

Stereotypes



- Stereotypes are pre-packaged expectations about behavior and characteristics of groups
- They help us make more automatic decisions
- May be correct or incorrect, static or changing
- Apparent in all cultures and history
- May affect major aspects of our world
 - poverty, education, sustainable development, social tranquility, and social evolution

Kahneman on Stereotypes



- The fast thinking, quick decision brain is lazy
- Stereotyping is a way of reaching fast conclusions about members of a group
- The stereotype is often not borne out by base rate statistics, and even if it is, many group members may not fit the image.
 - Tom is an orderly, neat, introverted individual. He loves to read. Is he more likely to be a salesman or a librarian?
 - Most people say librarian because of our librarian stereotype, but salesman might be a better guess because the description is meager, and there are 25 times more salesman.

Why Study Gender Stereotypes?



- Stereotypes about women limit global progress
- The Millennium Project tracks and reports on 15 global challenges
- The challenges interact; improving the status of women seems offers the possibility of improvements across the board.
- Therefore important to understand the changes in store

Categories of Concern



- True stereotypes
 - Blondes tend to be silly
- Behavior norms, societal and emotional aspects- almost stereotypes
 - Sexual harassment in the workplace is no big deal
- Social and economic equity issues
 - Equal work deserves equal pay, regardless of gender

Gender Stereotypes

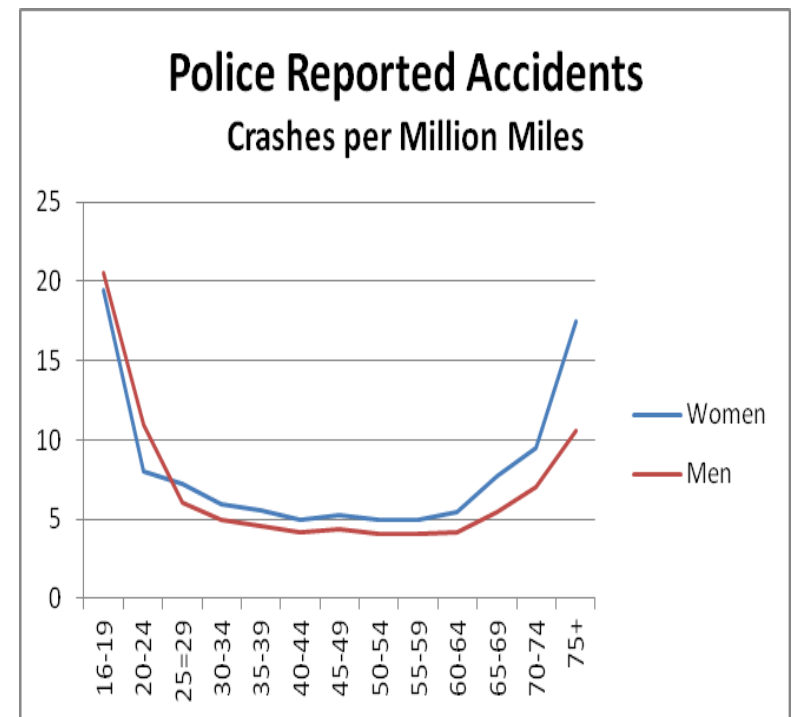
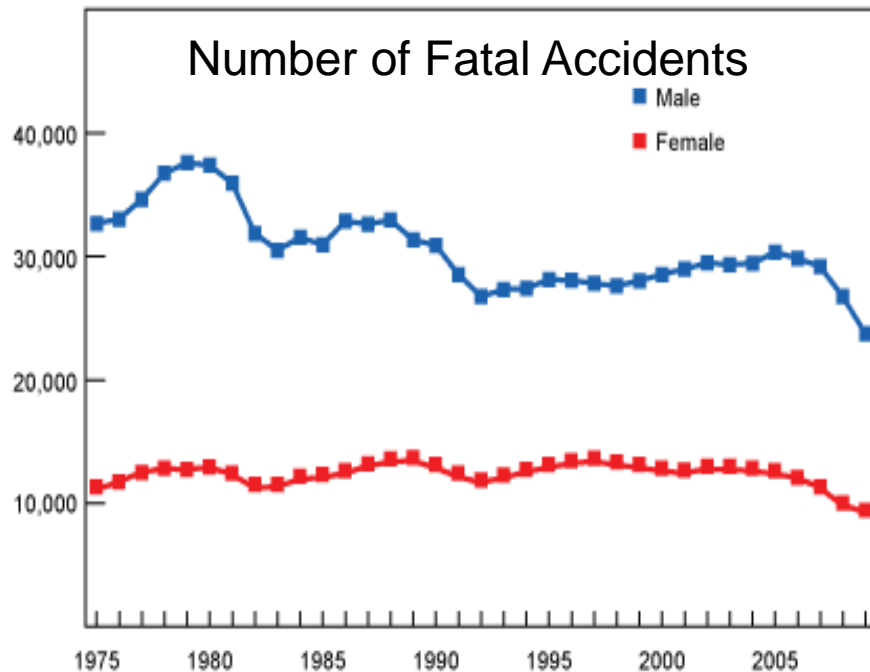


- Some stereotypes are *verifiable*
- Stereotypes are dynamic- *change with time*
- Differ among *regions and cultures*

