

Supplementary Materials (Study 2)

The main article consisted of an extension of the studies by Bohner et al. (2010) and Montañés et al. (2013), which concentrated on attractiveness ratings of fictional romantic partners, to behavioural intentions in a leadership context (i.e. leading in alpine climbing). This supplementary section presents measures which were used to replicate findings on attractiveness ratings paralleling these previous studies. The main difference is that in the present study attractiveness ratings were measured for non-romantic, climbing partners and are thus named *likability* ratings.

Past Research

In past studies on sexist attitudes and partner preferences participants were confronted with profiles of intimate partners who held distinct sexist ideologies (Bohner et al., 2010) and non-sexist attitudes (Montañés et al., 2013). The ambivalent profile was judged to be the most typical and realistic by female participants in Bohner et al. (2010). As argued in our article, feminism may also play a role, creating an opposition towards feminist women in sexist men, and liking of feminist men in women who do not adhere to sexist attitudes. Indeed, Bohner and collaborators showed that feminist attitudes in female participants were related to their higher preference for men low in HS (vs. high in HS). However, to our knowledge preferences for men and women high in feminism have not been investigated so far. Thus, in addition to sexist ideologies, we also considered feminist attitudes in the present study.

An important question is whether women would prefer a partner high in feminism rather than high in benevolent sexism who, as previous evidence shows, was preferred over non-sexist future romantic partners (Bohner et al., 2010; Montañés et al., 2013). Women's preference for high BS targets could arguably be explained by the lack of positive attitudes

towards women implicit in a non-sexist profile (compared to the positive tone that women might perceive in BS). Hence, including a male partner high in feminism would provide a better contrast to test women's preference for BS men. Further, in line with backlash literature (i.e., Rudman et al., 2012) men might especially reject women who endorse feminist views that confront the status quo. Including a female feminist profile allowed us to test the backlash hypothesis. For these reasons, we replaced the non-sexist profile used in the literature by a feminist non-sexist one in the present research.

Hypotheses for Likability of Targets

Female climbers are able to identify hostile sexist attitudes as disadvantageous for their group and thus they should be less in favour of men with such attitudes (Barreto & Ellemers, 2005; Montañés, de Lemus, Moya, Bohner, & Megías, 2013; Swim et al., 2005). However, the competence-undermining dimension of BS might not be recognised by all women and thus benevolent sexist male profiles should be preferred to hostile sexist profiles (see Montañés et al., 2013 for similar findings in intimate relationships). We thus expected in Hypothesis 1 that female participants would rate as most likable feminist male partners (i.e., high feminist but low sexist), or benevolent sexist partners (i.e., high in BS but low in HS and feminism), followed by ambivalent partners (i.e., high in BS and HS but low in feminism), and as least likable hostile male partners (i.e., high in HS, but low in BS and feminism).

According to social identity theory (Tajfel & Turner, 1979) and social dominance theory (Sidanius & Pratto, 1999) a dominant group will strive to maintain their privileged status. Male participants should thus like women supporting a male-dominance ideology. However, counter-stereotypical - that is feminist non-sexist - women, who undermine men's superior status, and hostile women, who violate expectations of communality in women, are likely both met with backlash. Following this reasoning, in Hypothesis 2 we expected male

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participants to rate as more likable ambivalent and benevolent female profiles and as less likable hostile and feminist non-sexist women.

Furthermore, this study investigated the congruency between gender ideologies and in particular the role of feminist attitudes with likability preferences of potential cross-gender climbing partners. Bohner et al. (2010) and Montañés et al. (2013) found congruency effects, between participants' BS and HS and their preferences of cross-gender profiles who endorsed the same sexist beliefs, in the context of intimate relationships and friendships. This means that benevolent sexist men felt more attracted to benevolent sexist women, and hostile sexist men to hostile sexist women, and vice versa. Traditional gender roles and gendered behaviours have been shown to also apply to non-sexual relationships such as work relationships (Becker et al., 2011; Good & Rudman, 2010). This leads to the proposition that, in line with the congruency effects cited above, climbers should prefer partners that agree with their own gender attitudes. For example, a female climber who holds paternalistic beliefs, such that women should be protected and helped by men, may prefer to climb with a man who endorses such beliefs and takes the lead, whereas a feminist female climber may prefer to climb with a man who accords her respect and the same competence as he would show towards a male partner. Thus finally, in Hypothesis 3 we expected that participants' gender ideology would predict the extent to which climbers prefer cross-gender climbing partners with whom they shared the same ideology.

