
Gender Differences in Emotional Display Rules among Turkish Students

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Introduction

Display rules regulate expression of emotions depending on

- culture**
 - social roles**
 - context**
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Influences on Display Rules

- ❑ Culture may affect emotional expression (Ekman, 1972)
 - ❑ Gender roles prescribe different rules as appropriate for men and women in social functioning
 - ❑ Context includes public and private settings
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Gender and Display Rules

- Scarce literature on gender differences in display rules:
 - In an earlier study (Matsumoto, Takeuchi, Andayani, Kouznetsova, & Krupp, 1998) in the US, Japan, South Korea and Russia,
 - females exerted more control over anger, contempt, disgust and less control with family
 - males exerted more control over fear and surprise.
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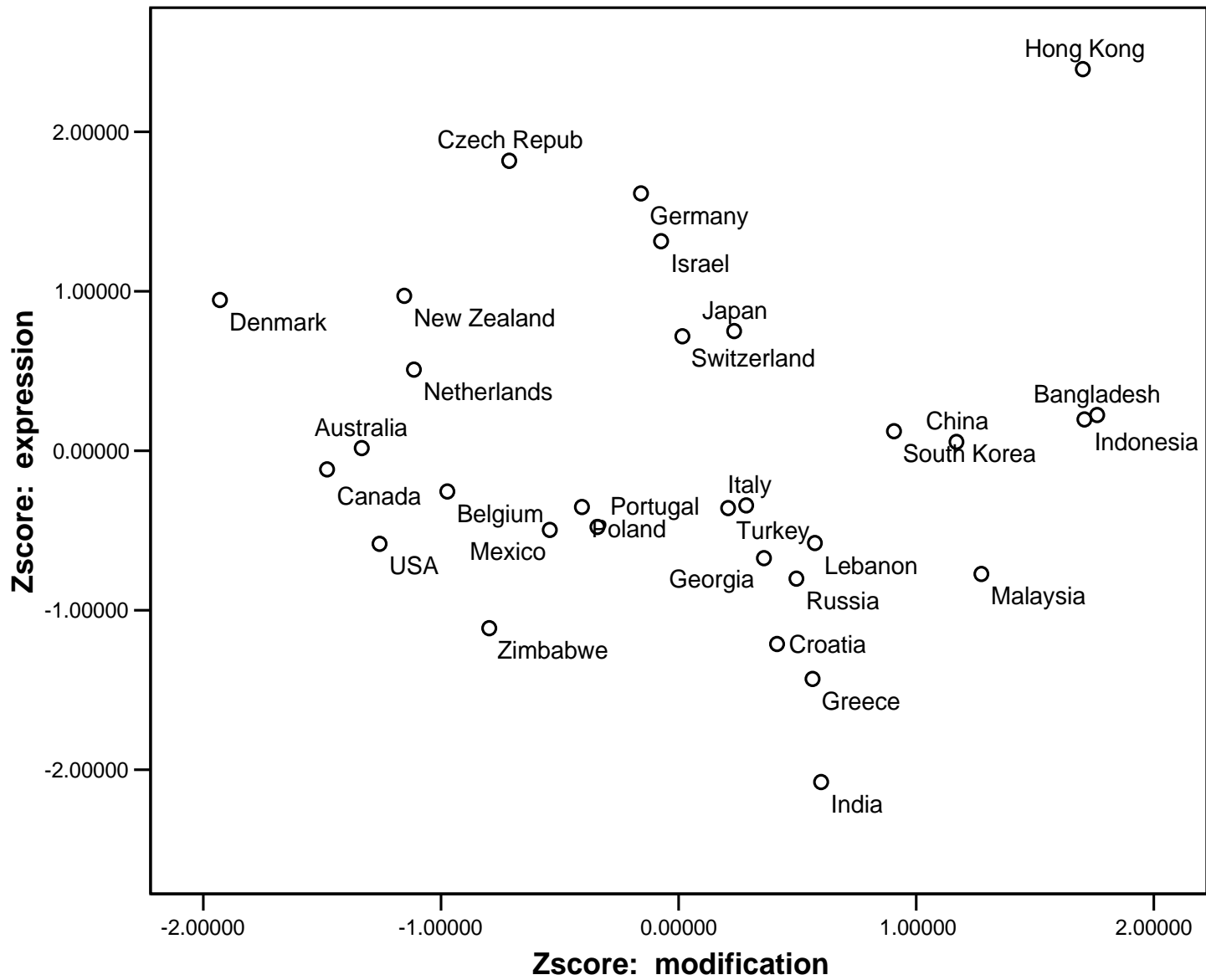
Gender and Culture

Matsumoto et al. (1998) explained the significant differences between the genders on display rules regarding anger, contempt, and disgust on the basis of higher collectivism among females

Emotional Expression in Turkey

Turkey:

- ❑ In the current study, Low Expression - High Modification Quadrant, Moderate overall
 - ❑ Hofstede (1980) found Turkey high on collectivism, but more recent studies with university students find more moderate placement on this dimension
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Method

Participants:

- 235 university students
- 151 females, 84 males
- Age ($M = 20.32$, $SD = 1.42$)

Instrument

- Display Rule Assessment Inventory (DRAI)
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DRAI

- Participants were asked what they should do if they felt each of 7 emotions toward 21 target interactants in public and private contexts**

 - Response alternatives: Amplify, Express (or Neutralize -- show nothing), Deamplify, Qualify, Mask**
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Results

