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Is Chivalry Really Dead? It Depends on When You Ask: Women’s Reception of Benevolent Sexism Changes Across the Menstrual Cycle
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Benevolent Sexism
A type of sexism that focuses on protecting women and placing them “on a pedestal.”

Women endorse benevolent sexism because they see it as beneficial, and men endorse it because it reiterates existing gender inequalities.

Benevolent sexism, however, is damaging to women on a societal level because it supports male dominance (Glick & Fisk, 2001).

Changes in Behavior when Ovulating
Women’s mating behavior and their desire to find a mate increases as women near ovulation.

When ovulating, women report an increased desire to attract a mate, and spend more time on their appearance to appear more attractive to an ostensible mate (Roder, Brewer, & Fink, 2008).

The Present Study
The present study explores why women endorse benevolent sexism, and examines whether women endorse benevolent sexism when ovulating as a mate attraction strategy.

Appearance and behavior modification is proposed as a possible explanation as to why women endorse benevolent sexism when ovulating, and that is because it will increase the likelihood of finding a mate.

Method
University of Dayton undergraduate women will provide reports of their menstrual cycle, benevolent sexism endorsement, and appearances and behavior modification.

Proposed Mediation Model

Ovulation: The 5-item ovulatory questionnaire tracks women’s cycles, including the first day of their last period, the length of their menstrual cycle, and whether they are currently on hormonal contraception (i.e. birth control).

Benevolent Sexism: The 22-item Ambivalent Sexism Inventory (Glick & Fisk, 1996) measures benevolent sexism (e.g., women should be cherished and protected by men; many women have a quality of purity that few men possess) on a 0 (strongly disagree)- 5 (strongly agree) scale.

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Proposed Results
We will examine whether appearance and behavior modification mediates the association between ovulation and benevolent sexism endorsement.

The figure depicts an association between ovulation and benevolent sexism, suggesting that ovulation leads to appearance and behavior modification which in turns leads to endorsement of benevolent sexism.

The present study expects to find that benevolent sexism will be positively associated with ovulation, suggesting that women who are most fertile will engage in specific behaviors to appear more attractive to a mate.

Conclusion
The present research further examines an evolutionary approach to understanding mate selection by identifying benevolent sexism as a mate attraction strategy which is predicted by ovulation and the amount of time women spend on their appearance.