## **CONTENTS**

Preface		vii
Chapter 1	Masculinities and Femininities: Student-Teachers' Changing Perceptions of Gender Advantages and Disadvantages in the New Zealand Primary School Environment Penni Cushman and Jenny Clarke	1
Chapter 2	Who's Bad? The Performance of Black Masculinity in Michael Jackson's "Bad" Video Cassandra Chaney and Bea Gyimah	25
Chapter 3	Under the Watchful Eye: Masculinity among Latino Men in the Wake of Arizona SB 1070 Andrew S. Walters and Ivan Valenzuela	51
Chapter 4	Masculinity Globally: Advertising-Based Observations from China and India  James W. Gentry, Himadri Roy Chaudhuri  and Jie Gao Fowler	71
Chapter 5	Mulan and Western Military Mothers: The Warrior Myth of Equality Nancy Taber	95
Chapter 6	Masculinity and Health: A Comparison between the Gendered Attitudes, Beliefs and Behaviors of Latino and Caucasian Men <i>Julie Gast and Terry Peak</i>	111
Chapter 7	Distributive and Procedural Justice in Korean and Malaysia: A Test of Gender and Culture Moderation Effect Jong-Wook Kwon	125
Chapter 8	How to Measure Gender Myths: A Practical Tool for Gender-Sensitive Research in Experimental Psychology <i>Anna Lindqvist</i>	143
Chapter 9	The Influence of Perceived Masculinity Upon College Male Health Promotion Efforts: The 'Go On, Touch Yourself' Campaign Promoting Testicular Self-Examination  Michael J. Rovito, Kathy E. Vazquez and Levani Odikadze	155
Index		167