Out of Sight, Out of Mind: The Impact of Sexism on Political Ideology

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INTRODUCTION

Our study: The purpose of this study is to explore the relationship between sexism and political ideology by looking at awareness of sexism.

Sexism

- While all genders experience sexism and disparate treatment to some extent, cisgender women are targets in issues pertaining to gender more often than cisgender men (Kaczuba & Koszałkowska, 2025).
- Although there has been significant progress against gender inequality, the barriers against women still exist today (Kim, 2025).

Liberal Political Ideology

- In general, individuals with a liberal political ideology have more progressive beliefs regarding gender equality, while people with conservative political ideology tend to value stability and tradition over change (Rosenfeld & Tomiyama, 2021; Sevincer et al., 2023).



How can awareness of sexism impact political ideology?

- The more you participate in critical exploration of your identity, the more you will gravitate towards feminist ideology (McDermott et al., 2022).
- When someone believes that there is an inequity between how they are treated and how they should be treated, they should be inclined to find ways to minimize that gap.

Hypothesis: We expect a significant positive correlation between high perceived sexism and high liberal political ideology.

METHOD

Predictor	**Outcome**
Political Ideology	*Perceived Sexism*



Participants

- 80 Participants
- Cisgender Women
- Attending Muhlenberg College
- $5 compensation

Materials

Perceived Sexism Scale. We utilized the Perceived Sexism Scale (Kinias, 2012). It has 3 items. An example item is "Sexism will affect many areas of my life". Additionally, we utilized The Modern Sexism Scales (Morrison et. al, 1995). It has 11 items. An example item is "Sexism against women is no longer a problem in the United States."

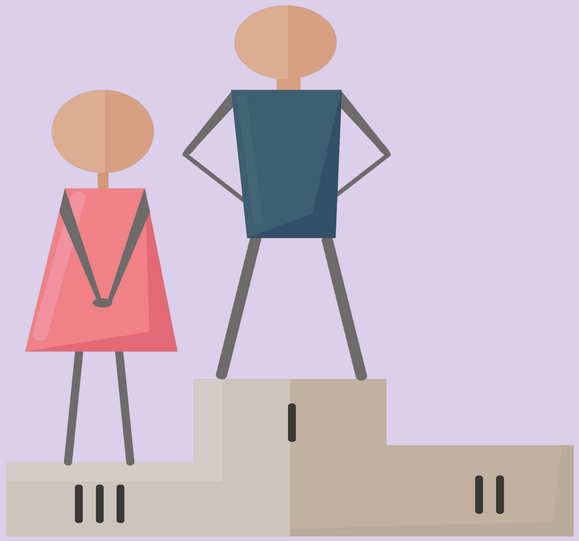
Political Ideology Scale. We utilized the Political Ideology Scale (Alves & Porto, 2022). It has 12 items. An example item is "Legalizing and regulating illicit drugs would bring about positive results."

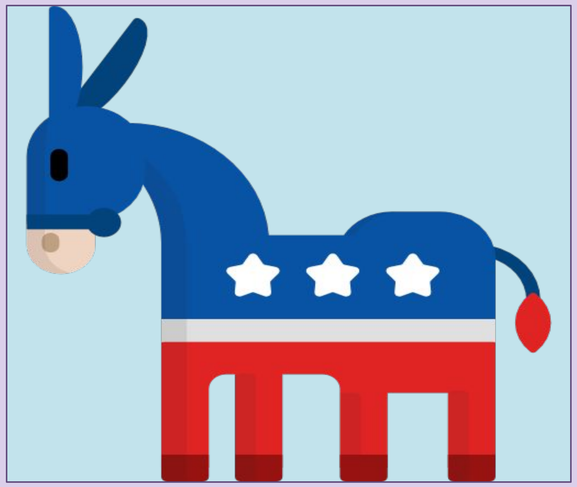
Procedure

- Participants took an online survey that was distributed to all participants via a link that began with informed consent.
- Participants then filled out the questions relating to the Perceived Sexism scale, followed by the Political Ideology scale.
- Participants then answered questions about their demographics. Participants were thanked, debriefed, and given resources relevant to the issues discussed.

Proposed Analysis

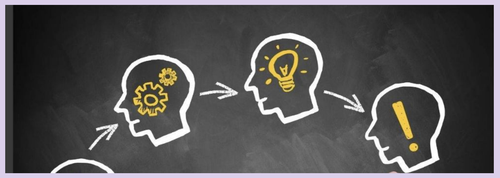
We will test this hypothesis by conducting a bivariate correlation between perceived sexism and political ideology. We expect a significant positive correlation between high perceived sexism and high liberal political ideology.





DISCUSSION

- If our hypothesis is demonstrated to be correct this would reflect that personal awareness of discrimination influences broader political beliefs and values.
- Overall, understanding how awareness influences ideology can help explain differences in political attitudes.



LIMITATIONS/FUTURE RESEARCH

Limitations

- Sample was mostly college students, limiting generalizability.
- Self-reported data may include bias or social desirability effects.
- Correlational design prevents conclusions about causation.

Future Research

- Use more diverse samples.
- Test causal relationships with experimental designs.
- Include additional factors like gender, culture, and personal experiences.

References

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