

From Perception to Internalization: Psychology of Gender Bias

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Abstract Gender bias is an inherent psychological and social phenomenon, which affects people's perception of themselves and others and impacts people's interaction in different contexts. While gender bias can be studied from the point of view of social processes, its internalization is likely to affect people's attitudes, beliefs, expectations, and decisions in ways, which may not be always easily identifiable. The current study called from Perception to Internalization: Psychology of Gender Bias aims to find out how people perceive gender expectations and how their repeated exposure to gender norms, stereotypes, and interaction leads to internalization of those beliefs and attitudes. The study will be conducted using the methodology of qualitative research, as it requires collecting subjective experience, interpretations, and reflection of participants on the issue of gender bias. Twelve participants will be selected using purposive sampling. The data will be collected by conducting semi-structured interviews and will be analyzed using thematic analysis through systematic coding. The results of the study are likely to bring a better understanding of psychological processes of internalization of gender bias, which occurs through the external exposure to those perceptions.

Keywords: Gender bias, internalization, gender stereotypes, perception, gender norms, qualitative research, thematic analysis, psychological processes.