



Intersectional Influence: The Impact of Counterstereotypic Exemplars on Performance Across Multiple Stigmatized Domains

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INTRODUCTION

- **Role models** are important for people from marginalized groups, they've been associated with benefits like increased belonging and **academic persistence**^(1,2).
- For role models to be effective, they must be perceived as **successful** and **similar**⁽³⁾.
- The **media varies** in how they present **Kamala Harris** and her social identities, which may impact her effectiveness as a role model⁽⁴⁾.
- Kamala Harris' **role model effectiveness** may also be impacted by a **salient failure**⁽⁵⁾.

HYPOTHESES

Pre-election

H1: When participants encounter more similar identities to Kamala Harris, they will persist longer.

Post-election

H2: When participants encounter more similar identities to Kamala Harris, they will persist less compared to pre-election.

METHODS

Design

- 3 (salient racial identity: Black, Multiracial, none) x 2 (salient gender identity: woman, none) between-subjects, repeated measures design

Participants

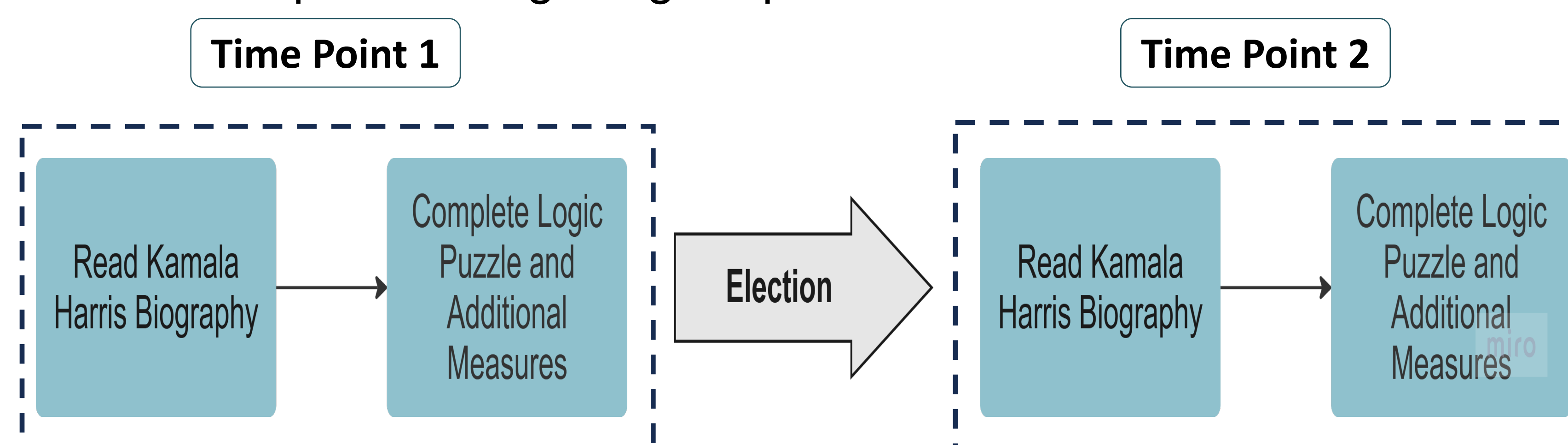
- 248 Black participants from Prolific ($M_{age} = 37.2$; 57% Female)

