why?



The results suggest the following:

1. Feminine females are **sensitive**, so they can decrease the burden of the.

In addition, they may **be short of assertion**.

2. Or , they recognize that feminine behavior will **have relational force**, which can influence at the end.

**Thank you for your time!**