

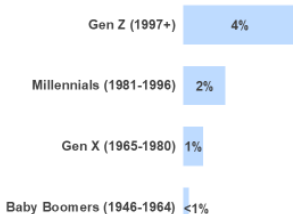
Allies on the streets but illiberal in the sheets?

Stuart J. Turnbull-Dugarte
(Southampton)

Dating market is dramatically changing

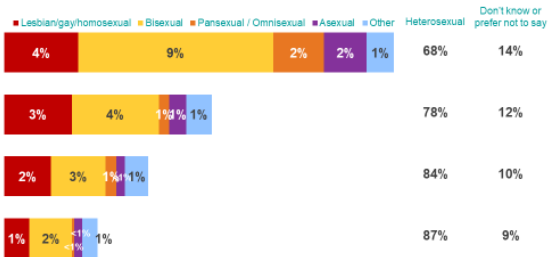
GENDER IDENTITY AND SEXUAL ORIENTATION BY GENERATION (GLOBAL COUNTRY AVERAGE)

% describing themselves as "transgender", "non-binary/non-conforming/gender-fluid" or "in another way"



"rather than 'male', 'female' or 'prefer not to say'"

% identifying as



Questions & Expectations

- Individuals increasingly likely to be exposed to people who do **not** comply with *traditional* and gender-exclusive sexual behaviour
 - are these sexually modern individuals penalised on the dating market?
evidence of persistent biases says we should (H1)
 - is this penalty gendered?
we theorise penalty should be greater among women (H2)

Gender dynamics

- Wide body of literature shows men are significantly less tolerant of LGBTQ+ individuals/rights than women (so-called modern gender gap)

Gender dynamics: meta-analysis

Gender dynamics

- When it comes to **male** gender norms, women are traditionalists (Lamont, 2014):
 - support gender-norms in dating scripts (Alba et al., 2023; Lever et al., 2015; Wu et al., 2023)
 - more prone to discriminate on gender congruent attributes like height (Stulp et al., 2013)
 - dislike men in traditional feminised jobs (Heilman & Wallen, 2010)
 - like daughters being masculine but dislike sons being feminine (Kane, 2006)

Empirical overview

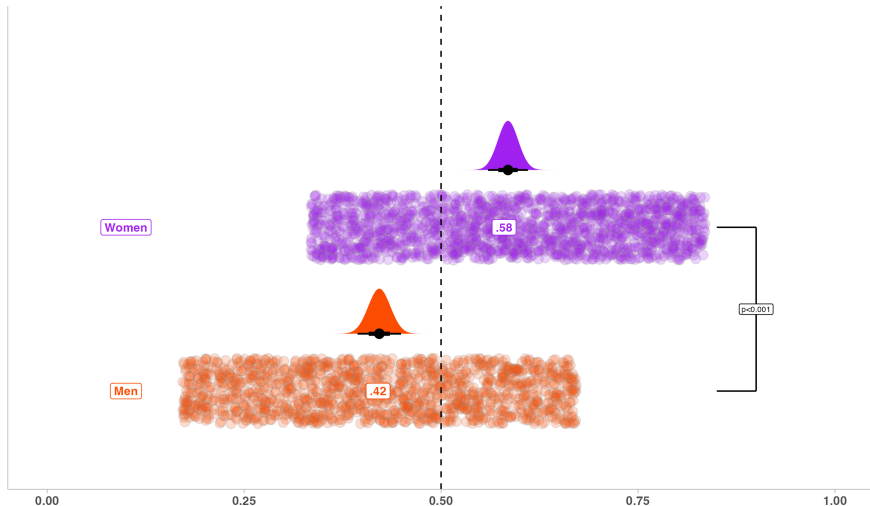
Fielded an original survey among a representative sample from **Britain** and **Spain**.

Cases based on variation in pedigree of LGBTQ+ normalisation.

