Relationship Between Sex Role Stereotypes and Requisite Management Characteristics Among Undergraduate Male Sport Management Students

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The aim of this study was to determine relationships between sex role stereotypes and requisite management characteristics among undergraduate sport management male students. Specifically, it was hypothesized that among male students, successful middle sport managers are perceived to possess those characteristics, attitudes and temperaments more commonly ascribed to men in general than to women in general. The effects of grade level of students upon this relationship were also examined.

The sample was composed of 181 undergraduate male sport management students. Data were collected by using Turkish version of Schein Descriptive Index (Schein, 1973) to define both the sex role stereotypes and the characteristics of successful middle sport managers. Three forms of a 92-item descriptive index were used. All three forms contained the same descriptive terms and instructions, except that one form asked for a description of women in general (Women), one for a description of men in general (Men), and one for a description of successful middle managers (for this study, this form asked for a description of successful middle sport managers). The ratings of the descriptive terms were made on a 5-point scale, ranging from 1 (not characteristic) to 5 (characteristic) with a neutral rating of 3 (neither characteristic nor uncharacteristic).

After getting permission from the instructors, voluntary students participated in the study in the departmental classroom settings. Each student received only one form of the index and was not aware of the purpose of the study. The inventories were given to participants and collected from them by the researchers to standardize the data collection. Incomplete inventories were eliminated and 181 valid inventories included in the study.

After the data treatment, intraclass correlation coefficients from two randomized-groups analysis of variance were computed to determine the degree of similarity between Men and Managers, and between Women and Managers. The classes (groups) were the 92 descriptive items. The same procedure was applied for each of the four grade levels to learn if grade levels moderate these relationships. Pearson Product correlations were computed to determine the linear relationship between the mean ratings among the four grade levels. For further analysis, each of the 92 items a 3X4 factorial analysis of variance, incorporating the three groups (Women, Men, and Managers) and the four grade levels, was performed.

Analysis of variance and the intraclass correlation coefficients showed that there was a significant resemblance between the ratings of Men and Managers (r = .88, p < .001) and Women and Managers (r = .86, p < .001). Also, within all four grade levels, there was a significant resemblance between the mean ratings of Men and Managers (r grade 1 = .90, r grade 2 = .81, r grade 3 = .87, and r grade 4 = .83, p < .01), and Women and Managers (r grade 1 = .90, r grade 2 = .83, r grade 3 = .85, and r grade 4 = .90, p < .01).

The results did not revealed the hypothesis that successful middle sport managers are perceived to possess characteristics, attitudes, and temperaments more commonly ascribed to men in general than to women in general. There are resemblances between the descriptions of Men and Managers, and also between Women and Managers among male sport management students and among grade levels. It is concluded that sport management male students do not make any discrimination for requisite managerial characteristics in terms of sex role stereotypes. Management is no more men profession according to males.

Key words: sex role stereotypes, management characteristics