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Tytuł: Czynniki warunkujące postrzeganie osób kandydujących na stanowiska polityczne: rola stereotypów płciowych.

Abstract

The main aim of the study was to broaden the knowledge of factors determining election decisions and opinions about politicians, with emphasis on the role of gender stereotypes. The study was focused on the personal characteristics that may be related to the perception of politicians. It was assumed that in the process of perception of politics, gender stereotypes can be activated, because political activity (related to power, domination and governing) is considered to be the man's domain. Consequently, political candidates and some aspects of their activities may be perceived through the prism of a stereotype.

A pilot study was conducted (N = 364) to verify the correctness of the research procedure. As a result of modifications, there were planned two main studies. The first one was of experimental design: 2 (sex) x 2 (political position) x 2 (political program) (N = 378; 207 females and 171 males; age 18 – 68; M = 36; SD = 12,5). Participants received developed questionnaire “Study of social and political attitudes”. The second study was conducted in the paradigm of correlation and regression (N = 244; 134 females and 110 males; M = 40; SD = 13). The participants received questionnaire “Study on social and political attitudes”, and Political Beliefs Questionnaire (Czarnek et al., 2018), Social Dominance Orientation Scale (adapted by Klebaniuk, 2009), Competitive World Scale (adapted by Klebaniuk, 2009), Dangerous World Scale (adapted by Klebaniuk, 2009), Sexism Scale (Mikołajczak, 2015).

The first study confirmed the hypothesis of a better perception of men as political candidates. It has also been noticed that men evaluate male candidates more favorably while they operate in “male” type aspects of politics, and female candidates when their postulates are typically “female”. On the other hand, women judge men better than females in the entire sphere of politics. The second study proved there were correlations between the perception of female parliamentary office candidate and the characteristics of people who evaluate the candidate (especially their political beliefs and the level of sexism).

The studies showed that in the area of politics, candidates might be perceived through gender stereotypes lenses. The need to take actions aimed at increasing the social awareness of

this problem has been presented, as well as the necessity of equalizing the chances of all political candidates.

Key words: politics, stereotypes, assessment, social perception, social roles, gender roles.

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