

# Stereotype Priming Effects on Language Use: Applying Morphological Analysis on Conversational Data

Iori Kasahara<sup>1</sup>, Mayumi Usami<sup>2</sup>, & Minoru Karasawa<sup>1</sup>

(1: Nagoya Univ. JPN, 2: National Inst. for Japanese Language and Linguistics, JPN)

## Background

### Intrapersonal Dimensions

Stereotypes  
("Women are...")

- Contents (Fiske et al., 2002)
- Processing (Devine, 1989)

### Interpersonal Dimensions

Communication

- Language use (Kashima, 2000; Maass et al., 1995)

## Results & Discussion

p = Priming  
c = Control

### Appearance Ratio (%)

Word	ID of the Conversation									
	1-p	1-c	2-p	2-c	3-p	3-c	4-p	4-c	5-p	5-c
society ( <i>shakai</i> )	4.39	.93	2.95	.00	1.67	3.07	.58	2.07	1.34	1.00
self ( <i>jibun</i> )	.00	.47	4.26	.29	2.22	2.94	1.45	1.75	1.57	.75
great ( <i>sugoi</i> )	.88	2.10	1.64	2.33	1.48	2.67	.00	1.59	2.91	.25
can do ( <i>dekiru</i> )	.59	1.40	2.46	1.46	.74	2.41	1.45	2.39	.67	.25
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮
Sum (%)	100	100	100	100	100	100	100	100	100	100

In parentheses: Japanese pronunciation

## The purpose of this study

To investigate effects of cognitive processing on conversation through a quantitative language analysis.

## Method

Sample: 10 Japanese university students  
( $M_{age} = 20.50$ ,  $SD = 1.36$ )

## Design

within-subject design

humble  
cute  
caring...

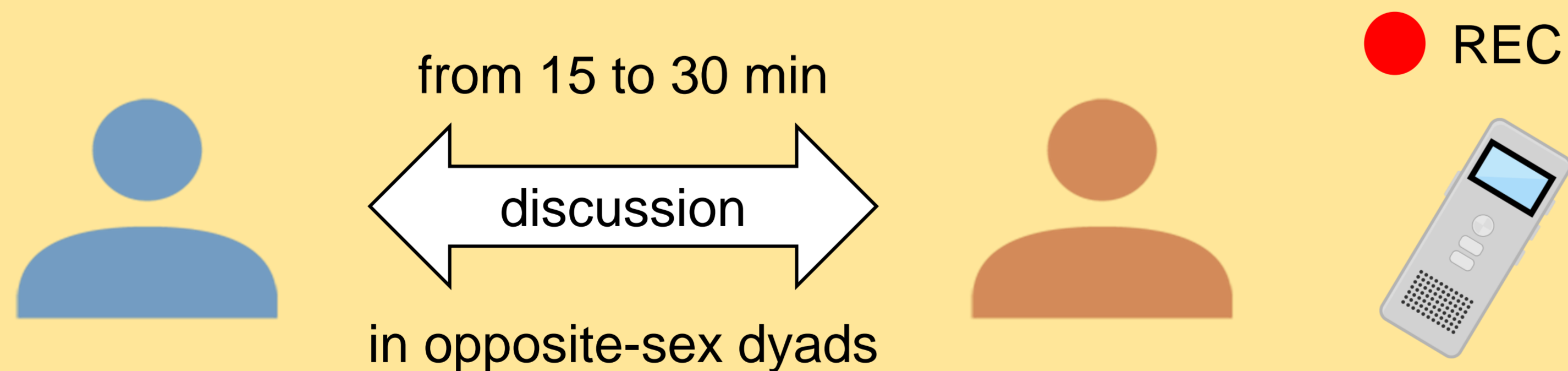
"Priming": Scrambled Sentence Tasks with gender-related words

