Gender Stereotypes

Gender Stereotypes: What are They?

- Gender Stereotypes are generalizations about a specific gender's roles, attributes, differences, etc.

What are Some Examples?

- Men can't cook.
- Women can't drive.
- Men are better at math.
- Women take too long to get dressed.
- Men are more successful.
- Women are very emotional.
- Men are meant for "tough" jobs.
- Women are meant for housework and raising children.

My Survey

- In October I created a survey that had 10 questions that asked things such as "Would males or females make a better president?" Another question that I asked was "Who makes better moral decisions: a male or a female?"
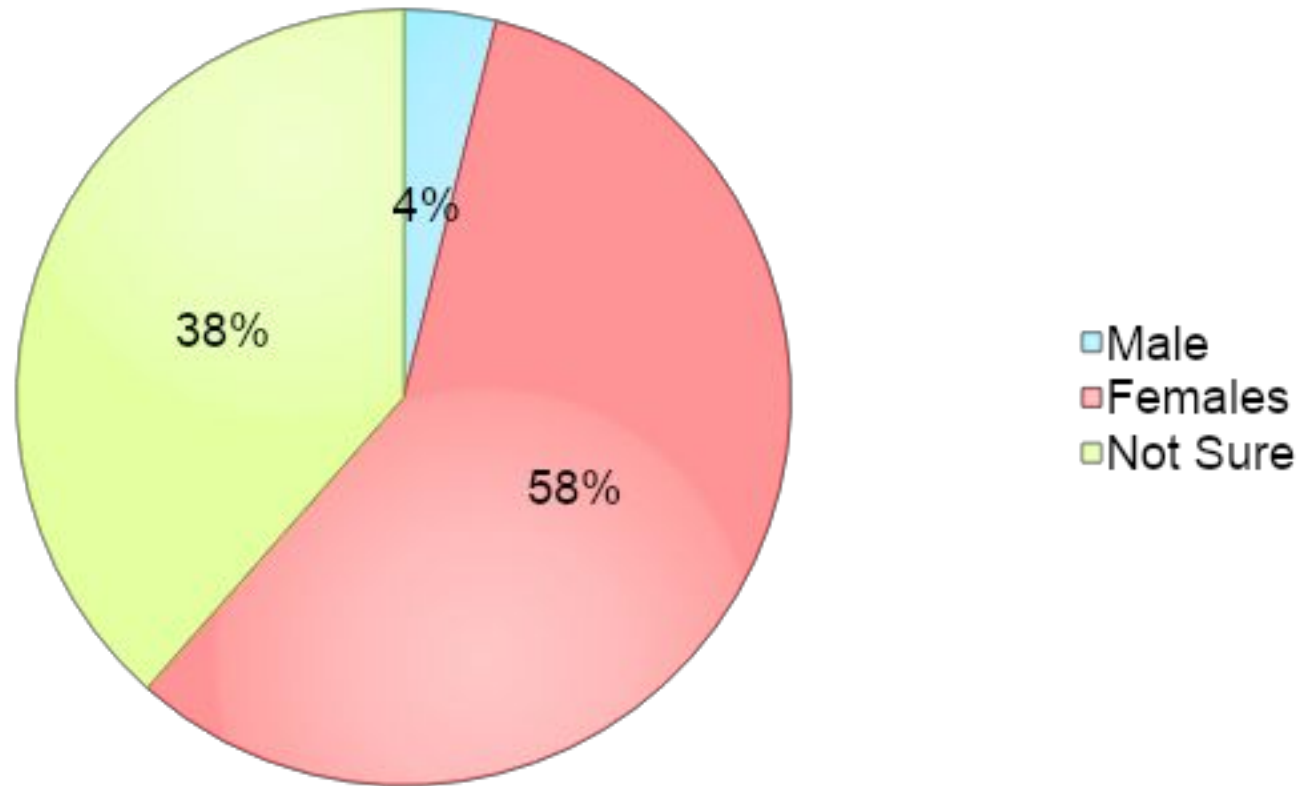- This survey was sent to all teachers and administrators in the school.