Method

The likability of targets measure was presented before the main dependent measure (leadership intentions, see main article). Participants rated all four targets with nine items (e.g., "I find a (wo)man with such opinions nice/friendly", "I would feel good when climbing

with such a (wo)man”, “A partner with whom I do an alpine climb should think like such a wo(man)”). Cronbach alphas were $\alpha > .94$ for all targets.

Female participants. Mauchly’s test of sphericity showed that sphericity could not be assumed for female participants ($\chi^2(5) = 23.043, p < .001, \epsilon = .63$). Thus, we conducted a MANCOVA with targets’ difference scores (ambivalent – benevolent, ambivalent – hostile, and ambivalent – feminist) outcome variables and participants’ own climbing-specific gender attitudes (BSc, HSc, and feminism) as continuous predictors (all mean-centred). (Calculating the full model with all interactions did not reveal significant interactions between ideological measures, thus the analysis was done without these interactions).

Multivariate tests revealed a significant intercept, $F(3, 22) = 14.565, p < .001, \eta_p^2 = .665$, showing that women’s liking for male partners varied across comparisons of targets with distinct gender ideologies. Moreover, an effect of BSc was revealed, $F(3, 22) = 4.649, p < .012, \eta_p^2 = .388$, indicating that women’s BSc modified liking differences between targets which were distinct in gender ideology.

Univariate tests showed that as predicted in H1 the ambivalent target ($M = 3.34, SE = 0.18$) was rated as less likable than the benevolent target ($M = 4.88, SE = 0.23; F(1, 24) = 18.937, p < .001, \eta_p^2 = .441$) and the feminist target ($M = 4.84, SE = 0.26; F(1, 24) = 24.078, p < .001, \eta_p^2 = .501$). Moreover, the ambivalent target was rated as more likeable than the hostile target ($M = 2.74, SE = 0.20; F(1, 24) = 13.640, p = .001, \eta_p^2 = .362$).

These effects were further modified by women’s own BSc (BSc effect on the ambivalent-hostile target comparison: $F(1, 24) = 4.974, p = .035, \eta_p^2 = .172$; and on the ambivalent-feminist target comparison: $F(1, 24) = 6.371, p = .026, \eta_p^2 = .190$). Indeed, simple slope analyses showed that particularly women high (and not those low) in BSc

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expressed higher liking of the ambivalent compared to the hostile target, $B = 0.761$, $p = .024$, 95% CI [0.099, 1.423], $\eta_p^2 = .190$. And particularly women low (and not those high) in BSc expressed lower liking of the ambivalent compared to the feminist target, $B = -2.249$, $p = .026$, 95% CI [-3.159, -1.340], $\eta_p^2 = .521$. In order to analyse congruency effects predicted in H3, we conducted a MANCOVA with liking of the four targets as outcome variables and participants' ideologies as predictors (BSc, HSc, feminism). H3 stated that participants' beliefs would predict their preferences of cross-gender climbers who matched participants' ideology. For female participants, univariate tests showed that HSc positively predicted the likeability of ambivalent ($B = 0.472$, $p = .006$, 95% CI [0.148, 0.795], $\eta_p^2 = .274$), and hostile male targets ($B = 0.472$, $p = .011$, 95% CI [0.120, 0.825], $\eta_p^2 = .242$), which both contain HSc ideology. Moreover, BSc positively predicted the likeability of benevolent male targets ($B = 0.511$, $p = .042$, 95% CI [0.021, 1.001], $\eta_p^2 = .130$), but not ambivalent male targets ($B = 0.365$, $p = .067$, 95% CI [-0.028, 0.758], $\eta_p^2 = .133$), only partially supporting expectations in H3. In contrast, no congruency effect for feminist attitudes was found as they did not predict the likeability of feminist male targets ($B = 0.111$, $p = .533$, 95% CI [-0.252, 0.474], $\eta_p^2 = .016$). Figure 1 shows estimated means of participants' likability for each one of the targets as a function of participants' sexist ideology.

