Research On Gender Stereotypes

Abstract- This study aims to study various stereotypes associated to a particular gender. It talks about how the society forms various norms which might be very biased. It also studies how different people deal with these social phenomenons. In total 30 people of age 15 to 25 were surveyed through the online questionnaire survey method. The conclusion of the research was that females do have more stereotypes associated to them and these stereotypes do affect people emotionally.

Index Terms- gender, stereotypes, society, norms, social phenomenon.

I. BASIC CONCEPT

Gender stereotypes are something that has been going on since the existence of earth. The society has always been giving us certain rules to live by which aren't always the same for all the genders. While a particular gender is given more powers and thus dominates the other, others have to fight endlessly for some basic rights. Even the today's modern society is dominated by men and women and other genders have to suffer everyday just because of their gender. These stereotypes shape us as well as the society and this makes it important to study and understand them.

This research focuses on various topics like, does one gender has more stereotypes associated to it, are stereotypes fair, do these affect people mentally and emotionally and much more. It tries to understand relationship between people of age 15 to 25 with stereotypes around them. If they believe in stereotypes or not, how do they react to them and so on.

II. RATIONALE

Gender Stereotypes are all around us. No matter where we live, what's our gender or age, these gender stereotypes always follow us. They shape the society and have been doing so for years now. When we talk about them now, people often say that the times have changed and these gender roles are slowly vanishing. Sometimes even we like to think the same but is it true? Are these gender stereotypes actually fading away? If not how do they impact us in our day to day life? Is there one particular gender which has more stereotypes associated to it? There have been many researches conducted on a similar topic. Some of them even answered some of the above question but one thing none of these researches answered were if the young people believe in it. If no, are they sometimes forced to follow these gender roles because of external factors? Are they doing something as small and simple as raising their voices to put an end to these stereotypes? So I decided to conduct a research with 30 participants of age 15 – 25 to get answers to some of these questions.

III. LITERATURE REVIEW

Children's Stereotypes About Sex Differences in Emotionality conducted by *Dana W. Birnbaum,' T. A. Nosanchuk, and W. L.* In spite of the egalitarian atmosphere of recent years, contemporary preschool children possess pronounced stereotypes about sex differences in emotionality. They associate anger with maleness, but associate happiness, sadness, and fear with femaleness. These stereotypes are similar to those held by adults, but are largely dissimilar to actual sex differences in emotionafity. The impact and possible etiology of these stereotypes are discussed.

Age Patterns in the Development of Children's Gender-Role Stereotypes conducted by Alexa A. Albert and Judith R. Porter. This study examined the effect of the positive~negative quality of a genderrole stereotype on the age at which very young children are willing to associate the behavior with a member of a particular sex. The results indicate that, in comparison to 5- and 6- year olds, 4-year-old children are reluctant (1) to associate positive gender-role stereotypes with opposite-sex figures as well as (2) to accept negative stereotypes as characteristic of their own sex. In addition, a majority of the children in the sample associated with their own sex the gender-role stereotypes that are highly valued in the preschool and the school environment. Recent studies of children's sex-role stereotypes have found that, despite the efforts of the women's movement, very young children continue to develop beliefs about the characteristics of males and females.

Gender stereotyping in young children: Evidence to support a concept-learning approach The research was conducted by Gloria Cowan and Charles D. Hoffman. Two studies on early gender stereotyping based on a concept-learning approach were conducted. With the use of a forced choice format, study 1 found that both 2 1/2 and 3 1/2-year-old children showed significant and equal stereotyping of both gender-labeled infants and animals. These findings suggest both early learning and generalization of gender stereotypes. In study 2, although 5-year-olds stereotyped more strongly than 3-year-olds, both groups stereotyped others significantly more than themselves. When attributing traits to themselves, children chose the more socially desirable rather than the gender-traditional attributes. These findings are discussed in terms of the acquisition of gender stereotypes as a process distinct from the necessity for related self-schemas.

