

# Chapter 12

## Changing Gender Stereotypes



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## Executive Summary

With increasing education everywhere and the growth of the Internet, the world is changing its mind about previously accepted stereotypes. The Millennium Project conducted an international assessment about how stereotypes about woman are changing.

Stereotypes are shorthand representations of characteristics of a group; they are labels that are applied, right or wrong, to everyone in a group.

Progress on gender equity over the past century has been significant. Only two countries at the beginning of the twentieth century allowed women to vote. Today, there is nearly universal suffrage, and women represent 19.8% of parliamentarians worldwide and 16.7% of ministers, while there are 17 women heads of state or government. Patriarchal structures are increasingly challenged, and the advances toward gender equity appear to be irreversible.

There are international and national regulations that protect women's rights, quotas in some countries support their participation in decisionmaking, and an increasing number of programs around the world promote women's rights and encourage female entrepreneurial spirit. Communities with gender discriminatory practices are increasingly stigmatized. Modern communications link geographically separated people with like minds and interests, facilitating the spread of new ideas and attitudes. Understanding which, where, and how gender stereotypes are changing, adapting to a more ethical and intelligent society, is important for understanding social development in general and for improving the status of women.

The Millennium Project conducted a study to assess how gender stereotypes are thought to have changed from 50 years ago and how they will change 50 years in the future – so between 1961 and 2061. Over 250 people from 57 countries signed in to the on-line Real-Time Delphi questionnaire, and 179 people responded to at least one question. The respondents provided about 13,500 answers, or about 75 answers per person.

The study asked participants to assess 39 stereotypes about women. The list of these stereotypes is presented in Box 1. Although some of the statements appear to be more gender equity issues than stereotypes per se, they meet the criteria of beliefs about women.

The statements assessed in this gender stereotypes study could be grouped into three categories:

- Beliefs about gender social and economic equity
- Beliefs about woman's rights
- Beliefs about societal and emotional aspects

The study was conducted using a Real-Time Delphi. The questionnaire asked three central questions about each of the 39 stereotypes:

- Assume an opinion poll asked people whether they believed the stereotype was true. What percentage would have said they believed it in 1961, in 2011, and in 2061?
- What is the role of the media in perpetuating the respective stereotype in the respondent's region?
- What is the respondent's personal belief about the validity of the statement?

Box 1. List of Stereotypes Used in the Study

1. Women are valued more for their physical appearance than their intellect or character.
2. Physical appearance is more important for women than for men.
3. Women are more responsive to advertising and marketing than men.
4. Woman are raped because they ask for it.
5. Women are less rational and more emotional than men.
6. A woman's job is to work at home and serve the needs of her family.
7. Women must obey and submit to their husband or male companion.
8. Men should make all important family decisions.
9. Women should have the right to divorce.
10. Wives need to be beaten occasionally.
11. Men should have priority in access to education.
12. Even with the same education, men are more productive than women.
13. Women are less reliable than men at work.
14. Women need more time off from work than men to attend to family matters.
15. Sexual harassment in the workplace is no big deal.
16. Equal work deserves equal pay, regardless of gender.
17. Independent women increase the social status of a family.
18. Single women manage better than single men.
19. Single mothers are unusual.
20. Women have the right to decide whether and when to have children.
21. Women have the right to decide on issues related to their own health and bodies.
22. Women have more health issues than men.
23. Use of women's bodies in advertising is OK.
24. Women are better at social/cultural issues, men are better at economic and infrastructure.
25. Women are not well suited for dangerous jobs.
26. Women are better in arts and social sciences than hard sciences.
27. Women are not good at understanding technology.
28. Women heads of state or corporate leaders lose many of their feminine characteristics.
29. A glass ceiling limits professional advancement of women.
30. Women are less charismatic than men.
31. Men make better leaders than women.
32. Violence and rape against women is to be expected during war.
33. Women should be included in conflict resolution processes.
34. Women are more peaceful than men.
35. Women are worse drivers than men.
36. It is normal for women to be excluded from certain circles or positions.
37. Men should have certain rights that are not available to women.
38. Women are more gullible than men.
39. Blondes tend to be silly.

This structure placed the evolution of stereotypes in two dimensions: change over time and regional differences. The study also explored potential correlations among expectations about the stereotype and influences of the media and personal biases.

It is perhaps no surprise that the results show positive changes for all the stereotypes and beliefs assessed by the study, since the participants were self-selected and identified as interested in the topic. Nevertheless, the anticipated changes vary widely among the stereotypes. For example, in terms of the respondents' estimates of the percentage of people who might have supported a stereotype in 1961 versus those they expect would support it in 2061, the statement "It is normal for women to be excluded from certain circles or positions" changed by 60% while "Use of women's bodies in advertising is OK" only changed by 13%.