Verifiable Stereotypes



Example of stereotype: women are worse drivers than men



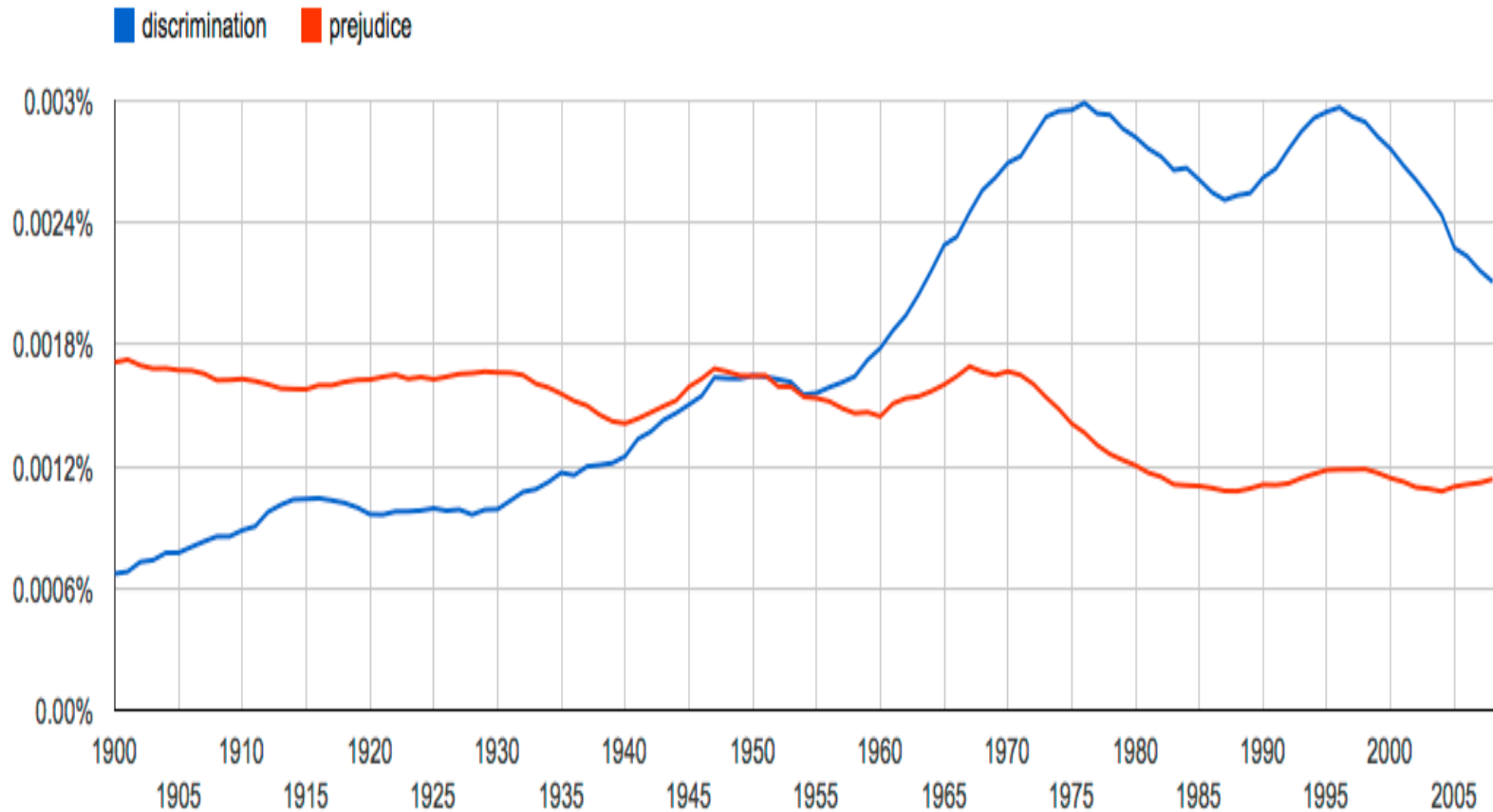
Stereotypes Change Over Time



- ***Today's vice is tomorrow's virtue***
 - Sexual mores
 - Evolution of “dirty” language
 - Miscegenation
- ***Yesterday's virtue is today's vice***
 - Crusades
 - Inquisition
 - Chastity belts