My Results

- I received 52 responses.
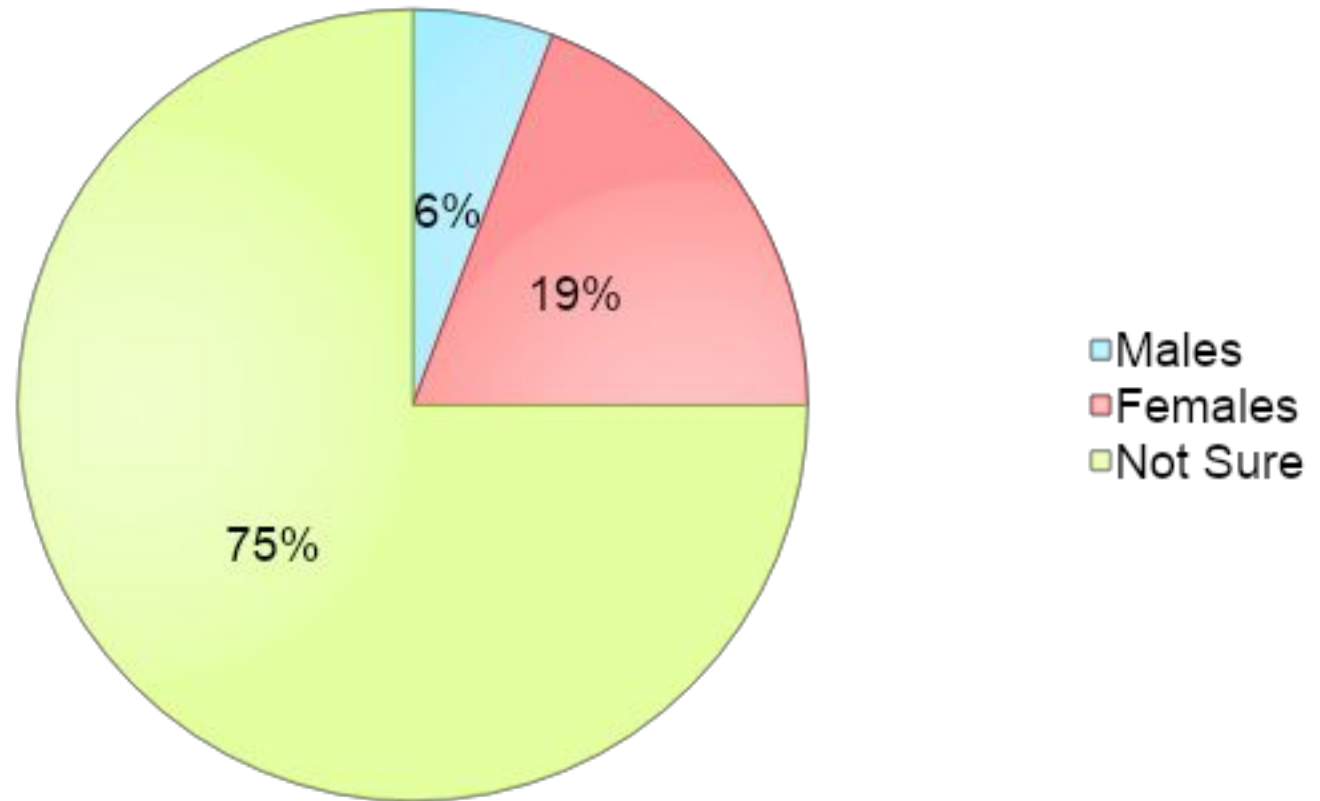- You will see the results of the survey in the next slides.
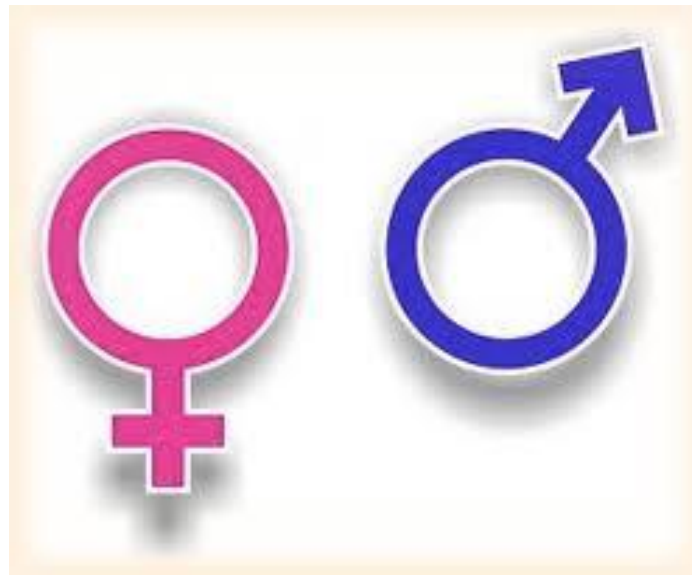
Who would make a better President: a male or a female?

