

Women's Empowerment Campaigns May Be Doing More Harm than Good in the Workplace

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Abstract

Women's empowerment campaigns over the last several decades have created greater equality for women in numerous areas including the social, political, economic, and occupational spheres. As time passed, however, such activities, including the current #MeToo and Time's Up movements, have become increasingly hostile to men. This enmity has fashioned misandry and an ideological foundation that is anti-male. Such harsh communications may be perceived by men as unfair restrictions on their behavior and boundaries on their autonomy which tends to create unanticipated and often undesirable outcomes which frequently lead to the adoption of behavior and attitudes that are opposite of the intended effects and that often do more harm than good for women. Such a response is explained in terms of psychological reactance and its harmful impact in the workplace. Suggestions for mitigating reactance in persuasive appeals by social justice warriors are offered.

DC19012