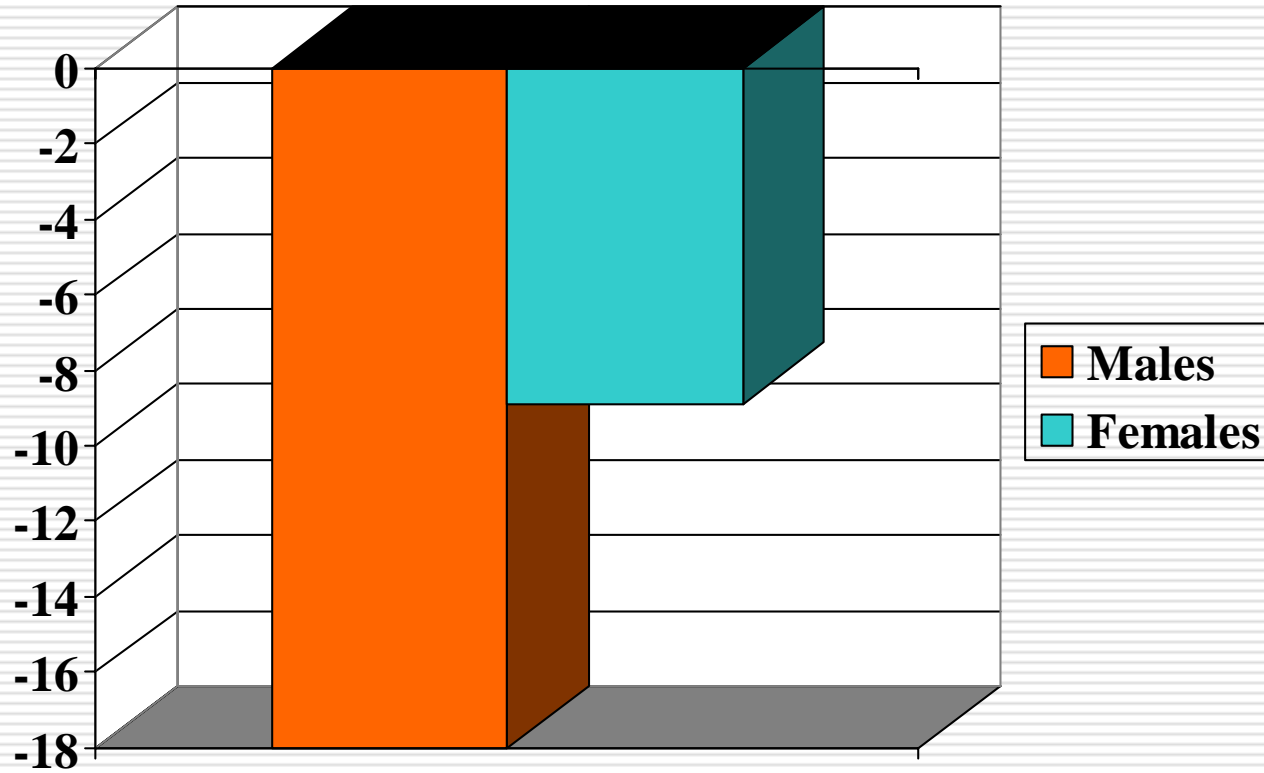
- Overall sex differences in Turkish sample:**
 - Expression of fear (neutralization)**
 - Deamplification of**
 - Disgust**
 - Happiness**
 - Surprise**
 - No sex differences in other expression modes**
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Neutralization of Fear by Males and Females