Sex role stereotyping in children's television programs conducted by Sternglanz, Sarah H. and Serbin, Lisa A. Conducted an observational analysis of the male and female role models presented on 10 popular commercially produced children's TV programs. Striking sex differences (p < .001) were found both in the number of male and female roles portrayed (more than twice as many male roles) and in the behaviors which were emitted by male and female characters. For example, males were more often portrayed as aggressive and constructive (e.g. building and

planning) than females, while females were more likely to be shown as deferent. In addition, the consequences that males and females received for emitting behavior were different, with males more often being rewarded and females more often receiving no consequence. An exception to this was that females were more often punished for high levels of activity than were males. Implications of these models for stereotyped sex role development are discussed.

Children's gender-role stereotypes: A sociological investigation of psychological models conducted by *Alexa A. Albert* and *Judith R. Porter*. This study investigates sociologically the predictions of the cognitive developmental, the social learning, and the interactive models of gender-role development. We examine the effect of a variety of variables on gender-role stereotyping among a sample of 1264 four-, five-, and six-year-old children enrolled in preschool programs in a major metropolitan area. Age, sex, and race are found to be significantly related to children's gender stereotypes. With age, children increasingly associate stereotypical behavior patterns with the male and female gender roles. Children are also found to demonstrate a higher degree of gender-role stereotyping with regard to members of their own sex. An age/sex interaction effect indicates that the tendency of children to demonstrate a higher degree of same-sex stereotyping is most pronounced among four-year-olds. Finally, black children are found to be less gender-typed in their images of males and females than are white children. These data suggest that the interactive model, including both social and cognitive factors, is the best explanation of these data and should be further investigated.

Gender Stereotypes in the Workplace: Obstacles to Women's Career Progress conducted by Madeline E. Heilman and Elizabeth J. Parks-Stamm**.** This chapter focuses on the implications of both the descriptive and prescriptive aspects of gender stereotypes for women in the workplace. Using the Lack of Fit model, we review how performance expectations deriving from descriptive gender stereotypes (i.e., what women are like) can impede women's career progress. We then identify organizational conditions that may weaken the influence of these expectations. In addition, we discuss how prescriptive gender stereotypes (i.e., what women should be like) promote sex bias by creating norms that, when not followed, induce disapproval and social penalties for women. We then review recent research exploring the conditions under which women experience penalties for direct, or inferred, prescriptive norm violations.The Role of Gender Stereotypes in Children's Preferences and Behavior. The research was conducted by Miller, Cindy Faith , Trautner, Hanns Martin and Ruble, Diane N. Similar to the Aubry et al. (1999) chapter in the first edition of this volume, our aim is to explore children's knowledge of gender stereotypes for objects, activities, and attributes and the influence of this knowledge on children's behavior. While the chapter in the previous edition focused primarily on children's gender-related preferences, our review will expand the discussion to include the effect of stereotype knowledge on children's exploration and performance (i.e., behavioral enactment). This review mainly focuses on issues located at the individual level of analysis; however, other levels are considered when evidence is available and directly relevant to

the topic. Like the Aubry et al. (1999) chapter, our discussion begins with an outline of the different theoretical explanations of sex typing, paying attention to recent changes and debates that have stimulated the field. Given that our research is closely tied to cognitive approaches, we expand this section to review our particular view of gender development. The second section briefly describes the literature concerning knowledge and preference trends and the relationship between these two dimensions, and highlights research and issues that have been raised in this area since the first edition of this volume. Following this review, we present new longitudinal data on the relationship between children's gender stereotype knowledge and preferences and examine how this study provides additional support for cognitive views of gender development. In the last section, experimental studies that have assessed the effects of gender labels on children's exploration, preferences, and performance are explored and explanations for the observed findings are proposed.

IV. HYPOTHESIS AND RESEARCH QUESTION

Hypothesis

Females have more stereotypes associated with them and these stereotypes do effect people emotionally.

Research question

Does a particular gender have more stereotypes associated to it? Do these stereotypes affect people emotionally?

Participants

In this research 30 participants were selected within the age group of 15-25. They were selected as they were people the researcher knew socially.

