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.

<table>
<thead>
<tr>
<th>Type of Bias</th>
<th>Research that shows this bias</th>
<th>Possible implication of this bias</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alpha bias</strong> – exaggerating the differences</td>
<td>Research that shows this bias</td>
<td>Possible implication of this bias</td>
</tr>
<tr>
<td><strong>Beta bias</strong> – minimising the differences</td>
<td>Research that shows this bias</td>
<td>Possible implication of this bias</td>
</tr>
</tbody>
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