

**ZAIKMAN'S FACULTY
DEVELOPMENT LEAVE
SPRING 2024**

ASSOCIATE PROFESSOR OF PSYCHOLOGY

- Gender Inequality
- Pregnancy and breastfeeding
- Perceptions of LGBTQ community

PROJECTS

	IRB	DATA COLLECTION	DATA ANALYSIS	MANUSCRIPT WRITEUP	UNDER REVIEW	UNDER REVISION	PUBLISH
Assessing the Sexual Double Standard Using an Eye Tracking Procedure		X		X			
The Sexual Double Standard and Condom Use: Applying the Theory of Planned Behavior			X	X			
Examining Breastfeeding Women's Readiness to Publicly Breastfeed	X		X	X			
The Effects of Body Dysmorphic Disorder on Women's Quality of Life and Body Image at Difference Stages of Pregnancy			X			X	
Examining Gendered Expectations in Christian Leadership and the Gender Punishment Gap					X		X
Beyond Taboos: The Role of Religiosity in Shaping American Women's Sexual Attitudes				X	X		
Women Working Overtime: The Second Shift and Relationship Satisfaction		X		X			

ASSESSING THE SEXUAL DOUBLE STANDARD USING AN EYE TRACKER

- The sexual double standard is a phenomenon where women and men are held to different standards of acceptable sexual behavior solely on the basis of their gender (Reiss, 1956).
- Previous research has mostly examined this phenomenon explicitly by utilizing questionnaires.

Target individual # 40

Gender: [male = female]

Age: 19

Information gathered from target individual # 40, who participated in our

Please describe some of your hobbies.

I enjoy watching movies. I go to the theater a couple times a week, and I watch videos and DVDs. I also like to hike. I don't get to go very often because it is only on weekends, but I take every chance I get to go hiking.

What is something someone may not know about you?

I've had sex with [1 = 12 guy(s) = girl(s)]. I don't have much to say about it. It's just the way I've lived my life. I don't talk about it much with others, so most people are not aware of it.

Describe some of your fears.

Well, as far as tangible things, I'm scared of snakes and reptiles like snakes. As for intangible things, I fear failing at my goals and not being a success. The thought of not being able to do the things I want scares me.

Tell us about your career aspirations.

I would like to become a writer someday. I feel I have pretty good ideas, and I want to put them on paper. I'm not sure if I'd like to be a journalist or a reporter, but I know I want to cover current events and how they affect things.

If you had to describe yourself in three words, how would you describe yourself?

I would describe myself as [assertive, dominant, and independent = confident, affectionate, and gentle].

Values Subscale

1. This person is trustworthy.
2. This person is respectful.
3. This person would make someone a good boyfriend/girlfriend.
4. This person would make someone a good husband/wife.
5. #This person is immoral.
6. #This person is dishonest.
7. #This person is careless.
8. I could be friends with this person.
9. #I would not like to know this person.

