

**GENDER DIFFERENCES
IN COMMUNICATION**

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SCIENCE AND CONFLICT

- Men are from Earth
- Women are from Earth
- And so is Everyone Else
 - Deal With It.



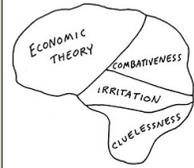
Equal does not mean Identical

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DIFFERENCES IN BRAIN STRUCTURE

HARVARD PRESIDENT'S THEORY OF INNATE DIFFERENCES PROVES ACCURATE

LARRY SUMMERS' BRAIN:



EVERYONE ELSE'S:



By: Stanek

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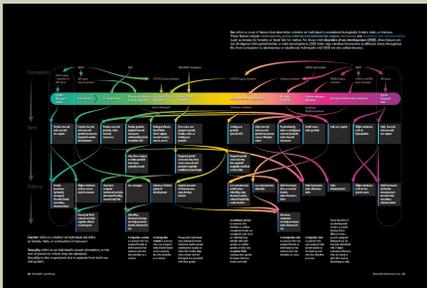
UNDERSTANDING GENDER DIFFERENCES

- Fetal Development
- Stress Chemistry



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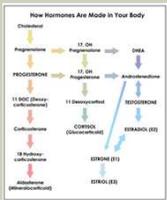
SEX AS A SPECTRUM



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UNDERSTANDING GENDER DIFFERENCES

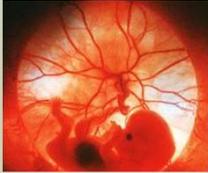
- Hormone Flooding
- Masculinizing chemicals
- Brain changes
 - Auditory, Broca's,
 - Sex



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26 WEEKS FETAL LIFE

- Ultrasound study
 - Corpus Callosum
 - Female
 - Male



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BRAIN STRUCTURES

- Hormone influenced
- Not Congruent
- Gender Dysphoria



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INNER SELF

- Epigenetics
- Global Hubs
- Early Activity



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WHAT'S THE DEAL WITH PRONOUNS

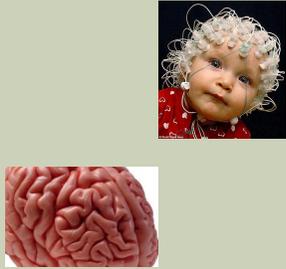
- The Merriam Webster and Oxford English Dictionaries new entry:
They: expanded to include this sense: "used to refer to a single person whose gender identity is nonbinary." It's an expansion of a use that is sometimes called the "singular they"
- Personal Gender Pronouns
- He, Him, His He, They, Theirs
- She, Her, Hers She, They, Theirs
- They, Them, Theirs



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DOES SIZE MATTER?

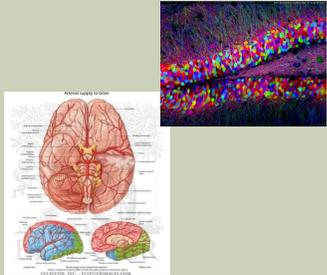
- Brain Volume
- Size and Weight
- Location
- Gray Matter



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DOES SIZE MATTER?

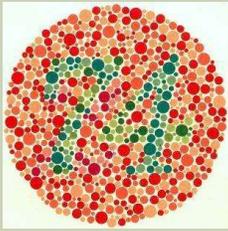
- Brain Density
- 11% Greater
- Blood Supply
- 15% Greater Flow



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SENSES

- Visual
 - Light and Color
- Auditory
 - Pitch
 - Source



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SENSES

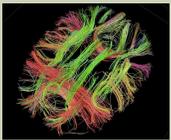
- Olfactory
- Tactile



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TWO DIFFERENT WORLDS

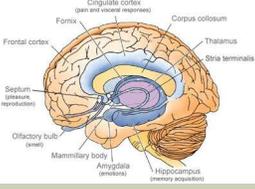
- Right Side - Left Side
- One side rules
- Two are better
- White Matter



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TWO DIFFERENT WORLDS

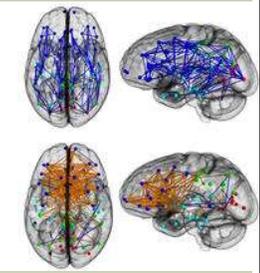
- **Corpus Callosum**
- 7-13% larger, more active
- Integration of Information
- Reporting to Central Command



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GENDER CONNECTOME PROJECT

- University of Pennsylvania
- Raquel and Reuben Gur
- DTI
- 949 subjects 521 Females,
- 428 Males 8-22 years of age
- Male Brain
- Female Brain



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DEVELOPMENTAL

BOYS (Preferences)	GIRLS
Things	Faces
	

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PREFERENCES AT PLAY

BOYS	LGBT	GIRLS
Large Groups		Small Groups
Outdoors 		Indoors
Easy Access		Limited Access
Competitive		Secrets 

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OBSERVED BEHAVIORS - EARLY SCHOOL

BOYS	LGBT	GIRLS
Answer All		Answer Some
Declarative Sentences		Inflected ??
		

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OBSERVED BEHAVIORS- HIGH SCHOOL

Males	LGBT	Females
<ul style="list-style-type: none">Use pronoun "I"EventsSolutionsActivitiesFeelings(Exclusive)		<ul style="list-style-type: none">Use "we"FeelingsIntimaciesDetailsSolutions(Inclusive)

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YOU LOOK MARVELOUS

- Appearance/Attractiveness
- Sites In the Brain
- Pre-teen – Early Adult
- Wired In PFC and Limbic System
- Self Esteem




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GIRLS VS BOYS

Stress in Girls vs. Boys
More teen girls than boys report symptoms of stress and are more likely to say stress impacts their happiness a great deal.




