Sex-role orientation of perceivers and targets as variables in the person perception process.

Bankart, C. Peter; Wittenbraker, John E.

AB Sex-role orientation operates as both a perceiver variable and a target variable in person perception and attribution processes. The effects of sex-role orientation on these processes in 60 undergraduate White males making judgments about women peers were studied. Data show that the sex-role orientation of perceivers was moderately important in determining attributions of perceived similarity to a phantom other and to attributions of adjustment and self-confidence but has no effect upon actual or attributed interpersonal attraction. Sex-role orientation of targets affected Ss' interpersonal perception and attraction processes in proportion to the degree that target persons were seen as possessing masculine attributes. Implications for the theory of psychological androgyny are discussed.