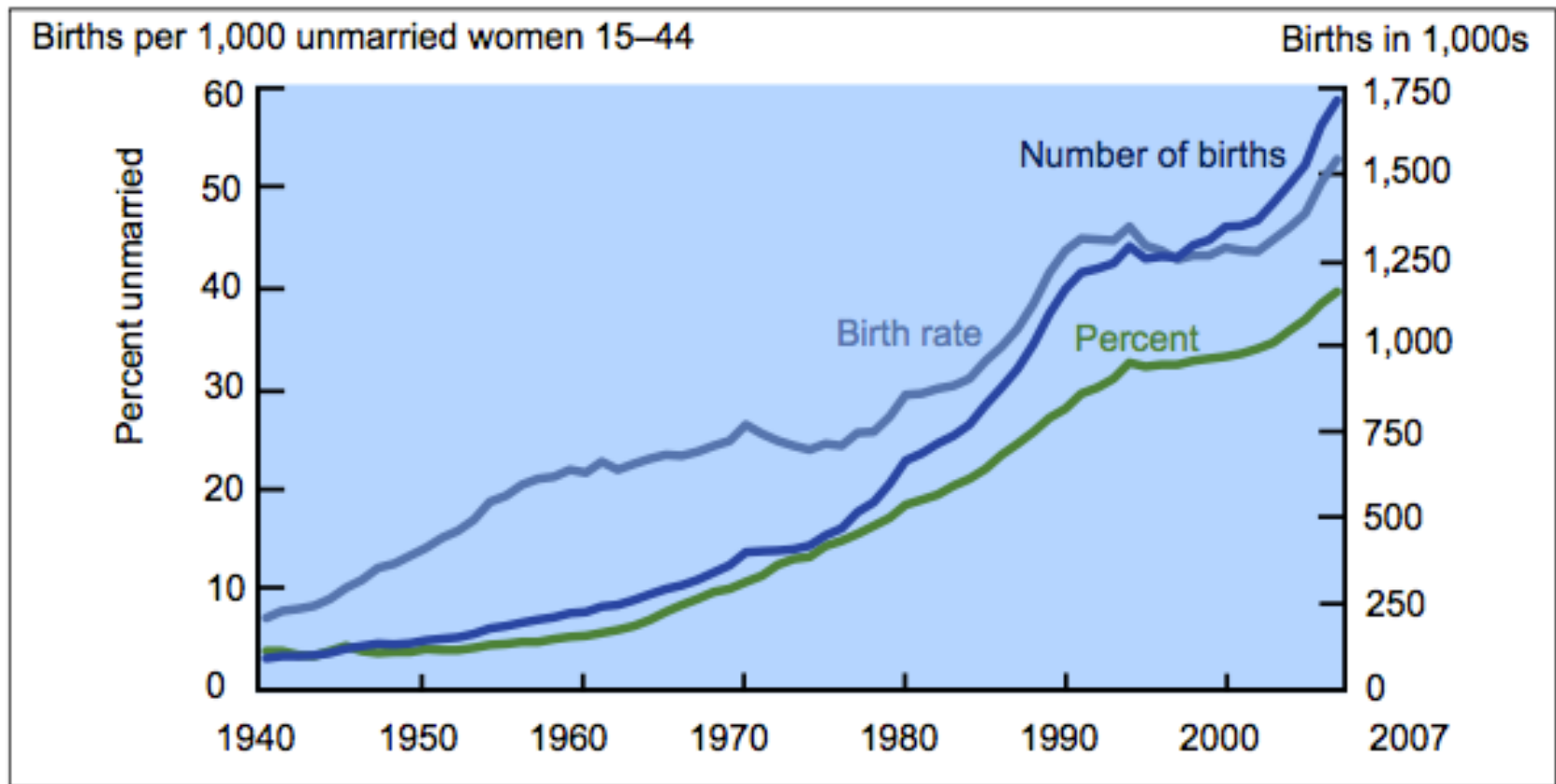
Changes in Language



Births to Unmarried Women

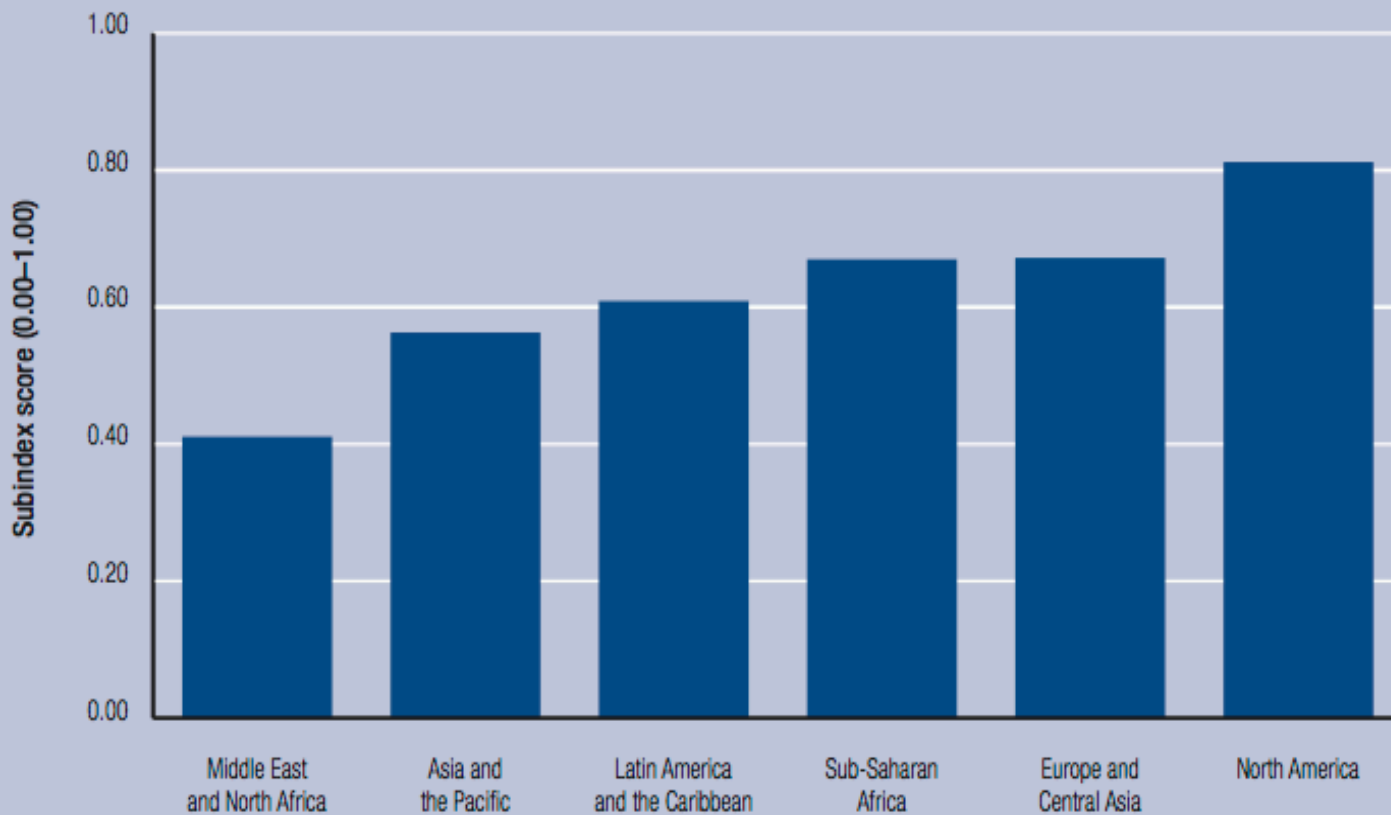


Figure 1. Number of births, birth rate, and percentage of births to unmarried women: United States, 1940-2007



Regional Differences: Gender Gap

Economic Sub-Index



What Drives Stereotype Change?



- Technology, globalization, modernity
- The spread of ideas and norms via new media
- Increased access to education
- Political and economic empowerment
- Increased mobility and migration
- Cultural and ideological shifts (Fiddler)
- Regulations and improved judicial systems

What Impedes Stereotype Change?



- Taboos
- Religious and patriarchal structures
- Inertia – traditions, customs, family Lack of institutional structures
- Economic realities
- Media stereotyping
- Reluctance to accept the obsolescence of old ideas

The Millennium Project Study



- How gender stereotypes may change over 100 years (1961 to 2061)
- Assessed 39 stereotype-like statements about women
- Three questions for each stereotype:
 - Assume an opinion poll. What percentage would have said they believed it in 1961, in 2011, and in 2061?
 - What is the role of the media in your region?
 - What is your personal belief about the validity of the statement?



