



The nature of the influence of gender stereotypes on the development of personality

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Gender stereotypes: a brief history of the study

- Gender stereotype is an organic element of spiritual culture that highly influences the self-awareness of a person, their socialization, self-identification, the development of their social roles, the nature and model of communication, and other vital processes.
- For the first time, the term "stereotype" was introduced by U. Lippmann, journalist in 1922.
- Then the issue of social stereotypes was most successfully investigated by H. Tajfel, R. Gardner, P. Hinton, and others.
- The specificity analysis of gender stereotypes is presented in the writings of such western authors as I. Broverman, S. Basow, D. Schneider. In Ukraine, V. Aheieva, O. Vilkova, O. Kis, S. Oksamytna, etc. studied the gender stereotypes affect.



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A stylized illustration at the top of the slide shows a group of diverse people in various colors and styles, representing a multicultural and inclusive community. The illustration is partially obscured by a large, flowing, golden-yellow ribbon that curves across the top of the page.

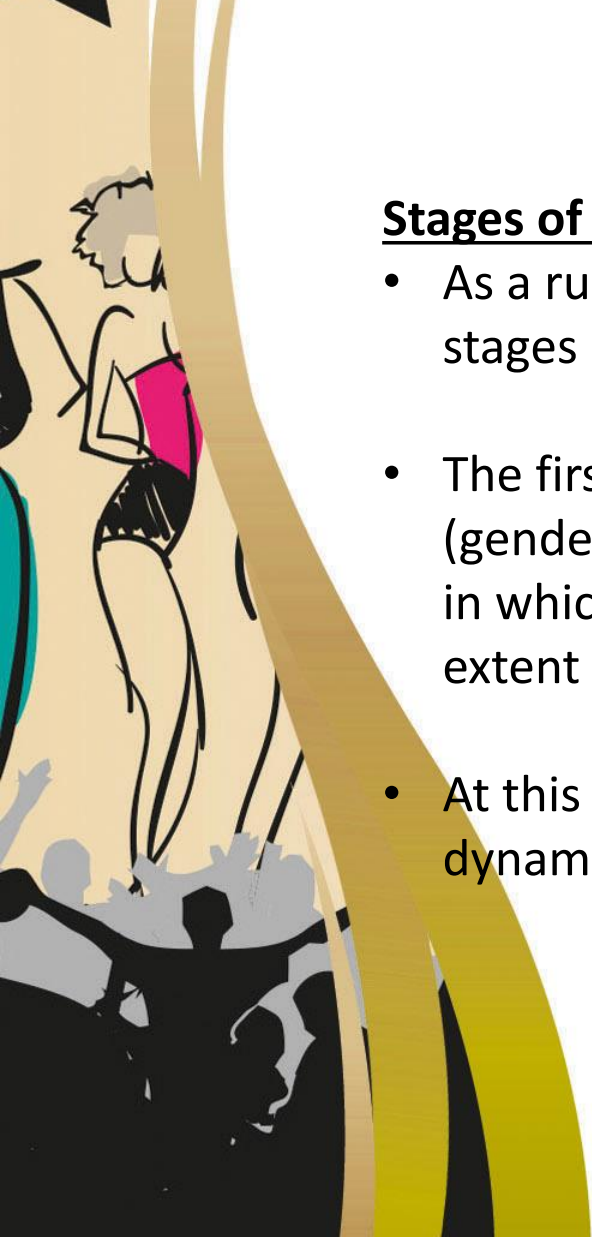
The nature of gender stereotypes

- The influence of gender stereotypes on the personality development can be divided into "conditional constructive" and "destructive". Such differentiation happens due to the very nature of stereotyping phenomenon, which is based on the innate ability of the human psyche to perceive and record information about homogeneous objects, phenomena, facts, objects, etc. in the form of stable and homogeneous mental stereotypes (representations, images, assessments, etc.).
- Such world perception model is recorded in the collective memory and allows an individual as well as a society to establish a communicative contact (to understand each other, to exchange information, to carry out the identification, to consolidate, etc.).
- In general, stereotyping is a very important social tool that provides vital functions for an individual as well as society, since it regulates the perception of the surrounding world.