"Control": Scrambled Sentence Tasks with gender-irrelevant words

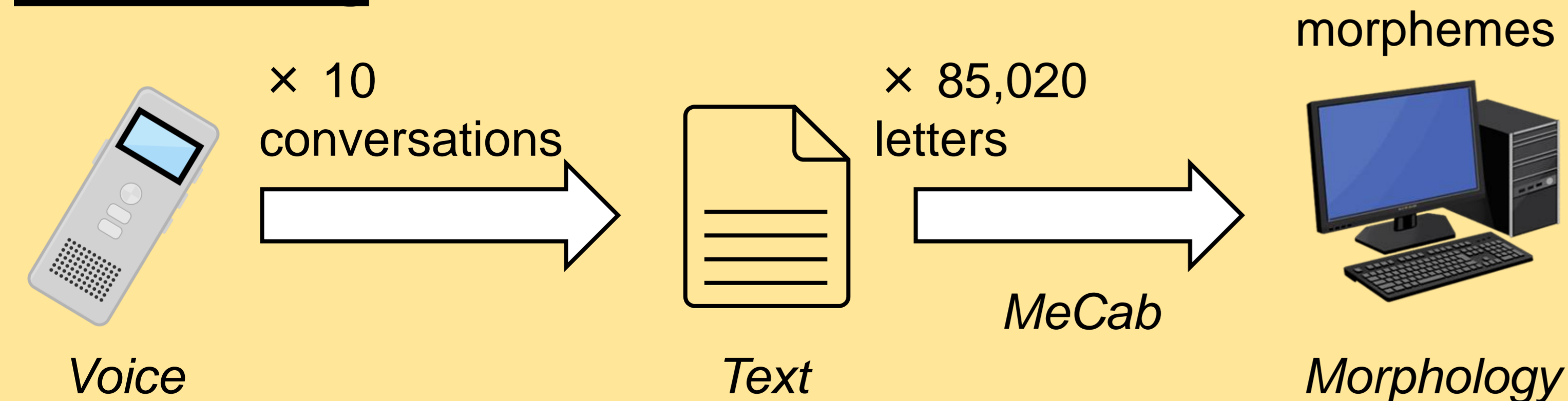
## Procedure

× 2 (on another day)

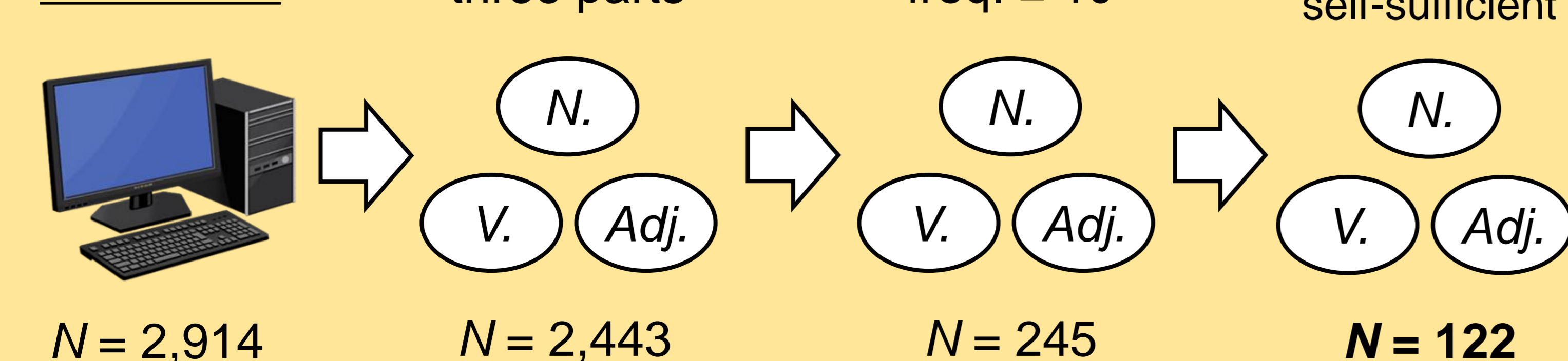
"What do you think virtue and vice of social gender differences?"