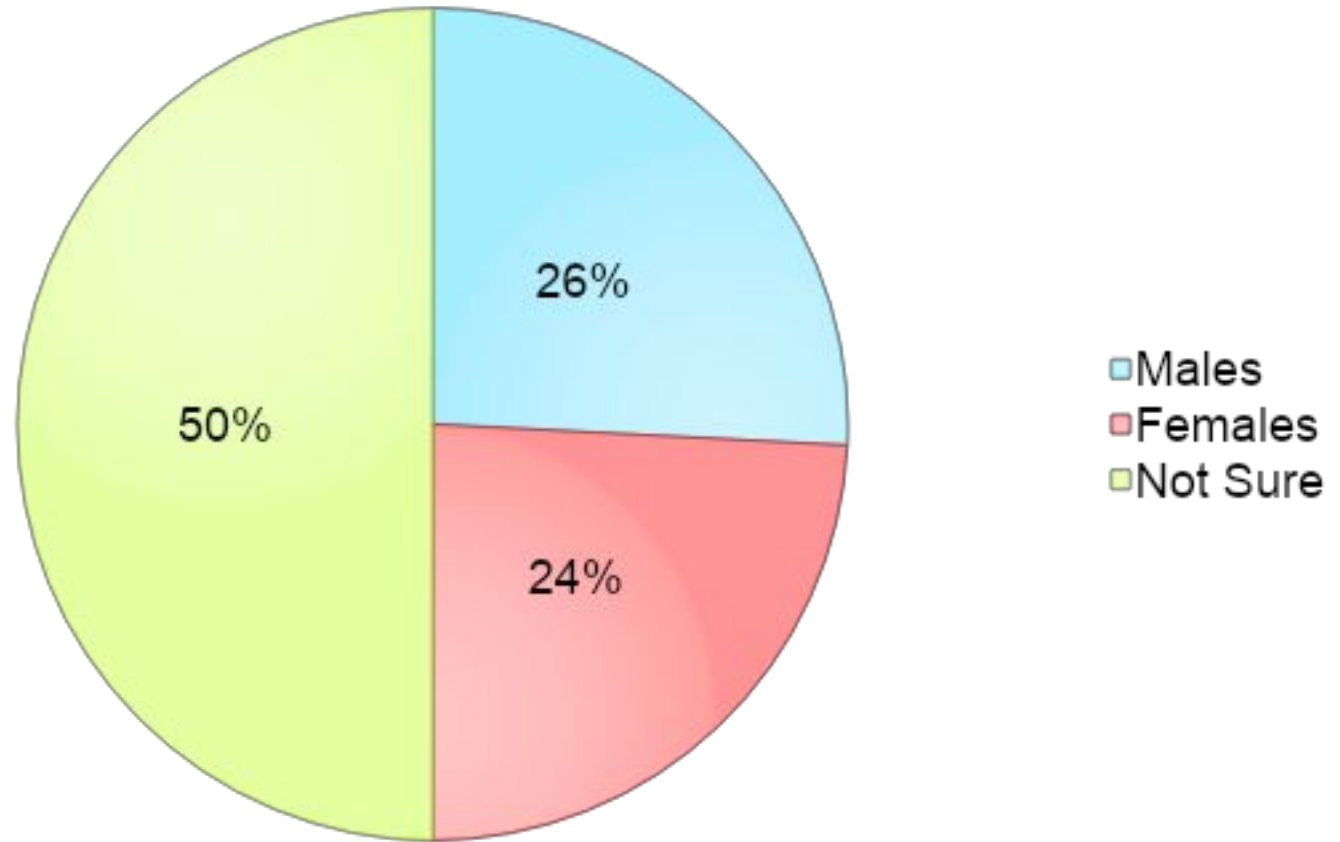# Who makes better moral decisions: a male or a female?

