

Effects of Pro-Woman Advertising (Femvertising) on Reducing Prejudice against Women Athletes

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Summary/Abstract: The present investigation uses a quasi-experimental design, in which the effect of Pro-Woman Advertising (Femvertising) on the implicit prejudice towards women practicing contact sports is evaluated through the Implicit Associations Test (IAT), in a sample of 30 male participants, students from the Central University of Venezuela (UCV) and aged between 25 and 30 years. Pro-woman advertising was manipulated by presence for the experimental group and absence for the control group. Despite the fact that no significant differences were found between both groups, it was possible to identify the variables that could influence these results, as well as social implications that are the origin of prejudice towards female athletes.

Key Words: Implied Bias, Female Athletes, Femvertising, Indirect Contact, IAT, Men

Introduction

Prejudice is a negative attitude directed towards an individual, based solely on his belonging to a social group outside his own. This can take two forms: both explicit and implicit (Abbassi, 2016). Explicit prejudice is clearly demonstrated, since it is expressed through the evaluation of a specific entity or object, with a certain degree of favorability or unfavorableness, and the person who has the prejudice is aware of it (Montes-Berges & Moya, 2006; Abbassi, 2016). For its part, implicit prejudice is an unconscious negative attitude, which is triggered automatically and influences a person's behavior, even when they are not aware of having it (Baron & Byrne, 2005).

Implicit prejudice is measured by the Implicit Association Test (IAT), which assesses unconscious attitudes, taking into account the reaction times of the subjects to the stimuli that are presented to them. Since it measures a prejudice that is unconscious, the answers given by individuals do not respond to social desirability, nor are they politically correct (Amaya, Borrero & Bustamante, 2017).

Prejudice is evident in many spheres of the individual's life and it appears very frequently in the workplace, with women generally being its main target. For this reason, they continue to have a lower employment rate than men (Fischer & Chávez, 2015), they have fewer job promotions and their promotion process is slower and more laborious; there are job positions that are considered exclusively male while there are feminized careers, which occupy a low-ranking position within companies, while there are gender-based salary differences to the detriment of women. As a basis for this entire situation, it seems to be the fact that women are still assigned the role of caregivers and housewives (Agut & Martín, 2007).

This prejudice suffered by women is known as sexism, and it is defined as prejudicial attitudes and behaviors towards an individual, derived from the negative perception of the individual, which are based on the stereotypical categories that are assumed about the individual for belonging to a determined sex and that emerge from the interpretation of sexual differences between men and women (Limón & Rocha, 2012).

The sports field is an area that for many people is a way of life and in it the prejudices that exist in the workplace are present. Sport has been socially and symbolically constructed as a sexist and patriarchal institution, characterized by preserving the power of men while minimizing and perpetuating female inferiority (Gómez, Medina & Ramon, 2017). A clear example of this is the breach of equality laws by institutes, clubs and sports federations, who maintain a marked inequality in terms of professionalization and economic remuneration of high-level athletes, compared to male athletes. Also, there is relaxation in terms of the distribution and allocation of sports spaces, changing rooms, clothing, and material, training personnel, among other requirements that every institution must meet and contribute to a sports category, an aspect in which women are affected. Additionally, the great importance that the media attributes to male athletes compared to females is evidenced (Crouse, 2013; Sáinz De Baranda (2013)

The fact that in sports, women have had little place throughout their history, may be related, with the stereotypes established in societies, regarding the female sex, to which characteristics such as sweetness, docility, fragility, etc. and therefore, it is linked to aesthetic and flexibility sports (gymnastics, swimming, tennis, athletics, etc.); as well as stereotypes about the male sex, to which characteristics such as strong, abrupt, dynamic, etc. are attributed, and therefore, it is associated with the practice of disciplines of physical contact and aggressiveness (soccer, boxing, karate, etc.) (Gallego & Estebanaraz, 2017).

In an investigation carried out by Abbassi (2016) on the prejudice of men towards women who practice contact sports. The results indicate that prejudicial attitudes towards this group predominate more frequently in men who do not practice sports. The subjects of this research pointed out these women as: less self-effective, more aggressive and with lower self-esteem than men who practice this type of discipline.