The study found that the greatest change in stereotypes about women from 50 years ago to now is that "A woman's job is to work at home and serve the needs of her family." The respondents judged this stereotype to be acceptable by 81% of the public in 1961, but only 41% in 2011, with an expected further drop to 21% by 2061.

The stereotype judged as having the highest relative percentage change from 50 years ago to 50 years in the future was "Women should be included in conflict resolution processes." The public's acceptance of this stereotype was thought to change from 25% in 1961, to 62% in 2011, with an expected further increase to 83% by 2061.

Here are some highlights from the survey's findings. See Section 4 of this Chapter for the complete list of ratings.

**The beliefs estimated to decrease in acceptance the most between 1961 and 2061 were:**

- Women must obey and submit to their husband or male companion.
- Wives need to be beaten occasionally.
- Men should have certain rights that are not available to women.
- Men should have priority in access to education.

**The beliefs that were estimated to increase the most were:**

- Women have the right to decide on issues related to their own health and bodies.
- Women should have the right to divorce.
- Single women manage better than single men.
- Equal work deserves equal pay, regardless of gender.
- Women have the right to decide whether and when to have children.
- Independent women increase the social status of a family.
- Women should be included in conflict resolution processes.

**The social and economic equity statements believed to receive over 80% approval in 2061 were:**

- Women should have the right to divorce.
- Women have the right to decide on issues related to their own health and bodies.
- Equal work deserves equal pay, regardless of gender.
- Women have the right to decide whether and when to have children.
- Women should be included in conflict resolution processes.

**The stereotypes that were judged to change the least (estimated to diminish less than 35%) between 1961 and 2061 were:**

- Women are more responsive to advertising and marketing than men.
- Use of women's bodies in advertising is OK.
- Women are more peaceful than men.

Where did women and men agree and disagree? A gender-based analysis provides some interesting insights. There was close agreement between the answers given by men and women on some statements and sharp disagreement on others. Men and women largely agreed on the percent of the population likely to believe in the following stereotypes in 2061 (listed in order of agreement):

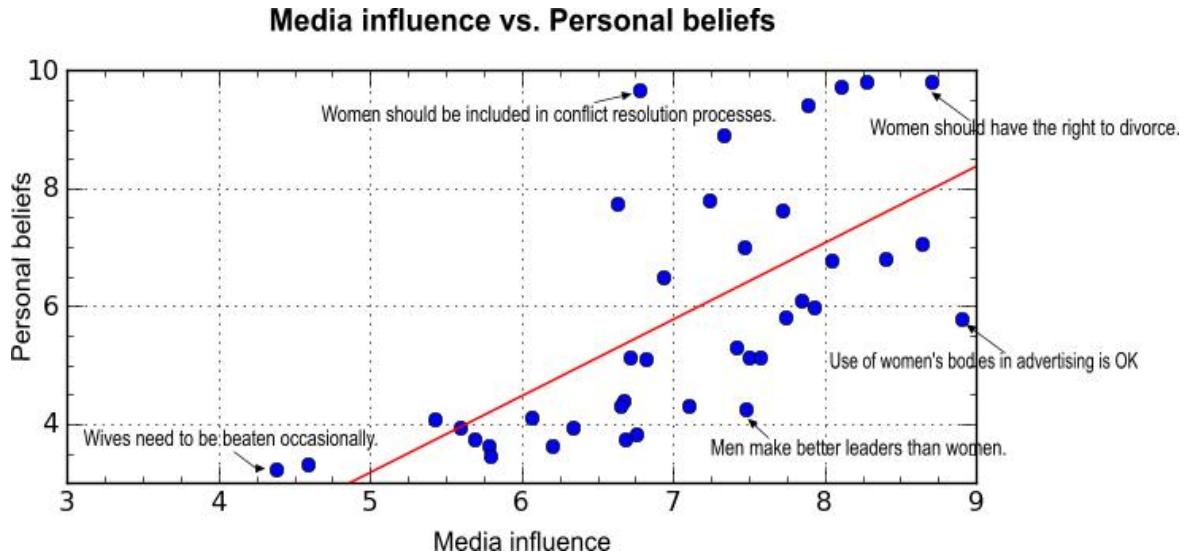
- A glass ceiling limits professional advancement of women.
- Women have the right to decide whether and when to have children
- Women have the right to decide on issues related to their own health and bodies.
- Equal work deserves equal pay, regardless of gender.
- Women should have the right to divorce.

But disagreed sharply on: (listed in order of disagreement)

- Women are not good at understanding technology.
- It is normal for women to be excluded from certain circles or positions.
- Even with the same education, men are more productive than women.
- Women are worse drivers than men.
- Women are better in arts and social sciences than hard sciences.
- Use of women's bodies in advertising is OK.