Category	Girls (%)	Boys (%)
Their appearance is a significant source of stress	68%	55%
Report feeling irritable or angry in the past month	45%	36%
Feel bad when comparing themselves to others on social media	30%	13%
How others perceive them on social media is a significant source of stress	35%	25%
Say they feel pressure to be a certain way	34%	22%

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STRESS RESPONSE, CONTINUED

- Brain Jam – Perseverating Thoughts
- Impact on:
 - Sleep
 - Appetite
 - Mood
 - Behaviors
 - Relationships





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NEGATIVE RESPONSES TO STRESS

- Flee the Scene
- Break Down and Cry
- Snarky Effect
- "Catastrophize"
- Negative Self-Talk
- Medicate for Feelings



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EMOTIONAL SAFETY

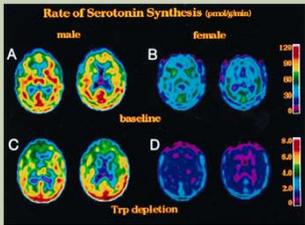
- No Put Downs
- Adult Intervention
- Careful Compliments
- Universal



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I SECOND THAT EMOTION

- Responding to Feelings
- Preferences
- Anger
- Depression 3-1



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I SECOND THAT EMOTION

- THP and Teens
- Adults and Kids
- Problem Solving
- No load
- Heavy load



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I SECOND THAT EMOTION

- Social Bonding and Connecting
- You got to have friends.
- Risky Business



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I SECOND THAT EMOTION

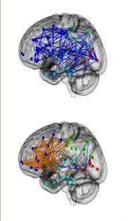
- Love or Lust
- Oxytocin
- Vasopressin
- -Breaking Up is Hard to Do



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MOTIVATION FOR DRUG USE

- Seek drugs for:
 - Create positive effect in brain chemistry
 - Dopamine release in reward sites
 - Suppress negative emotions
 - Activation in specific sites



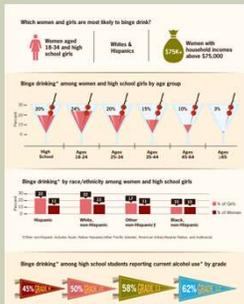
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GENDER DIFFERENCES



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NEW COHORT



Which women and girls are most likely to binge drink?

- Women aged 18-24 and high school girls
- White & Hispanic
- Women with household incomes above \$75,000

Binge drinking* among women and high school girls by age group

Age Group	High School	College	Post-graduate
18-24	20%	15%	10%
25-34	15%	10%	5%
35-44	10%	5%	5%
45-54	5%	5%	5%
55-64	5%	5%	5%
65+	5%	5%	5%

Binge drinking* by race/ethnicity among women and high school girls

Race/Ethnicity	High School	College	Post-graduate
White	15%	10%	5%
Black	10%	5%	5%
Hispanic	15%	10%	5%
Other	10%	5%	5%

Binge drinking* among high school students reporting current alcohol use by grade**

Grade	Binge Drinking
9th	45%
10th	50%
11th	58%
12th	62%

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IMPACT OF ALCOHOL

- Male Response
- Female Response



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ALCOHOL: NEW PRODUCTS

- Alcohol treats
- Pocket Shots



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NEW AND IMPROVED

Palcohol Powdered Alcohol VODKA SPRITS SHOTLED FROM GRAIN Made from premium vodka distilled 4 times 65% alcohol by volume 51% alcohol by weight 100 ml	Palcohol Powdered Alcohol KAMIKAZE ALCOHOL AND NATURAL FLAVORS Blends just like a Margarita Just add mixer for an instant cocktail! 50% alcohol by volume 44% alcohol by weight 100 ml
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ALCOHOL: NEW PRODUCTS, CONT.

- Malt Beverages
 - Malt brewed beer
 - Sugars
 - Flavors
 - 20 - 24 ounces
 - 7 - 13% alcohol



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IMPULSE CONTROL

- PRDM2
 - Down regulated
 - Disrupts impulse control

ECM-extracellular matrix
PNN-perineuronal nets



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ALCOHOL AND PAIN PILLS

- Rx Meds
- Opioids



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ALCOHOL: COMBINATIONS

- Robo-shots
 - Dextromethorphan
 - Opioid cough suppressant
 - Plus alcohol
 - Rapid and powerful intoxication
 - Motor control
 - Impulse control
 - Delusional



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SOCIAL MEDIA

- GoPro/YouTube
- High T + H2O = 1+1+1+1+1+1+1+1+1 = DD
- ETOH + T + H2O = 50%
E + H2O = 1 DD

Open water 3x



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A DAY AT THE BEACH

- Spring, Summer, and Fall
- Open water drownings
- Male / Female



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HIGH RISK

- Driving
- Swimming
- Falls
- Burns



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THE CABIN IN THE WOODS

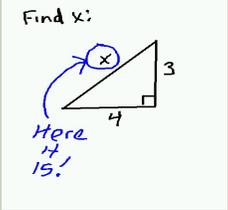
- Highest Risk for Females
 - Second Location
 - More bad outcomes



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LESSONS TO LEARN

- In School, College and Training:
 - Math and Science
 - Testing



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LESSONS TO LEARN

- In Family or Group:

 - Same Gender Different Expectations
 - Mixed Gender Accommodate Differences

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LESSONS TO LEARN

- In Life: Risk management, Emotional Competency
- What Counts: Rewards and Consequences
- Skill Building: Social Learning and Reversal Learning

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LESSONS TO LEARN

- In General, males need practice re: Feelings
- Identify
- Surface
- Articulate
- Process
- Manage



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LESSONS TO LEARN

- In General, females need practice re: Action
- Strategize
- Action plan
- Role play
- Implementation



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COMPONENTS OF TRUST

- Reliability
- Predictability
- Faith



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