**Males neutralize fear more than
females overall:**

$t(163) = 3.0, p = .003$

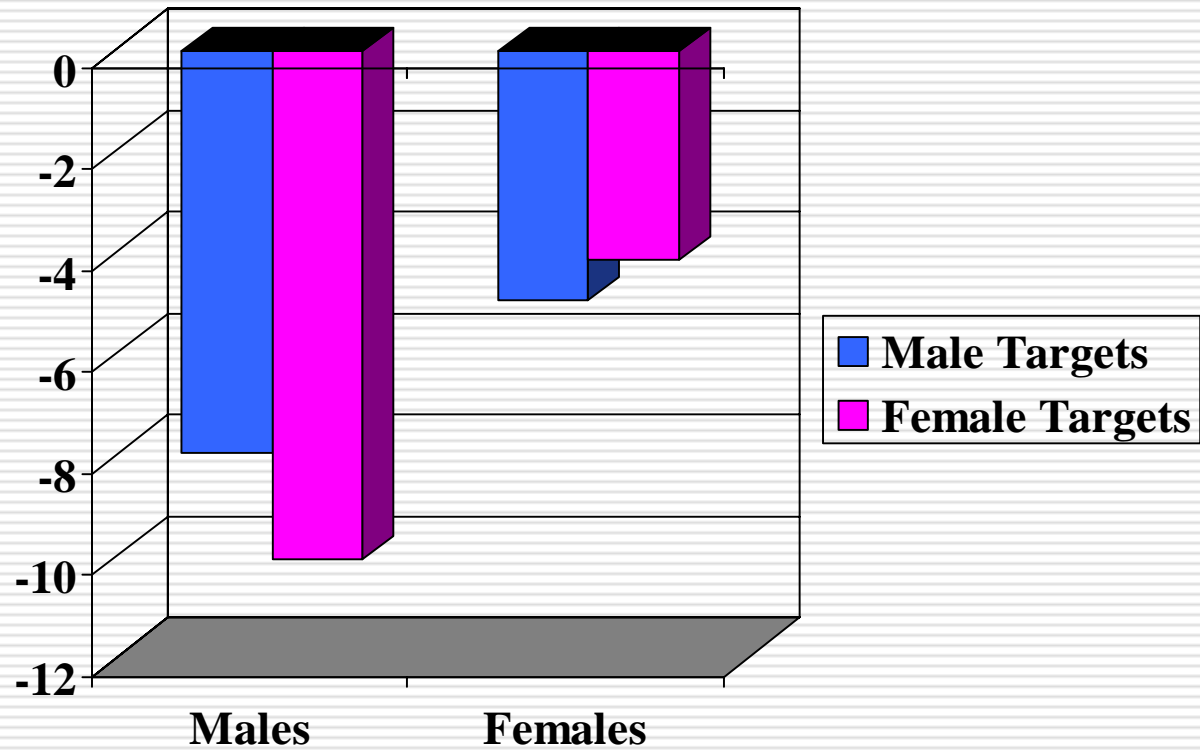
Neutralization of Fear by Sex



Sex Differences by Sex of Target

- Neutralization is greater with opposite sex targets:
 - Males neutralize more with *female* targets than male targets: (-9.9 v -7.5, $p < .0001$)
 - Females neutralize more with *male* targets than female targets, but the difference is less: (-4.9 v -4.2, $p < .0001$)
 - Pillai's trace $p < .0001$, partial $\eta^2 = .147$
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Neutralization of Fear to Male and Female Targets, by Sex

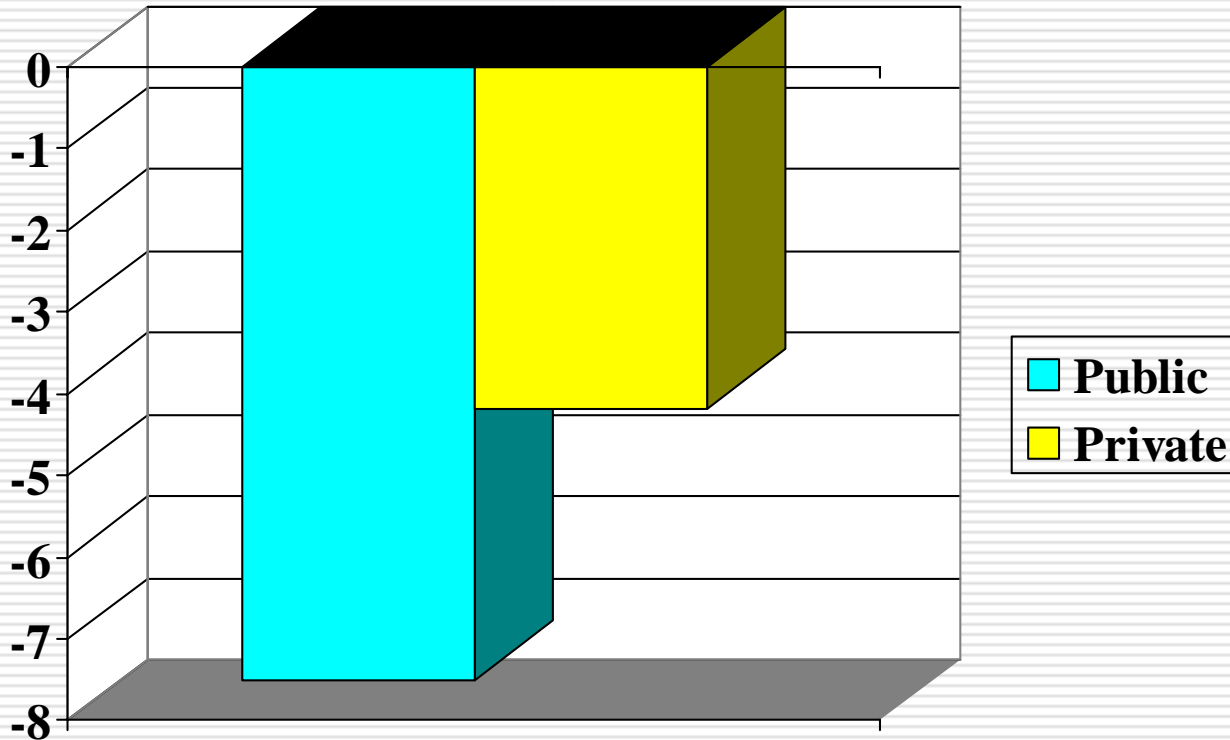


The Effect of Context

More neutralization of fear in public than private contexts:

$t_{(165)} = 9.7, p < .0001$

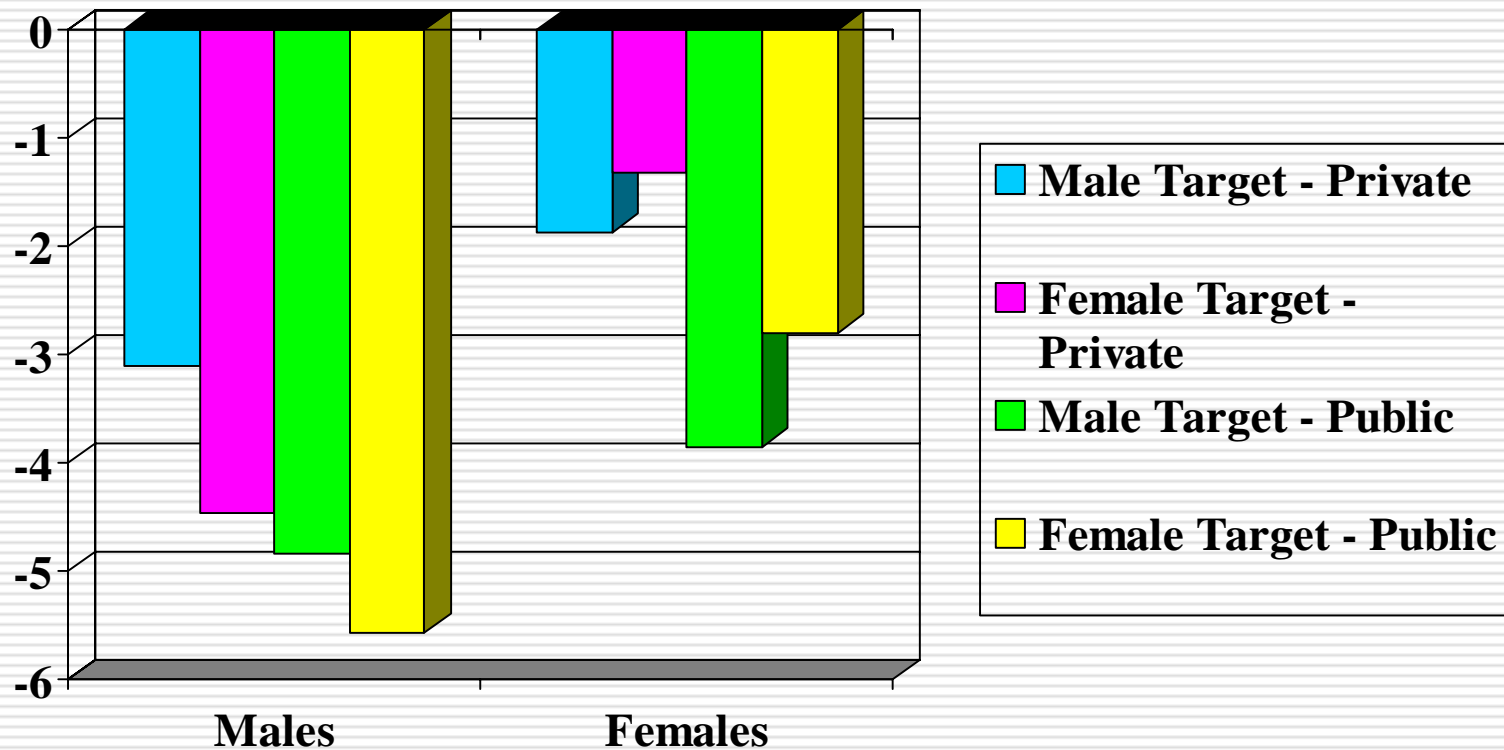
Neutralization of Fear in Public and Private Contexts



Combination of Sex of Target and Context

- **Both sexes neutralize fear most with the opposite sex in public, least with their own sex in private**
 - **Males neutralize fear most in a public context with a female target, least in private with a male target**
 - **Females neutralize fear most in a public context with a male target, least in private with a female target**
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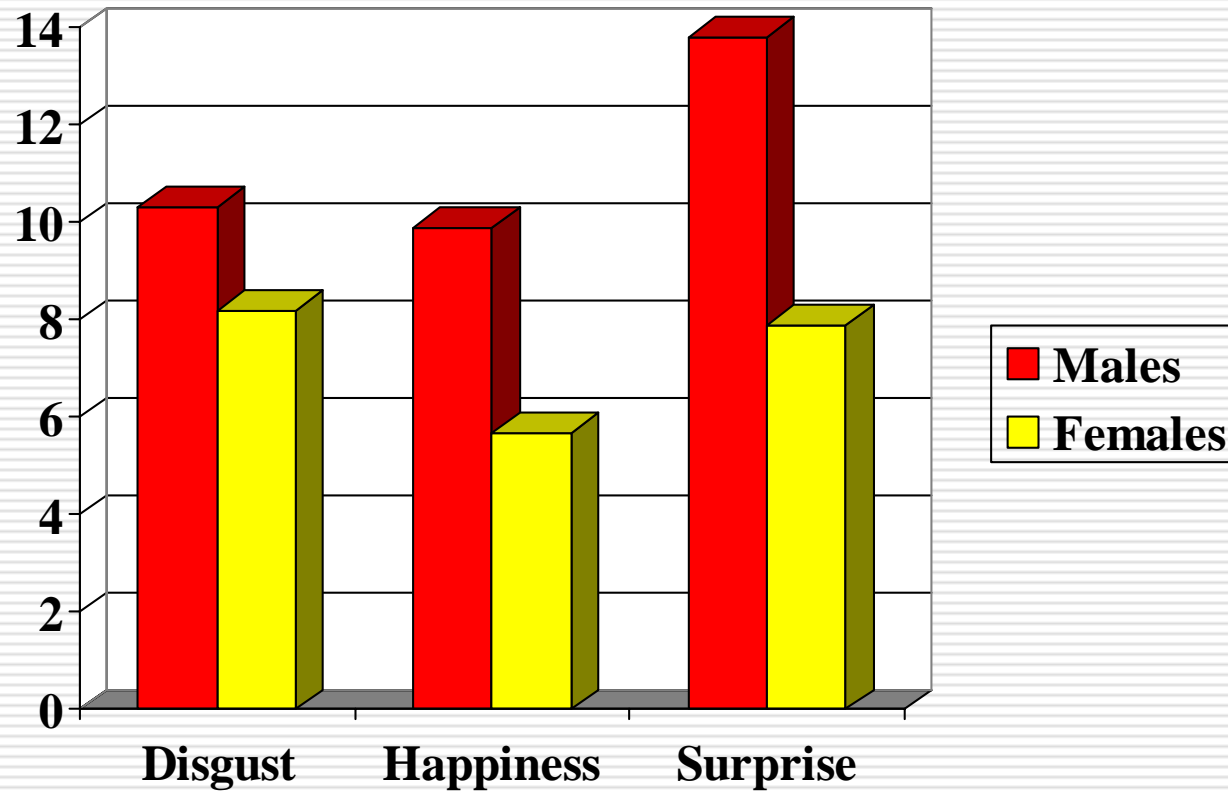
Gender Patterns in Neutralization of Fear by Sex of Target and Context



