

## SUBCATEGORY CARD

### **Mothers Should...**

Women sometimes receive messages that mothers should stay home full time.

***Category: Maternal Wall  
Faulted for Fatherhood***

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### **Uncommitted or Incompetent**

Women who are mothers tend to be seen as less competent and committed than either men or women with children.

***Category: Maternal Wall  
Faulted for Fatherhood***

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### **Don't Do Me Any Favors!**

Employers often make assumptions that mothers don't want to travel or take career-enhancing assignments—instead of simply asking a given mother whether she wants a given opportunity.

***Category: Maternal Wall  
Faulted for Fatherhood***

## SUBCATEGORY CARD

### **With the Kids Again**

Mothers who are not in the office often are assumed to be with their kids—even if they are working.

***Category: Maternal Wall  
Faulted for Fatherhood***

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### What Me? Kids?

Mothers often hide the fact that they have kids in order to avoid the stereotypes triggered by motherhood.

***Category: Maternal Wall  
Faulted for Fatherhood***

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### Faulted for Fatherhood

Men who signal that they have caregiving responsibilities often encounter pushback, reflecting the assumption that “your wife should do it.”

***Category: Maternal Wall  
Faulted for Fatherhood***

**SUBCATEGORY CARD**

**No  
Bias**

***No Bias***

**SUBCATEGORY CARD**

**Objective  
Rules Applied  
Differently**

Objective rules tend to be applied rigidly to women but leniently to men.

***Category: Prove it Again!***

## SUBCATEGORY CARD

### **Women's Mishaps Matter More**

Women's mistakes are more likely to be noticed than men's. Women's mistakes also are more likely to be attributed to stable, internal qualities (she hasn't got what it takes), while men's mistakes tend to be attributed to transitory outside causes (he was unlucky).

***Category: Prove it Again!***

## SUBCATEGORY CARD

### **Women's Successes Matter Less**

Women's successes are more likely to be attributed to transitory outside causes (she got lucky) while men's successes tend to be attributed to stable, internal characteristics (he's got talent).

***Category: Prove it Again!***

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### **The Invisible Escalator**

Sometimes the unspoken sense of what men deserve, acts as an invisible escalator that leaves women behind.

***Category: Prove it Again!***

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### **Serving or Selfish**

Women often are assumed to be well-suited to service work, and faulted for being selfish if they turn away such work—even if they have already completed more service work than have their male colleagues.

***Category: Unappealing Options***

## SUBCATEGORY CARD

### **Faulty Memory**

Women's mistakes may well be remembered long after men's are forgotten.

***Category: Prove it Again!***

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

Men tend to be described as brilliant or talented, while women tend to be described as reliable and hardworking.

***Category: Prove it Again!***

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### **Evaluation Extremes**

While superstar women tend to get very high evaluations, women who are only excellent tend to get much lower evaluations than do similarly-situated male colleagues.

***Category: Prove it Again!***

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### **Overlooked or Boastful**

Studies show that people who engage in self-promotion generally get promoted more than those who don't. But self-promoting women often encounter backlash. The same is not true of men.

***Category: Unappealing Options***



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### **Demure or Difficult**

Sometimes women are expected to follow expectations set by traditional femininity: to be demure, reassuring, retiring. Women who fail to do so are faulted for being "difficult."

***Category: Unappealing Options***

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### **Invisible or Threatening**

Women are expected to conform to conventionally feminine behavior including being faulted for standing up for themselves.

***Category: Unappealing Options***

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### **Awkward or Excluded**

When work meetings occur in settings that are uncomfortable for, or exclude, women, they face the choice of feeling awkward or feeling excluded.

***Category: Unappealing Options***

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### **Perfect or Out-of-Control**

While anger tends to raise the status of men, anger typically lowers the status of a woman.

***Category: Unappealing Options***