

TABLE 4.4 Key Differences Between Feminine and Masculine Societies: Education and Consumer Behavior

FEMININE	MASCULINE
Average student is the norm; praise for weak students.	Best student is the norm; praise for excellent students.
Jealousy of those who try to excel.	Competition in class; trying to excel.
Failing in school is a minor incident.	Failing in school is a disaster.
Competitive sports are extracurricular.	Competitive sports are part of the curriculum.
Children are socialized to be nonaggressive.	Aggression by children is accepted.
Students underrate their own performance: ego-effacement.	Students overrate their own performance: ego-boosting.
Friendliness in teachers is appreciated.	Brilliance in teachers is admired.
Job choice is based on intrinsic interest.	Job choice is based on career opportunities.
Men and women partly study the same subjects.	Men and women study different subjects.
Women and men teach young children.	Women teach young children.
Women and men shop for food and cars.	Women shop for food, men for cars.
Couples share one car.	Couples need two cars.
More products for the home are sold.	More status products are sold.
More fiction is read (rapport talk).	More nonfiction is read (report talk).