Inclusion criteria

The participant should be in the age group of 15 to 25.

He/she should be able to read and write in English as the questionnaire was in English.

He/she should have an electronic gadget (phone, computer, laptop etc.) as the questionnaire had to be filled digitally.

Demographic representation

A total of 30 participants were surveyed through the means of questionnaire. Participants ranged from the age of 15 (youngest) to 24 (oldest). This information is depicted in the form of a bar graph below. Names of the participants were not asked to maintain

privacy

Age
30 responses
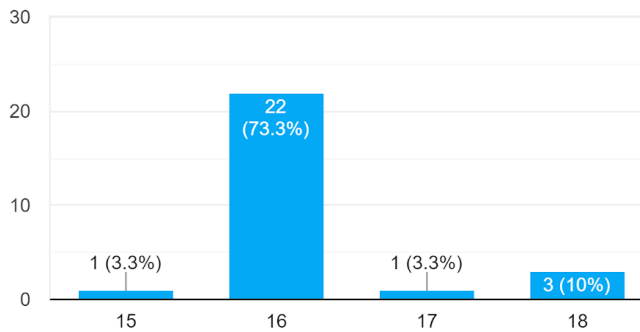
Material Required

Electronic device such as computer/laptop/mobile phone/tablet

Internet access

Questionnaire i.e. Google forms

Tools and Techniques

The method used in the following research is the survey method. Data was collected through a self prepared questionnaire. The survey was conducted though the online platform.

The questionnaire consist a total of 18 questions, out of which 12 were close ended questions and 6 were open ended questions.

A blank copy of the questionnaire has been given in the following pages.

Procedure

A topic was chosen by the researcher and then a hypothesis and a research question was formed.

Then multiple other researches done on the similar topics were read by the researcher.

Researcher then made a questionnaire on Google forms which was sent to all the participants through the online platform.

Over the next few days, all the responses were received and were then analysed by the researcher through the quantitative and qualitative methods.

After that discussion of the analysis was done and conclusion/result was drawn through the analysis.

Precautions

Questionnaire was made in a way where it doesn't hurt anybody's sentiments and the language used was tried to be not offensive. It was tried that the observer's bias doesn't hold any place consciously.

V.   QUESTIONNAIRE

Q1. AGE
Q2. GENDER
Male
Female
Prefer not to say
Q3.   HAVE   YOU   EVER   HEARD   STEREOTYPICAL COMMENTS?
Q4. IF   YES,   HOW   OFTEN   DO   YOU   HEAR   A STEREOTYPICAL COMMENT?
Everyday
Once a week
Rarely
Q5. IF YES, TICK THE ONES YOU HAVE HEARD
Boys don't cry.
Females can't enter temples or kitchen when they are on their periods.
Men don't wear pink
Females can't show skin or wear short clothes
Being part of the LGBTQ+ community is just a phase or is a disease
Females can't play sports
Other…
Q6. HAS   ANYONE   EVER   TAUGHT   YOU   THESE STEREOTPES?
Yes
No
Q7. DO YOU FOLLOW ANY STEREOTYPES?
Yes
No
Q8. IF YES, WHICH STEREOTYPES DO YOU BELIEVE IN?
Q9. DO YOU QUESTION ANY STEREOTYPES THAT YOU FEEL ARE UNFAIR?
Yes
No
Sometimes
Q10. WHAT   DO   YOU   USUALLY   DO   WHEN   YOU DISAGREE WITH A PRACTICE OF THE SOCIETY?
Q11.   DO   THESE   STEREOTYPES   AFFECT   YOU EMOTIONALLY?
Yes
No
Sometimes
Q12. IF YES, HOW MUCH DO YOU GET AFFECTED?
They don't affect me at all
10 – They affect me a lot
Q13. DO YOU THINK THAT A PARTICULAR GENDER HAS MORE STEREOTYPES ASSOCIATED TO IT?
Yes
No
Sometimes
Q14. WHY DO YOU THINK SO?
Q15. HAVE   YOU   EVER   BEEN   ASKED   BY   PEOPLE AROUND   YOU   TO   FOLLOW   SOMETHING   OR   TO   DO SOMETHING YOU DON'T BELIEVE IN?
Yes
No
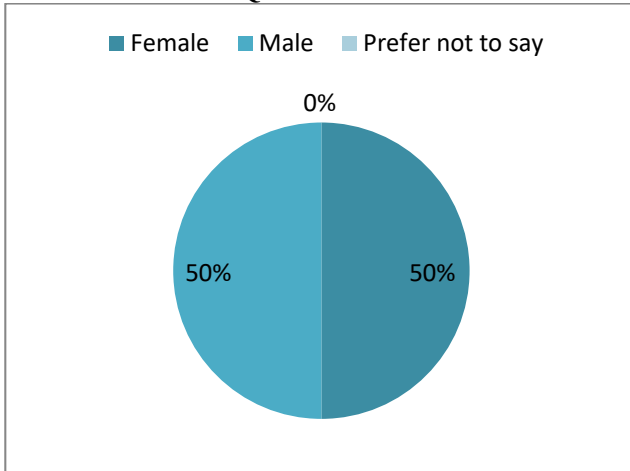Q16. DID YOU RAISE YOUR VOICE THEN?
Yes
No
Q17. WHY DID YOU RAISE YOUR VOICE OR WHY DID YOU CHOOSE TO REMAIN SILENT?