Success Subscale

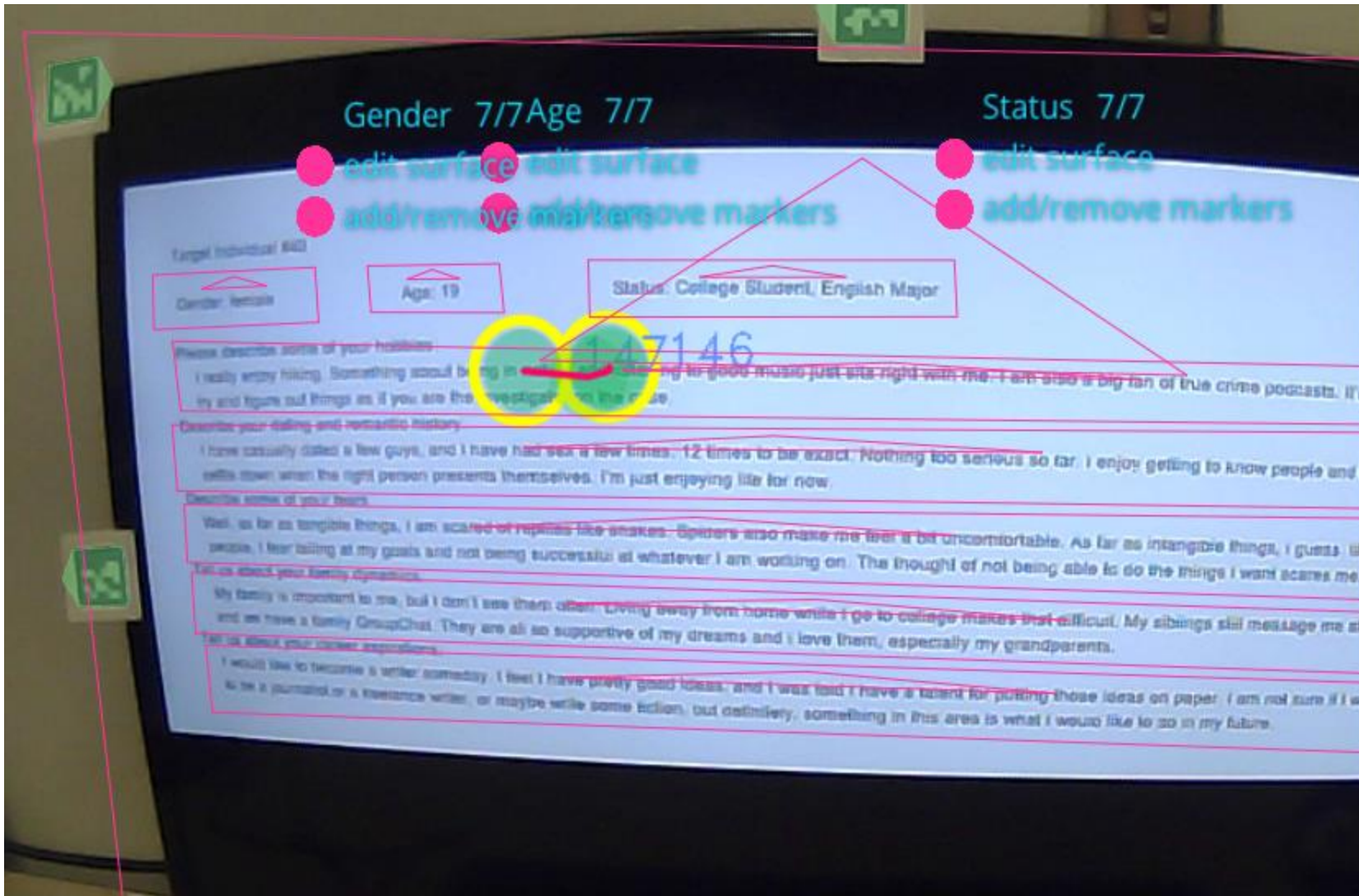
1. This person makes a lot of money.
2. This person will hold a job with lots of power.
3. This person is in charge of many people.
4. This person has a good job.
5. This person would make a good leader.
6. This person performs well in everything he/she does.
7. *This person enjoys luxurious lifestyle.
8. This person is successful.
9. This person often takes control of situations.
10. This person influences others.

