



# DESCRIPTION REFERENCE PAGE



## Prove it Again!

When women have to prove their competence over and over again.

### SUBCATEGORIES:

#### Women's Mishaps Matter More

Women's mistakes are more likely to be noticed than men's. Women's mistakes also are more likely to be attributed to stable, internal qualities (she hasn't got what it takes), while men's mistakes tend to be attributed to transitory outside causes (he was unlucky).

#### Women's Successes Matter Less

Women's successes are more likely to be attributed to transitory outside causes (she got lucky) while men's successes tend to be attributed to stable, internal characteristics (he's got talent).

#### The Invisible Escalator

Sometimes the unspoken sense of what men deserve acts as an invisible escalator that leaves women behind.

#### Objective Rules Applied Differently

Objective rules tend to be applied rigidly to women but leniently to men.

#### Faulty Memory

Women's mistakes may well be remembered long after men's are forgotten.

#### He's Brilliant! (She's Reliable)

Men tend to be described as brilliant or talented, while women tend to be described as reliable and hardworking.

#### Evaluation Extremes

While superstar women tend to get very high evaluations, women who are only excellent tend to get much lower evaluations than do similarly-situated male colleagues.

## Unappealing Options

When women often must choose between a series of unappealing options.

### SUBCATEGORIES:

#### Serving or Selfish

Women often are assumed to be well-suited to service work, and faulted for being selfish if they turn away such work—even if they have already completed more service work than have their male colleagues.

#### Demure or Difficult

Sometimes women are expected to follow expectations set by traditional femininity: to be demure, reassuring, retiring. Women who fail to do so are faulted for being "difficult."

## Invisible or Threatening

Women are expected to conform to conventionally feminine behavior including being faulted for standing up for themselves.

## Perfect or Out-of-Control

While anger tends to raise the status of men, anger typically lowers the status of a woman.

## Overlooked or Boastful

Studies show that people who engage in self-promotion generally get promoted more than those who don't. But self-promoting women often encounter backlash. The same is not true of men.

## Awkward or Excluded

When work meetings occur in settings that are uncomfortable for, or exclude, women, they face the choice of feeling awkward or feeling excluded.

## Maternal Wall / Faulted for Fatherhood

When women encounter severe bias once they have children. When fathers who do more caregiving than expected face severe bias.

### SUBCATEGORIES:

#### Mothers Should...

Women sometimes receive messages that mothers should stay home full time.

#### Uncommitted or Incompetent

Women who are mothers tend to be seen as less competent and committed than either men or women with children.

#### Don't Do Me Any Favors!

Employers often make assumptions that mothers don't want to travel or take career-enhancing assignments—instead of simply asking a given mother whether she wants a given opportunity.

#### With the Kids Again

Mothers who are not in the office often are assumed to be with their kids—even if they are working.

#### What Me? Kids?

Mothers often hide the fact that they have kids in order to avoid the stereotypes triggered by motherhood.

#### Faulted for Fatherhood

Men who signal that they have caregiving responsibilities often encounter pushback, reflecting the assumption that "your wife should do it."

## No Bias