

SUREE MARKBOONPRASIT : SEX STEREOTYPES AND JUDGMENT ON INDIVIDUAL ASSERTIVENESS. THESIS ADVISOR : JARUNGKUL BURAPAVONG, THESIS CO-ADVISOR : ASSO. PROF. YOTHIN SANSANAYUDH, PH.D.137 PP.
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The purpose of this research was to study the subjects' sex stereotypes about assertiveness and its' effect on judgment of individual assertiveness under three situations :-

1) When only social category information (sex of target : male VS. female) was available. 2) When nondiagnostic behavioral and social category information were available. 3) When diagnostic behavioral and social category information were available.

The results show that the subjects' have the sex stereotypes that "male is more assertive than female". Judgments of individual assertiveness under the three situations are as follows :-

1. When only social category information is available, subjects' judgments of the male target's assertiveness are significantly higher than their judgments of the female target's ($P < .001$). Their judgments are also correlated with their sex stereotypic beliefs about the assertiveness trait in males and females.

2. When nondiagnostic behavioral and social category information are available, subjects' judgments of the male target's assertiveness are not significantly different from their judgments of female target's.

3. When diagnostic behavioral and social category information are available, subjects' judgments of the male target's assertiveness are also not significantly different from their judgments of the female target's.