ASSESSING THE SEXUAL DOUBLE STANDARD USING AN EYE TRACKER

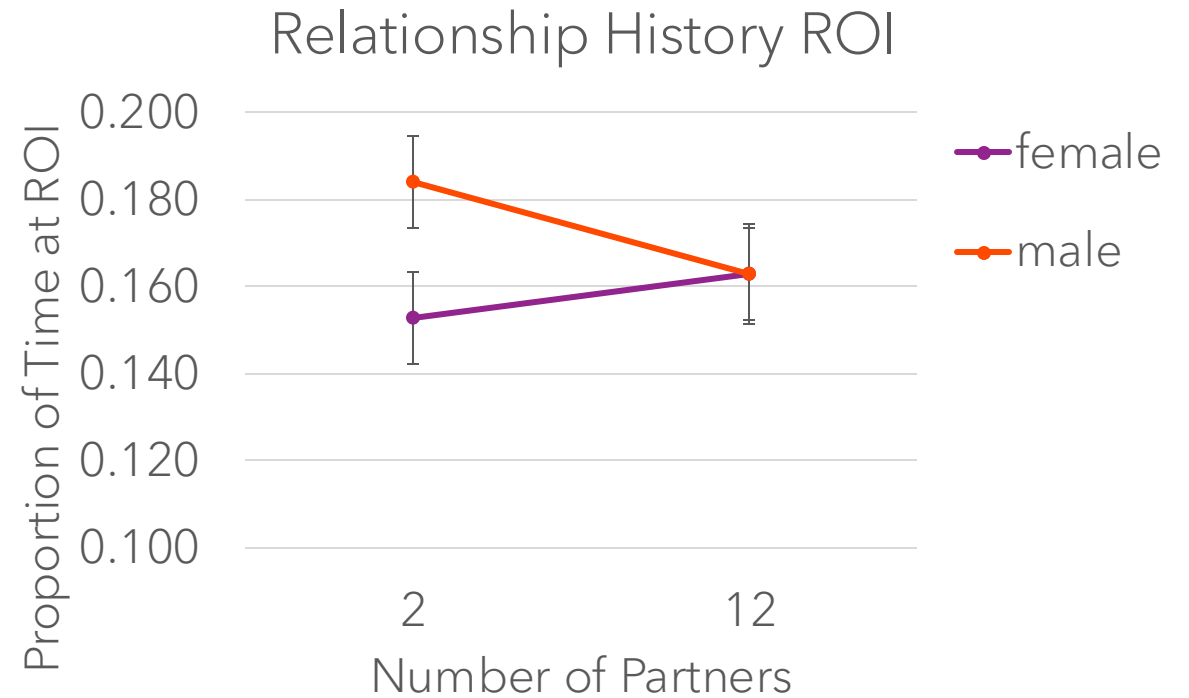
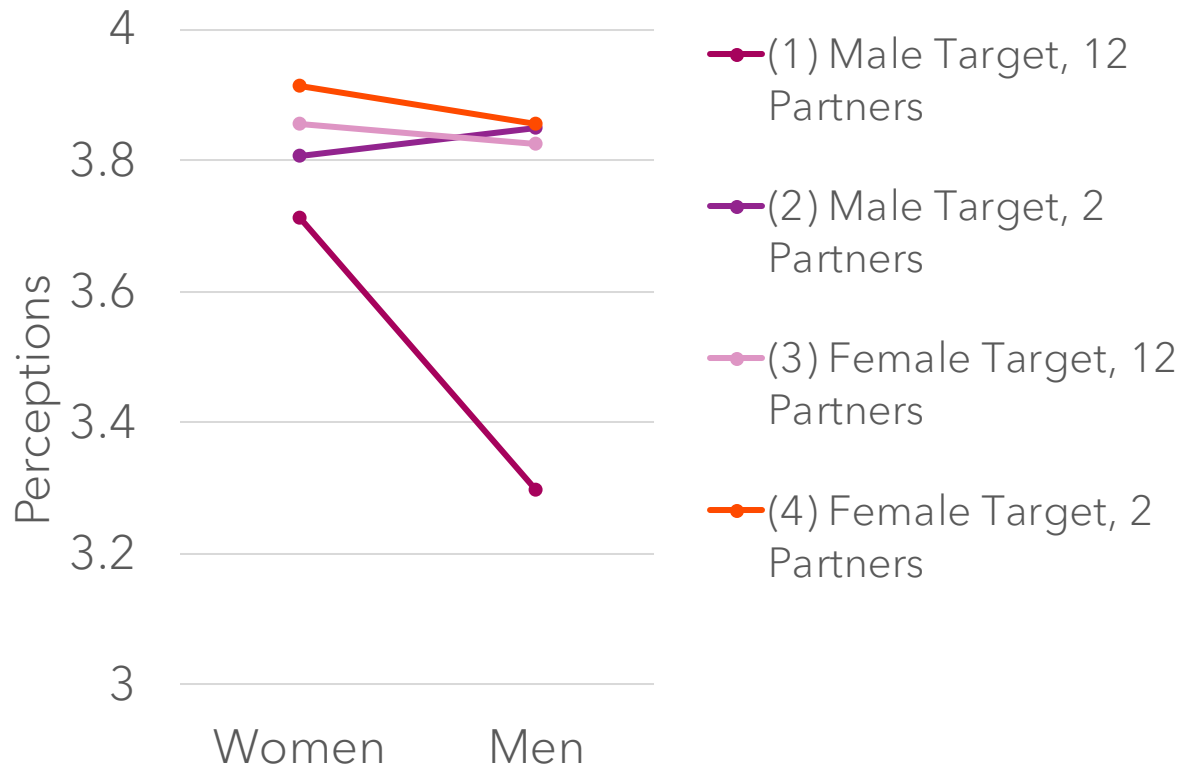
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- The current study assesses and compares implicit and explicit strategies to measure SDS adherence by introducing a new procedural design incorporating an eye tracker to monitor one's eye movements during a person-perception stimulus—a procedure we refer to as SDS-ET.