4%

38%

58%
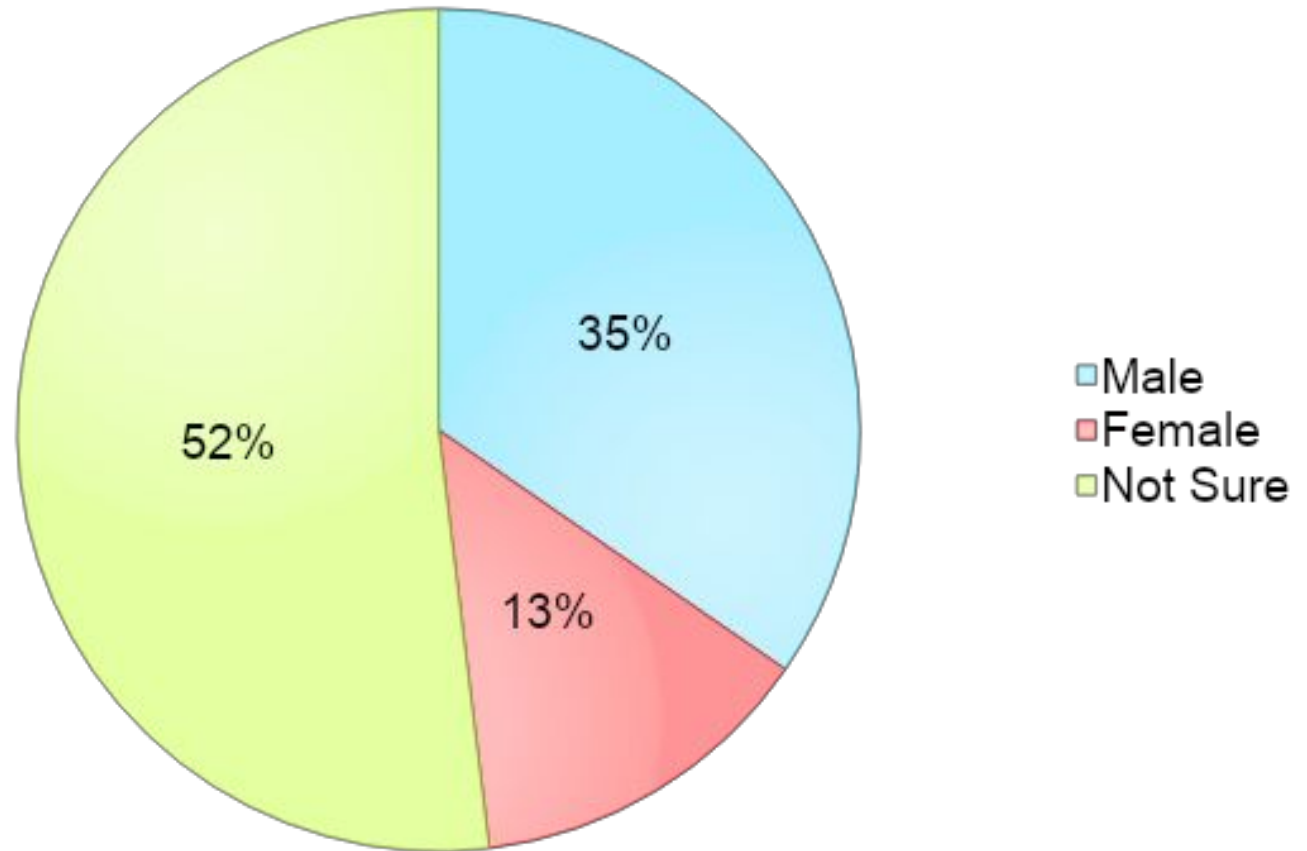
Male
Females
Not Sure

If you were to offer a well-paying job