Global Expert Studies

Using Real Time Delphi



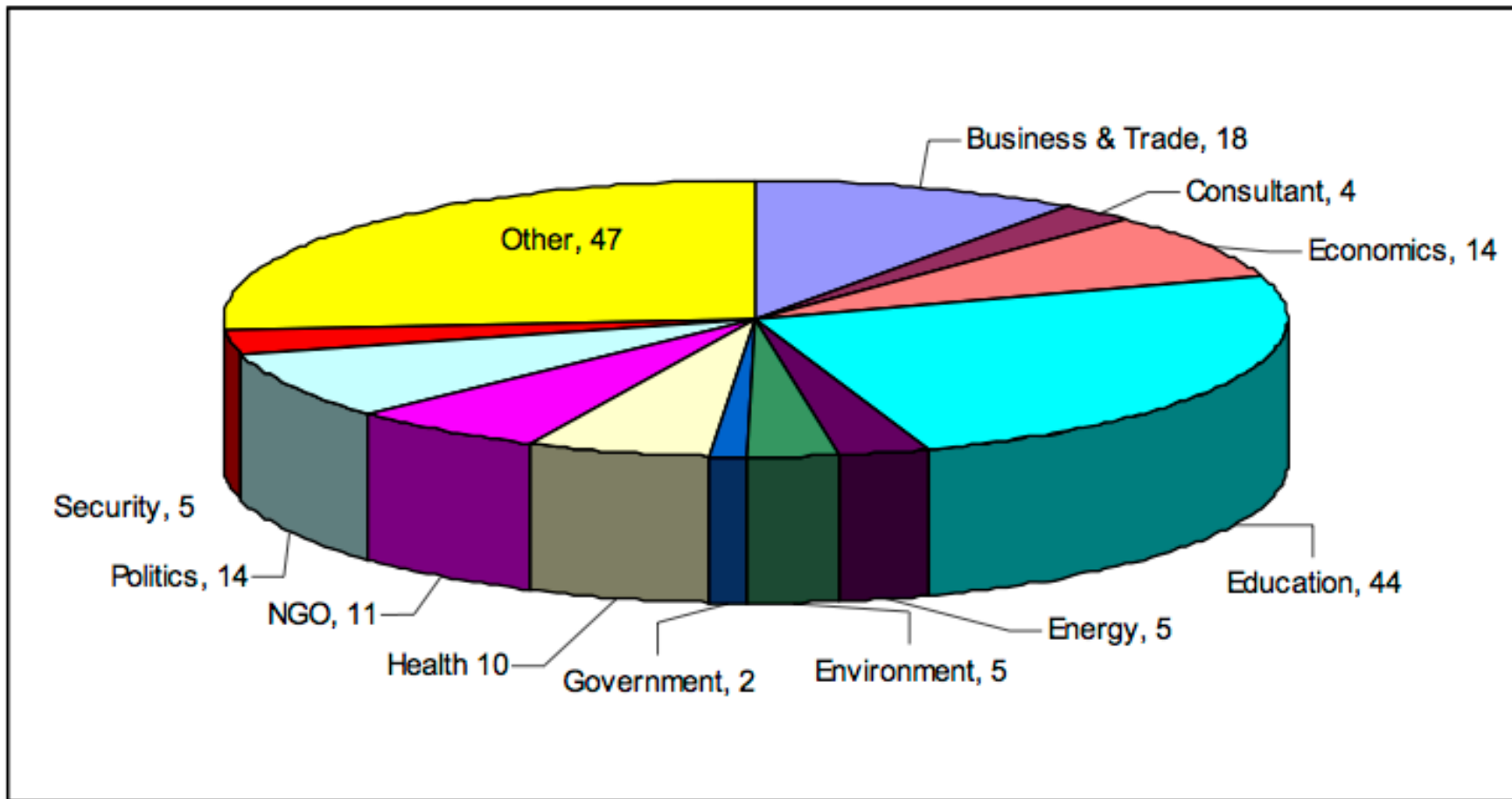
Gender Stereotypes

Gender Stereotypes Around the World and Across Time

Questionnaire

	Questions	Change Over Time	Media Influence	Personal Belief
1	<p><i>Women are valued more for their physical appearance than their intellect or character.</i></p>	<p>Suppose that a poll were taken in your country in the years shown. What percent of the people do you think would have agreed with the statement? (please enter numbers only; e.g. 50 for 50%)</p> <p>89 2061 (34.5) (79)</p> <p>99 2011 (57.5) (80)</p> <p>99 1961 (71.1) (79)</p> <p>Submit only this cell <input type="button" value="go"/></p> <p>Reasons for your answer .. click here</p>	<p>Today in your country how often do the media reflect this view?</p> <p><input checked="" type="radio"/> Always (12)</p> <p><input type="radio"/> Frequently (43)</p> <p><input type="radio"/> Sometimes (17)</p> <p><input type="radio"/> Seldom (1)</p> <p><input type="radio"/> Never (3)</p> <p>Your answer has been entered, and you may change it at any time.</p> <p>Submit only this cell <input type="button" value="go"/></p> <p>Reasons for your answer .. click here</p>	<p>Some stereotypes may be true. What about this one? Do you personally think this statement is true?</p> <p><input type="radio"/> Always (3)</p> <p><input type="radio"/> Frequently (22)</p> <p><input checked="" type="radio"/> Sometimes (31)</p> <p><input type="radio"/> Seldom (7)</p> <p><input type="radio"/> Never (12)</p> <p>Your answer has been entered, and you may change it at any time.</p> <p>Submit only this cell <input type="button" value="go"/></p> <p>Reasons for your answer .. click here</p>
2	<p><i>Physical appearance is more important for women than for men.</i></p>	<p>Suppose that a poll were taken in your country in the years shown. What percent of the people do you think would have agreed with the statement? (please enter numbers only; e.g. 50 for 50%)</p> <p>89 2061 (44.0) (69)</p> <p>99 2011 (61.1) (68)</p> <p>99 1961 (71.6) (68)</p> <p>Your answer has been entered, and you may change it at any time.</p>	<p>Today in your country how often do the media reflect this view?</p> <p><input checked="" type="radio"/> Always (13)</p> <p><input type="radio"/> Frequently (41)</p> <p><input type="radio"/> Sometimes (15)</p> <p><input type="radio"/> Seldom (2)</p> <p><input type="radio"/> Never (0)</p> <p>Your answer has been entered, and you may change it at any time.</p>	<p>Some stereotypes may be true. What about this one? Do you personally think this statement is true?</p> <p><input type="radio"/> Always (0)</p> <p><input checked="" type="radio"/> Frequently (28)</p> <p><input type="radio"/> Sometimes (20)</p> <p><input type="radio"/> Seldom (12)</p> <p><input type="radio"/> Never (9)</p>