For its part, the study carried out by Castro & Jiménez (2018) evaluated gender prejudices and stereotypes towards women who play soccer (a sport socially conceived as masculine) and found that there are negative prejudicial attitudes towards these women and towards the women who practice contact sports (soccer, rugby, boxing, karate, etc.), who often receive derogatory labels such as: butch, lesbians, unladylike, etc. Since, society expects women to participate in sports that do not involve physical contact or aggressive behaviors.

There are few studies that have aimed at the use of tools to reduce prejudice towards the population of female athletes, despite the fact that there is a wide universe of research that corroborates the prejudice towards this group (Castro & Jiménez, 2018)

However, various techniques have been developed over the years to reduce prejudice in other areas. One of the most effective strategies to achieve this goal is to facilitate direct interaction or contact between people from different social groups. However, the positive effects can occur, even if the contact is indirect, vicarious or merely symbolic. That is, despite the fact that the person is not in immediate relationship with the social group towards which the prejudice exists (Iguarta & Frutos, 2016).

Indirect contact is a form of contact in which the members of a group do not actively participate in an interaction but rather become "observers" of the contact that other actors in the same group have with people who do not belong to it (Alvídrez, 2012)

In this vein, Paluck & Green (2009) propose a technique to reduce prejudice through indirect contact called entertainment. In this case, the contact can take place through books, television, radio, cinema, advertising or any other means of communication that shows the social group outside of one's own.

The entertainment technique, related to indirect contact, was used by Eno & Ewoldsen (2010), in a film that shows a message against the racism exercised against African Americans in the United States. It was found that the participants' previous level of prejudice towards African Americans decreased and was influenced by the viewing and interpretation of the film.

Additionally, Iguarta & Frutos (2016), carried out a quasi-experiment on the impact of two films that covered the subject of immigration on prejudicial attitudes towards immigrants. One of the films emphasized discrimination and elicited empathetic reactions towards immigrants, and the other demonstrated positive intergroup contact. The study yielded positive results, as the viewing of the film designed to stimulate empathy towards immigrants provoked a greater identification with the characters of the outgroup, which in turn, induced more positive attitudes towards immigration.

For their part, Murrar & Brauer (2018) carried out an investigation that consisted of reducing prejudice towards Arabs / Muslims from exposure to a television series that shows intergroup contact with said group. This research found positive results in reducing implicit and explicit prejudice towards Arabs / Muslims in the group exposed to the television series, compared to the control group. Therefore, the use of this tool can be one of the most effective methods to improve intergroup relations and promote diversity.

Like movies, advertising has also been used as a tool to raise awareness of the population or a large part of it, towards a topic of public or general interest (Rodríguez, 2003).

Since its inception, advertising on the image of women has received criticism from consumers, due to the representations and stereotypes used in it (De Almeida, 2015). This is why in recent years a type of advertising known as Femvertising (or pro-woman advertising) has been developed, which consists of an updated communication to social change, in relation to gender equality. In Femvertising, a representation of the reality that women live today is exposed, and an inclusive, positive and recognizable female image is exhibited throughout the world, leaving aside stereotypes and discriminatory roles (Polidura, 2017). This type of advertising has been used to change the image of socially exposed women, due to the negative impact it produces on women's self-esteem and health (Bissell, 2010).

This new pro-woman advertising has produced appreciable changes in terms of the representation of women, showing a more credible and healthy image of these, because they reflect women outside of that framework of "perfection" in which other advertisements usually show them. In turn, it seeks to reflect that they are capable of carrying out any type of activity, work or practice (Polidura, 2017).

De Almeida (2015) carried out a study to explore consumer attitudes towards different pro-woman campaigns, where he analyzed their effectiveness, using sports and cosmetic advertisements. The results obtained show that women tend to feel more identified with the image used by Femvertising, especially with sports advertisements, since these show a more realistic and credible image.

Based on the above, it is corroborated that prejudice against women is still in force and is guided by sexism and strong stereotypes in the sports area. But even so, there is not enough research that aims to reduce

prejudice towards female athletes. This is why the following research question arises: What influence does the display of pro-woman advertising (Femvertising) have on prejudicial attitudes towards female athletes?

This research could contribute to reducing prejudice towards women who play contact sports (soccer, boxing, rugby, etc.) and thus achieve that they are recognized in a way in which their self-esteem, motivation, personality and Health is not affected.

Additionally, the research will provide useful and effective information related to the existing research gap on the lack of reference regarding techniques and tools that promote the reduction of prejudice towards women athletes.