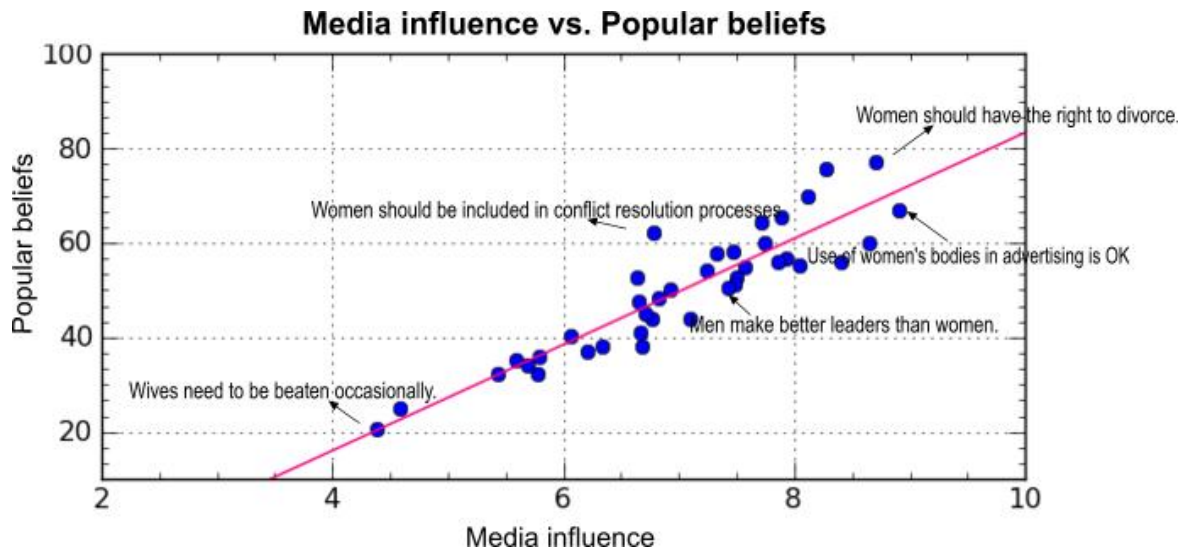
Respondents' views about media support or reinforcement of stereotypes today correlated with their views about public agreement. This was also true between media support and their personal beliefs, as shown in Figure 1. In general, the stronger the media support, the higher the anticipated popular support and the higher the personal beliefs, as shown in the following graphs. This is not to say that one causes the other, because both may have increased as a result of other factors.

Figure 1. Correlation between media influence and personal beliefs about gender stereotypes



The relationship between the media orientation and the hypothetical popular support looked much closer, as shown in Figure 2, which uses the 2011 popular support scores.

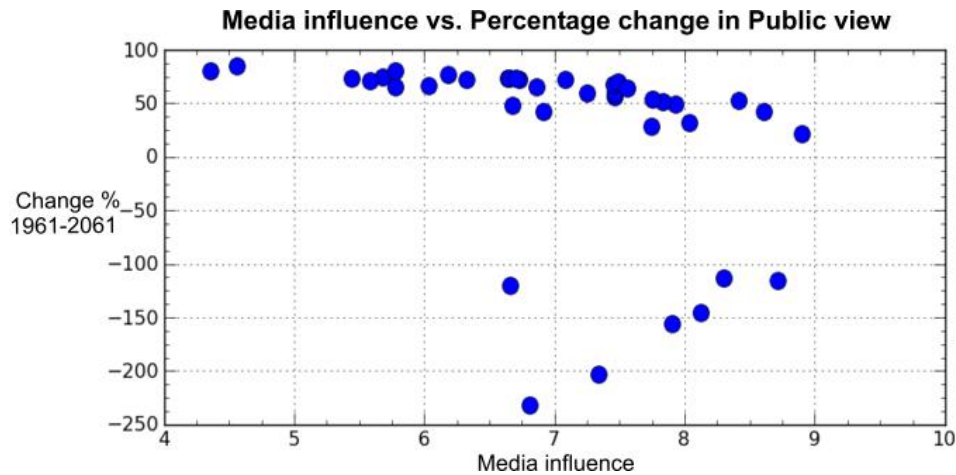
Figure 2. Correlation between media influence and popular support of gender stereotypes



Similarly, some correlation could be observed between personal beliefs and the popular support in a hypothetical 2011 poll.

Influences of the media also correlated with the change in public support between 1961 and 2061. Figure 3 shows that respondents' answers suggested they believe that the stronger the media holds to a stereotype, the less it will change over time.