Sex Differences in Deamplification

- Disgust: no overall difference by sex of respondent**
 - Happiness: males deamplify happiness more than females, $t_{(161)} = .009$**
 - Surprise: males deamplify surprise more than females, $t_{(160)} = .001$**
 - No sex difference in deamplification for other emotions**
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Deamplification of Disgust, Happiness, & Surprise by Sex



Deamplification of Three Emotions by Sex of Target

All three emotions are deamplified more to male targets

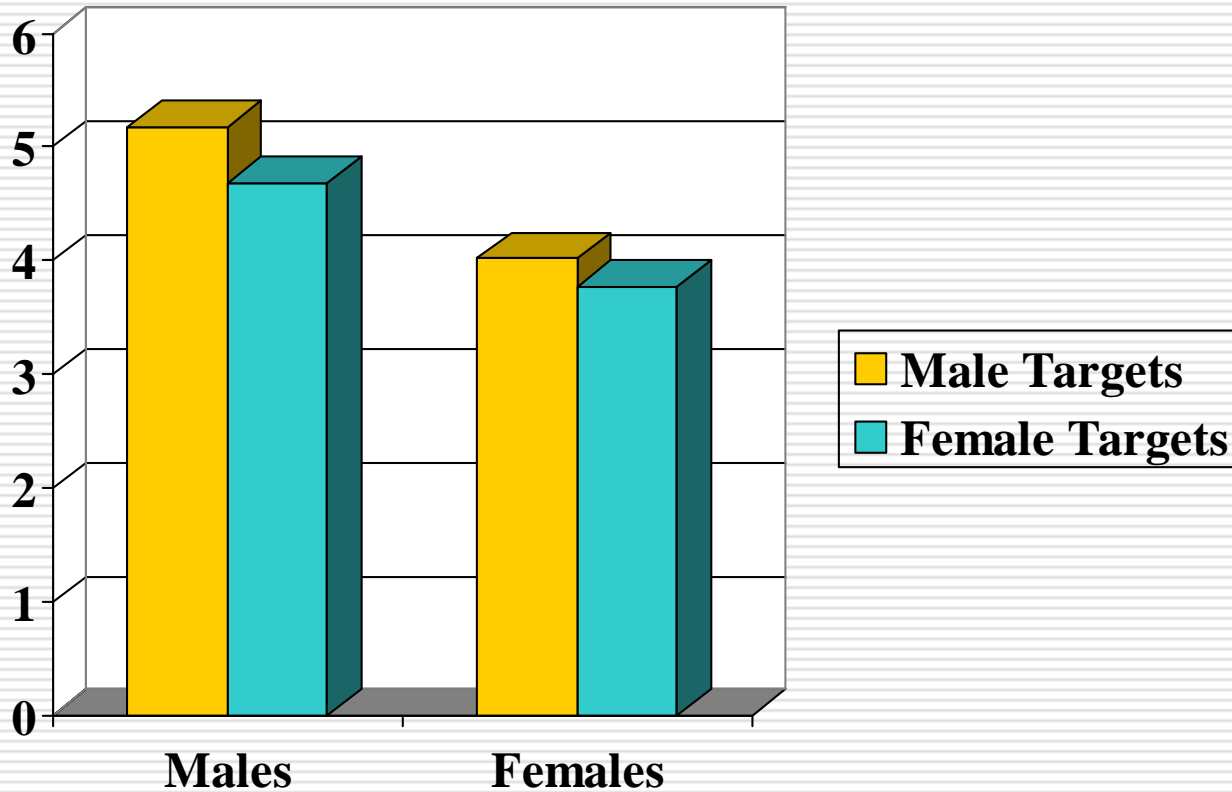
- **Disgust: $t(164) = 2.14, p < .03$**
 - **Happiness: $t(164) = 4.3, p < .001$**
 - **Surprise: (trend, $p < .08$)**
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Sex of Target by Sex of Respondent

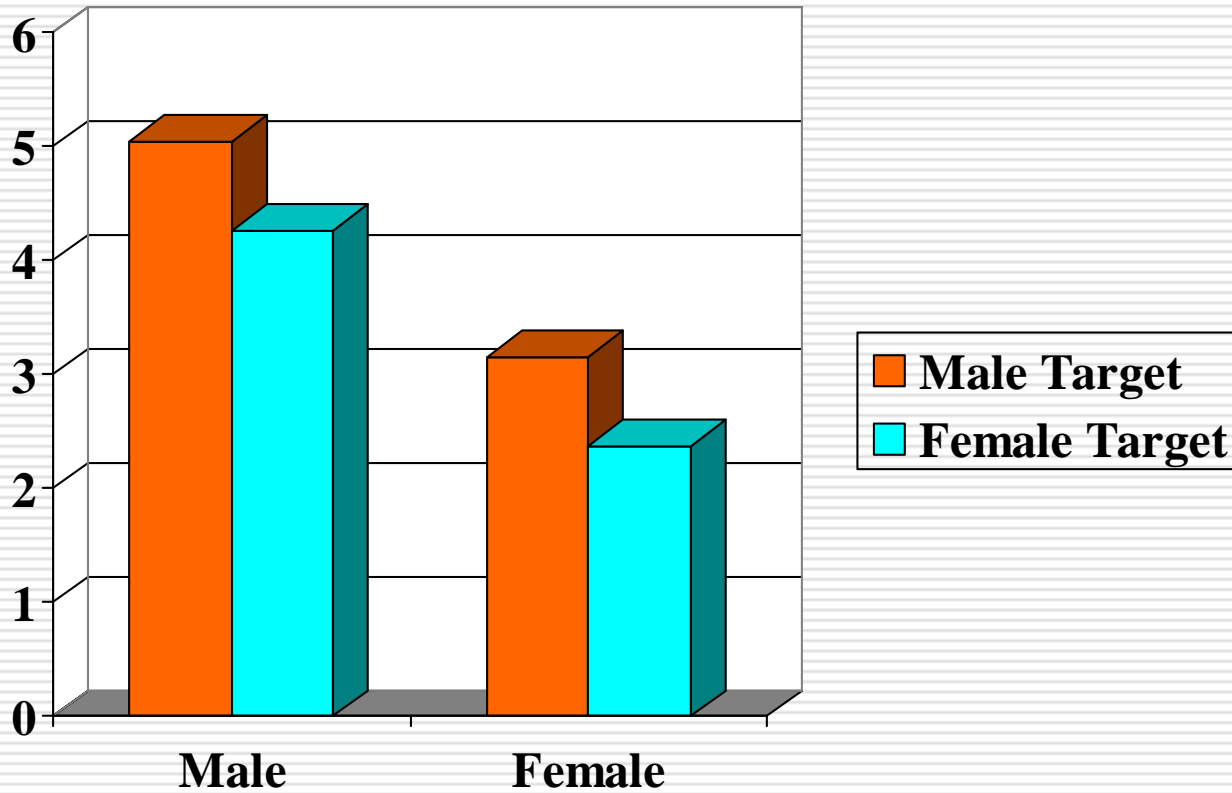
Deamplification is more often used with male targets:

- Both males and females deamplify disgust more to male targets, Pillai's Trace $p < .0001$**
 - Both males and females deamplify happiness more to male targets, Pillai's Trace $p < .015$**
 - Both males and females deamplify surprise more to male targets, Pillai's Trace $p < .0001$**
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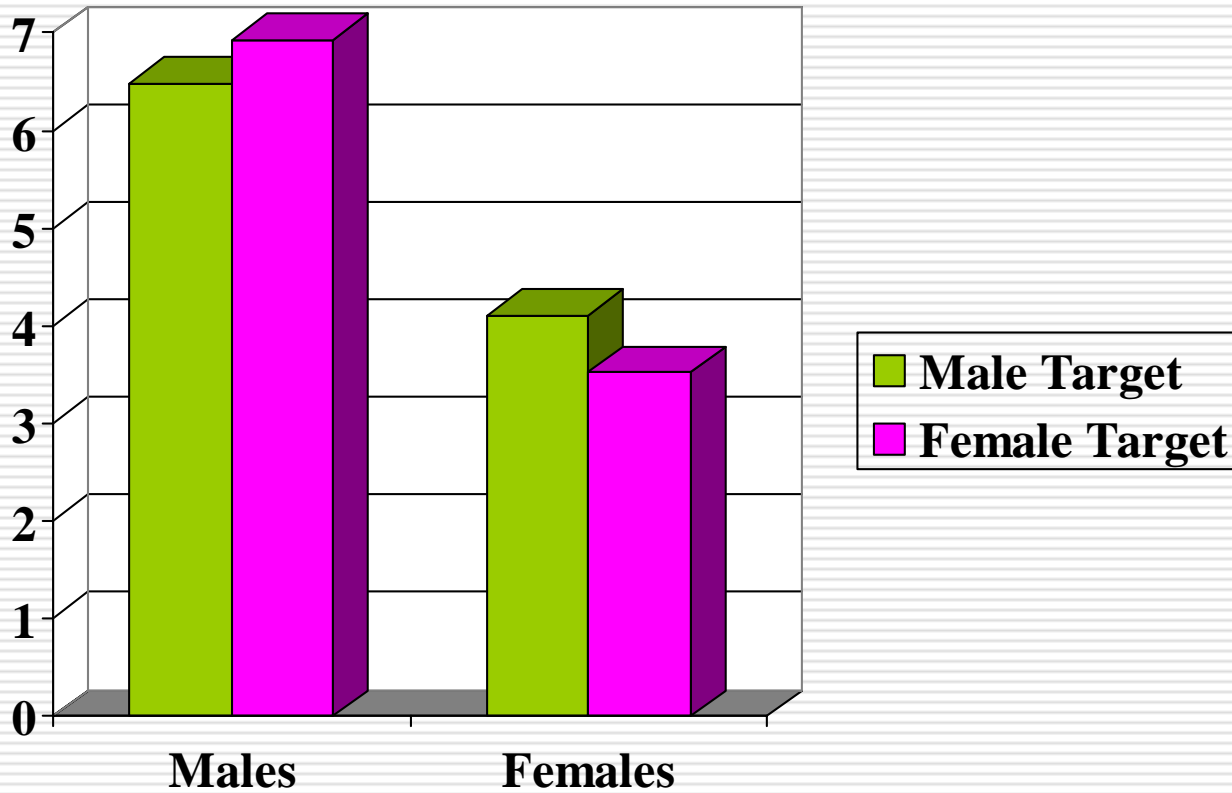
Deamplification of Disgust to Male and Female Targets, by Sex