Diversity of Respondents



Caveats and New Ground

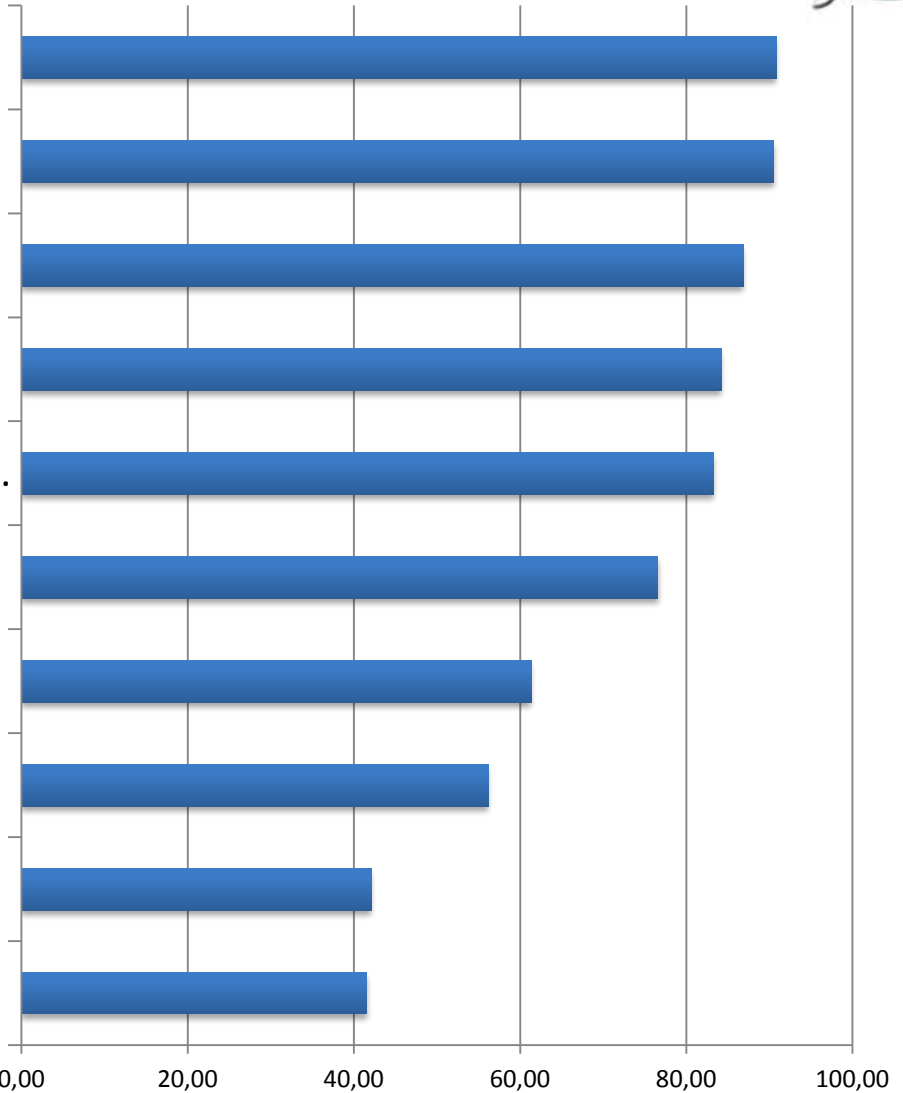


- Delphi and RTD studies usually involve experts; this panel was of interested people
- Not statistically significant, results represent beliefs of an informed group who told us about their observations, beliefs, and expectations.
- The questions were formulated in a new way.
- In reading the results please remember that the opinion polls were only hypothetical

