

**Interdisciplinary Opportunities Mini-Grants  
Proposal Cover Sheet**

Project Title: Assessing Candidates' Emotive Displays: The Role of Gender

Institution: Hendrix College

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Amount requested: \$5003

Please check the appropriate boxes: \_\_\_\_\_curricular proposal co-curricular proposal  
\_\_\_\_\_planning & implementation \_\_\_\_\_planning only

Date grant submitted: 10/15/07

Proposed grant period: spring 2008

Type of project: undergraduate research

Signature of faculty/staff submitting proposal \_\_\_\_\_ Date

Signature of student submitting proposal \_\_\_\_\_

Date \_\_\_\_\_

\_\_\_\_\_  
Name of appropriate dept./div. chair Name of Chief Academic Officer:

Or chief student affairs officer

\_\_\_\_\_  
Signature of above chair or officer Signature of Chief Academic Officer

Date \_\_\_\_\_ Date \_\_\_\_\_

Evidence of institutional support is required for each curricular mini-grant proposal in the form of a letter of support from the proposal author's Department/Division Chair. For co-curricular proposals institutional support is required in the form of a letter of support from the faculty/staff mentor/sponsor and a letter from the chief student affairs officer. All proposals must be signed by the chief academic office.

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Date received \_\_\_\_\_ By \_\_\_\_\_

Date sent to review Committee \_\_\_\_\_

Action \_\_\_\_\_ Notification sent \_\_\_\_\_

## Summary

One of the intriguing and under-examined aspects of leadership is the ability to prompt an emotional response in one's audience. Psychologists have done the lion's share of the work in this area and while their findings are intriguing, as usual they raise more questions than they answer. Tiedens (2000) finds that displays of anger increase an individual's competency ratings; whereas displays of sadness lead to lower competency ratings and higher likeability scores. Van Kleef, DeDreu and Manstead (2004) examine the impact of anger and happiness on negotiations. They conclude that while expressions of happiness lead to a more amicable, co-operative negotiation process, expressions of anger elicit greater concessions. Among the questions that remain unaddressed, as Hillary Clinton becomes the first female frontrunner in a presidential campaign, is whether or not displays of anger result in differing assessments of male and female candidates.

We hope to test this assertion, empirically and to pose the question: does that charge come disproportionately from one gender? In this pilot project, Meghan and I will work with Dr. Leslie Wade in the psychology department to learn to use the physio and electrofacialmyography equipment in order to examine how viewers react to different displays of emotion from male and female candidates. We will present the results of this project at the Women and Political Leadership Conference at American University in Washington D.C. on the 11 and 12<sup>th</sup> of April.