Q18. DO YOU THINK ONE SHOULD ALWAYS RAISE THEIR VOICE WHEN SOMETHING AROUND THEM IS HAPPENING THAT IS BASED ON SUPERITIONS AND STEREOTYPES?
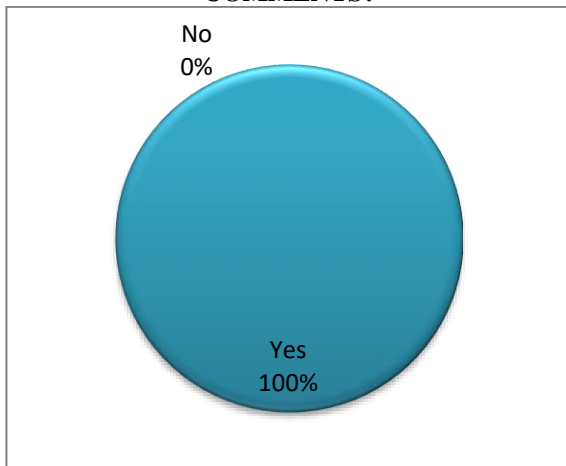
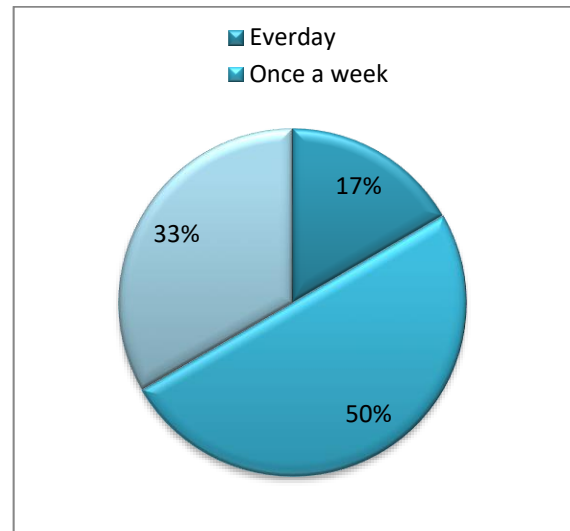## VI.   RESULTS AND DISCUSSION
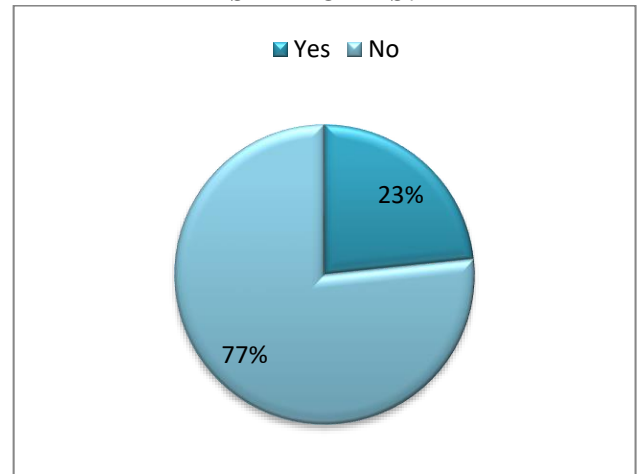### Quantitative Analysis
Q2. GENDER