The 2061 Profile



9. Women should have the right to divorce.



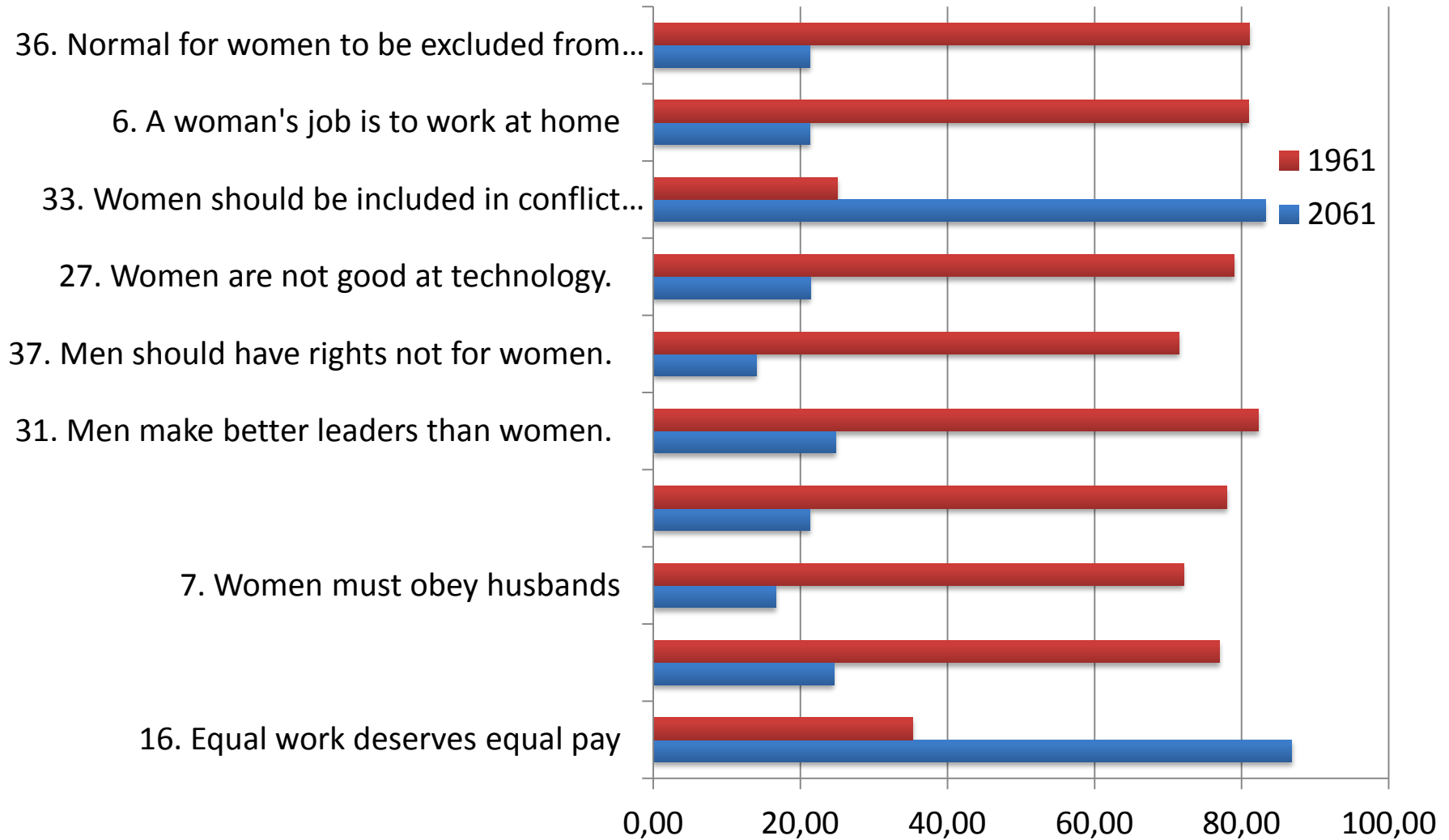
16. Equal work deserves equal pay

33. Women should be included in conflict...

34. Women are more peaceful than men.

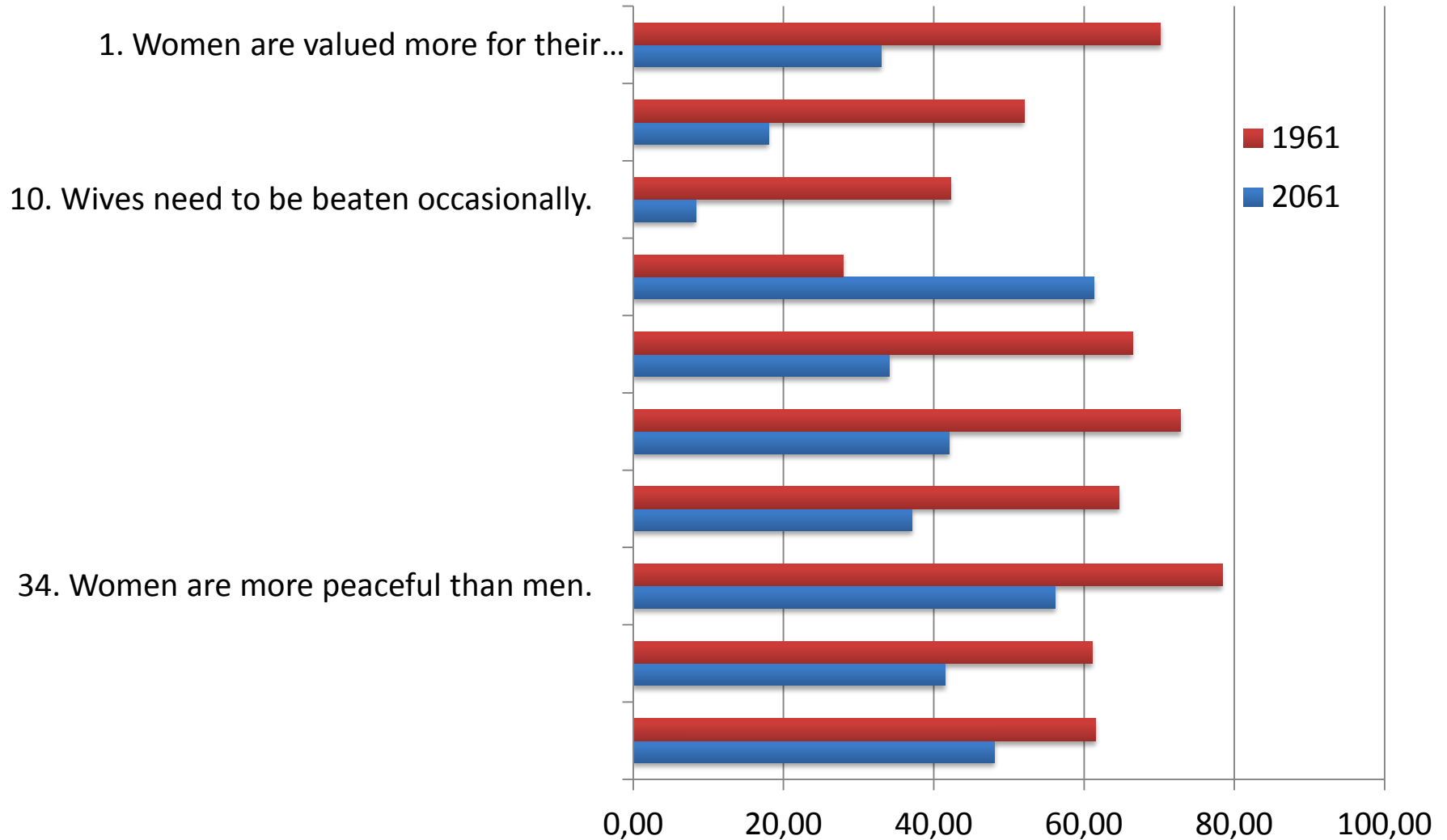
Ten Greatest Changers

(ranked by absolute differences 1961-2061)



Ten Least Changers

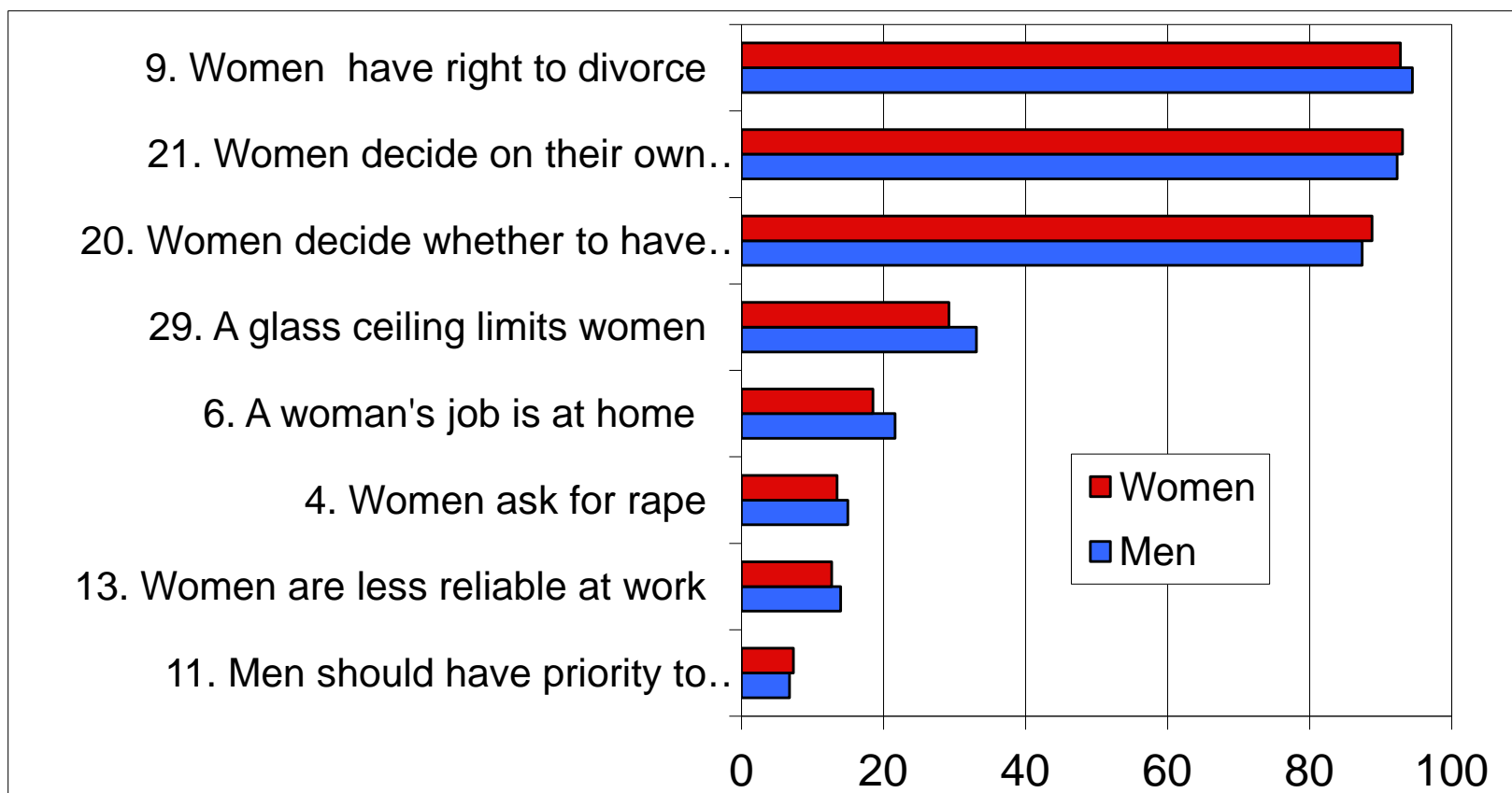
(ranked by absolute differences 1961-2061)