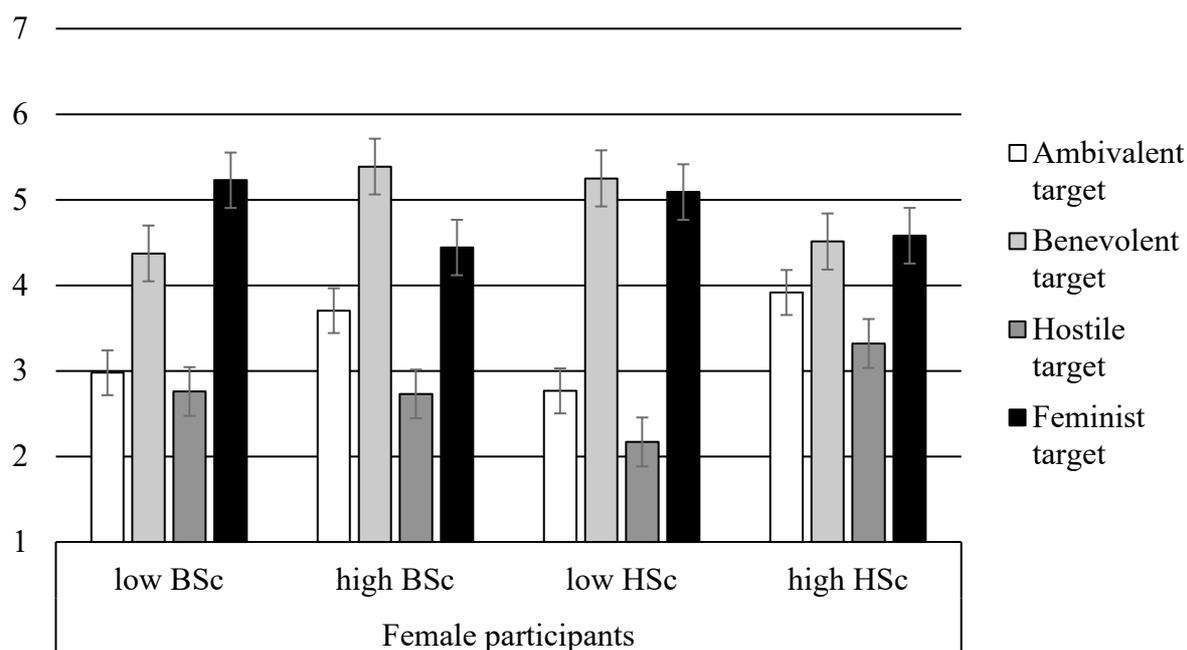


Figure 1. Estimated means for likability ratings of female and male participants with cross-gender targets. Error bars indicate standard errors. BSc = climbing-specific hostile sexism, HSc = climbing-specific hostile sexism; Low = -1 standard deviation, High = +1 standard deviation

Male participants. We conducted a repeated-measures ANCOVA with targets' attitudes (ambivalent vs benevolent vs hostile vs feminist) as within-participants factor and participants' own climbing-specific gender attitudes (BSc, HSc, and feminism) as continuous predictors (all mean-centred). (Calculating the full model with all interactions did not reveal significant interactions between ideological measures, thus the analysis was done without these interactions). Mauchly's test of sphericity showed that sphericity could be assumed for male participants ($\chi^2(5) = 8.107; p = .151$). We first tested H2 that men would prefer sexist (ambivalent, or benevolent) female partners over feminist and hostile ones. For male participants there was a main effect of Target, $F(3, 90) = 4.204, p = .008, \eta_p^2 = .123$, as well

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as a Target \times BSc interaction, $F(3, 90) = 8.389, p < .001, \eta_p^2 = .219$; the Target \times HSc and Target \times Feminism interactions were not significant, ($ps < .076$).

Three planned contrasts compared the likability of the feminist female target to the benevolent (C1), the hostile (C2), and ambivalent (C3) female targets. The feminist target ($M = 3.77, SE = 0.20$) was rated as less likeable than the hostile target ($M = 4.93, SE = 0.15, C2: F(1, 30) = 17.417, p < .001, \eta_p^2 = .367$), however, it was not rated different in likability compared to the benevolent target ($M = 4.17, SE = 0.17, CI: F(1, 30) = 2.490, p = .125, \eta_p^2 = .077$) or the ambivalent target ($M = 3.97, SE = 0.19, C3: F(1, 30) = 0.538, p = .469, \eta_p^2 = .018$). Thus, overall the hostile target was the most liked, thus H2 was not supported.