ASSESSING THE SEXUAL DOUBLE STANDARD USING AN EYE TRACKER



ASSESSING THE SEXUAL DOUBLE STANDARD USING AN EYE TRACKER

- Poster presentation at the annual meeting of PSYCHONOMICS SOCIETY - November 24'
- Submit for publication to *Journal of Sex Research* (Impact Factor 5.1)

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EXAMINING BREASTFEEDING WOMEN'S READINESS TO PUBLICLY BREASTFEED

Imagine that you're home alone with your baby when a close male friend comes by to visit. Your baby gets hungry while your friend is there.

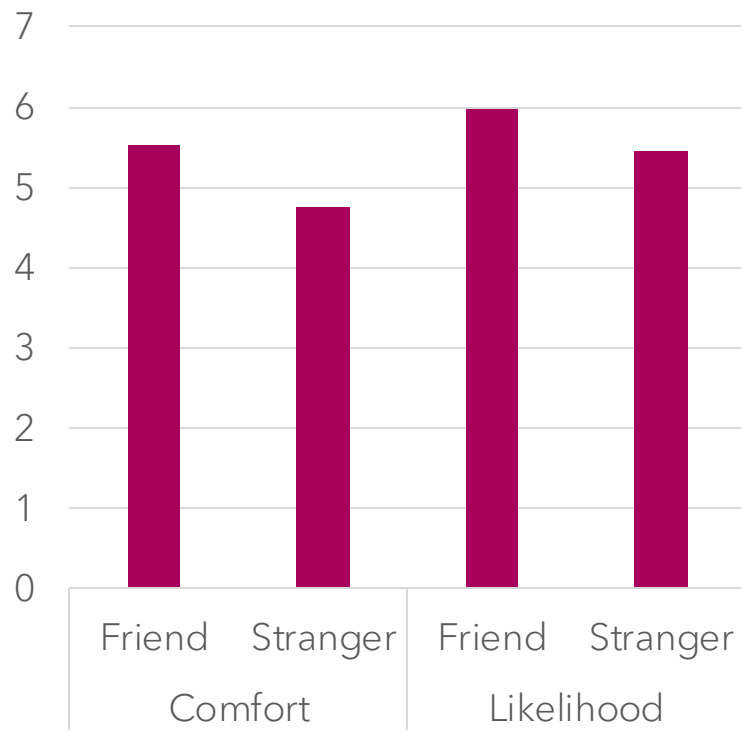
How comfortable would you feel in this situation?

How likely would you be to breastfeed in this situation?