Highest Level of Agreement



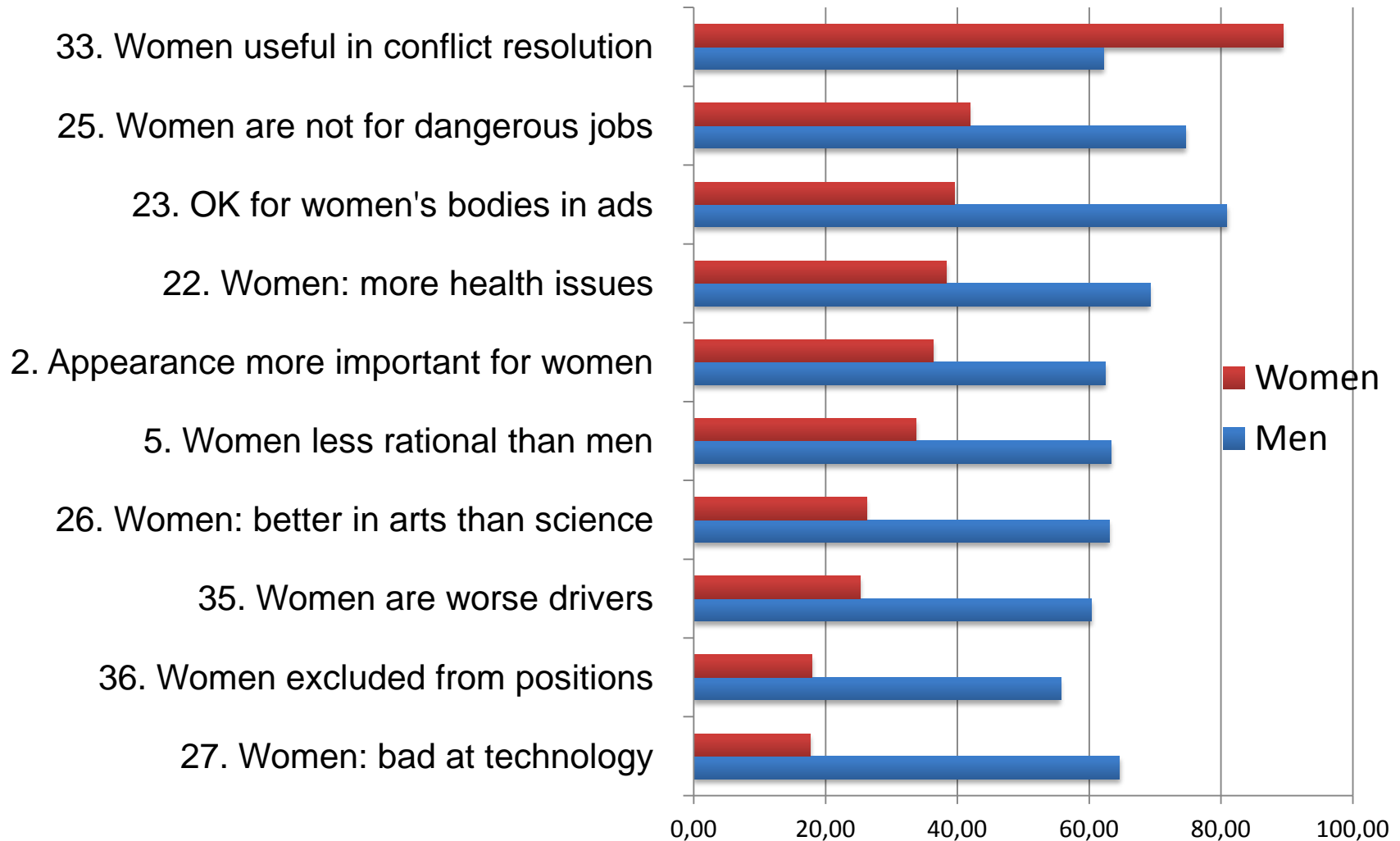
Men and women agreed on the percentage of population likely to accept some statements in 2061



Low Agreement



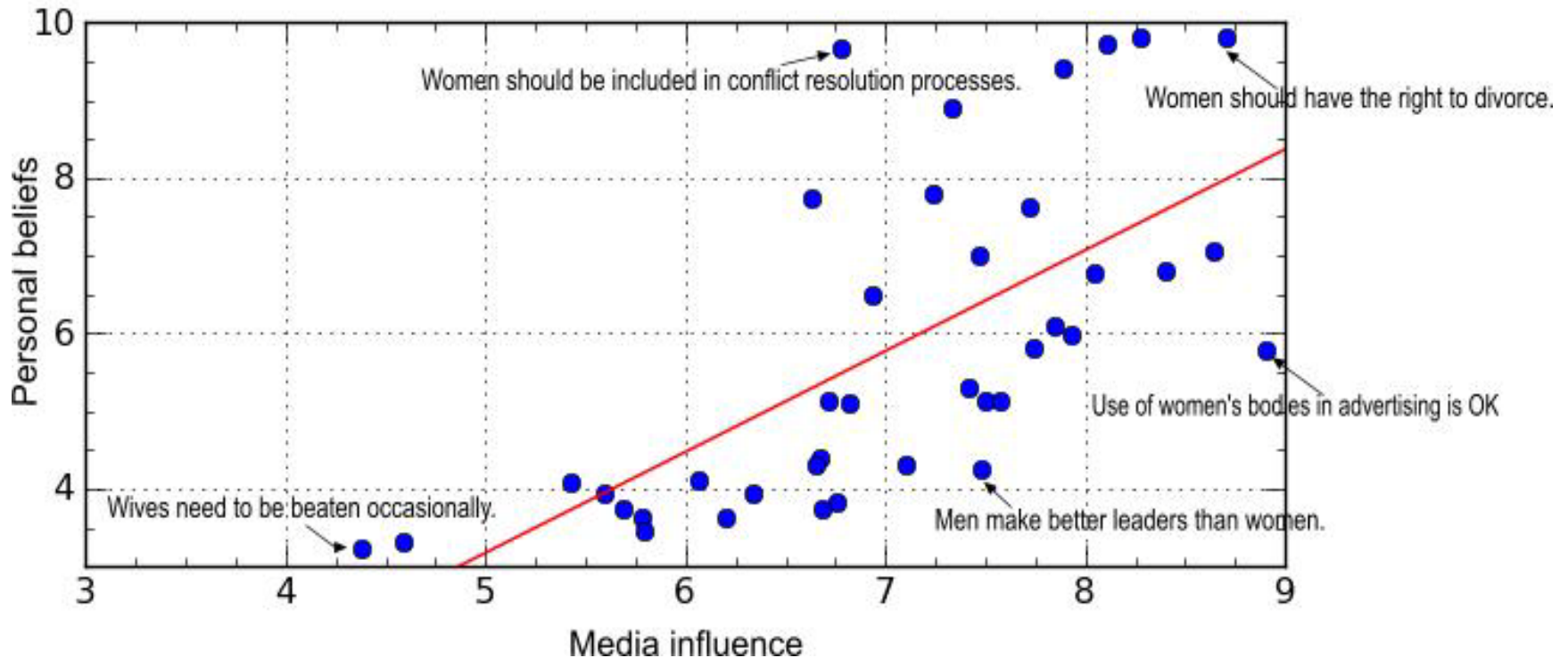
For others men and women disagreed on 2061 acceptance