- 1 Observational data: Self-reported indication that individual considers identifying as bisexual to be a "red flag" in a potential partner
- 2 Experimental data (I): *Pre-registered* double-list experiment
- 3 Experimental data (II): Novel *pre-registered* ▶ (visual) conjoint experiment
- 4 Experimental data (III): Vignette experiment on gendered-penalty mechanism

Self-reported prejudice against bisexual partners

Pr(Considers being bisexual a 'red flag')



Confidence intervals at 95% (N:3087)

List experiment – *item-count technique*

- Gold-standard for reducing social desirability bias ([Glynn, 2013](#); [Rosenfeld et al., 2016](#))

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List experiment – *item-count technique*

- Gold-standard for reducing social desirability bias ([Glynn, 2013](#); [Rosenfeld et al., 2016](#))
- BUT comes with variance trade-off in estimating sensitive behaviour
*most lost experiment are *severely* under-powered [Blair et al. \(2020\)](#)*
- *Double-list* experiment gets around trade-off by doubling power ([Alvarez et al., 2019](#); [Diaz, 2023](#); [Droitcour et al., 1991](#))

Group A	Group B
<p>When it comes to dating and relationships people often talk about <i>red flags</i> – signs that someone might not be a good partner.</p> <p>Thinking about the list of things below, if someone in your group of closest friends was considering dating someone, how many of the things in this list do you think <i>the group</i> would consider to be a red flag?</p> <p>You don't need to say which ones, just the total number.</p>	<p>When it comes to dating and relationships people often talk about <i>red flags</i> – signs that someone might not be a good partner.</p> <p>Thinking about the list of things below, if someone in your group of your closest [guy/girl] friends was considering dating someone, how many of the things in this list do you think <i>the group</i> would consider to be a red flag?</p> <p>You don't need to say which ones, just the total number.</p>

List A

[he/she] still lives with [his/her] parents
[he/she] admires Russian President Vladimir Putin
[he/she] has had more than twenty sexual partners
[he/she] is a Doctor
[he/she] keeps [his/her] house clean & tidy

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[he/she] has had sex with, and frequently dated, both men & women

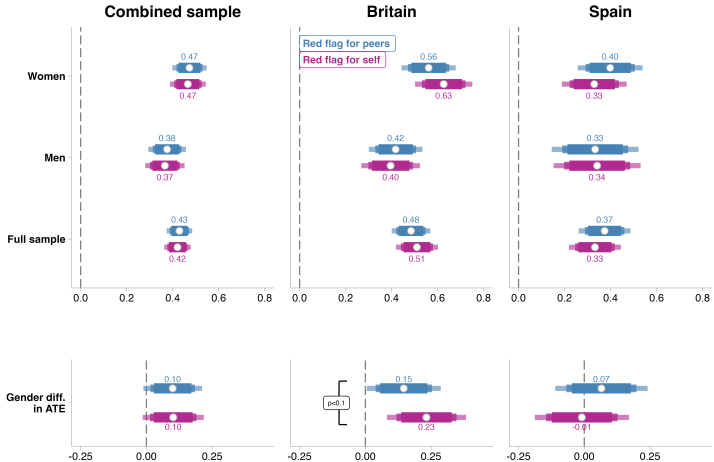
List B

[he/she] calls [his/her] [Mum/Dad] everyday
[he/she] has an OnlyFans profile
[he/she] lost [his/her] virginity aged 14
[he/she] has [his/her] own home
[he/she] is great around pets & animals
**[he/she] has had sex with, and frequently
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Study 1: Results from double-list experiment

Coefficients: Average treatment effect (ATE) of sensitive item



Confidence intervals at 99%, 95% & 90% (N:6194)

Conjoint design (I)

Randomised a large number of attributes via both the profile image as well as the accompanying profile bio.