to two equally suited candidates, would you choose the male or the female?
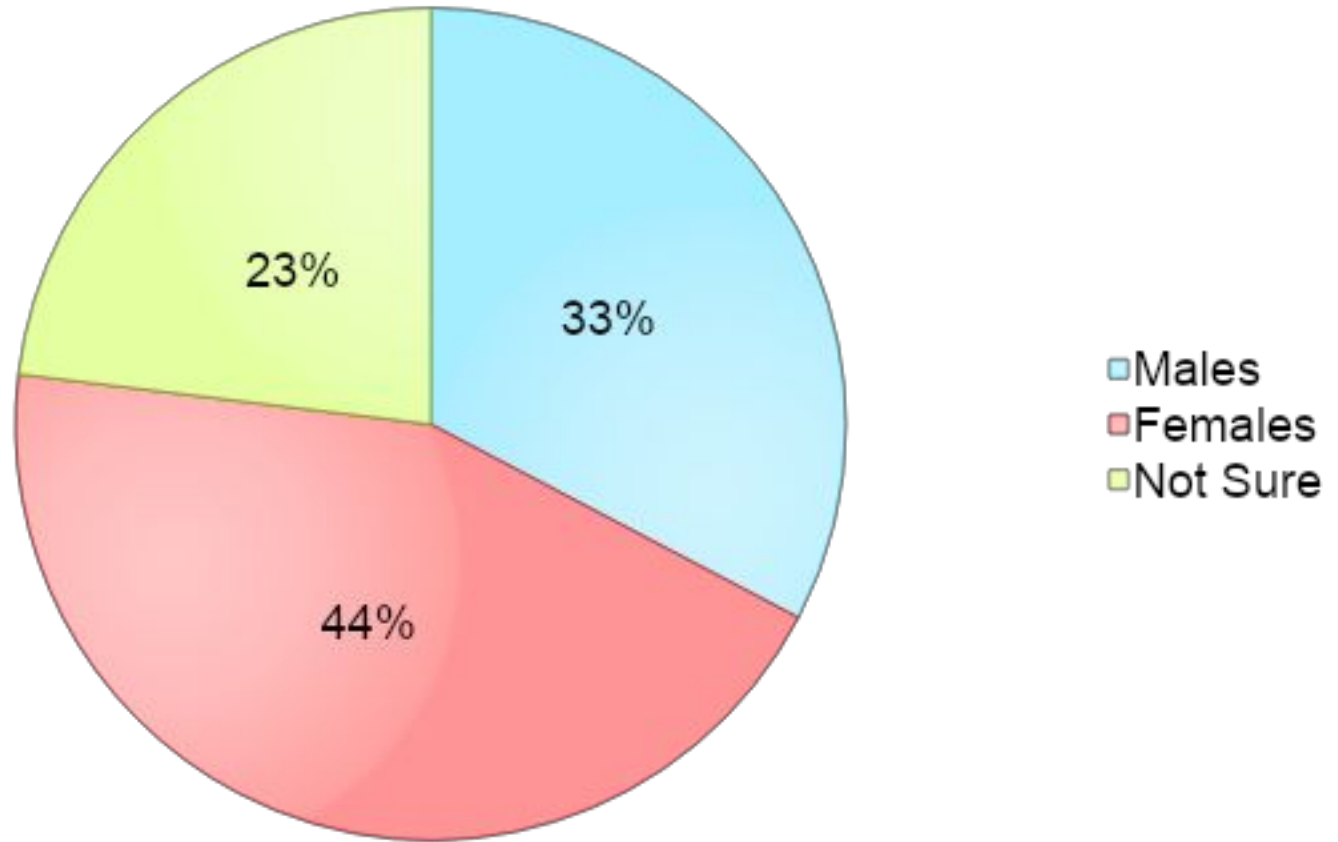

