

* GENDER BIAS BINGO *

SUBCATEGORY STRATEGY!

**What Me?
Kids?**

**Demure or
Difficult**

**Women's
Mishaps
Matter More**

**Perfect or
Out-of-
Control**

**Faulty
Memory**

**Awkward or
Excluded**

**He's Skilled,
She's Lucky**

**Uncommitted
or
Incompetent**

**Serving or
Selfish**

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SUBCATEGORY STRATEGY!

The Invisible Escalator

Invisible or Threatening

Women's Successes Matter Less

Objective Rules Applied Differently

Mothers Should...

**He's Brilliant!
(She's Reliable)**

Don't Do Me Any Favors!

Evaluation Extremes

With the Kids Again

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SUBCATEGORY STRATEGY!

**Overlooked
or Boastful**

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SUBCATEGORY STRATEGY!

**Faulted for
Fatherhood**

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