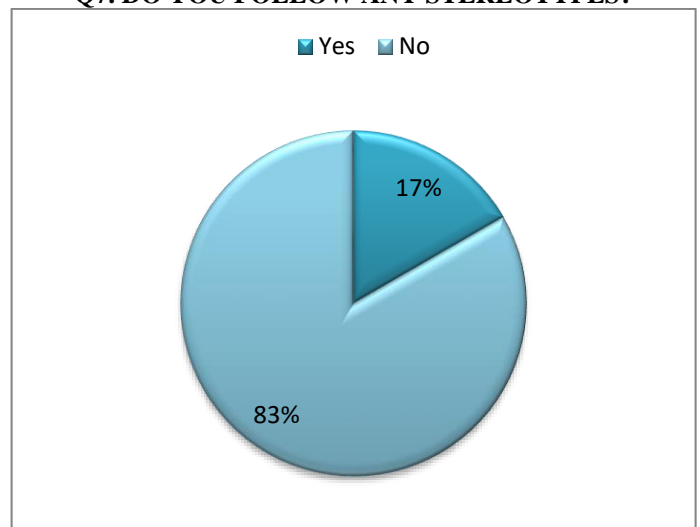**Q3.   HAVE YOU EVER HEARD STEREOTYPICAL COMMENTS?**

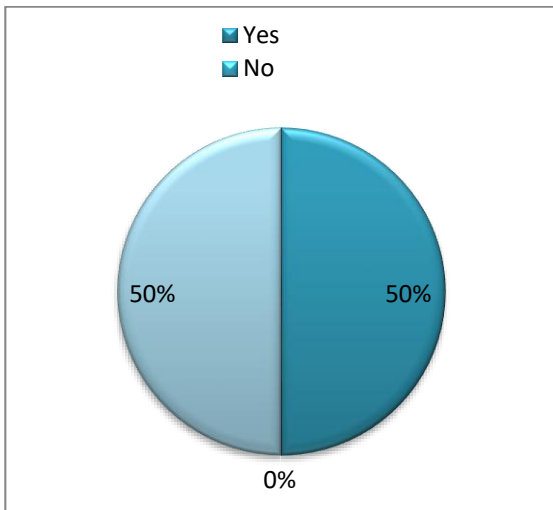**Q4. IF YES, HOW OFTEN DO YOU HEAR A STEREOTYPICAL COMMENT?**