Figure 3. Correlation between media influence and rate of change of popular support for gender stereotypes



Due to the small sample size and uneven participation from countries around the world, country-to-country comparisons were quite limited, but some sharp differences were apparent nevertheless. Comparing the United States and Mexico, for example, there was relatively high agreement on the following stereotypes:

- Women have the right to decide on issues related to their own health and bodies.
- Women are less reliable than men at work.
- Women have the right to decide whether and when to have children.
- Equal work deserves equal pay, regardless of gender.

The highest levels of disagreement (with popular approval more than three times higher in Mexico than in the U.S.) were about the following statements:

- Sexual harassment in the workplace is no big deal.
- Wives need to be beaten occasionally.
- Women must obey and submit to their husband or male companion.
- Single mothers are unusual.
- Men should have priority in access to education.

While on other statements with lower popular approval in Mexico than in the U.S. were:

- Women are not good at understanding technology.
- It is normal for women to be excluded from certain circles or positions.
- Women have more health issues than men.
- Men should have certain rights that are not available to women.
- Even with the same education, men are more productive than women.



The respondents were encouraged to give reasons of their ratings. In total, 389 reasons were received. A selection is presented in Section 6 of this chapter, and the full text of all the reasons is available in Appendix B. The reasons given by the respondents varied from elaborate comments, mostly explaining cultural specifics, to joke-like answers, as in the case of the stereotype about blondes. Nevertheless, they generally described a changing mentality for all regions of the respondents.

The questionnaire also invited respondents to suggest other stereotypes. In total, 22 new stereotypes were suggested. The full list of suggested stereotypes is in Appendix B of this Chapter. Some examples are:

- Women are usually instrumental in creating hurdles for other women.
- It is necessary for a woman to marry and have children to feel fulfilled as a woman.
- Stereotypes about women who are sex workers.
- The “gold-digger” stereotype – women and girls just want men's money.
- Women who succeeded in their career are most of the time “supported” by a man in exchange for sexual favors.
- Women who are smart are a threat to men.
- Women ensure social functions of a family.

If the perceptions of the respondents were to be considered as a reflection of the true state of stereotypes' evolution, then we could conclude that a slow but massive shift in gender stereotypes is to occur over the next few decades. Old views involving gender equity, women's rights, and restricted societal roles for women are evolving toward much more liberal concepts.

# 1. Introduction and Methodology

Stereotypes are shorthand representations of characteristics of groups; they are labels that are applied, right or wrong, to everyone in a group. They simplify judgments about groups because they “pre-package” sets of expectations regarding attitudes, behaviors and abilities, and set social and customary norms about the groups to which the labels are applied. Stereotypes may be correct or incorrect. They may be essentially static or change substantially over time (e.g. racial, religious, or ethnic stereotypes that are changing today.) They are apparent in all cultures and throughout history. This study is an initial foray into the dynamics of stereotypes, particularly gender-relevant stereotypes.

Stereotypes may be verifiable in fact or be simply an idea. An example of a verifiable stereotype is the view that “women are worse drivers than men.” Gender specific automobile accident statistics are collected in most countries and therefore the validity of this statement may be tested objectively, but even this may be more complex than it seems (see Box 2). However, most stereotypes such as “Wives need to be beaten occasionally” are matters of opinion or cultural belief.

## Box 2. Are women worse drivers than men?

Using statistics collected in the United States by the Highway Transportation Safety Commission, it is possible to compare gender specific accident statistics. But what set of statistics should be used? Should the data be compared on an age-specific basis? Should only fatal accidents be included or all of those reported to the police? See Figure 1. However, men drive three times the number of miles driven by women in the US; hence, obviously the total number of accidents- fatal and otherwise- will be higher for men. If the accident data is prorated on the basis of miles driven, the picture changes as shown in Figure 2.

Figure 1: Number of fatal accidents

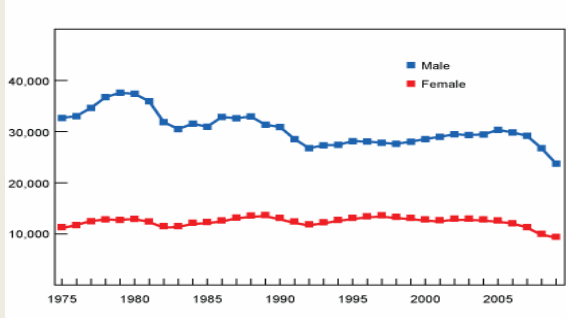
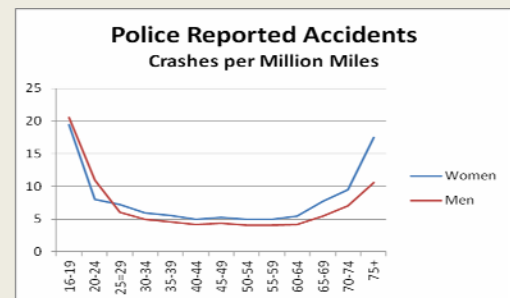


Figure 2 Accidents factoring in miles driven



So, it turns out that young men have a worse record than young women; but through the ages of about 25 to 60, the records are comparable, and above the age of 60 the record of women is indeed worse than that of men.