- **Profile image:** Gender, gender congruence, age, ethnicity, emotion
- **Profile bio:** (bi)sexuality, transgender, partisanship, education, occupation, distance, dating preferences (.e.g., hook up vs partner), diet (Spain only), gender pronouns (UK only), nationalism, hobbies



Hao Low, 18

👤 Senior Management Consultant

🏠 Universidad Of Cambridge

📍 1-5miles Away

Looking For: Open Relationship

🏳️‍🌈 Bisexual

Coin Collecting 🌐

Flowers 🌸

Coding 💻

(a) Example A



Zara Carter, 30

👤 Dental Assistant

🏠 University Of Amsterdam

📍 <1mile Away

🇬🇧 🇪🇺 She/Her

Looking For: Something Casual

Bisexual

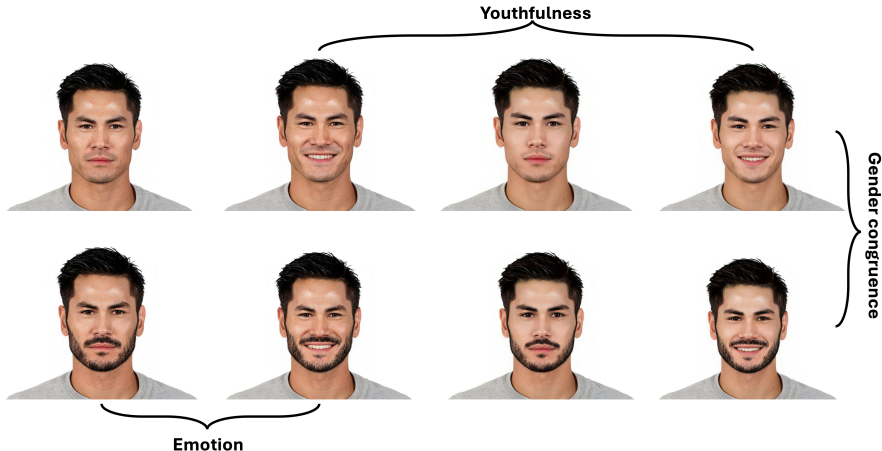
Photography 📷

Cats 🐱

Pub 🍺

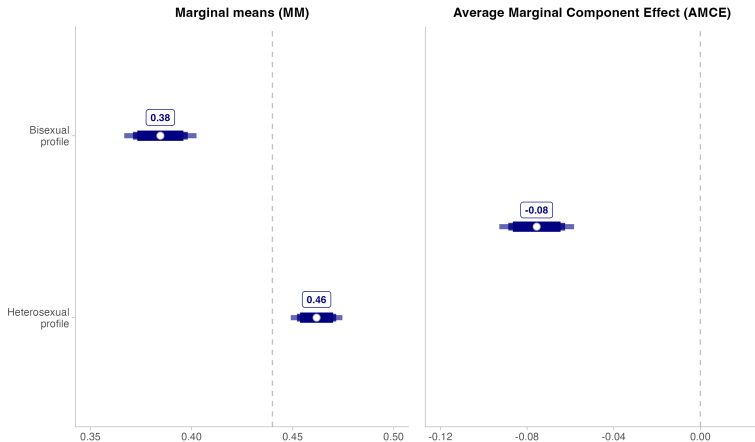
(b) Example B

Within-individual facial manipulations



Overall penalty

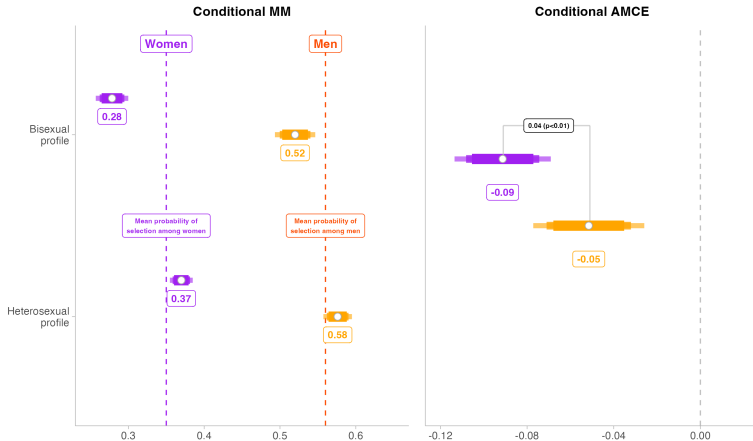
Study 2: Results from visual conjoint experiment



Confidence intervals at 99%, 95% & 90% (N:31,240)

Gender penalty

Study 2: Gender-based results from visual conjoint experiment



Why?

