

Abstract

The topic of “single women” has aroused extensive discussions in the Hong Kong society recently. Accompanied by these discussions was the formation of some negative single stereotypes. This study examined whether women’s self-evaluation would be influenced by these negative stereotypes and how gender identity would affect this negative effect. No significant difference was found between the stereotype salient (experimental) and non-salient (control) groups, for self-evaluation on Big Five personality, life satisfaction, self-esteem and attractiveness. However, results showed that one’s relationship status and level of gender identification affect one’s vulnerability toward negative single stereotype. That is, participant who is single and more strongly identified with own gender were more vulnerable to the priming of negative single stereotype.

Keywords: single stereotype, women self-evaluation, gender identity