

Using AI to help with initial research ideas!

Prompt put into Microsoft Copilot:

“I need a list of potential topic areas for a research module with second year university students studying psychology. This module focuses on an area of social psychology and students must create two studies to explore the research topic. I want the topic areas to focus around gender bias”

1. Gender Bias in Hiring Practices

- **Study 1:** Investigate the impact of gendered names on resume evaluations. Use a controlled experiment where identical resumes with male and female names are submitted to job postings, and measure the response rates.
- **Study 2:** Examine the role of implicit biases in hiring decisions. Use the Implicit Association Test (IAT) to assess hiring managers' implicit biases and correlate these with their hiring decisions in a simulated task.

2. Gender Stereotypes in Media Representation

- **Study 1:** Analyze the portrayal of genders in television commercials. Conduct a content analysis of commercials to identify common stereotypes and compare the frequency and nature of these portrayals.
- **Study 2:** Investigate the effects of stereotypical media portrayals on viewers' attitudes. Use an experimental design where participants watch different types of commercials and measure changes in their gender-related attitudes.

3. Gender Bias in Academic Settings

- **Study 1:** Explore the impact of instructor gender on student evaluations. Compare student evaluations of male and female instructors teaching the same course content.
- **Study 2:** Examine the influence of gender on participation in classroom discussions. Use observational methods to record and analyze the frequency and nature of contributions by male and female students.

4. Gender Differences in Leadership Perception

- **Study 1:** Assess how gender influences perceptions of leadership effectiveness. Use a survey to measure participants' ratings of male and female leaders in various scenarios.
- **Study 2:** Investigate the impact of gender on leadership opportunities. Conduct an experiment where participants select leaders for a group task, varying the gender of the candidates.

5. Gender Bias in Healthcare

- **Study 1:** Examine the differences in diagnosis and treatment recommendations based on patient gender. Use a vignette-based study where healthcare professionals provide diagnoses and treatment plans for identical cases with male and female patients.
- **Study 2:** Investigate patient perceptions of gender bias in healthcare. Use surveys to gather data on patients' experiences and perceptions of bias in their interactions with healthcare providers.

6. Gender Bias in Sports

- **Study 1:** Analyze media coverage of male and female athletes. Conduct a content analysis of sports news articles to compare the amount and nature of coverage for male and female athletes.
- **Study 2:** Investigate the impact of gender on perceptions of athletic ability. Use an experimental design where participants rate the athletic ability of male and female athletes based on identical performance descriptions.

7. Gender Bias in STEM Fields

- **Study 1:** Explore the impact of gender on perceptions of competence in STEM fields. Use surveys to measure attitudes towards male and female professionals in STEM.
- **Study 2:** Investigate the role of mentorship in reducing gender bias in STEM. Conduct a longitudinal study where students are paired with mentors of different genders and measure changes in their attitudes and performance.

8. Gender Bias in Political Representation

- **Study 1:** Assess the impact of candidate gender on voting behavior. Use a simulated election where participants vote for male and female candidates with identical platforms.
- **Study 2:** Investigate media bias in the coverage of male and female politicians. Conduct a content analysis of news articles to compare the tone and focus of coverage for male and female politicians.

9. Gender Bias in Parenting Roles

- **Study 1:** Examine societal attitudes towards stay-at-home fathers and mothers. Use surveys to measure perceptions and attitudes towards parents who take on primary caregiving roles.
- **Study 2:** Investigate the impact of parental gender on child development outcomes. Conduct a longitudinal study tracking the development of children raised by stay-at-home fathers versus stay-at-home mothers.

10. Gender Bias in Educational Achievement

- **Study 1:** Explore the impact of teacher expectations on student performance. Use an experimental design where teachers are given different information about the gender of students and measure their expectations and the students' performance.
- **Study 2:** Investigate gender differences in self-efficacy and academic achievement. Use surveys to measure self-efficacy beliefs and correlate these with academic performance in male and female students.