Mechanisms?

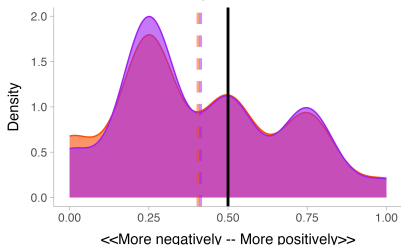
- Assumptions:
 - A social norm exists where men engaging in gender-incongruent behaviour is penalised on dating market
 - Women punish men for being less gender-norm compliant

Mechanisms?

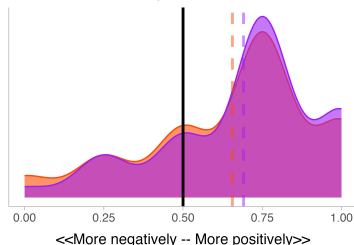
- Assumptions:
 - A social norm exists where men engaging in gender-incongruent behaviour is penalised on dating market
 - Women punish men for being less gender-norm compliant
- Expectations:
 - Should a norm exist, individuals should anticipate it (empirical expectations)
 - Should gendered-penalty be driven by gender-incongruence, sexually modern men should be perceived as less gender-congruent by women

Study 3: Empirical expectations on gendered penalty

How do you think a straight woman would view the prospect of dating a bisexual man?



How do you think a straight man would view the prospect of dating a bisexual woman?

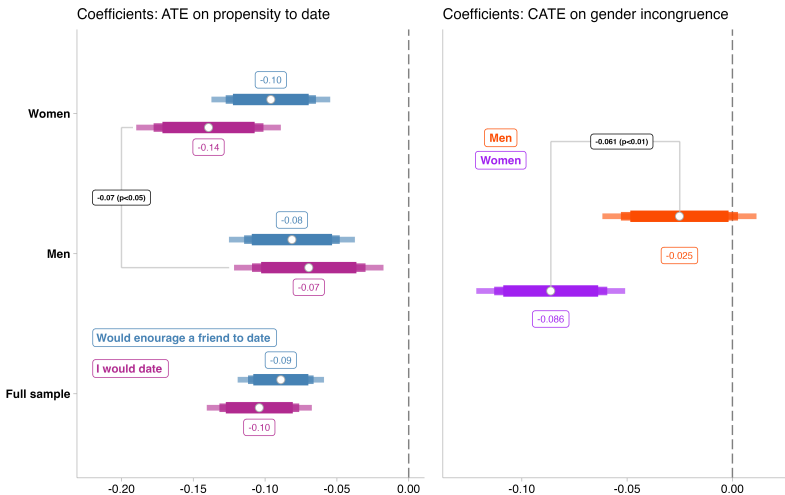


View of relative penalty/premium for men and women



Dashed lines indicate mean value for men & women (N:1971)

Study 3: Mechanism test from vignette experiment



Confidence intervals at 99%, 95% & 90% (N:1605)

Alternative mechanisms

① Dating market competition? **No**

- Assumption: rational to limit size of your market competition

② Sexual eroticism? **No**

- Assumption: sexually modern women desirable to straight men

③ Statistical discrimination? **No**

- Assumption: sexual modernity signals adjacent & correlated information

④ Bi-erasure (ID misclassification)? **Unlikely**

- Assumption: Respondents believe sexually modern men are gay & sexually modern women are straight

- Do sexually modern individuals experience a penalty on the dating market? **Yes**
- Is this penalty on the dating market gendered? **Also, yes**

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- Is this penalty on the dating market gendered? **Also, yes**
- **So what...?**
 - Signals an inconsistency between public & private inclusion towards sexually diverse individuals.
 - Highlights (relative) role of women in consolidating traditional gender-congruent norms in social behaviour
 - Likely contributes to explaining gender asymmetry in Bi identification.