Research Objective

To evaluate the influence of pro-woman advertising (Femvertising) on prejudicial attitudes towards female athletes.

Research hypothesis

The viewing of pro-woman advertising (Femvertising) will produce a significant reduction in prejudicial attitudes towards female athletes in the experimental group (exposed to pro-woman advertising) in contrast to the control group (not exposed to pro-woman advertising)

Independent variable

Pro-Woman Advertising (Femvertising)

Pro-woman advertising is defined as a new type of advertising related to gender equality, which seeks to develop an inclusive, positive and recognizable female image throughout the world (Polidura, 2017). This variable is manipulated through the experimental procedure known as presence-absence (Hernández, Fernández & Baptista 2010), since it has a control group that is not exposed to the display of pro-woman advertising (VI) and an experimental group which was exposed to the display of three Femvertising advertisements.

Dependent variable

Implicit prejudice towards female athletes

It is defined as the negative attitude towards the members of a specific group, in this case, female athletes, and this attitude can be triggered automatically and influence behavior, even when people with said prejudice are not aware of this (Baron & Byrne, 2005). This variable is measured through the scores obtained in the Implicit Association Test (IAT)

Controlled variables

Sex

Sex is defined as that division and classification between men and women, which is based on their biological characteristics (González, González & Valdez, 2016). The control of this variable will be carried out, since in the research carried out by Abbassi (2016) it was shown that there is greater discrimination, by men, against women who practice sports. This variable will be controlled through the elimination technique (McGuigan, 1996), so only male subjects will be included as part of the sample.

Age

Age is defined as “the time that a person, certain animals or plants have lived” (RAE, 2001). This variable is controlled, because in the research carried out by Sánchez, Suárez, Manzano, Oliveros, Lozano, Fernández & Malik (2011) it was found that age is an influencing variable in gender values and stereotypes, which usually be weaker in the groups of subjects under 25 years of age. This variable will be controlled through the elimination technique (McGuigan, 1996), for which an age range of 25 to 30 years was established among the individuals in the sample.

Previous contact with female athletes

It refers to the significant relationship (of companionship, friendship or love), of the research subject with respect to a female athlete. This variable was controlled, since in Abbassi (2016) research, it was observed that men, who have established a similar type of relationship with women who play sports, are less prejudiced towards this group. This confirms All port’s hypothesis, which explains that intergroup contact can reduce prejudice towards members of the social group contacted. This is why the present research will control this variable through the elimination technique (McGuigan, 1996), so it will only take into account those men who have not established a significant relationship with a female athlete.

Familiarity with the IAT

It refers to whether the participants have had previous contact or not, with the Implicit Association Test (IAT). This variable is controlled since the lack of familiarity with this type of instrument can produce ambiguities in the answers. This is why the experimental subjects were given a practice IAT on "Children with Down Syndrome" (which is a topic not related to the topic to be investigated), so that they could understand the instructions and the operation of the instrument before answering the IAT that assessed prejudice towards female athletes

Type of investigation

This research is quasi-experimental in nature because it meets the following characteristics indicated by Hernández, Fernández & Baptista (2010): 1) It has the manipulation of an independent variable (VI) Pro-woman advertising (Femvertising); 2) Measures the dependent variable (DV) Prejudice towards sportswomen; 3) It has a control group and an experimental group; 4) It controls strange variables: sex, age, previous contact with sportswomen and familiarization with the IAT, but 5) It does not have a randomization process for assigning the subjects to each of the groups, both control and experimental.

Research design

The design of the research is of two groups (control and experimental), only with post-test measurement (to avoid the sensitization that a pre-test measurement can produce), and uses a single presentation of the VI (Advertising pro-woman) in the experimental group absence (Hernández, Fernández & Baptista, 2010).

Sample and Type of Sampling

The sample of the present quasi-experiment is composed of 30 male university students from the Central University of Venezuela (UCV) with ages between 25 and 30 years. The sampling used was non-probabilistic and intentional in nature (Hernández, Fernández & Baptista, 2010), since the participants were chosen based on the required characteristics (age, sex, type of relationship with female athletes, etc.) hereby investigation.

Environments and Materials to be used

The application of the present research was carried out in a room that provided a calm and quiet environment, with good lighting, good temperature and the greatest possible comfort for each of the participants, in order to avoid any variable that could have an effect negative on the responses provided by the subjects.