6%

19%

75%

- Males
- Females
- Not Sure

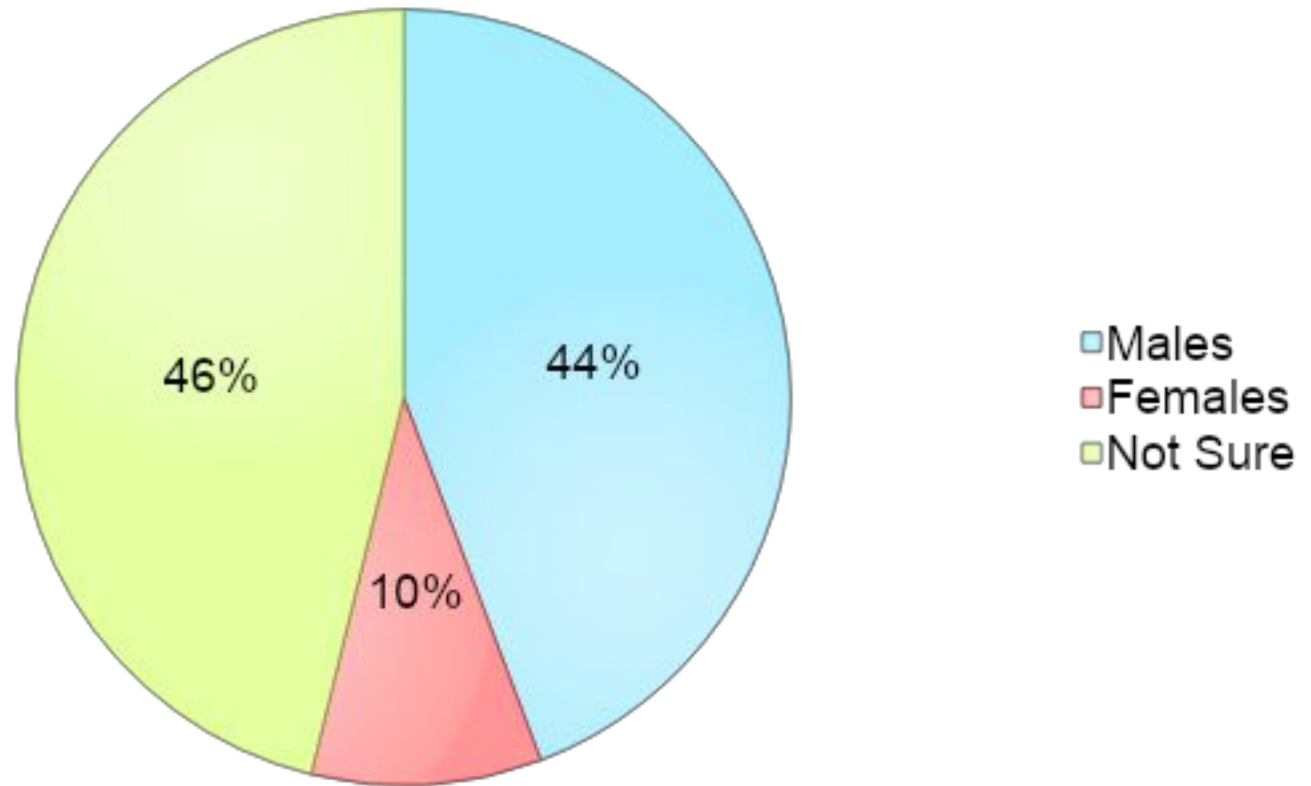# Would you trust a male or a female more to take care of your finances? (I.E. Bank account balancing, accounting, taxes, etc.)
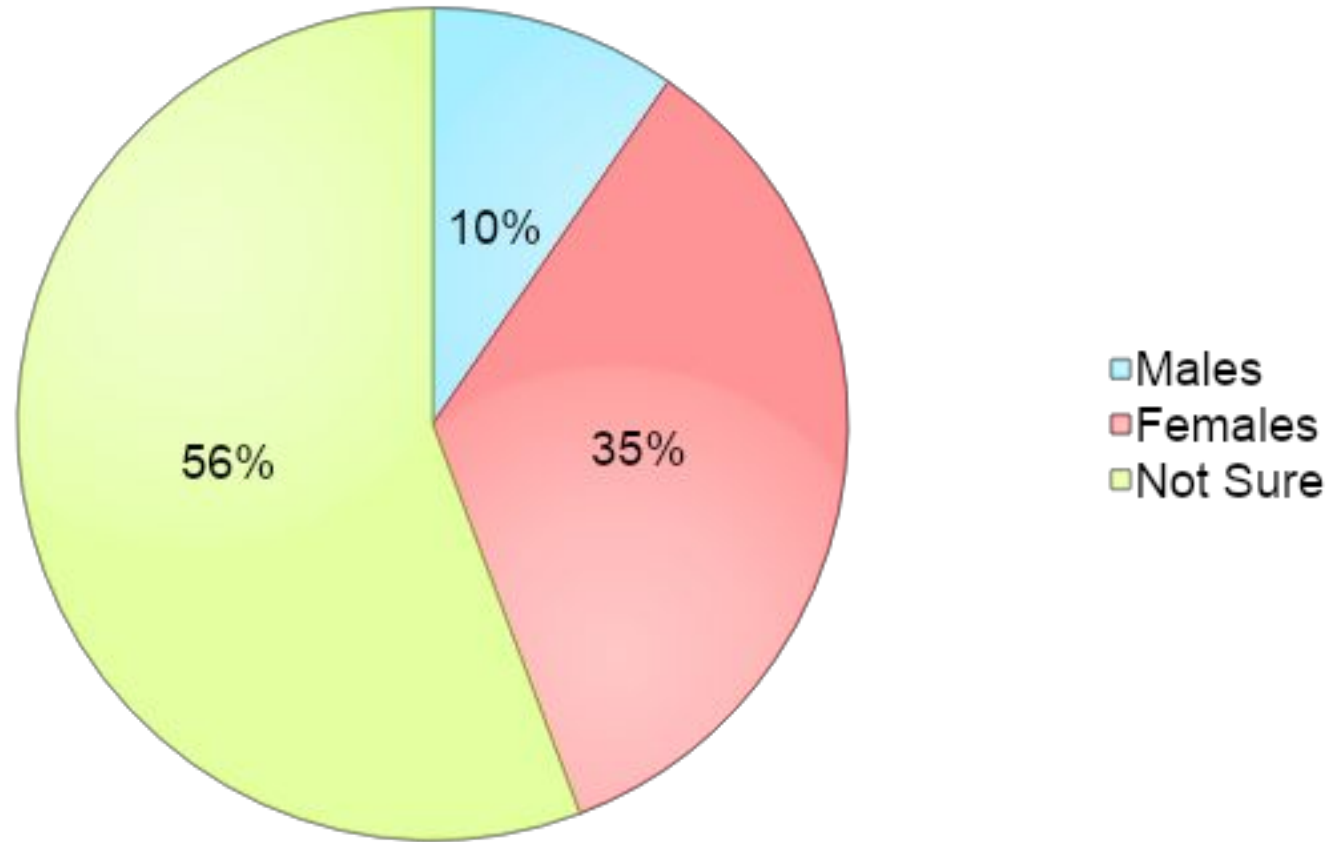
Which gender is more strong-willed: males or females?

