

## ABSTRACT

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Title: THE EFFECT OF GENDER STEREOTYPE THREAT AND  
MOTIVATION ON WOMEN'S COGNITIVE PERFORMANCE

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The effects of stereotype threat hinder many women in pursuing specific careers, excelling in mathematical and spatial tasks, as well as feeling safe in male dominant environments. The current study looks to reduce the effects of stereotype threat on women's cognitive performance through the use of motivational messages (video vs. text). Further, the study seeks out to analyze the experience of participants while completing two tasks. No effects of stereotype threat or motivation on the participant's performance was found, as well as no interaction between stereotype threat and motivation. Participants were further found to be less confident after the motivational video intervention on both tasks. It is concluded that the results on the current study might point toward evidence for the 'Prove-Them-Wrong' syndrome and not the stereotype threat. Other indications and ideas for future studies are discussed.