

Gender: Alpha and Beta Bias



This activity will help you to:

- Understand different types of gender bias
- Explain the implications of different types of bias for people in society
- Identify psychological research that illustrates different types of gender bias

Hare-Mustin & Maracek (1990) suggest that there are two general types of gender bias:

- **Alpha bias** – this occurs when the differences between men and women are **exaggerated**.
- **Beta bias** – this occurs when the differences between men and women are **minimised**.

What you need to do...

In the boxes below, (1) briefly outline a psychological theory or study that illustrates each type of bias; (2) explain the possible impact of each type of bias.

Type of Bias	
Alpha bias – exaggerating the differences	Research that shows this bias
	Possible implication of this bias
Beta bias – minimising the differences	Research that shows this bias
	Possible implication of this bias