Which gender would you expect to be more successful: males or females?

Which gender is smarter: males or females?

Which gender is more politically active(voting, running for office, helping with campaigns, etc.): males or females?
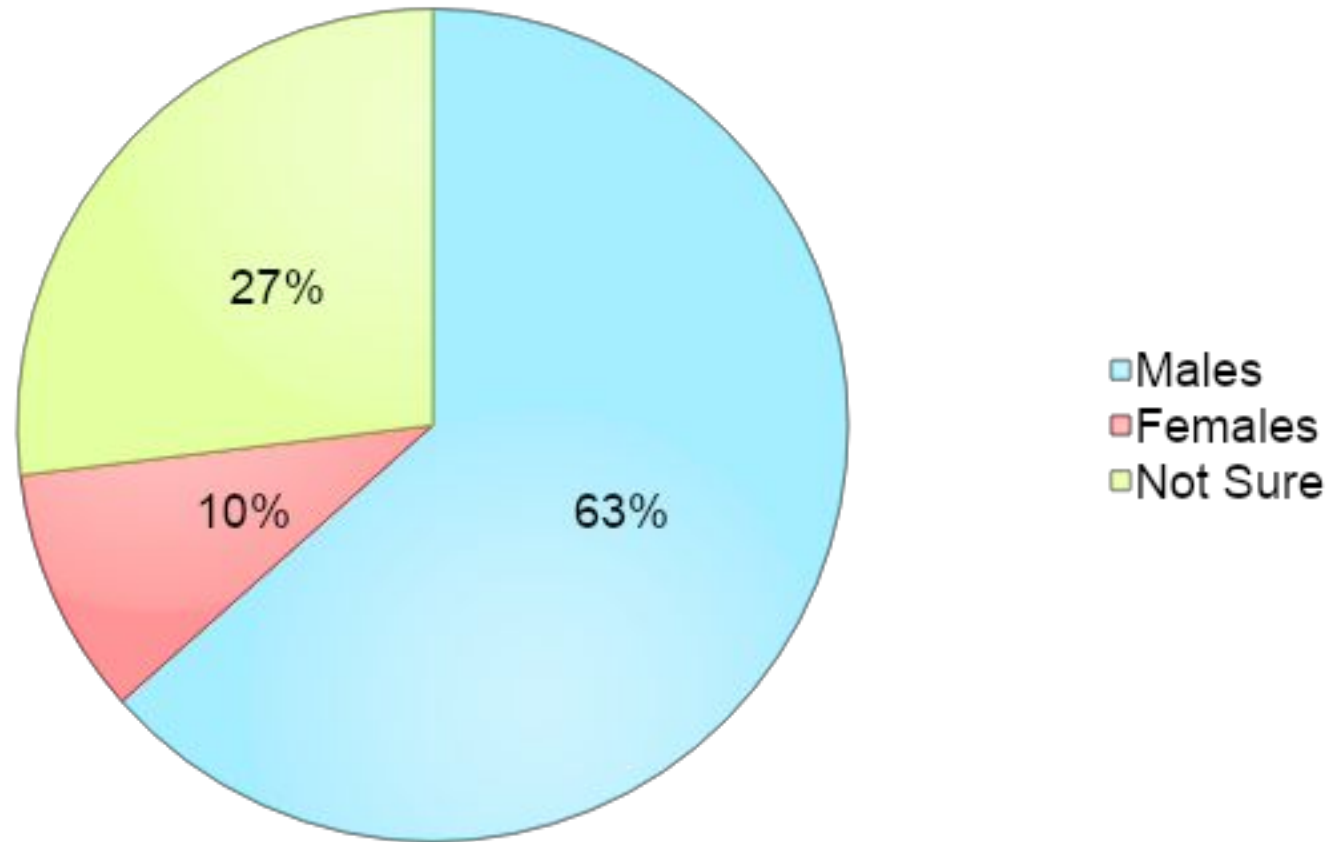
Would you expect males or females to have college or higher degrees?
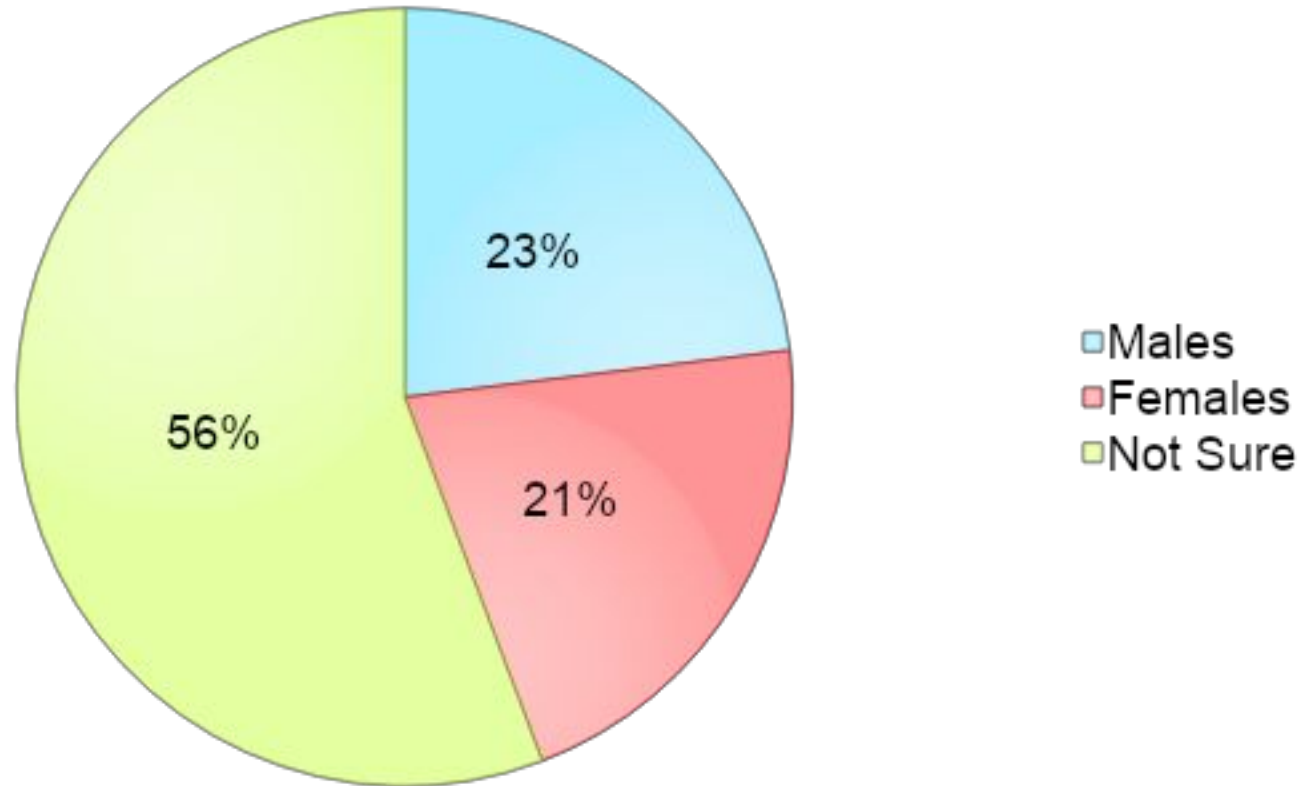
If you would think of somebody with a lower economic status, would you think of a male or a female?

