Taking the “Broad” Out of Impact: The Marginalization of Psychology Journals Whose Titles Contain the Words Women, Gender, Sex, and Feminism

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Introduction
Robust evidence of bias against women in academia (Moss-Racusin et al., 2012).
• Research by women (Kobaklo-Westercik et al., 2013), research on bias against women (Cislak et al., 2018), and tasks and domains associated with women (Gutierrez y Muhs et al., 2012) are marginalized.

Psychological science has been female-dominated at the undergraduate level since the 1970’s (NSF, 1993; NSF, 2015).
• An increasing number of women with master’s and doctorates has transformed psychological science from a male- to female-dominated field.
• Women remain underrepresented on first author publications in top journals (Brown & Goh, 2016), in awards received by divisions (Brown & Goh, 2016), in eminence (Eagly & Miller, 2016), and in tenure-track positions (OSU, 2011).

Psychological specialties remain highly gender-segregated (Kite et al., 2001).
• Because female-dominated careers are associated with lower prestige (Glick, Wilk, & Perreault, 1995), segregation might have unintended consequences.
• The psychology of women and gender consists almost entirely of women (APA, 2006).
• Gender research is often assumed to be “women’s research” (e.g., gender is perceived as synonymous with women; Carver, 1996).

Hypotheses
Psychology journals whose titles contain the words women, gender, sex, or feminism (WGSF) versus matched other-specialty psychology journals (OS) would have less reach (Study 1) and be perceived as less favorable, lower quality, less necessary for the university to maintain, and/or less likely to share on social media (Studies 2-4).

Method

Study 1:
• 4 WGSF and 4 OS journals matched on impact factor:
  - WGSF: Women & Therapy; Feminism & Psychology; Sex Roles; Psychology of Women Quarterly.
  - OS: Journal of Psychology in Africa; Military Psychology; Group Process & Intergroup Relations; Personality and Individual Differences.
    - The number of articles publicly shared per journal (news sources, Tweets, Facebook pages, blog posts, Google + posts, and Reddit [articles mentioned], and Almetrics’ total weighted sum articles score).

Study 2:
• Statewide telephone poll of Florida Voters (probability sampling).
  - Response rate=13.8%.
  - Data was weighted by partisan registration, gender, race, age, and education.
  - 537 observations (49.5% females; 62.5% White, 14.4% Black; 2% Asian, 3.4% Mixed; ages 18-92 [median= 31.19]; 2.6% <high school degree; 15.9% high school graduates; 46.7% some college; 21.4% college degree; 13.3% postgraduate degree).
  - Heard about either a WGSF or OS journal:
    - Rated the favorability, importance, subscription maintenance, and the likelihood of sharing findings from the journal on social media.

Study 3-4:
• Undergraduate students:
  - Study 2: 104 (51.92% women; 83.65% White, 8.97% Latino, 8.7% Black; 5.52% Asian, 2.62% Mixed; ages 18-60 [median= 20]; 36.11% majoring in psychology [first or second major]).
  - 4 WGSFs and 4 OS journals:
    - Study 3 (same as Study 1).
    - Study 4 (matched on 5 year impact factor):
      - WGSF: Women & Therapy; Feminism & Psychology; Sex Roles; Psychology of Women Quarterly.
      - OS: Psychology; Journal of Classification; Thinking & Reasoning; European Journal of Psychological Assessment.
    - Participants read the title, read the description, and rated:
      - Favorability (Handley et al., 2015; α’s=.88): “To what extent is this journal important to have at our library.”
      - Quality (α=.61): “I would rank this journal in the _____ percentile on quality.”
      - Maintain a subscription to the journal (α=.64): “...likelihood that the [university’s initials] Library would maintain this journal subscription relative to all journals in psychology.”

Results

Discussion

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