

Table S1

The Results of 3-way ANOVA's *F*-value in Study 1

	Competence	Likability	Hireability	Dominance	Communality	Agency	Weakness
main effect of target style	.018	20.801 ***	4.308 *	72.033 ***	42.473 ***	44.938 ***	2.088
main effect of target gender	<.001	.271	1.971	1.067	1.461	4.958 *	2.823 †
main effect of participant gender	.117	3.537 †	1.647	1.424	.030	.016	1.596
target style × target gender	.154	.097	.034	.687	1.896	.023	2.565
target style × participant gender	.002	.065	.501	.810	.342	1.656	1.668
target gender × participant gender	.710	3.246 †	.111	2.358	.007	.647	.370
3 interaction effects	.208	.162	.158	.571	.036	.001	1.482

*** $p < .001$, ** $p < .01$, * $p < .05$, † $p < .10$

Table S2
Mean ratings in Study 2

		Agentic condition													
		Physics							English literature						
		Compete nce	Likability	Hireabilit y	Dominan ce	Commun ality	Agency	Weaknes s	Compete nce	Likability	Hireabilit y	Dominan ce	Commun ality	Agency	Weaknes s
MP	MT	5.00	4.16	4.62	3.76	3.39	4.39	2.61	5.02	4.06	4.69	3.54	3.71	4.57	2.28
		(0.49)	(0.63)	(0.63)	(0.85)	(0.48)	(0.69)	(0.76)	(0.73)	(0.74)	(0.73)	(0.85)	(0.63)	(0.46)	(0.53)
	FT	5.00	4.05	4.67	3.71	3.49	4.79	2.29	5.05	4.11	4.81	3.54	3.56	4.78	2.25
		(0.97)	(0.91)	(1.02)	(0.77)	(0.60)	(0.59)	(0.57)	(0.62)	(0.91)	(0.79)	(0.80)	(0.72)	(0.49)	(0.63)
FP	MT	4.74	3.87	4.52	3.84	3.52	4.66	2.40	4.84	4.14	4.53	3.78	3.51	4.30	2.37
		(0.97)	(0.90)	(1.09)	(0.95)	(0.64)	(0.63)	(0.60)	(0.61)	(0.64)	(0.85)	(0.63)	(0.69)	(0.59)	(0.36)
	FT	5.16	4.52	4.98	3.48	3.73	4.62	2.19	4.88	3.79	4.54	3.79	3.55	4.74	2.31
		(0.59)	(0.67)	(0.63)	(0.63)	(0.50)	(0.52)	(0.49)	(0.70)	(0.81)	(0.76)	(0.85)	(0.63)	(0.50)	(0.50)
		Communal condition													
		Physics							English literature						
		Compete nce	Likability	Hireabilit y	Dominan ce	Commun ality	Agency	Weaknes s	Compete nce	Likability	Hireabilit y	Dominan ce	Commun ality	Agency	Weaknes s
MP	MT	4.71	4.61	4.70	2.27	4.37	3.63	2.82	4.93	4.74	4.85	2.24	4.47	3.81	2.55
		(0.79)	(0.89)	(0.81)	(0.65)	(0.57)	(0.64)	(0.69)	(0.91)	(0.88)	(0.88)	(0.68)	(0.70)	(0.72)	(0.75)
	FT	4.81	4.68	4.78	2.43	4.27	3.79	2.74	4.89	4.68	4.83	2.46	4.14	3.93	2.33
		(0.71)	(0.74)	(0.63)	(0.75)	(0.52)	(0.78)	(0.74)	(0.79)	(0.70)	(0.73)	(0.66)	(0.59)	(0.67)	(0.56)
FP	MT	4.89	4.75	4.84	2.20	4.42	3.74	2.68	5.06	5.14	5.07	2.16	4.48	3.88	2.39
		(0.57)	(0.62)	(0.63)	(0.65)	(0.57)	(0.60)	(0.77)	(0.73)	(0.56)	(0.73)	(0.75)	(0.50)	(0.51)	(0.67)
	FT	4.55	4.55	4.51	2.46	4.40	3.87	2.59	4.60	4.51	4.59	2.42	4.45	3.85	2.58
		(0.66)	(0.55)	(0.60)	(0.68)	(0.43)	(0.70)	(0.65)	(0.71)	(0.90)	(0.69)	(0.68)	(0.52)	(0.80)	(0.67)

Note. Top row is mean, bottom row is standard deviation.

MP: male participant, MT: male target, FP: female participant, FT: female target

Table S3
The Results of 4-way ANOVA's *F*-value in Study 2

	Competence		Likability		Hireability		Dominance		Communality		Agency		Weakness	
main effect of target style	4.308	*	62.390	***	1.624		312.288	***	186.067	***	152.315	***	14.720	**
main effect of specialized field	.457		<.001		.193		.140		.294		.480		6.116	*
main effect of target gender	.172		.863		.031		.645		.358		7.291	**	2.485	
main effect of participant gender	1.339		.080		.344		.089		1.820		.003		.494	
target style × specialized field	1.051		2.474		1.318		.008		.067		.980		1.782	
target style × target gender	4.261	*	2.882	†	4.972	*	4.582	*	1.886		1.511		.655	
target style × participant gender	.127		.208		.017		.728		.521		.585		.005	
specialized field × target gender	.888		4.843	*	.995		.592		1.857		.033		1.290	
specialized field × participant gender	.298		.106		.737		.774		.786		1.367		2.609	
target gender × participant gender	.525		.559		.811		.049		1.954		.567		.812	
target style × specialized field × target gender	.030		.232		.036		.325		.143		.888		.304	
target style × specialized field × participant gender	.075		1.062		1.412		1.369		2.230		.164		.028	
target style × target gender × participant gender	4.549	*	3.633	†	3.335	†	.543		.028		.015		.384	
specialized field × target gender × participant gender	.418		5.358	*	.772		.197		.413		1.106		.263	
4 interaction effects	.505		1.830		.535		.407		.081		2.449		1.197	