Regarding the materials used, there were: five computers that had both the Implicit Association Test (IAT) in practice (Children with Down syndrome), and that of sportswomen, there was also a video beam for the projection of all three Femvertising videos.

Measuring instrument

Implicit Association Test - Prejudice towards Female Athletes

The Implicit Association Test (IAT) was created by Greenwald, McGhee and Schwartzes in 1998 and is a tool used to evaluate the unconscious preferences that people have towards a specific group, being a measure based on reaction times which measures the strength of association between concepts. Its application consists of presenting, on the one hand, two categories corresponding to the object, and on the other, two categories that represent the attributes (positive or negative). The work consists of classifying the stimuli (adjectives and images) according to two response options (compatible or incompatible) (Tosi, Ledesma, Poó, Montez & López, 2016).

The IAT of the present quasi-experiment is composed of 20 images related to DV (Prejudice towards Female Athletes) divided into two groups. The first group has 10 images showing sportswomen (Exogroup); while the second group is made up of 10 images that show non-athlete women (Endogroup). In addition, it is made up of 10 positive adjectives that describe the in-group and 10 negative adjectives that describe the out-group.

For the choice of positive and negative adjectives to be used in the research, a sample of male persons was used, and they were asked to report five words that someone with prejudices would use to describe the group of female athletes requested that they report five words that the same person would use to describe non-athlete women. As a result of this sampling, those adjectives that were repeated more frequently were used.

For the validation of the IAT, three experts were consulted, either in the area of prejudice or in training women athletes. The experts were: 1) Coach of the Metropolitan women's soccer team, 2) Social psychologist from UCV and 3) Professional soccer coach with a diploma in Applied Sports Psychology. Those who were shown the IAT and were given an evaluation form of the same, regarding the images and words (adjectives) used to describe the aforementioned categories. From this review made by the experts, the IAT was modified, For example: for the Negative Attribute category the adjective "Ugly" was changed to "Corpulent" and for the Positive Attribute category the adjective "Bella" was changed to "Subtle".

Additionally, the experts reached a consensus that the images of NON-athletic women should include photos that show two facets of them, so five images were changed in this category.

After the validation of the IAT, a pilot test of it was carried out on a group of sportsmen, students from different universities in Caracas, aged between 25 and 30 years. This was carried out in order to evaluate the time it took to answer the test and to determine if the application instructions were clear and concise. It was observed that, in general, once the test began, the participants reported doubts regarding the instructions, which generated slowness in giving their answers. Due to this observation, the instructions were given orally and in writing and in addition, the subjects were given a short period of time before the application of the IAT to answer questions.

Process

For the preparatory stage, an implicit association test was carried out that was validated by three experts and the three advertisements to be used in the intervention were selected, based on a series of operationally established criteria.

Regarding the experimental stage, the participants were given instructions on how to answer the IAT and were allowed to practice how to answer it, using a practice IAT on a topic not related to the research (children with Down syndrome).

Subsequently, the intervention was carried out. In the case of the control group, only the IAT was given as a post-test. And with respect to the experimental group, they were provided with the visualization of the three types of pro-woman advertising (Femvertising), and after this, they were given the IAT on female athletes.

Ethical aspects

Regarding the ethical aspects, the proposals of Coolican (1997) and the Code of Ethics of the Venezuelan Psychologist (Federation of Psychologists of Venezuela, 1981) were followed and for this reason:

- First, confidentiality and anonymity were guaranteed, both of the answers provided by the participants and of their identity.
- Second, the subjects' participation in the research was voluntary; they were informed about the right they had to withdraw at any time from the research without receiving any type of punishment.
- Third, the technique of deceiving the participants about the objective of the research was used, to avoid that the true information could alter the results of the project. However, immediately after conducting the research, all participants were held accountable, that is, they were informed about the nature, objectives and purposes of the quasi-experiment.
- Fourth, the physical and psychological safety of the participants was guaranteed during the intervention, because they were not exposed to any type of situation that generated mental stress, discomfort, or significant danger to the physical or mental integrity of the subjects.
- Fifth, the informed consent method was used, since the participants received written information about the objective of the research, the procedure that would be used, and the consequences thereof, their rights as a research subject and how they would be used the results obtained. After carefully reading this information, they proceeded to sign the informed consent protocol format, thus expressing their agreement to participate in the research.

