

# 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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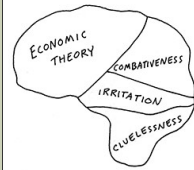
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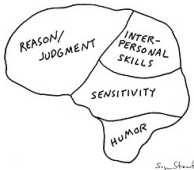
# DIFFERENCES IN BRAIN STRUCTURE

HARVARD PRESIDENT'S THEORY OF INNATE DIFFERENCES PROVES ACCURATE

LARRY SUMMERS' BRAIN:



EVERYONE ELSE'S:



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## UNDERSTANDING GENDER DIFFERENCES

- Fetal Development
- Stress Chemistry

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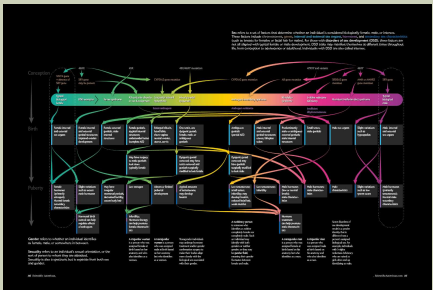
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## SEX AS A SPECTRUM



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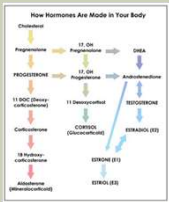
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## UNDERSTANDING GENDER DIFFERENCES

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



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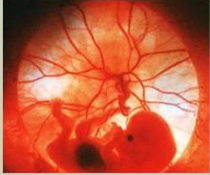
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### 26 WEEKS FETAL LIFE

- 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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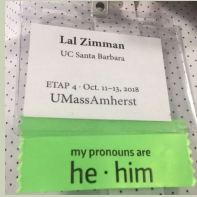
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## WHAT'S THE DEAL WITH PRONOUNS

- 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

<ul style="list-style-type: none"> <li>■ He, Him, His</li> <li>■ She, Her, Hers</li> <li>■ They, Them, Theirs</li> </ul>	<ul style="list-style-type: none"> <li>He, They, Theirs</li> <li>She, They, Theirs</li> </ul>
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## DOES SIZE MATTER?

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

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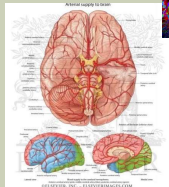
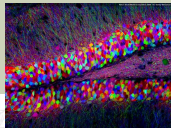
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## DOES SIZE MATTER?

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

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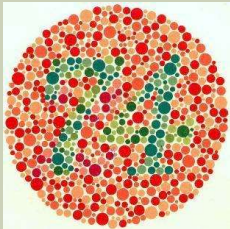
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### SENSES

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



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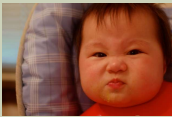
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### SENSES

- 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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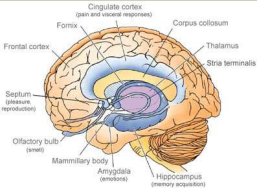
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**TWO DIFFERENT WORLDS**

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



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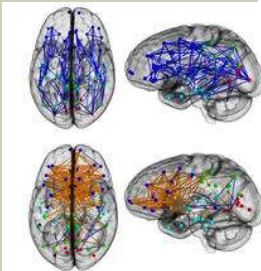
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**GENDER CONNECTOME PROJECT**

- 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)**

**Things**



**GIRLS**

**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"> <li>Use pronoun "I"</li> <li>Events</li> <li>Solutions</li> <li>Activities</li> <li>Feelings</li> <li>(Exclusive)</li> </ul>		<ul style="list-style-type: none"> <li>Use "we"</li> <li>Feelings</li> <li>Intimacies</li> <li>Details</li> <li>Solutions</li> <li>(Inclusive)</li> </ul>

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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 than 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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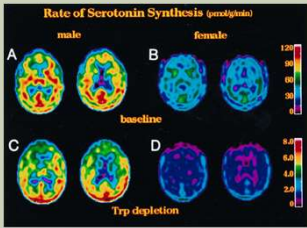
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## I SECOND THAT EMOTION

- 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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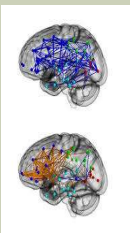
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## MOTIVATION FOR DRUG USE

- 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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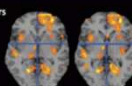
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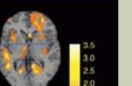
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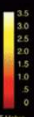
## GENDER DIFFERENCES

**Female Smokers**  
N=6



**Male Smokers**  
N=5





T-Value

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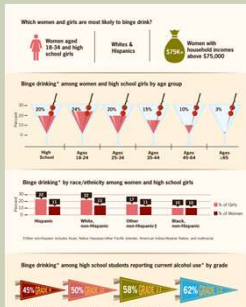
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## NEW COHORT



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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**  
SPRINKLE UNTILLED 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  
Remix just like a Margarita.  
Just add water 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
  - Oploid 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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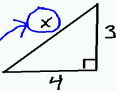
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### LESSONS TO LEARN

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



Find x:



Here  
4  
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**LESSONS TO LEARN**

- In Family or Group:



<ul style="list-style-type: none"> <li>■ Same Gender</li> <li>■ Mixed Gender</li> </ul>	<ul style="list-style-type: none"> <li>Different Expectations</li> <li>Accommodate Differences</li> </ul>
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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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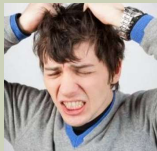
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**LESSONS TO LEARN**

- In General, males need practice re: Feelings

<ul style="list-style-type: none"> <li>■ Identify</li> <li>■ Surface</li> <li>■ Articulate</li> <li>■ Process</li> <li>■ Manage</li> </ul>	
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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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