*** $p < .001$, ** $p < .01$, * $p < .05$, † $p < .10$

Table S4
Mean ratings in Study 3

		Agentic condition											
		Telecommunications						Cosmetics					
		Competence	Likability	Likelihood of promotion	Dominance	Communality	Agency	Competence	Likability	Likelihood of promotion	Dominance	Communality	Agency
MP	MT	4.83	3.77	4.27	3.73	3.23	4.85	4.91	3.95	4.49	3.76	3.37	4.73
		(0.86)	(1.02)	(0.96)	(0.65)	(0.75)	(0.74)	(0.86)	(0.97)	(0.98)	(0.76)	(0.65)	(0.68)
	FT	4.86	3.87	4.37	3.88	3.35	4.77	4.93	4.17	4.78	3.54	3.44	4.69
		(0.89)	(0.92)	(0.96)	(0.90)	(0.73)	(0.77)	(0.82)	(1.01)	(0.81)	(0.82)	(0.62)	(0.59)
FP	MT	4.93	4.04	4.57	3.64	3.33	4.78	4.95	3.82	4.61	3.74	3.39	4.82
		(0.67)	(0.91)	(0.81)	(0.95)	(0.75)	(0.72)	(0.74)	(0.92)	(0.80)	(0.73)	(0.65)	(0.68)
	FT	4.79	3.99	4.29	3.56	3.41	4.60	4.64	4.01	4.46	3.52	3.39	4.58
		(0.79)	(0.84)	(0.87)	(0.75)	(0.51)	(0.83)	(0.95)	(0.90)	(0.80)	(0.81)	(0.66)	(0.80)
		Communal condition											
		Telecommunications						Cosmetics					
		Competence	Likability	Likelihood of promotion	Dominance	Communality	Agency	Competence	Likability	Likelihood of promotion	Dominance	Communality	Agency
MP	MT	4.75	4.62	4.63	2.56	4.43	3.59	4.86	4.72	4.80	2.47	4.55	3.81
		(0.91)	(0.88)	(0.90)	(0.97)	(0.73)	(0.54)	(0.79)	(0.95)	(0.91)	(1.04)	(0.56)	(0.67)
	FT	4.88	4.74	4.64	2.27	4.45	3.77	5.10	4.90	4.72	2.21	4.51	3.73
		(0.87)	(0.76)	(0.90)	(0.94)	(0.58)	(0.67)	(0.73)	(0.82)	(0.84)	(0.88)	(0.56)	(0.77)
FP	MT	4.98	4.81	4.79	2.34	4.68	3.68	4.78	4.61	4.68	2.38	4.40	3.66
		(0.76)	(0.84)	(0.91)	(1.05)	(0.64)	(0.64)	(0.92)	(0.99)	(0.97)	(0.94)	(0.75)	(0.72)
	FT	4.90	4.73	4.65	2.40	4.43	3.84	4.96	4.69	4.77	2.26	4.50	3.89
		(0.74)	(0.90)	(0.90)	(1.01)	(0.79)	(0.59)	(0.85)	(0.95)	(1.01)	(1.13)	(0.74)	(0.71)

Note. Top row is mean, bottom row is standard deviation.

MP: male participant, MT: male target, FP: female participant, FT: female target

Table S5
The Results of 4-way ANOVA's *F*-value in Study 3

	Competence	Likability	Likelihood of promotion	Dominance	Communality	Agency
main effect of target style	.541	130.293 ***	11.812 ***	381.056 ***	515.672 ***	352.505 ***
main effect of target's field of work	.191	.286	4.258 *	.838	.340	.003
main effect of target gender	.020	2.036	.075	3.154 †	.059	.024
main effect of participant gender	.152	.003	.045	1.191	.254	.049
target style × target's field of work	.127	.227	1.217	<.001	.633	.869
target style × target gender	3.137 †	.083	.032	.193	1.287	6.221 *
target style × participant gender	.245	.221	.026	.312	.031	1.034
target's field of work × target gender	.175	1.075	.675	1.532	.107	.253
target's field of work × participant gender	2.346	4.705 *	1.586	.612	2.085	.013
target gender × participant gender	2.469	.821	2.283	.233	.329	.001
target style × target's field of work × target gender	1.253	.051	.101	.498	1.122	.148
target style × target's field of work × participant gender	.169	.107	.128	.368	.276	.767
target style × target gender × participant gender	.195	.048	2.451	1.839	.001	2.068
target's field of work × target gender × participant gender	<.001	.129	.205	.001	.865	.257
4 interaction effects	.434	.005	.491	.691	1.221	.867

*** $p < .001$, ** $p < .01$, * $p < .05$, † $p < .10$