

ALEXIS MARIE SWAN, COURTNEY ROSSER, CORY NEWMAN, DEBRA HULL, & JOHN HULL.
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Undergraduate participants read 10 words associated with sexuality and gender issues that were likely to elicit strong emotional responses. These responses were then evaluated on 1-5 scales measuring negative-positive emotional response, and comfort in hearing them in a virtual class, in a face-to-face class, and comfort in using them in private conversation. Independent sample *t* tests comparing the responses of self-identified women and men showed that for emotional response, women rated “feminist”, “gender-inclusive”, and “equality” more positively than did men, while men rated “fag” and “sexist” less negatively than did women. Women reported feeling significantly more comfortable using “feminist” and “gender-inclusive” in private conversation than men did, while men reported feeling less uncomfortable using “homo”, “fag”, and “butch” than women did. Correlated-groups *t* tests with genders combined showed little difference in comfort depending on where the word was heard. Finally, a factor analysis of the 10 words for emotional response yielded one main factor—related to sexism—with seven items with values higher than .45 or lower than -.45. Items weighted negatively included “feminist,” “gender-inclusive,” “ally” and “equality;” items weighted positively included “fag,” “sexist,” and “rape.” Future research could include possible covariates with gender, such political views, and the use of a larger set of trigger words, for example, those related to birth control and abortion.