## Data Making



## Extraction:



## t-test for each word (between p & c)

### "Women"

$M_e = 6.49$ ,  $SD = .98$

$M_c = 3.57$ ,  $SD = 1.28$

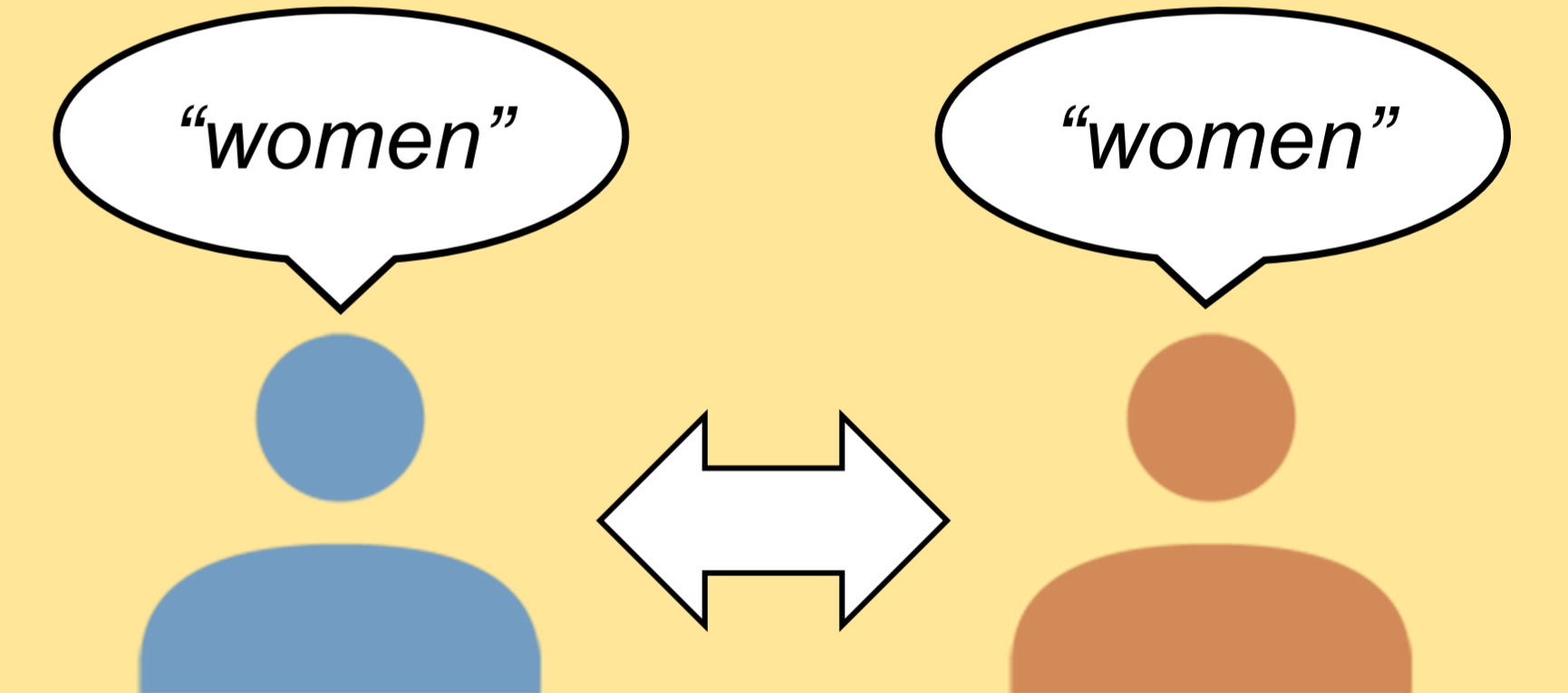
$t(7.50) = 4.04$ ,  $p = .004$

### "Men"

$M_e = 4.34$ ,  $SD = 1.44$

$M_c = 3.74$ ,  $SD = 2.57$

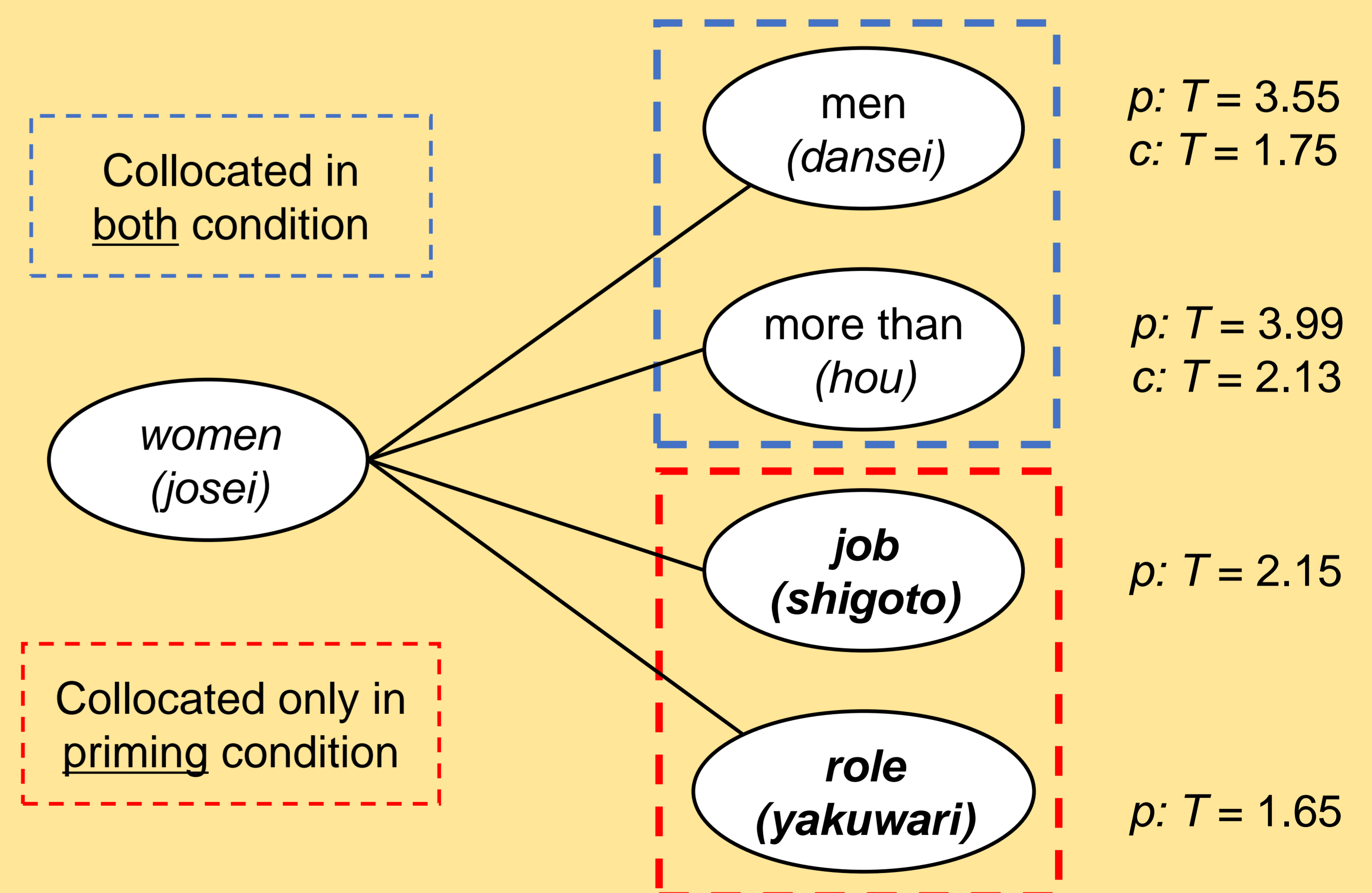
$t(6.29) = .45$ ,  $p = .66$



Priming > Control

"Women" was mentioned specifically more frequently in the condition after being primed with gender stereotype.

## Collocations with "women" ( $T \geq 1.65$ )



The two word "job" and "role" collocated only in priming condition, which suggested the priming effect which increased the accessibility to gender-related notions and the possibility that this accessibility biased the contents of conversations.