Independent Variable

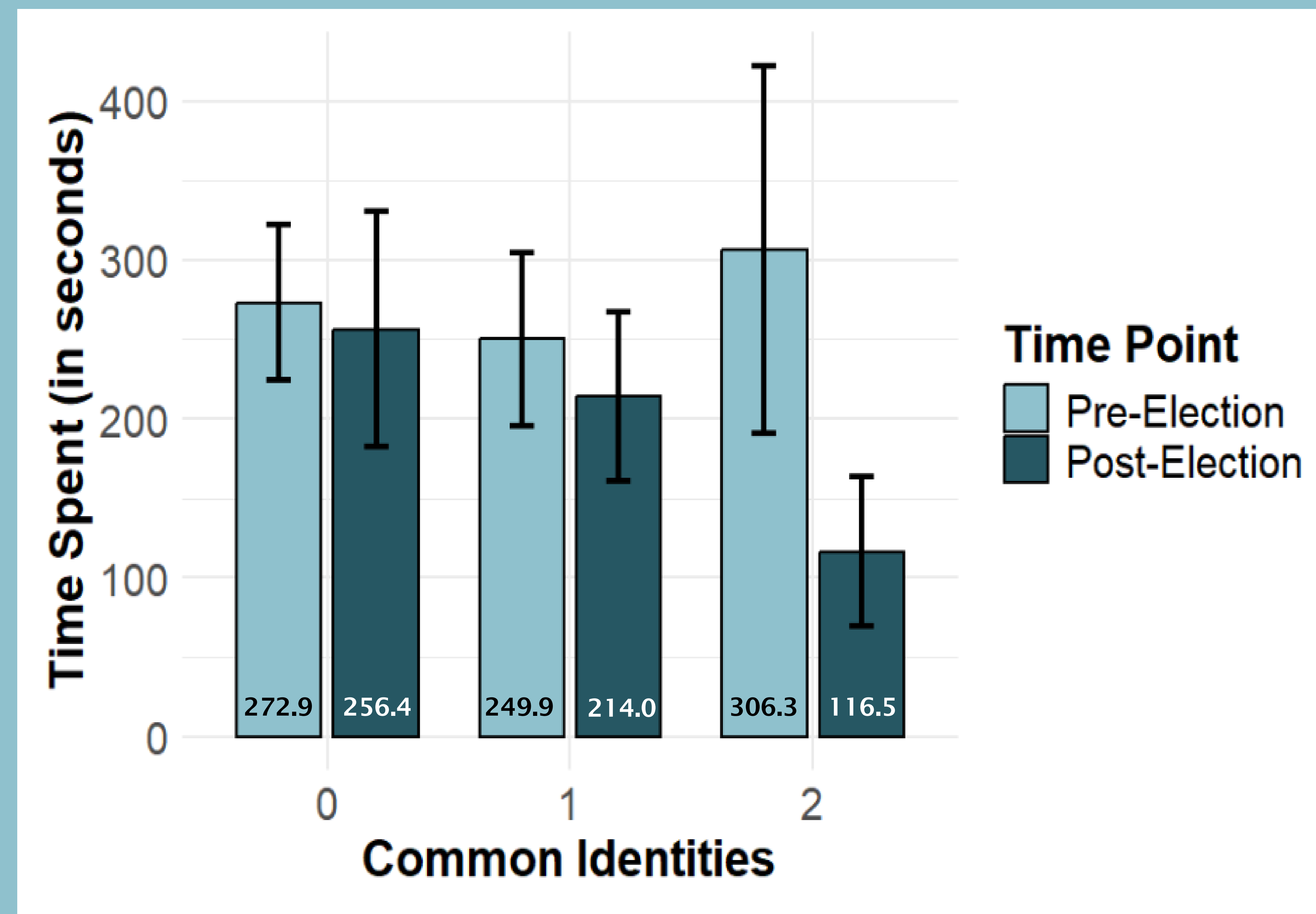
- Number of salient common identities between participant and Harris biography (i.e., 0, 1, or 2)

Measures

- Persistence
- Time spent solving a logical puzzle



There were **no differences in persistence pre-election** but participants who encountered **more similar identities to Kamala Harris in the biography persisted less post-election.**



*Error bars: 95% CI

RESULTS

- There was no significant difference in time spent solving across common identity groups pre-election ($F(1, 245) = 0.004, p = .95$).
- There was a significant difference in the mean change scores between the three groups ($F(1, 245) = 4.22, p = .04$), such that the group that encountered two similar identities spent significantly less time solving post-election compared to pre-election ($M = -189.7, SD = 255.4$), while the other two groups didn't show a significant change.

DISCUSSION

- Participants who encountered more similar identities to Harris showed a significant decrease in persistence from pre- to post-election. While the framing of Harris' identities did not differentially impact participants when discussing her successes, it became more influential in the context of her salient loss.
- Given that the study took place just a week before the presidential election, participants may have already been oversaturated with political messaging about Harris, making the identity framing less impactful at the time.
- However, following the election, her loss may have posed a social identity threat for participants who shared similar identities. When individuals see an in-group member experience a setback, they may internalize the loss as reflective of their group's limitations, potentially diminishing motivation and persistence.

Limitations

- Since we collapsed groups by the number of similar identities between the participant and the Harris bio, group sizes were uneven. The two similar identities condition consisted of only 24 Black women.

- The puzzle task may not accurately reflect persistence in more meaningful domains, particularly those in which participants have a strong personal investment.

Future Directions

- We plan to parse out the different impacts of *distinct* identities (i.e., gender or race) within the original design.

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