Based on: Dawn L. Massie and Kenneth L. Campbell, “Analysis of Accident Rates by Age, Gender, and Time of Day Based on the 1990 Nationwide Personal Transportation Survey,” The Insurance Institute for Highway Safety, Arlington, VA, 1993.  
<http://deepblue.lib.umich.edu/bitstream/2027.42/1007/2/83596.0001.001.pdf> and  
 Fatality Facts, The Insurance Institute for Highway Safety, Arlington, VA 2009  
[http://www.iihs.org/research/fatality\\_facts\\_2009/gender.html](http://www.iihs.org/research/fatality_facts_2009/gender.html)

Today, it is generally acknowledged that improved status of women is essential to poverty reduction, education, sustainable development, a more peaceful world, and social evolution in general. The regulations established for supporting the implementation of this principle are not only changing customary laws, but also impacting gender stereotyping.

The purpose of this study was to identify how a self-selected sample of people thought some common gender-based stereotypes were evolving; the role media appears to play in this evolution; and their personal beliefs about these stereotypes.

In general, stereotypes have been studied in social psychology, following several themes: conflict resolution, gender differences, race, politics, workplace biases, and media promulgation and use of stereotypes, to name a few.<sup>1</sup>

The study conducted by The Millennium Project aimed to identify how gender stereotypes might change between 1961-2061 (50 years before and subsequent to present times.) The participants were asked to focus on 39 specific stereotypes. An initial list was developed from a prior complementary study on global stereotypes, a cross cultural survey conducted by Simone di Zio, Lara Fontanella and Mara Maretti of University G. d'Annunzio, Pescara, Italy in 2010<sup>2</sup>. Although, arguably, some of the statements are closer to gender equity issues than stereotypes, they were included in this study because they represent “packages” of beliefs and because of their potential impact on the evolving status of women and gender equity, which were within the scope of the study.

The study used the Real-Time Delphi technique. Delphi methodology involves a questionnaire in which experts give their opinion on a series of statements and/or potential future developments. Based on the original Delphi technique, the Real-Time Delphi is a more efficient method for collecting and synthesizing expert opinions. It is a “roundless” Delphi, in which the respondents participate online, by filling out a questionnaire, and the results—both numerical and qualitative—are updated as responses are recorded in “real time.” The participants may—and are encouraged to—revisit the questionnaire many times for as long as the study is open. Each time, they are shown their own prior responses as well as the updated average numerical answers and the qualitative narrative responses of the others. They can revise and change their own inputs based on this feedback.

The study was conducted in the period between September 15, 2011 and December 31, 2011.

<sup>1</sup>See, for example: Gender differences < [http://www.enotes.com/topic/Gender\\_differences](http://www.enotes.com/topic/Gender_differences)>. Elze G. Ufkes, Sabine Otten, Karen I. van der Zee, Ellen Giebels, and John F. Dovidio, “The effect of stereotype content on anger versus contempt in “day-to-day” conflicts,” *Group Processes & Intergroup Relations*, January 2012; vol. 15, 1: pp. 57-74., first published on August 22, 2011. Zoe Kinias and Heejung S. Kim, “Culture and gender inequality: Psychological consequences of perceiving gender inequality,” *Group Processes & Intergroup Relations*, January 2012; vol. 15, 1: pp. 89-103., first published on June 10, 2011. Maykel Verkuyten, “Assimilation ideology and outgroup attitudes among ethnic majority members,” *Group Processes & Intergroup Relations*, November 2011; vol. 14, 6: pp. 789-806., first published on March 11, 2011. W. Koch, “Do Citizens Apply Gender Stereotypes to Infer Candidates’ Ideological Orientations?,” *The Journal of Politics* (2000), 62 : pp 414-429.

<sup>2</sup> In that study the list of stereotypes has been developed based on existing literature (E. Ruspini, *Le identità di genere*, Carocci, Roma-Bari 2001; I. K. Broverman et al., “Sex Roles Stereotypes: a Current Appraisal”, *Journal of social issues*, 28, 2/1072: pp. 59-78; J. E. Williams and D. Best, *Measuring Sex Stereotypes. A Multinational Study*, Sage, Neubury Park 1990) and completed by a selection of items taken from a census based on the opinions of a group of experts of The Millennium Project. Parts of the experts group were also Marie-Anne Delahaut and Philippe Destatte of the Destree Institute and Millennia2015. A working paper containing the search results is available at: <http://www.unich.it/scgiur/index.php?action1=menuwrk&action2=wrkpapers&action3=12>

The questionnaire asked respondents to assess five aspects of each of the 39 stereotype statements. The first three questions asked about the potential evolution of the stereotypes:

- Suppose that a poll were taken in your country in **1961**. What percent of the people do you think would have agreed with the statement?
- Suppose that a poll were taken in your country in **2011**. What percent of the people do you think would have agreed with the statement?
- Suppose that a poll were taken in your country in **2061**. What percent of the people do you think would have agreed with the statement?