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Stages of stereotyping process development

- As a rule, stereotyping reaches two diametrically opposed stages in its development: adequacy - inadequacy.
- The first stage of "adequacy" begins when the born image (gender stereotype) is fully consistent with the social realities in which it appeared; it orientates, mobilizes and to some extent contributes to the development.
- At this stage, the stereotype is characterized by concretion, dynamism, and correspondence of time.



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Stages of stereotyping process development (continuation)

- The transition of a gender stereotype in the second phase of its development - the stage of "inadequacy" is due to the fact that society's life varies much faster than stereotypes generated by them.
- As a result, a gender stereotype at this stage is increasingly beginning to show conservatism, agility, non-compliance with time requirements, and eventually begins to live their own lives and slow down social development.
- Moreover, it shows the reason to subdivide the influence of gender stereotypes in the personality development into "conditional-constructive" (since the right-oriented stereotype has an ability to lose its positive charge in the course of time and even become its opposite) and "destructive".



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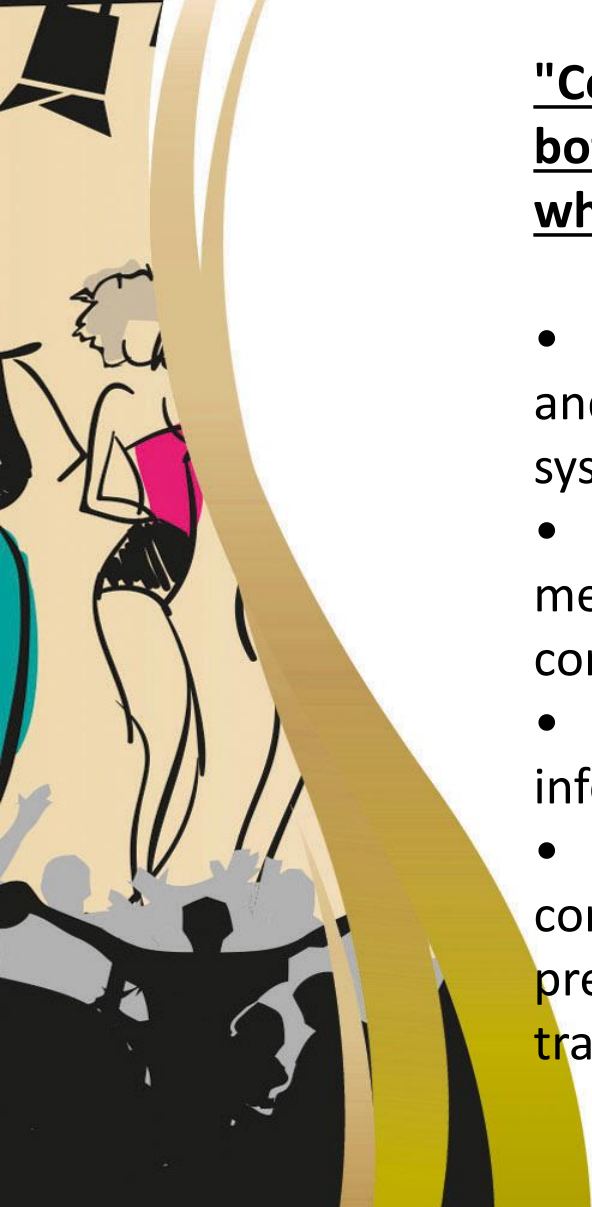
"Conditionally constructive" influence of gender stereotypes both on the development of the individual person and the whole of society is that they:

- accumulate standardized collective experience, help a person orient and adapt in the surrounding reality better and faster, "prompt" behavior in critical situations;
- influence on the formation of a single set of conduct rules, common collective memory and a general picture of the world in society, which ensures its integrity and stability, increases its viability;
- support the model of gender roles distribution, which provided public safety and development in the past;
- facilitate the group identification of an individual, which creates the conditions their successful socialization;



