

Zeppelin Universität

Department Corporate Management & Economics

Chair of Social & Economic Psychology

Prof. Dr. Anja Achtziger

Gender Effects in the Content and Process of Mindset Priming

Bachelor Thesis

Written by: Philipp Max Heinrich Dederichs
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Abstract

In the present study 75 students of Zeppelin Universität Friedrichshafen were primed with a deliberative mindset, an implemental mindset or a control condition. The priming was achieved through a recently developed mindset priming method that requires participants to think about whether or not they would support a law that requires cyclists to wear a helmet (Rahn, Jaudas, & Achtziger, 2016). Mindset effects on mood, perceived vulnerability, under-/overconfidence, and social comparison were analyzed. In an additional effort, this research aimed to shed light on the question of how the content of procedural priming tasks may distort priming effects. Both, in the analysis of mindset effects and on the content priming problem, special emphasis was laid on the influence of gender. The results confirm mindset effects in an interaction with gender for the case of under-/overconfidence and perceived vulnerability, as well as a main effect on self-perceived, peer-relative creativity. No significant mindset effects were found regarding mood. Although the measure of gender method perception that was employed turned out to be insufficiently reliable, future research may build upon the initial findings of this study.