Results

In this section the scores obtained by the two groups (control and experimental) are presented, which were processed by means of the statistical program Statistics Data Editor (SPSS).

Table 1.
Comparison of means between the control group and the experimental group.

Descriptive statistics for n = 30			
	N	Mean	Typical Deviation
Control	15	,252540	,5272188
Experimental	15	-,049673	,6975567

Descriptive statistics, such as the mean and standard deviation, for both groups (control and experimental). They show a difference between the control group ($\bar{X} = ,2525$ DT = ,5272) and the experimental group ($\bar{X} = -,0496$ DT = ,6975) with respect to the scores obtained, it can be observed that the mean scores in the control group were greater than those of the experimental group (See table 1).

Table 2.
Homogeneity test

Homogeneity of variance test					
		Levene statistic	gl1	gl2	Sig.
Test ALL	It is based on the mean	3,285	1	28	,081
	It is based on the median	1,920	1	28	,177
	It is based on the median and with adjusted gl	1,920	1	26,028	,178
	It is based on the trimmed mean	3,092	1	28	,090

Table 2 shows a level of significance of $p = .081$, which is greater than $p = .05$, which indicates that the data obtained in both samples are homogeneous with each other, accepting the null hypothesis, that is, that the variances of the groups are statistically equal.

Table 3.
Normality test

Normality Tests							
Groups		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistical	gl	Sig.	Statistical	gl	Sig.
Test ALL	Control Group	,192	15	,143	,908	15	,127
	Experimental Group	,197	15	,123	,904	15	,110

a. Lilliefors significance correction

In table 3 it can be observed that with a significance level of $p = .127$ for the control group and $p = .110$ for the experimental group (as both are greater than $p = .05$), the data obtained behave as a normal distribution for both samples.

Table 4.
Student's t test

		Student's t test for paired samples					
		Matched differences					
		Mean	Standard deviation	Mean standard error	t	gl	Sig. (bilateral)
Par 1	Group C – Group E	,3022133	,8455853	,2183292	1,384	14	,188

Due to the fact that the distribution behaves in a normal and homogeneous way, we proceeded to use the parametric statistic of Student's t for related samples, in order to know if there were significant differences between both groups (control and experimental). Since the level of significance obtained $p = .188$ is greater than $p = .05$ it can be stated that there are no statistically significant differences between the control group and the experimental group. This means that the H_0 is accepted which indicates that the viewing of pro-woman advertising (Femvertising) did not produce a significant reduction in prejudicial attitudes towards sportswomen in the experimental group in contrast to the control group.

Discussion of results

The fact that no statistically significant differences were found in the scores obtained by the IAT between the control group and the experimental group (exposed to the three types of pro-woman advertising) may be due to several reasons:

The first one is the type of university degree that the research participants were studying. The sample ($n = 30$) of the present study was made up entirely of students from the Faculty of Humanities and Education and there is empirical evidence that humanistic careers sensitize students to discrimination and equality issues. Therefore, they tend to have more positive attitudes towards diversity than university students from other areas of knowledge (Guerrero and Zambrano, 2013). A situation that would explain the low levels of prejudice in both groups and the positive attitudes towards female athletes.

Second, the variables controlled in the present investigation were: sex, age, previous contact with female athletes and familiarity with the IAT. However, the fact that the participants practiced any sport was not controlled. If so, these subjects could come to feel greater affinity, empathy and understanding towards sportswomen, since despite the fact that they are of the opposite sex, both could be identified in the macro category: "people who play sports", generating towards them a positive valence from the emotional point of view (Solbes, Lucas & Calderón, 2006).

Third, another factor that may have had an influence is that the sample consisted of 95% of men who study psychology, a career in which female students predominate; this situation could make them susceptible to having positive attitudes towards this gender. Since contact with exogroup members significantly reduces prejudice (Cameron, Rutlan, Turner, Holamar-Nicolas & Powell, 2011).

Fourth, another possible variable that should be analyzed is the lack of motivation that the participants presented during the application, a factor that could have led to no significant differences between the experimental and control groups. The lack of motivation among the research subjects could be related to fatigue, due to the time of day in which the intervention was carried out Naranjo (2009), since the experiment was carried out during a time that coincided with the moment of rest of the students. It is important to control this factor, since according to Rivera's research (2014), students with high levels of motivation tend to have better academic performance, greater attention to classes and greater interest in performing the required tasks in high school.