The unexpected moderation of these contrasts by BSc revealed C1 and C2 were modified by participants' BSc ($CI: F(1, 30) = 5.035, p = .032, \eta_p^2 = .144, C2: F(1, 30) = 6.973, p = .013, \eta_p^2 = .189$). In detail, high (but not low) BSc men liked the feminist target ($M = 3.75, SE = 0.29$) less than the benevolent target ($M = 4.72, SE = 0.24, CI: F(1, 30) = 7.328, p = .011, \eta_p^2 = .196$), and low (but not high) BSc men liked the feminist target ($M = 3.79, SE = 0.29$) less than the hostile target ($M = 5.15, SE = 0.22; C2: F(1, 30) = 23.103, p < .001, \eta_p^2 = .435$). Thus,

In order to analyse congruency effects predicted in H3 we looked at the interaction between target gender ideology and participants' own ideology. H3 stated that participants' beliefs would predict their preferences of cross-gender climbers who matched participants' ideology. For male participants, BSc indeed positively predicted the likeability of ambivalent ($B = 0.440, p = .025, 95\% CI [0.058, 0.822], \eta_p^2 = .154$), and benevolent ($B = 0.535, p = .003, 95\% CI [0.192, 0.877], \eta_p^2 = .253$) female targets, which both contain BSc ideology. Against expectations, men's feminist attitudes did not predict the likeability of feminist female targets

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($B = 0.306, p = .054, 95\% CI [-0.006, 0.618], \eta_p^2 = .118$), however this may be due to lack of power. Moreover, the congruency effect for HSc attitudes and likability for the targets high in HSc was not found (hostile: $B = -0.014, p = .924, 95\% CI [-0.318, 0.289], \eta_p^2 < .001$; ambivalent: $B = 0.168, p = .372, 95\% CI [-0.211, 0.547], \eta_p^2 = .027$). In addition, BSc negatively predicted likability of hostile male targets ($B = -.535, p = .001, 95\% CI [-0.841, -0.230], \eta_p^2 = .299$). No other significant effects occurred.

For illustrative purposes we provide correlation tables for the likability ratings of the supplements and the leadership intention items of the main paper in Table 1.

Table 1.

Correlations between Likeability Ratings and Leading Intentions with Targets in Relation to Targets' Ideology for female ($n = 28$) / male participants ($n = 34$)

Likability of Targets	Leading Intentions with Targets			
	Ambivalent	Benevolent	Hostile	Feminist
Ambivalent	-.264 / -.169	.180 / .201	-.135 / .137	.162 / .373*
Benevolent	-.135 / .340*	-.369 ^t / .155	.269 / .213	-.287 / -.116
Hostile	-.145 / -.089	.353 ^t / .142	-.219 / -.244	.201 / .000
Feminist	.373 ^t / .157	.176 / .221	.449* / -.056	.281 / -.188

Note: ^t $p < .10$, * $p < .05$, ** $p < .01$

Discussion

Overall, the results suggest that women preferred male targets who expressed some type of positive attitudes towards them (be it benevolent sexist or feminist), but they were less positive about ambivalent men, who combine the positivity of BS with the negativity of HS, and they expressed least likability for hostile men. This is in line with past research that found that women perceived benevolent sexist men as more attractive than hostile ones

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(Kilianski & Rudman, 1998), however not compared to non-sexist ones (Bohner et al., 2010; Montañés et al., 2013), if these also showed feminist attitudes.

Men preferred hostile sexist female targets who accepted their superiority, and rejected feminist women, who questioned male dominance. Furthermore, the preference for cross-gender climbing partners increased with the match in sexist ideologies for women. This corresponds to and extends previous findings in the intimate relations domain (Bohner et al., 2010; Montañés et al., 2013). It was interesting that mainly HS but not BS predicted liking of ambivalent men. For men it was only BS which increased liking of benevolent women. The expected congruency effect for feminist attitudes did not reach significance, although this may be due to low power. For women it was also absent.

Participant's own ideology modulated these findings. Female climbers, who endorsed BS themselves, did not differentiate between feminist and ambivalent sexist targets in their likeability ratings which indicates that benevolent sexist "niceness" was accepted by these women even if it may undermine their competence or prevent them from leading. However, women low in BS drew the line and gave better ratings to the feminist than the ambivalent man. Men who did not endorse BS focused on differentiating their higher liking for hostile and their relatively lower liking for feminist women, who received similar ratings to the ambivalent and feminist targets. Thus, men low in BS did not differentiate cross-gender partners expressing feminism or benevolence. In contrast, men who endorsed BS, preferred benevolent over feminist targets, while not differentiating feminist from ambivalent and hostile targets.