

IDENTIFICATION WITH PARENTHOOD AND HIGHER EDUCATION AMONG UNIVERSITY STUDENTS

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This study investigated identification with the concepts of parenthood and higher education among university students. Prior research has shown a contrast between conscious and unconscious identification and revealed an unconscious tension among women in identification with motherhood versus identification with higher education. This study extends the investigation to include measures of gender role attitudes, which were assessed with self-report measures and with a series of implicit association tests (IATs). The IAT technique gathers automatic or unconscious thoughts through a series of association tasks. We expected to find a discrepancy between explicit self-reports and the implicit measures regarding women's identification with college education and parenthood. This hypothesis was supported. We also expected to find that the more women identify with the stereotype that college=men, or that college is a male activity, the less they would identify with college. This relationship was evident in only the implicit data.