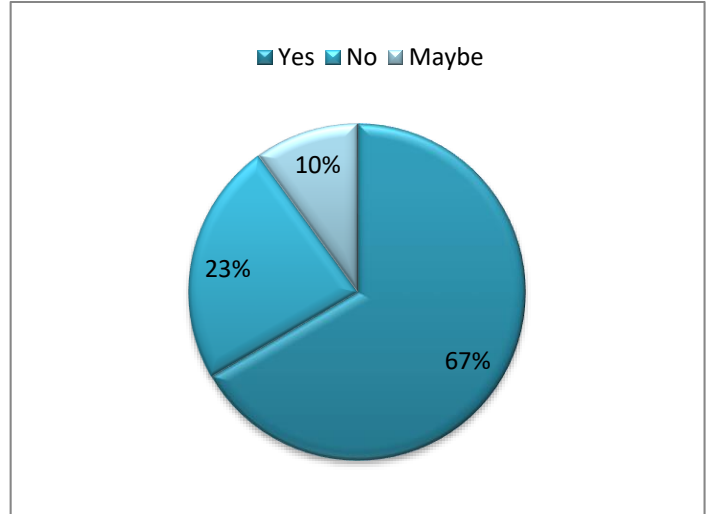**Q6. HAS ANYONE EVER TAUGHT YOU THESE STEREOTPES?**
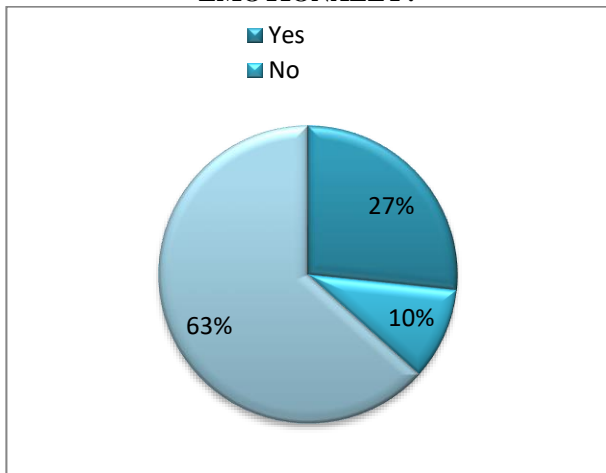

Q7. DO YOU FOLLOW ANY STEREOTYPES?

Q9. DO YOU QUESTION ANY STEREOTYPES THAT YOU FEEL ARE UNFAIR?

Q11. DO THESE STEREOTYPES AFFECT YOU EMOTIONALLY?

Q12.
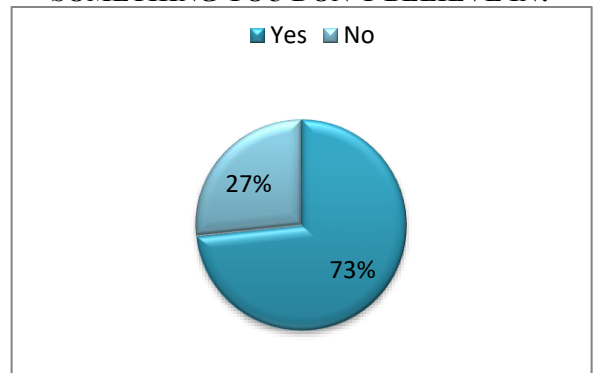
If yes, how much do you get affected?
30 responses

Q13. DO YOU THINK THAT A PARTICULAR GENDER HAS MORE STEREOTYPES ASSOCIATED TO IT?

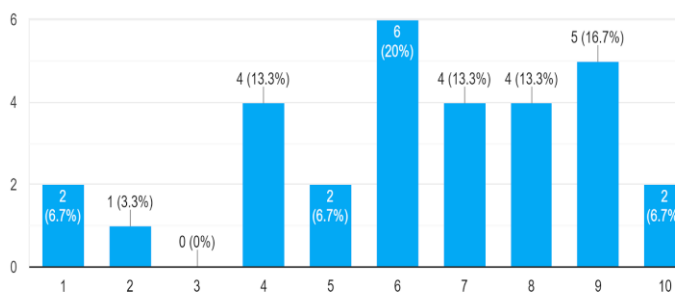## Q15. HAVE YOU EVER BEEN ASKED BY PEOPLE AROUND YOU TO FOLLOW SOMETHING OR TO DO SOMETHING YOU DON'T BELIEVE IN?
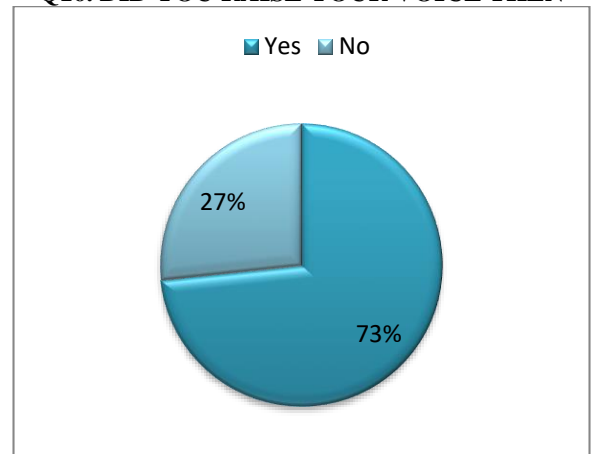