The fourth question requested the respondent's perception about the apparent media treatment of the respective stereotypes: "Today, in your country, how often do the media reflect this view?"

The final question asked about the personal beliefs of the respondents: "Some stereotypes may be true. What about this one? Do you personally think this statement is true?"

This structure placed the evolution of stereotypes in two dimensions: change over time and the spread across countries. In addition, by asking the final two questions we hoped to find if there were correlations between expectations about the envisioned stereotype changes and media or personal bias.

This study covered new ground in several ways, but there are several caveats to keep in mind:

- It is usual in Delphi and RTD studies to invite small panels of experts to participate. Such studies are not intended to be opinion polls and are not representative of larger populations; instead, they produce a synthesis of the opinions of the participants, and given knowledgeable contributors, quite useful results. The participants in this study were people from many countries (see Section 3) who were not experts about stereotypes in the academic sense. While the number of people who contributed was relatively high (179) by Delphi standards, it did not and was not expected to produce statistically significant information representative of the world's population or even the population of the countries from which they came. The panel was invited and self selected and consists of people of broader experience who are interested in this topic rather than solely academic experts who may have written or performed research in this area. The results should be taken only to represent the opinions of this particular group, and should not be generalized. The results do, however, represent the beliefs of an informed group of men and women who are concerned about gender stereotypes and took time to tell us about their observations, beliefs, and expectations.
- The questions were formulated in a new way: the participants were asked to imagine and give their judgment on the results of hypothetical opinion polls conducted in 1961, 2011, and 2061 that would be in fact representative. This was an efficient and compact way of probing the topic and was largely successful. In reading the results please do not lose sight of the fact that these opinion polls were only hypothetical and their results exist only as the pooled judgments of the panel participating in this study thinking about what might have been, or what might be in the future, were such opinion studies to be actually run.

## 2. The Stereotypes and the Questionnaire

In all, 39 statements of stereotypes were presented to the respondents in the questionnaire. The respondents were invited to add to the list and comment on the statements listed. The statements given in the questionnaire were:

1. Women are valued more for their physical appearance than their intellect or character.
2. Physical appearance is more important for women than for men.
3. Women are more responsive to advertising and marketing than men.
4. Woman are raped because they ask for it.
5. Women are less rational and more emotional than men.
6. A woman's job is to work at home and serve the needs of her family.
7. Women must obey and submit to their husband or male companion.
8. Men should make all important family decisions.
9. Women should have the right to divorce.
10. Wives need to be beaten occasionally.
11. Men should have priority in access to education.
12. Even with the same education, men are more productive than women.
13. Women are less reliable than men at work.
14. Women need more time off from work than men to attend to family matters.
15. Sexual harassment in the workplace is no big deal.
16. Equal work deserves equal pay, regardless of gender.
17. Independent women increase the social status of a family.
18. Single women manage better than single men.
19. Single mothers are unusual.
20. Women have the right to decide whether and when to have children.
21. Women have the right to decide on issues related to their own health and bodies.
22. Women have more health issues than men.
23. Use of women's bodies in advertising is OK.
24. Women are better at social/cultural issues, men are better at economic and infrastructure
25. Women are not well suited for dangerous jobs.
26. Women are better in arts and social sciences than hard sciences.
27. Women are not good at understanding technology.
28. Women heads of state or corporate leaders loose many of their feminine characteristics.
29. A glass ceiling limits professional advancement of women.
30. Women are less charismatic than men.
31. Men make better leaders than women.
32. Violence and rape against women is to be expected during war.
33. Women should be included in conflict resolution processes.
34. Women are more peaceful than men.
35. Women are worse drivers than men.
36. It is normal for women to be excluded from certain circles or positions.
37. Men should have certain rights that are not available to women.
38. Women are more gullible than men.
39. Blondes tend to be silly.

In some later graphic presentations it was necessary to abbreviate these statements; the abbreviations appear in Appendix E.

