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We can do it! (But should we?)

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WE CAN DO IT! (BUT SHOULD WE?)

AN ANALYSIS OF PERCEPTIONS OF WOMEN WHO INITIATE DATES.

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PURPOSE OF THE STUDY

Date initiation is an area of life predominantly controlled by men. Although in recent decades more women have initiated dates than before, it is still widely more acceptable for men to be the initiator of dates than women (Mongeau, Hale, Johnson, & Hillis, 1993; Riege Laner & Ventrone, 2000; Bartoli & Clark, 2006). Taking charge in other aspects of life, such as employment and education, caused advancement for women (Smiler & Kubotera, 2010). In dating though, the deviation from cultural norms and social scripts could be perceived negatively. The researchers wanted to find out if there are negative perceptions of women who initiate dates.

EXPECTANCY VIOLATIONS THEORY

Expectancy Violations Theory (EVT) is used as a framework to investigate perceptions of women who initiate dates. First developed by Burgoon (1993), EVT is a theory seeking to explain and predict how individuals assess behavior deviating from expectations and how they respond communicatively to such violations. In this investigation, elements of EVT are employed. Violation valence is measured to see how positively or negatively the women's behavior is perceived. Also, because woman initiated dates are thought to be a deviation from cultural norms, expectedness of the behavior is also measured.

METHOD PARTICIPANTS

Participants were recruited from undergraduate Communication Studies courses as well as introductory courses at UNLV. Surveying college undergraduates for a study on date initiation is relevant due to the great amount of daters in the population.

PROCEDURES

Participants completed an online survey where they read scenarios of woman-initiated dates and responded to measures about how positively/negatively and expected/unexpected they perceived the behaviors.

RESEARCH QUESTION AND HYPOTHESES

RQ1: What proportion of individuals has experienced a woman initiated date?

H1: If a woman initiates a date with a man using high assertiveness, her actions will be perceived as negative.

H2: If a woman initiates a date with a man using high assertiveness, her actions will be perceived as unexpected.

H3: If a woman makes follow-up contact with a man after a date by calling him, her actions will be perceived as more negative than had she texted or emailed.

H4: If a woman makes follow-up contact with a man after a date by calling him, her actions will be perceived as more unexpected than had she texted or emailed.

RESULTS

Ask me!

RELEVANT SOURCES

- Burgoon, J. K. (1993). Interpersonal expectations, expectancy violations, and emotional communication. *Journal of Language and Social Psychology, 12*(1,2), 30-48.
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- Mongeau, P. A., Hale, J. L., Johnson, K. L., & Hillis, J. D. (1993). Who's wooing whom? An investigation of female initiated dating. In P. J. Kalbfleisch (Eds.), *Interpersonal communication: Evolving interpersonal relationships* (pp. 51-68).