Q16. DID YOU RAISE YOUR VOICE THEN

VII.   QUALITATIVE ANALYSIS

THEME	EXEMPLAR
Which stereotypes do you believe in?	Females not visiting temples when they have their periods on I don't believe in any stereotypes and I feel that people should act and do as per their own wish I believe in the stereotype that men and women are fundamentally never the same. They both have different feelings and have different hormones that control them so in that sense i treat boys and girls differently. But never do i believe that boys and girls can achieve the same or have the same privileges or rights or any other facility or opportunity society has to offer. I don't believe in any of them but I need to follow them because of family pressure. Women don't know how to drive
What do you usually do when you disagree with a practice of the society?	I try my best and do everything within my power to speak out against it. If its at a domestic level and i can directly reach out to the people in question then i do that. But if its at a larger scale such as the Sabarmila temple case or other such cases, i stay a silent supporter and put my trust in the judiciary. I do nothing. And I tell myself that at this stage of my life I have to give time to education so that I can reach a point where I will be able to bring about change in the society. I either tell people about my views or outright do the opposite of stereotype when i can e.g. wear whatever type of clothing i want not follow it myself. question it constantly, talk to others about why i believe it's a wrong practice I discuss using logic and if the other person is so dumb that he can't learn from facts I leave it I let them do whatever they want, but the result always comes whatever is true or good.
Do you think that a particular gender has more stereotypes associated to it? Why do you think so	Simply ignore can't really do something because putting an insta story doesn't help I feel some people suffer more , just because of their gender, because there are some orthodox beliefs which people keep following. Usually, we, the females only suffer and I haven't seen a stereotype which is associated to a man. I feel that in our country women face a lot of problems in everyday life, especially those residing in rural and backward areas. The stereotyppes are engraved into the way in which women are brought up and society is sadly very patriarchal. But males do have their share of gender stereotypes. both genders are told some stereotypes but women have a bit more cause they are expected to be a particular size and shape For the long time society was male dominated and female and LGBTQ community did not have many rights and freedom. I think rather than being more in number i feel that while the numbers may be similar the stereotypes associated with one gender have been propagated more and for a longer time I guess females are given less respect ..Although alot has changed in the past 25 yrs or so ..Bt still the thinking doesn't go away that females are better when they take care of their household ..N even today men are given more respect than women..

Why did you raise your voice or why did you choose to remain silent?	It depends. If a 50-60 year old person asks me to do something that I don't believe in, I'll choose to remain silent. This is because whatever he/she believes in is something that has been in his mind for a very long period of time, and the person would not listen to me even if I raise my voice. I will not want to ruin the relationship or anything. So there is no point in arguing with them ....they have lived there life..the last part of their life is left ..let them die peacefully with whatever things that they believe in. On the other hand ...in the case of a young person I would surely choose to raise my voice and persuade him/her. I have thankfully never been forced to do or follow anything in life by my parents and i feel no one else has the right to make me do anything against my will. I just questioned then why they wanted me to do something that is wrong. I raised my voice when they asked me not to wear shorts and skirts. I raised my voice because I do not believe in following anything just for the sake of it, I choose to follow only what I believe in I chose to remain silent because it didn't harm anyone in anyway and to respect their beliefs. I need people to understand how I think so that they can relate and agree with me.
Do you think one should always raise their voice when something around them is happening that is based on superstitions or stereotypes	I had to believe them as it was all religious stuff Because It's very common in society It's not worth notings gonna change maybe. Sometimes raising your voice for yourself can be dangerous. As people outside are really bad . People should raise voice but not on Instagram please. But at least find a way to deal with it putting an insta story educates the people you already know and the people who already know this. So i think if anyone wants to do something he/she should go and do and if such things happen I'm ready to participate in it for sure Yes one should always do that because in the end it's your personal choice. A child is not born with stereotypes he/she learn them from their elders as no one corrects them too Yes one should always raise his or her voice because we can also face those stereotypes someday ..It not only breaks a person emotionally but destroys a person ...And there is no such thing as stereotypes ..It's just indian thinking and we are the ones that have introduced such stereotypes ...So one should definitely raise his voice n prevent such events from happening We but it's not worth raising voice against cuz some people are thick skull yes ofcourse. people should always stand up for themselves and not suffer in silence There are certain deep sentiments connected to many things specially in our country. One should raise their voice also keeping in mind that what they think is wrong could be perceived as right by someone else. No not always because most people in India are uneducated and they don't believe that anything against thier ideology or practices can be good or tru People should raise their voice only if they strongly feel against it or if it disturbs them and other such situations. Nobody should br forced to do anything they do not wish to even if that is raising a voice against stereotypes. The whole movement of equality and liberty becomes redundant when they cross over to the radical side and force people to join them I think that sometimes one should remain silent and sometimes it should raise their voice depending upon the situation