Fifth, in the present research, given that the subjects were not familiar with the IAT, they were given a practice first, (with an unrelated IAT) followed by the application of the research's own IAT (towards female athletes). Being a test that has several phases of repetition and classification of stimuli (images and adjectives), exhaustion and discomfort could have been present. Consequently, it is recommended not to carry out the practice with the unrelated IAT, the same day that the specific IAT of the research is applied or instead, to do it the same day but lengthen the time between them, in order to allow the subjects rest.

Sixthly, in the intervention carried out, there is no evidence that the participants have not previously seen, through social networks, television channels or any other medium, the advertisements that were used in the research, due to that pro-woman advertising has had a significant boom in the last 5 years. If it had occurred, this situation could have two consequences: if it was seen by the participants in the experimental group, this

would reduce the impact of the effectiveness of the technique and if it was seen by the participants in the control group, this would make the difference between both groups was not significant.

Lastly, the test used in the present investigation (IAT), attempts to contrast two groups of photographs: of sportswomen vs. non-athletes, and to assess the level of prejudice towards both groups. However, the selected images did not seem to be the most appropriate, when it came to emphasizing the difference between both groups, and generated doubts and questions among the participants, since the fact that a woman is not practicing sports (photographs that were intended to represent to the group of “non-athletes”), at the time the photograph was taken, it does not mean that she does not belong to that category.

In addition to controlling the aforementioned variables, it is suggested that future research present pro-woman advertising accompanied by other complementary techniques aimed at reducing prejudice, such as imagined contact or expert opinion, in order to increase the effect of the intervention. , and in this way get the experimental variance to be greater.

Additionally, it is suggested to use images of women practicing contact sports vs. images of women who practice aesthetic and flexibility sports, since as previously stated, the prejudice towards female athletes is directed towards those who practice sports socially conceived as masculine.

Although the differences that were found between both groups were not significant, the experimental group with respect to the control did present lower values of prejudice, so this research provides information related to the possible efficiency of Femvertising advertising as a method aimed at reducing prejudice.

Conclusion

The prejudice addressed in this study is sexism, which assumes that there is a marked inequality between men and women, which is based on sexual differences between the two sexes, from which stereotypical gender categories are constructed, which are particularly damaging to women. women (Limón & Rocha, 2012).

The sports arena, like race, disability, gender or religiosity, is an area where sexism exists, which causes a variety of stereotypes regarding the physical activity of women to continue to be manifested today (Rodríguez , Martínez & Mateos, 2009). One of them is to consider that there are sports more appropriate for women and others for men. Moreno (1999) explains that the sports classified as female are those that involve dexterity, flexibility and harmony, which emphasize aesthetic qualities and, in addition, are usually individual activities (gymnastics, swimming, tennis, athletics, etc.). Unlike sports classified as male that emphasize aggressiveness, competitiveness, physical contact or shock and generally involves team activities (soccer, boxing, rugby, karate, etc.). This stereotype is associated with the role traditionally assigned to women, whose main function should be procreation and care of the home.

Likewise, the stereotype that sports activity masculinizes women still persists. This is because masculinity is associated and equated with muscularity and femininity with delicacy and body fragility. That is why women who play sports and maintain a good physical condition are recognized as masculine or not very feminine, and they are qualified with derogatory words such as: macho, aggressive or unkempt, among other adjectives (Moreno, 1999)

The stereotype that relates sport and female homosexuality also persists. A female athlete is believed to be masculine, unattractive, and lacking in heterosexual interest. Although, it has been shown in various studies that it is a mistake to generalize this stereotype to the entire group of sportswomen (Moreno, 1999).

Due to the clear misinformation about the true role of women in sport and because of the generalization that exists in society of the stereotypes described above, men tend to have greater negative attitudes towards women athletes. (Moreno, 1999).

This is why the main objective of this research was to attack the problem related to negative attitudes of men, which are directed towards female athletes, especially those who play sports that are socially perceived as masculine.

The present research sought to encourage new ways of perceiving sportswomen in men: 1) by familiarizing them with a portion of the situation that women who work in this field experience today; and 2) indirectly providing them that beauty, sexual orientation, abilities or skills are not defined by whether you are an athlete or not. In this way, this research sought to generate a social impact related to a decrease in discriminative attitudes, a greater acceptance of women in any sports field and an increase in gender equality in the sports area.

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