

# Identity on Tap: Other-directedness in Female Bar & Pub Employees

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# Research Questions

- **How are the personalities, actions and behaviors of female bar and pub employees directed by others?**
- **How do female bar and pub employees resist or minimize the influence and direction of others?**

# Thesis

**Females working in bars and pubs have learned to modify their behaviors, dress, and attitudes while at work in order to maximize their earning potential and increase customer approval and acceptance.**

# Literature Review

## **GENDER CONSTRUCTION & ROLE STEREOTYPES**

- **Bruder, Lenton, and Sedikides (2009)**
- **Seguino (2007)**
- **Eagly and Steffen (1984)**

# Literature Review

## **FEMALE STEREOTYPES & THE WORKPLACE**

- **Wade and Brewer (2006)**
- **Eagly and Karau (2002)**
- **Gardiner and Tiggermann (1999)**

# Literature Review

## **GENDERED PERSONALITIES IN THE WORKPLACE**

- **Gardiner and Tiggermann (1999)**
- **Eagly and Karau (2002)**

# Theory

- **Simone de Beauvoir (1949)**
- **Dorothy Smith (1974)**
- **David Riesman (1950)**
  - **Other-Directedness**

# Methodology

- **Qualitative Study**
  - **Ten Interviews**
  - **Ten Hours of Observation**
  - **Two Locations**
  - **Snowball & Convenience Sample**
- **Demographics**
- **Strengths & Weaknesses**



# Findings

## *Work Environment*

**“I think that vulgarness is just something you have to get used to, you know? For the most part, I’ve been here long enough that everybody who comes here knows that they really can’t get away with too much with me.”**

*-Gabriella \**

# Findings

“They, you know, they tease me and stuff, but they don’t treat me like they treat the bartenders because they want to kiss up to the bartenders so they can get something out of it...But when I’m bartending, totally different story. They suck up to me more. They want my service. They want me then, there.”

*-Danielle\**

# Findings

## *Gender in the Workplace*

**“If I were to not wear a low cut shirt, a male customer would probably say something to me, and I’d have to deal with that.”**

*-Carmen\**

# Findings

**“I have a long-sleeved, tight-fitting v-neck which would obviously show some cleavage as well as just a normal tank top. Both of which, I would say, reveal enough skin that people like it and, yes, it’s definitely a contributing factor in your tip.”**

*-Shar\**

# Findings

**“Guys not only come in here to drink, they come in here for female companionship. So it’s real important that you make yourself right because what you do with yourself impacts all the other females, the customers, and your staff.”**

*-Gabriella*

# Discussion

- **Leadership roles among women not accepted by male customers**
- **Tendency to measure success and level of performance with customer standards**
- **Job-Specific Roles – Other-directed**



**Questions or Comments?**