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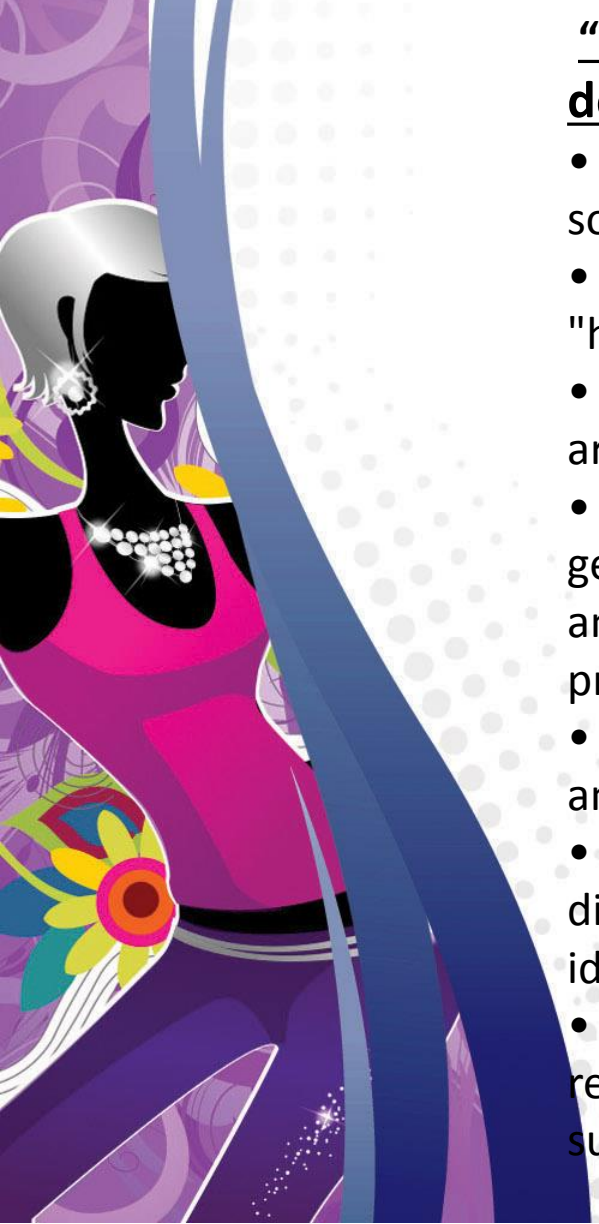
"Conditionally constructive" influence of gender stereotypes both on the development of the individual person and the whole of society is that they (continuation):

- contribute to the integration of the social community and act as a factor supporting the sustainability of the social system as a whole;
- form and support the picture of mutual perception of men and women and thus facilitate the establishment of contacts and communication;
- simplify and systematize orientation in the information flow;
- save time for decision-making because they include a community-based scheme of behavioral patterns based on previous generations and fixed in established norms and traditions.



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“The destructive” effect of gender stereotypes on the development of an individual and the whole society is that they:

- justify and support gender inequality and discrimination in society at family and state level;
- support vertical gender stratification, in which a man is "higher" on the social ladder and a woman is "lower";
- exaggerate differences in roles between men and women artificially;
- maintain the existing model of labor relations, based on gender segregation, defined by the asymmetric distribution of men and women in the labor field, both at the job position and field and professional subdivision;
- hinder the active inclusion of women in the production and science, in the economic and political management of society;
- derogate from human rights and lead to gender discrimination - violation of human rights on the grounds of gender identity;
- contribute to the stability of intergroup and interpersonal relationships based on the principles of domination and subjugation;



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“The destructive” effect of gender stereotypes on the development of an individual and the whole society is that they (continuation):

- interfere with the objective perception of the opposite sex both at the group and individual levels;
- spur into different interpretation and evaluation of the same actions, acts and behavior, depending on the gender of the person who made it;
- lower the self-esteem of a person who believes that it does not correspond to stereotyped gender role patterns;
- due to its natural conservatism, retard the progressive development of the human potential of both men and women and become an obstacle to their self-realization;
- can negatively affect individual development and mental state of an individual, since roles and patterns of behavior imposed by gender stereotypes often contradict their own aspirations and desires;
- can be a basis for justifying or concealing unlawful acts - acts of aggression and humiliation; physical, sexual, psychological and economic violence; ill-treatment of children and others.



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General conclusion

To sum it up, the influence of gender stereotypes on society and the process of personality development are controversial and ambiguous.

On the one hand, they accumulate collective experience, ensure the integrity and stability of the social system; promote group identification of a personality; simplify the decision-making process; on the other hand, they support gender inequality and discrimination in society; constrain the development of human potential, hindering the self-realization of individuals; create tension in communication between men and women and others.



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