

# Why do people hate Carole Baskin?

## Ambivalent sexism relates to attitudes towards characters in the Tiger King series

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### Introduction

The present study tested whether hostile and benevolent sexism relate to negative attitudes towards Carole Baskin—the primary female character in the Tiger King Netflix series.

We expected that hostile sexism, and to a lesser extent benevolent sexism, would relate to less warmth towards Carole relative to other male characters.

### Method

Data were collected online through Project Implicit from 819 participants who watched at least three episodes ( $M_{\text{episodes watched}} = 7.34/8$ ) of Tiger King.

Participants answered questions about the series, completed the Ambivalent Sexism Inventory (Glick & Fiske, 1996), and rated their relative warmth toward four characters:



Carole Baskin



Joe Exotic



Jeff Lowe



Doc Antle

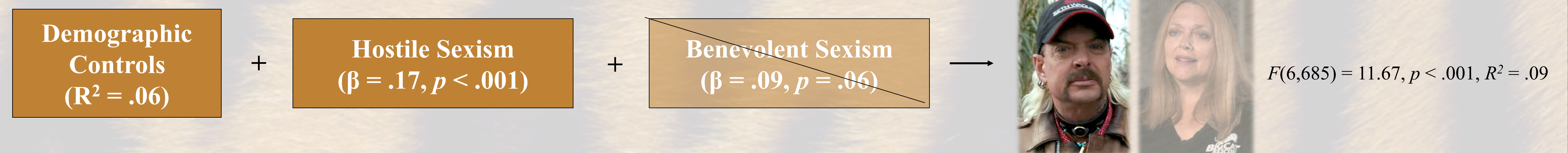
Example item:

Please rate which person you feel more warm towards: Carole Baskin or Joe Exotic.

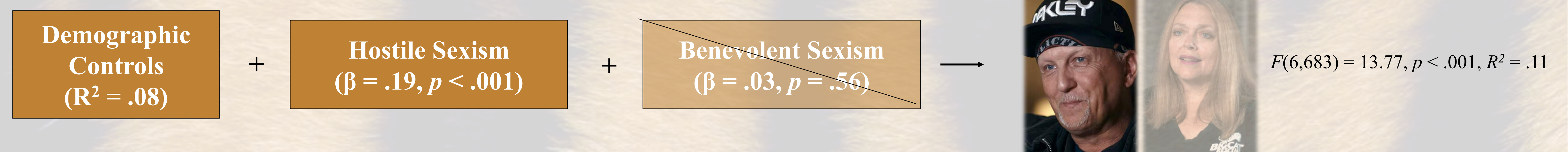
1	2	3	4	5	6	7
(Extremely warmly toward Carole Baskin)			(Equally warm toward Carole Baskin and Joe Exotic)			(Extremely warmly toward Joe Exotic)

### Results

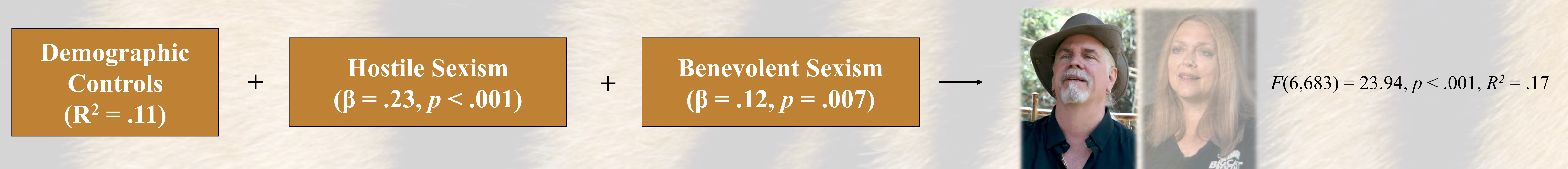
Hostile—but not benevolent sexism—related to more warmth towards Joe Exotic relative to Carole Baskin after controlling for participant demographic variables (i.e., sex, political identity, age, religiosity).



Hostile—but not benevolent sexism—related to more warmth towards Jeff Lowe relative to Carole Baskin after controlling for participant demographic variables.



Hostile and benevolent sexism related to more warmth towards Doc Antle relative to Carole Baskin after controlling for participant demographic variables.



People higher in hostile and benevolent sexism were also more likely to agree that Carole had killed her previous husband who had gone missing, and that Joe Exotic was justifiably hostile toward Carole.



### Conclusions

Hostile sexism, and to a lesser extent benevolent sexism, related to less warmth towards Carole relative to the other male characters. Hostile and benevolent sexism predicted negative beliefs about Carole.

The present study demonstrates the relationship between sexism and the media we consume.

Future work will seek to understand how hostile and benevolent sexism influence attitudes towards characters in other series, and also examine preferences for female disparaging media more generally.