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**Social norms and male rape proclivity: The role of sexist and sexual humour?**

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The current study explored the role sexist humor in providing a supportive normative context for rape proclivity among males (cf. Ford & Fergusson, 2004). We will present three studies investigating the effects of exposure to sexist humor on male self-reported rape proclivity. In Study 1, male students were exposed to either sexist or non-sexist jokes. Study 2 was an online study in which we replicated Study 1, but also measured the male participants' levels of hostile and benevolent sexism. Study 3 replicated Study 2 but we controlled for the sexual content of the jokes. Overall, our findings indicated that men reported higher levels of rape proclivity after exposure to sexist versus non-sexist jokes. This was particularly the case for men who scored high (vs. low) on hostile sexism. Theoretical and practical implications will be discussed.

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