Media and Stereotypes



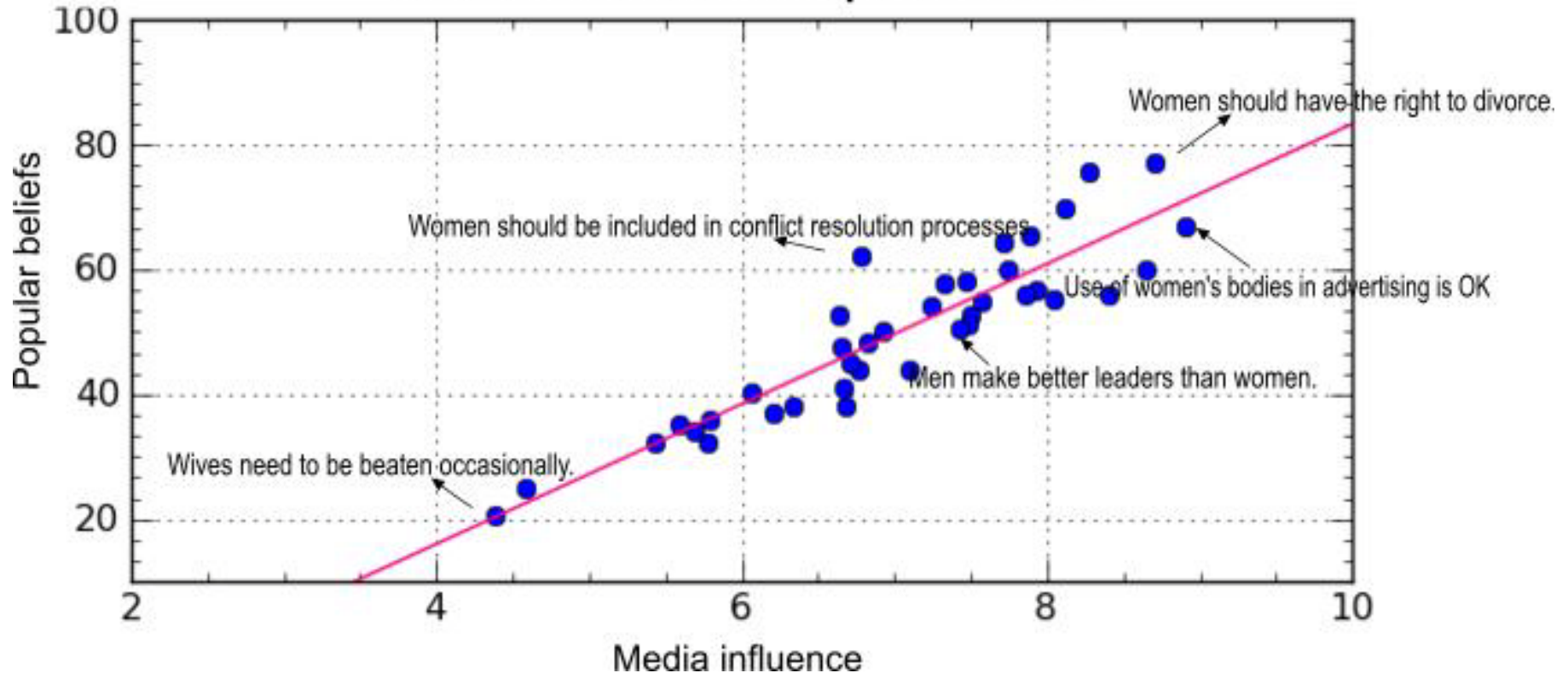
Media influence vs. Personal beliefs



Media and Popular Beliefs



Media influence vs. Popular beliefs



Reasons & Comments



- Sexual harassment is and always will be a big deal.
- Women are much better at "multi-tasking" than men.
- Women have more frail physique, men should protect them from any harm.
- Sometimes men are better leaders because they are less sensitive and have stronger will.

Reasons & Comments (2)



- Women are becoming more and more valued for their intelligence, yet they are always measured by appearance and this will never change
- Until we women choose dignity over popularity, this is not going to change.
- Denying that women are more emotional than men is just denying what makes them so magically feminine...

Newly Suggested Stereotypes



- A woman must marry and have children to feel fulfilled as a woman.
- Stereotypes about women who are sex workers are missing.
- The “gold-digger” stereotype – women and girls just want men's money.
- Women who succeeded in their career are usually “supported” by a man in exchange for sexual favors.
- Women who are smart are a threat to men.
- Women create hurdles for other women.

Beyond the Study



- Same sex marriages
- Modified prenatal genetics vs. random genes.
- On the life extension pill vs. standard aging
- Robot lovers
- Population of migrant workers explodes
- Discrimination on basis of atheism and agnosticism

Conclusion



- A slow but massive shift in gender stereotypes over the next few decades.
- Old views of restricted societal roles for women are evolving to more liberal concepts, based on gender equity.
- Differences between men and women persist for some stereotypes but converge for others



For complete study report:

www.millennium-project.org/millennium/Gender_Stereotypes.pdf