Following is a screenshot of the questionnaire:

Questionnaire				
	Questions	Change Over Time	Media Influence	Personal Belief
1	<i>Women are valued more for their physical appearance than their intellect or character.</i>	<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>50      2061 ( 33.0 ) ( 155 )</p> <p>60      2011 ( 56.0 ) ( 157 )</p> <p>80      1961 ( 70.4 ) ( 155 )</p> <p>Submit only this cell <input type="button" value="go"/></p> <p>Reasons for your answer .. <a href="#">click here</a></p>	<p>Today in your country how often do the media reflect this view?</p> <p><input type="radio"/> Always    ( 20 )</p> <p><input checked="" type="radio"/> Frequently   ( 89 )</p> <p><input type="radio"/> Sometimes   ( 37 )</p> <p><input type="radio"/> Seldom    ( 5 )</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 .. <a href="#">click here</a></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    ( 4 )</p> <p><input type="radio"/> Frequently   ( 45 )</p> <p><input checked="" type="radio"/> Sometimes   ( 53 )</p> <p><input type="radio"/> Seldom    ( 19 )</p> <p><input type="radio"/> Never      ( 23 )</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 .. <a href="#">click here</a></p>
		<p>Suppose that a poll were taken in your country in the years shown. What percent of the people do you think</p>	<p>Today in your country how often do the media reflect this view?</p>	<p>Some stereotypes may be true. What about this one? Do you personally think this statement is true?</p>

The questionnaire asked the participants to give three assessments for the statements and give explanations concerning their answers if they wished to. For each statement, the questionnaire asked:

- Change over time: “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%)” The years listed were 1961, 2011, and 2061.
- Media influence: “Today in your country how often do the media reflect this view?” The choices given were: Always; Frequently; Sometimes; Seldom; and Never.
- Personal belief: “Some stereotypes may be true. What about this one? Do you personally think this statement is true?” The choices were: Always; Frequently; Sometimes; Seldom; and Never.

### 3. The Participants

Participation was open to all and was encouraged by invitations from the Millennium Project to its Nodes and selected mailing lists as well as invitations directed to persons in or connected with organizations thought to have interest in this topic. Over 250 people from 57 countries signed in and 179 people responded to at least one question. The respondents provided about 13,500 answers, or about 75 answers per person. A total of almost 400 reasons were given for the answers. The following graphs display the evolution of participation and contribution of participants.

Figure 4 Participation

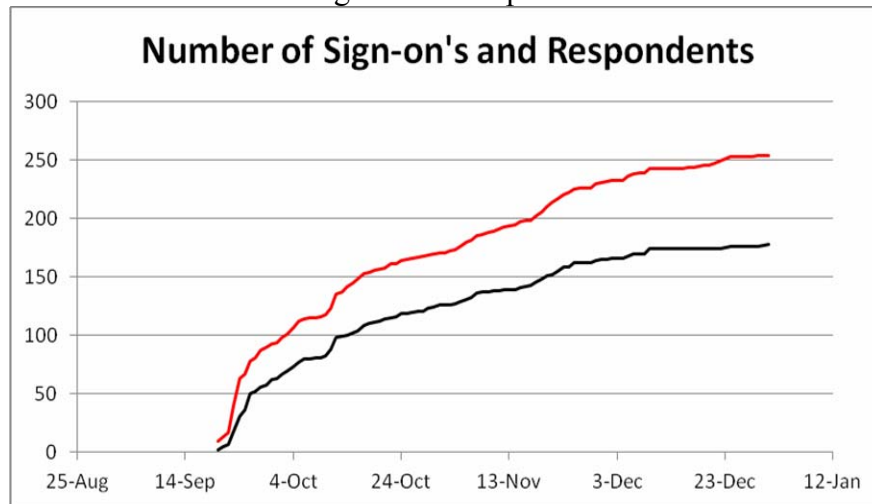
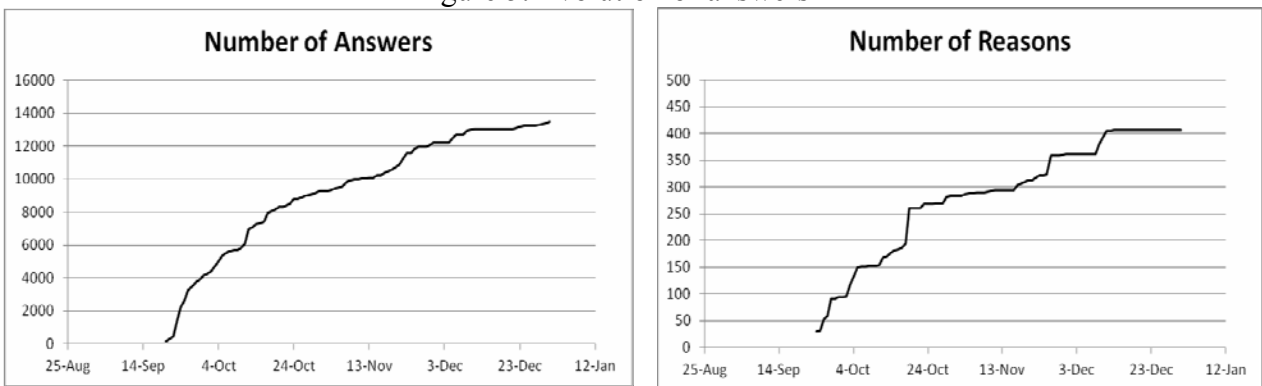


