'Click Here': Examining Implicit and Explicit Attitudes Toward Rape and Sexually Aggressive Behaviour in Men Recruited Online

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Purpose: to explore the relationship between implicit and explicit attitudes toward rape and sexually aggressive behaviour in a sample of adult male students and adult men recruited from the community.

Attitudes are typically defined as evaluations of a psychological object (see Albarracín, Zanna, Johnson, & Kumkale, 2005; Ajzen, 2001; Eagly & Chaiken, 1993; Fazio, 2007; Gawronski & Bodenhausen, 2007)
- Attitude construct can be divided into **implicit attitudes** - immediately activated evaluations of a psychological object - and **explicit attitudes** - deliberative evaluations of a psychological object (e.g., Gawronski & Bodenhausen, 2006).
- **Attitudes can predict behaviour**: meta-analyses have revealed medium ($r = .38$, $k = 88$; Kraus, 1995) to large ($r = .52$, 95% CI [.49, .54], $N = 4,598$; Glasman & Albarracín, 2006) average correlations between attitudes and subsequent behavior.

Research Questions:
1. Do the implicit and explicit measures of attitudes towards rape have good reliability (internal consistency)?
2. Do the explicit measures of attitudes toward rape demonstrate convergent validity?
3. Are implicit and explicit attitudes toward rape associated with sexually aggressive behaviour?

Participants:
- $N = $ **150 adult male university students**. The majority of students (90.7%) were 18 to 24 years old, Caucasian (65.3%), did not hold a full time job, and were single.
- $N = $ **315 adult men recruited from the community through an online panel.** The majority of participants were 40 to 60+ years old (76.3%), Caucasian (87.6%), just under half had a full time job, and were married or living with a romantic partner.

Measures
Implicit Attitudes Towards Rape Measures:
- **Implicit Association Test** (IAT; Greenwald, McGhee, & Schwartz, 1998) adapted to assess attitudes towards rape.
    - Relative measure: attitudes towards rape relative to attitudes towards consenting sex
    - Concept categories: RAPE vs. CONSENTING SEX; Attribute categories: positive vs. negative

- **Single Category Implicit Association Test** (SC-IAT; Karpinski & Steinman, 2006) adapted to assess attitudes towards rape.
    - Absolute measure: attitudes towards rape
    - Concept category: RAPE; Attribute categories: positive vs. negative

Explicit Attitudes towards rape:
- Semantic Differentials assessing attitudes towards rape (SD RAPE)
- Rape Outcome Expectancies – Evaluation Scale (ROE- Evaluation Scale)
- Sexual Experience Survey– modified to assess attitudes (SES - Attitudes; Koss et al., 2006)

Indicators of Sexually Aggressive Behaviour:
- SES – past sexually aggressive behaviour (SES-Past Behaviour; Koss et al., 2006)
- SES – modified to assess likelihood to engage in sexually aggressive behaviour (SES- Likelihood; Koss et al, 2006)
- Likelihood to Rape (LR) scale

Procedure
- Participants completed measures in an online survey (Qualtrics)
    - Completed demographic questions
    - Randomly assigned to IAT or SC-IAT
    - Randomly assigned to SD RAPE or ROE-Evaluation Scale
    - SES- Past Behaviour, SES- Likelihood, SES-Attitudes
    - LR

Results

Table 1. *Internal consistency (Cronbach's Alpha) of attitude and behaviour measures.*

Measure	Students (*N* = 150)	Community Men (*N* = 315)
IAT	0.73	0.66
SC-IAT	(cannot be computed)	(cannot be computed)
SD Rape	0.62	0.87
ROE Evaluation	(cannot be computed)	(cannot be computed)
SES- Attitudes	0.94	0.97
SES- Likelihood	0.94	0.96
SES-Behaviour	0.89	0.91

Table 2. *Convergent validity for explicit attitudes towards rape measures.*

	Students		Community Men	
	SES-Attitudes	*n*	**SES-Attitudes**	*n*
SD Rape	*r* = .578*	67	*r* = .415*	144
ROE Evaluation	*r* = .068	73	*r* = .480*	154

Table 3. *Frequency of past sexually aggressive behaviour.*

SES – Frequency of sexually aggression by tactic used to obtain behaviour	Students % (*n*)	Community Men % (*n*)
Arguments and pressure	25% (38)	26% (82)
Made promises you knew were untrue	25% (37)	27% (84)
Shown you were not happy by making a woman feel guilty etc.	30% (45)	25% (80)
Give a woman drugs or alcohol without her permission	3% (4)	6% (18)
Woman passed out or too drunk to stop what was happening	9% (13)	15% (48)
Used physical force	2% (3)	4% (13)

- **IAT and SC-IAT were not related to SES-Past behaviour, SES-Likelihood, or LR scale**

Table 4. *The relationship between explicit attitudes towards rape and indicators of sexually aggressive behaviour.*

	Students (*n*)			Community Men (*n*)		
	SES- Attitudes	**SD Rape**	**ROE Eval.**	**SES- Attitudes**	**SD Rape**	**ROE Eval.**
SES-Past Behaviour	*r* = .536* (144)	*r* =.467* (67)	*r* = .052 (72)	*r* = .434* (307)	*r* =.450* (148)	*r* = .200* (154)
SES-Likelihood	*r* = .844* (145)	*r* = .629* (67)	*r* = .096 (73)	*r* = .806* (296)	*r* = .616* (144)	*r* = .472* (146)
LR	*r* = .307* (140)	*r* = .563* (66)	*r* = .140 (71)	*r* = .401* (309)	*r* = = .668* (148)	*r* = = .304* (155)

Table 5. *Group differences (Cohen's d) on explicit attitudes towards rape measures.*

	Students		Community Men	
	0 vs. 1	**0 vs. 2**	**0 vs. 1**	**0 vs. 2**
SES-Attitudes	*d* = 0.84* (0.47, 1.20)	*d* = 1.42* (0.85, 1.98)	*d* = 0.79* (0.50, 1.08)	*d* = 1.20* (0.90, 1.51)
SD Rape	*d* =0.13 (-0.40, 0.67)	*d* = 1.39* (0.66, 2.13)	*d* = 0.73* (0.32, 1.14)	*d* = 0.94* (0.49, 1.38)
ROE Evaluation	*d* = 0.20 (-0.28, 0.68)	*d* = -0.30 (-1.23, 0.64)	*d* = -0.01 (-0.40, 0.39)	*d* = 0.37 (-0.02, 0.37)

Note. 0 = no past sexually aggressive behaviour. 1 = past verbal coercion, but no physical coercion. 2 = past physical coercion and/or past physical and verbal coercion.

Discussion and Limitations
Need more research exploring attitudes towards rape. Use varying research designs (e.g., experimental and longitudinal). Use different implicit measures (e.g., Evaluative Priming Procedure; Fazio et al., 1995). Validate use of implicit measures in Qualtrics.

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