Abstract: Gender is a defining aspect of social interaction. Through social interaction, gender inequalities emerge and are reinforced. For example, labeling social actors using gendered identities influences how people are evaluated and rewarded. Understanding the social psychological mechanisms underlying how gender labeling influences our perceptions of others remains an active area of research. Past work in affect control theory has sought to explain the effect of gender as an ongoing affective process where cultural meanings about the goodness, potency, and activity of identities and behaviors combine to form an impression that then is updated as new events occur. In this view, the effect of being labeled with a gendered identity on our impressions of others is a function of the identity's affective meanings in concert with the other meanings defining the interaction. Work examining the role of gender labeling within status hierarchies, however, suggests that gendered identities are likely to contribute institutional information above and beyond these affective meanings that can further specify how cultural meanings combine to influence our impressions. To examine the extent to which gendered identities influence our impressions, I analyze the largest impression change data set collected to date and compare the results with data collected in separate study in 2010. I estimate and compare impression change models using a general linear modeling framework. I find that gender encoding has a direct effect on our impressions of others, but that affective meanings mediate these effects. I also find that that gender labeling interacts with affective cultural meanings in important ways. In summary, I find that gender labeling influences our impression of others, particularly our impressions of individuals who are the object of social acts.

Keywords: Gender, Affect Control Theory, Impression Change

Table 1. Oe' Gender Encoded Identities Model

	Model 1	Model 2	Model 3
Gender Encoded Identities (Actor)			
Female	-0.07		-0.08*
	(0.08)		(0.03)
Male	0.08		-0.07*
	(0.09)		(0.04)
Gender Encoded Identities (Object)			
Female	0.61***		0.15***
	(0.09)		(0.03)
Male	-0.05		-0.09*
	(0.1)		(0.04)
Ae		0.01	0.03**
		(0.01)	(0.01)
Ap		0.02*	0.02*
		(0.01)	(0.01)
Aa		-0.01	-0.00
		(0.01)	(0.01)
Be		0.11***	0.11***
		(0.01)	(0.01)
Bp		-0.03†	-0.03†
		(0.02)	(0.01)
Ba		-0.00	-0.01
		(0.01)	(0.01)
Oe		0.59***	0.58***
		(0.01)	(0.01)
Op		-0.02†	-0.00
		(0.01)	(0.01)
Oa		-0.00	0.00
		(0.01)	(0.01)
AeBe		0.03***	0.03***
		(0.00)	(0.00)
BeOe		0.04***	0.04***
		(0.00)	(0.00)
AeBeOe		0.01***	0.01***
		(0.00)	(0.00)
Female		0.22***	0.22***
		(0.03)	(0.02)
Constant	-0.2***	-0.06	-0.05†
	(0.05)	(0.03)	(0.03)
Goodness of Fit			
AIC	3024.68	1065.71	1035.22
BIC	3054.30	1139.76	1129.03

Note: Non-Encoded identities are the reference category. Smaller AIC and BIC scores indicate better fit.
†p<0.1; *p<0.05; **p<0.01; ***p<0.001

Table 1 compares the predicative (AIC) and explanatory (BIC) power of three nested models predicting transient object evaluation estimated from the NC78 impression change data: a gender encoding model, impression change model, and combined model. Model 1 predicts transient evaluation of the object person as a function of the actor or object person being labeled with either a female, male, or non-gender encoded identity. Model 2 is an impression change

model estimated using Bayesian model sampling as described by Morgan, Rogers, and Hu (2016). As expected, the effects of gender encoding are mediated by cultural meanings (Rogers, Schröder, and Scholl 2013); however, I also find that the effect of gender encoding is not fully explained by cultural sentiments.

To understand the effect of gender encoding, in this case the change in the significance of actor gender encoding, I conduct an analysis of covariance (ANCOVA), shown in Figure 1. Actor gender encoding becomes significant when we consider a third factor, the actor's evaluation. The positive effects of actor evaluation and of the consistency effect of good actors directing good behaviors to good object persons both affect the sign and direction of actor gender encoding. The ANCOVA analysis demonstrates that there are significant difference in the effects of male actor encoding versus female and non-gender encoded identities on object evaluation.

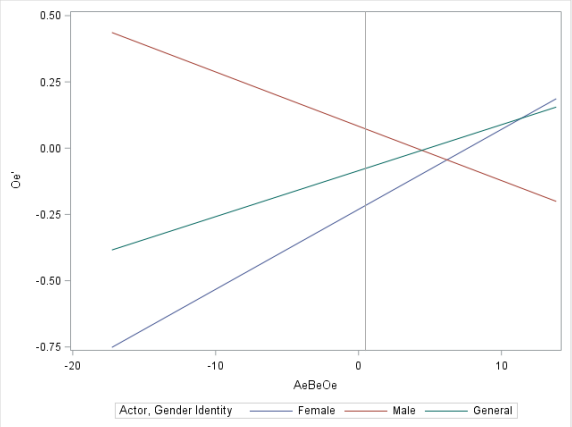

Figure 1. The Effect of Actor Gender Encoding at Different Levels of the Actor, Behavior, and Object Evaluation (AeBeOe) Effect

Substantively, I interpret the male actor effect as cultural consensus about who is most likely to harm others. We are more sympathetic to object persons harmed by men, while also persisting in the idea that bad acts generally happen to bad people. We become more suspicious of good people receiving gifts, praise, or being the beneficiaries of other positive acts when the giver of these gifts is defined in terms of a male encoded identity.