VIII.   ANALYSIS

Stereotypes play a significant role in our lives. Sometimes is it intentional while rest of the times we aren't even aware of it, especially gender roles. Since our birth girls and boys are taught things. Even the smallest thing like buying a doll for a girl and a car of a boy or pink clothes for girls and blue for boys is an example of gender stereotypes. These stereotypes shape us as well as the society and were a major contributing factor in forming a patriarchal society. We can only end these stereotypes we the society together acts as one and fight against them. Without these stereotypes we would be able to live in a more equal and safe society where no one has to be scared to leave their house at any time of the day, where people can wear whatever they wish to, where people can live free of these constrains. Thus it is important to study about the gender based stereotypes.

Taking this into account this research was conducted to study the relationship between people of age 15 to 25 with the stereotypes around them. It focused on studying certain questions like, if they believe in these stereotypes or if they follow any. Do these stereotypes affect them mentally and emotionally? If they think that one particular gender has more stereotypes associated to it. Has these stereotypes ever been taught to them? As seen the participants have given answers to indicate:

Everyone has heard a stereotypical comment. 50% of them hearing such a comment once a week. This indicates that stereotypical comments are a part of our everyday life.

77% of them say that nobody ever deliberately taught them these stereotypes. These stereotypes are so deeply rooted in our culture that we learn them through the process of socialisation even when people don't deliberately teach us. The society used the method of reward and punishment. We are praised when we abide by these stereotypical rules while face disagreement when act otherwise.

Most of the participants don't follow any stereotypes and find them unfair. While on the other hand some people do think that in certain situations stereotypes are not unfair and follow certain stereotypes like females shouldn't go to temples when they are on their periods.

Most of the participants said that these stereotypes do affect them emotionally and mentally.

67% of the participants feel that a particular gender, namely females have more stereotypes associated to them while rest of the participants feel otherwise.

73% of the participants have been asked by the society to participate in something they personally don't believe in. All of them did choose to raise their voices and share their opinion when they were asked to follow something they don't believe in.

IX.   CONCLUSION

The hypothesis stated that Females have more stereotypes associated with them and these stereotypes do affect people emotionally.

After the research, hypothesis has been proven true.

Research question was - Does a particular gender have more stereotypes associated to it? Do these stereotypes affect people emotionally?

Answer to which is that yes, females do have more stereotypes associated with them and these stereotypes do affect them mentally and emotionally.

X.   LIMITATIONS

Some people didn't answer the subjective questions openly, they didn't share their thoughts and opinions, rather just wrote a one or two word answer.

Since the participants were the people researcher knew personally, a lot of different backgrounds and age groups were not covered equally. Most of the participants were 16 years old. Thus all the opinions and diversities could not be covered.

Using the interview method more raw opinions of the participants could have been observed while in the questionnaire method some participants didn't share their opinions freely.

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