Deamplification of Happiness to Male and Female Targets, by Sex



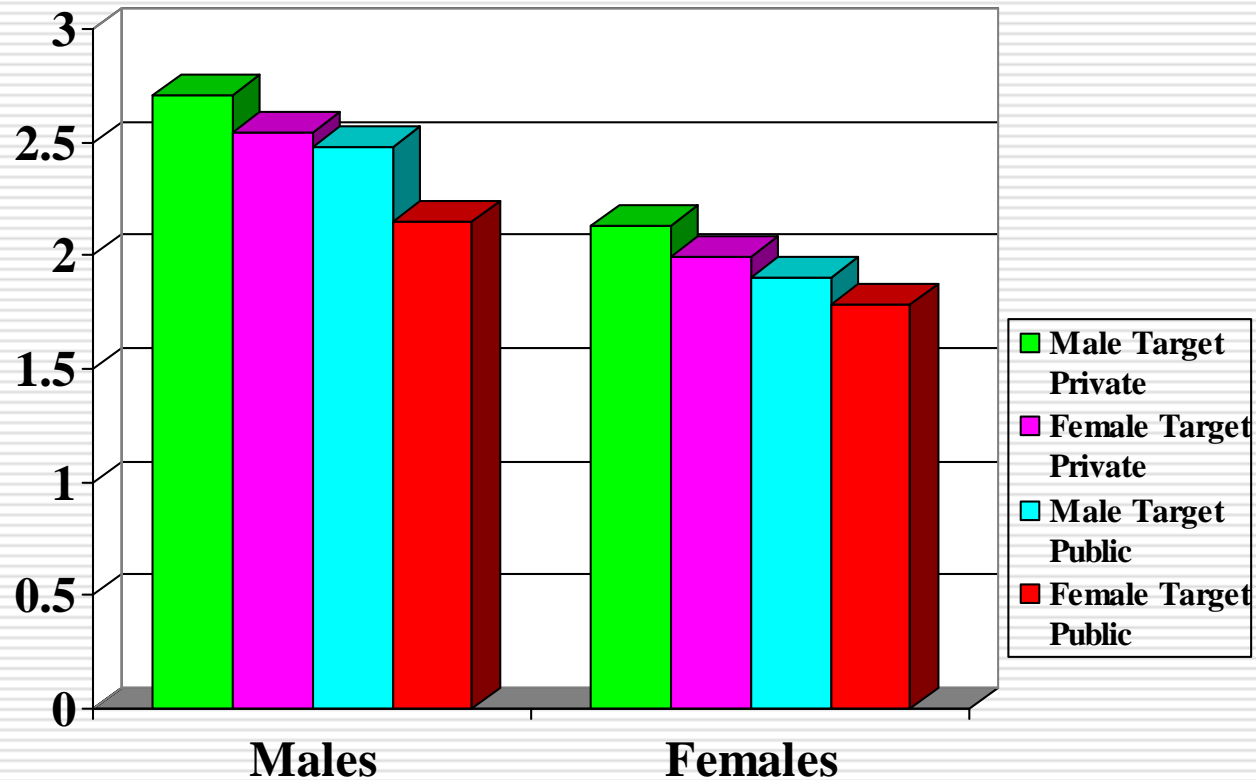
Deamplification of Surprise to Male and Female Targets, by Sex



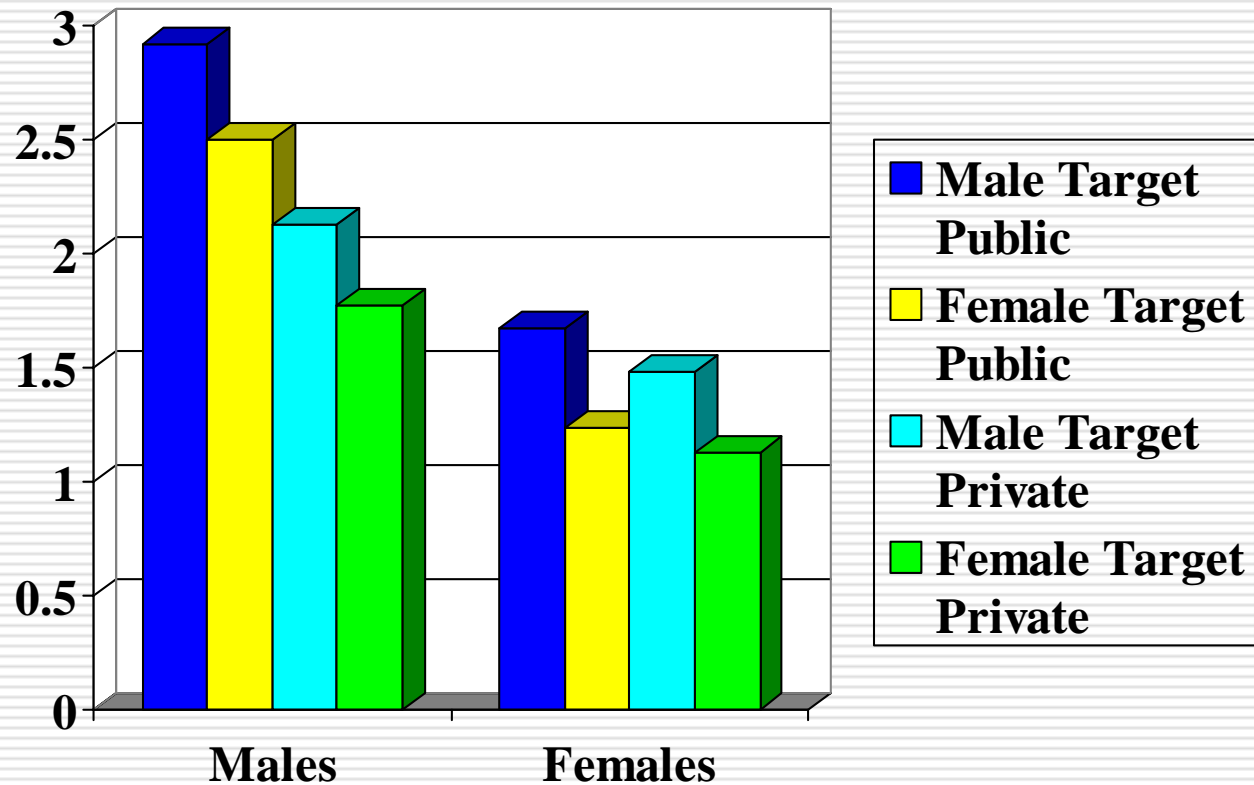
Sex of Respondent and Sex of Target by Context