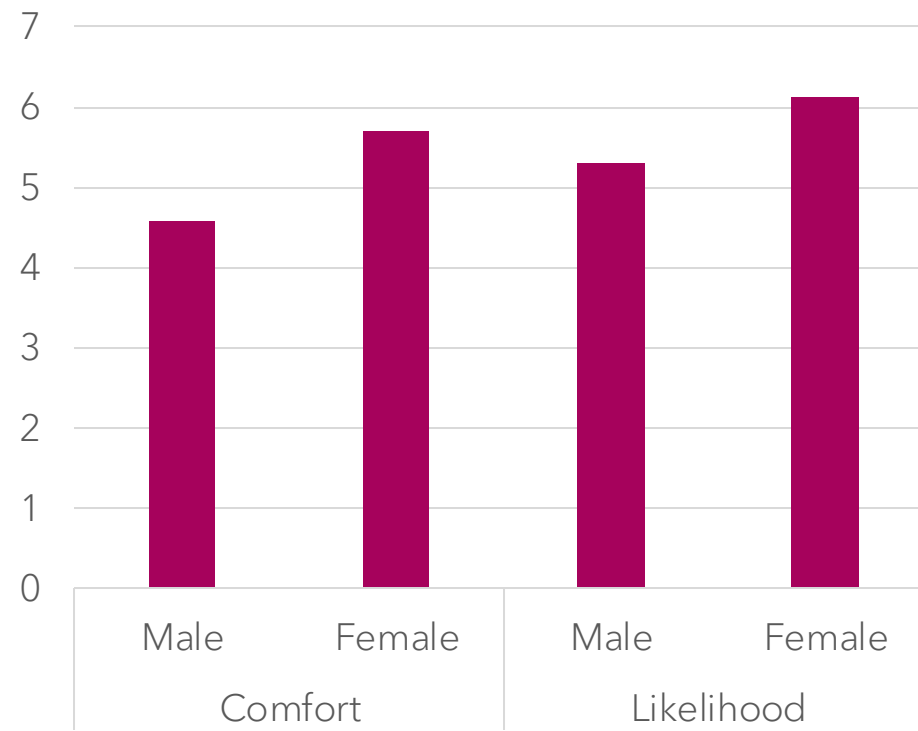
- Location (home or restaurant)
- Closeness of the bystander (friend or stranger)
- Gender of the bystander (male or female)
- Coverage (no cover or cover)

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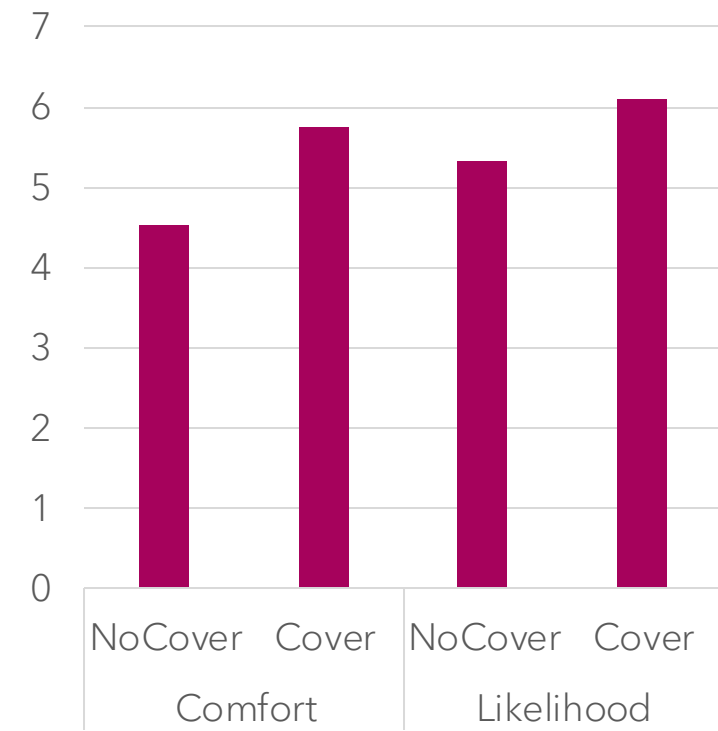
Closeness



Gender



Coverage



EXAMINING BREASTFEEDING WOMEN'S READINESS TO PUBLICLY BREASTFEED

- Next steps:
 - Publish the 3-study manuscript in *Journal of Human Lactation* (Impact Factor 2.1)
 - Submit for presentation at The Society for the Scientific Study of Sexuality annual meeting in 2025
 - Future projects:
 - Validation and refinement of Public Breastfeeding Knowledge scale
 - Enhancing publicly breastfeeding efficacy by educating on public breastfeeding laws
 - Application for grants for financial support

STRATEGIES FOR FACULTY APPLYING FOR AND TAKING FDL

- Application
 - Be specific in your application
 - Set reasonable expectations
- During FDL
 - External factors are still at play



THANK YOU

- FDL Committee
- Dr. Houlihan, Psychology & Sociology Chair
- Psychology & Sociology Department
- SASI Lab members and all collaborators