Pie chart:
- Males: 15%
- Females: 37%
- Not Sure: 48%
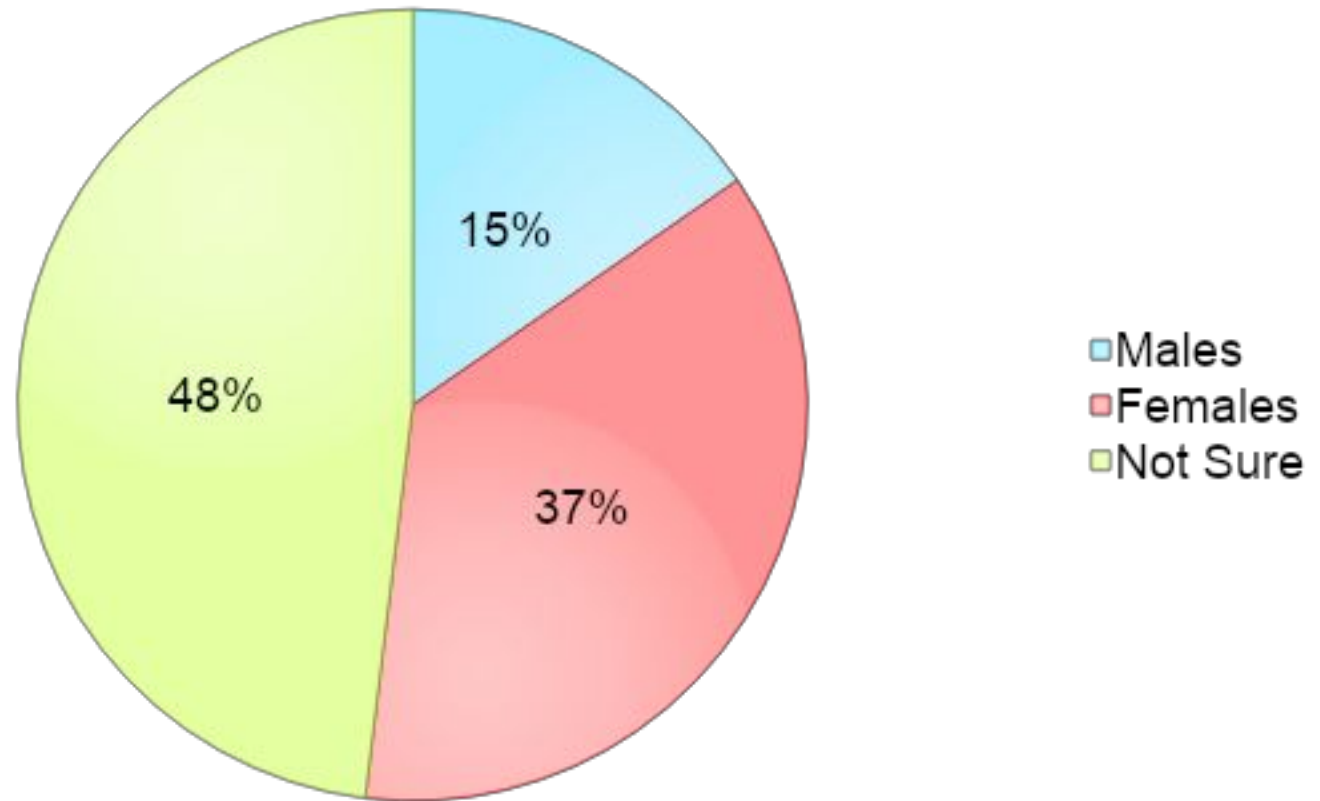
Feedback

- I was given feedback from the participants of this survey. To make this survey better for the future, I could add more specific choices, ask for the gender of the participant taking the survey, etc.

Stereotypes in Children

- The second a baby's gender is found out, we start stereotyping. Of course, we would decorate pink, frilly nursery for girls, and a blue, masculine nursery for boys.

Boys

- Boys would often be seen playing "construction worker" or with dinosaur figures, action figures, trucks, etc. They would be tough, be the "superhero", and "save the day". More stereotypes are being learned.

Girls

- If you have ever observed a girl playing with a dollhouse, she knows that she, the "Mommy", needs to take care of the children, clean, and get meals cooked. She has learned common stereotypes already.
- Goldie Blox Video

Gender Stereotypes In The Media

- According to a report from KFF.org, males in the media were more likely to be shown "on the job" than women. Men were also more likely to talk about work than women.

- Overall, fewer females were represented in the media than males.

- In TV shows, only 45% of the characters represented were females, compared to males being represented by 55%.

- Some stereotypes of women in the media portray them as being "ditzy, stupid, and superficial".

Why is Blue Associated With Boys and Pink With Girls?

- Pink was first coupled with boys because it was thought to be a "stronger" color.

- In Christian Tradition, red was a "male" color, so boys got the color pink.

- The Virgin Mary was linked with the color blue, so girls were given this color.

- After WWI, blue was broadly used for male uniforms, and therefore, was considered "masculine".
- Pink was therefore thought of as "feminine". "Think Pink" was a marketing slogan used to encourage women to "embrace their femininity".
- This stuck even to this day, as pink is dedicated for girls, and blue reserved for boys.

How Do These Stereotypes Affect Us Today?

- Because women were thought of as "weaker" in the past, it affects the gender as a whole in the present.

- Women were not allowed to vote in the United States until the 1920's, and in some developing countries, they are still not allowed to vote.

The Lilly Ledbetter Fair Pay Act

- In 2009, President Obama signed the Lilly Ledbetter Fair Pay Act, a law that protects workers from discriminating pay.
- According to TIME Magazine, women only 77 percent of what their male counterparts make.

Most women in the media are often portrayed as "flawless", therefore influencing many young females to be concerned that they aren't "pretty enough". This can lead to body displeasure and even eating disorders.

How Can We End These Stereo

- Parents can teach their children that men and women are equal.

- Parents can involve their children in activities that don't involve stereotypes, such as playing co-ed sports.

- People can avoid products that show stereotypes, such as "play kitchens", and action figures.

- Leaders can allow women more rights, such as pay equal to their male counterparts.

- Reinforce behaviors that break the invisible gender rules, such as men being "stay at home dads" while women work for a living.
- Question generalizations that stereotype genders("Men are more successful").
- Don't overemphasize physical appearance to girls.

One Last Question:

What can you do to change the "Gender Rules"?