- Both males and females deamplify disgust more in private than in public, with targets of both sexes**
 - Males deamplify happiness more in public than in private, with targets of both sexes; but females deamplify more with male targets regardless of context**
 - Both males and females deamplify surprise more in public than in private, with targets of both sexes**
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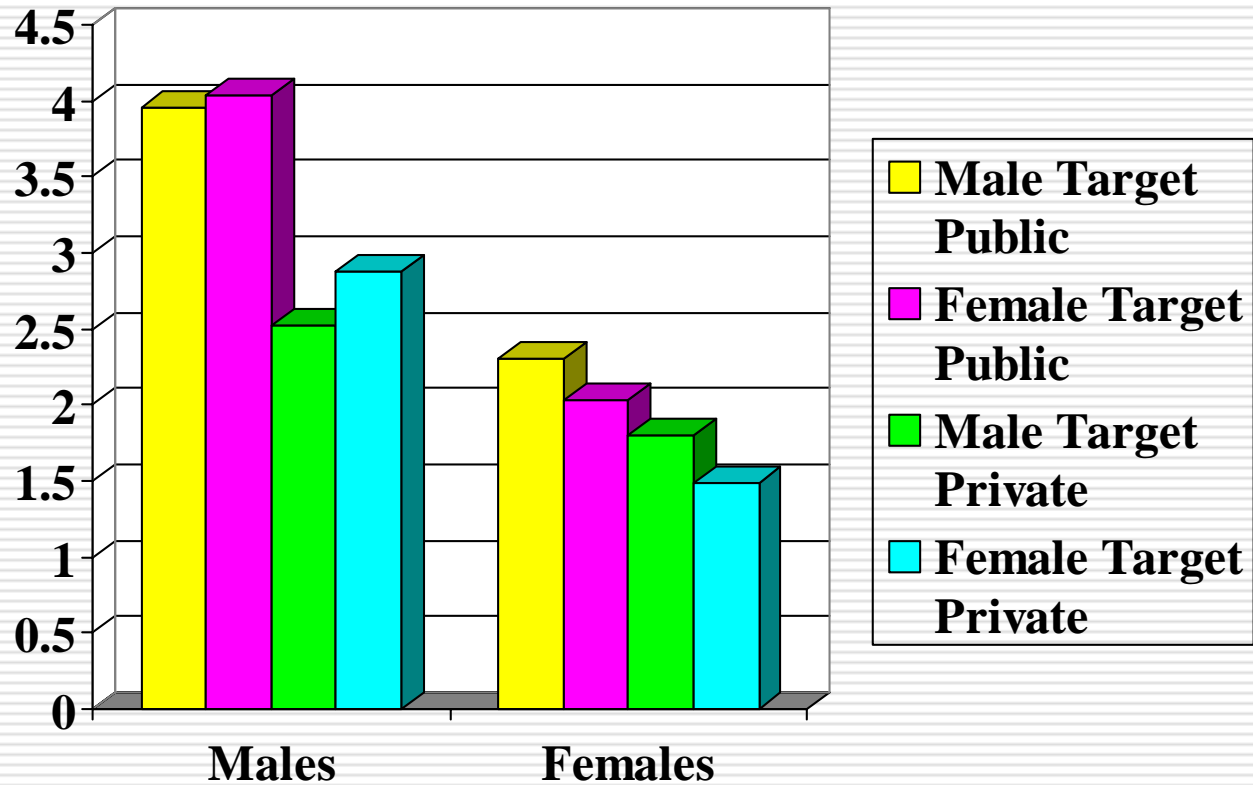
Deamplification of Disgust to Male and Female Targets, by Sex of Respondent



Deamplification of Happiness to Male and Female Targets, by Sex of Respondent



Deamplification of Surprise to Male and Female Targets, by Sex of Respondent



Discussion

- Overall gender difference: neutralization and deamplification are seen as more appropriate by men**
 - Overall target difference: neutralization and deamplification to male targets is seen as more appropriate by both sexes**
 - Overall context difference: greater neutralization and deamplification in public contexts is seen as more appropriate by all**
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Gender Roles and Expression

- Pattern of greater male neutralization and deamplification is congruent with findings from other countries in the study and with Matsumoto et al. (1998)**
 - Fits gender roles and stereotypes of less expressiveness in males**
 - However, there are no sex differences in other expressive modes (amplify, qualify, mask)**
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Sex of Target and Expression

- Both males and females may expect less positive reactions from male targets, or may fear vulnerability to male targets**
 - Exceptions: males neutralize fear and deamplify surprise more with female targets; this is consonant with the traditional male role of protecting females**
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Context and Expression

Greater neutralization and deamplification in public contexts is congruent with findings in the larger study

- **Expression and amplification of emotions are greater in private than in public contexts**
 - **Deamplification, qualification, and masking are greater in public than in private contexts**
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Conclusions

- Overall, there are few gender differences in modes of expression across emotions
 - Gender has some important effects but they are greatly modified by sex of target and context
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References

- Ekman, P. (1972). Universal and cultural differences in facial expression of emotion. In J. R. Cole (ed.), *Nebraska Symposium on Motivation*, 1971 (pp. 207-283). Lincoln, NE: Nebraska University Press.
- Hofstede, G. (1980). *Culture's consequences: International differences in work-related values*. Beverly Hills, CA: Sage.
- Matsumoto, D., Takeuchi, S., Andayani, S., Kouznetsova, N., & Krupp, D. (1998). The contribution of individualism vs. collectivism to cross-national differences in display rules. *Asian Journal of Social Psychology*, 1, 147-165.
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