Figure 5. Evolution of answers



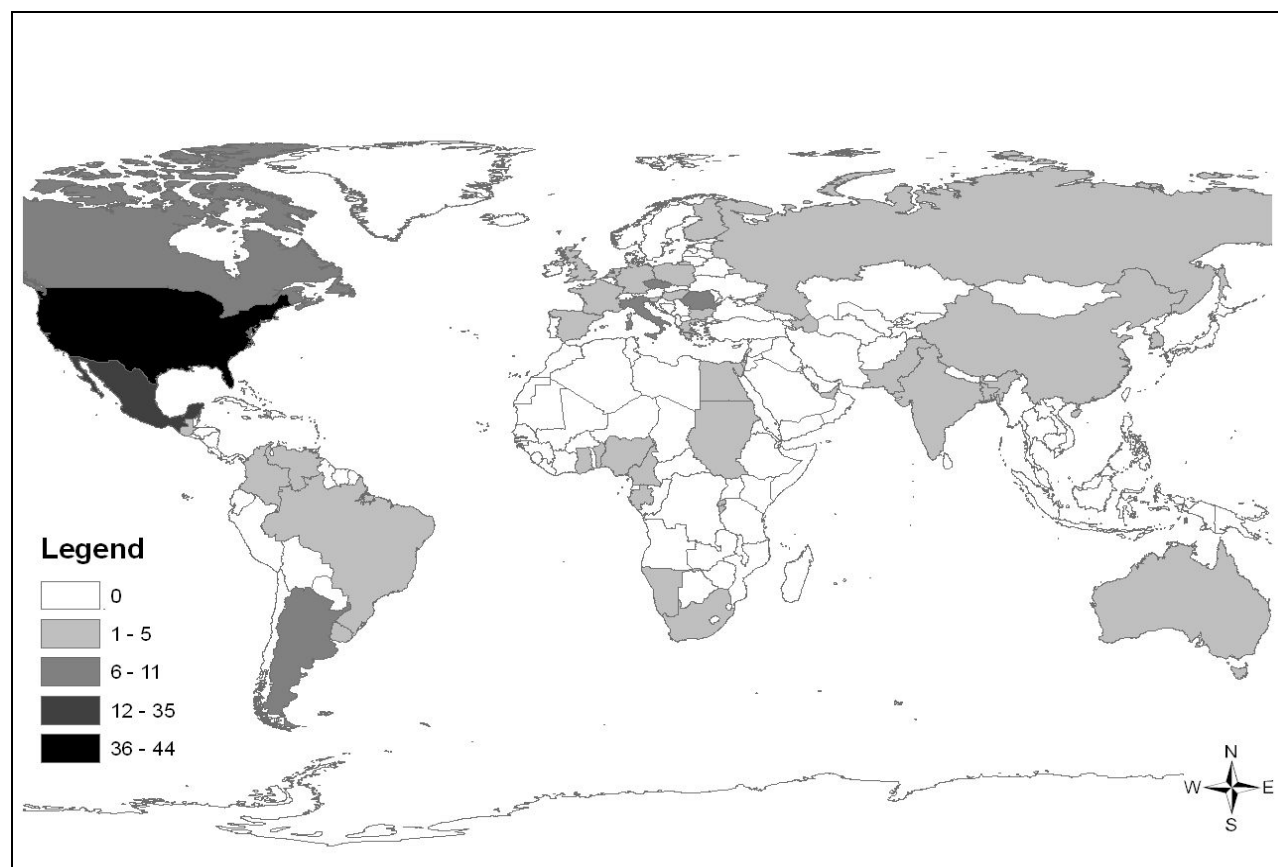
People from 57 countries signed in and people from 50 countries provided answers to at least one question. The following table displays the participation by country.

Count	The countries of participants	Number of people who signed in	Number who answered
1	Antigua	1	1
2	Argentina	9	7
3	Australia	7	4
4	Austria	1	0
5	Azerbaijan	5	4
6	Bangladesh	2	1
7	Belgium	3	1
8	Benin	1	1
9	Bolivia	1	0
10	Brazil	2	1
11	Bulgaria	1	1
12	Burundi	1	1
13	Cameroon	4	3
14	Canada	12	8
15	China	2	2
16	Colombia	1	1
17	Czech Republic	8	6
18	Egypt	2	2
19	Finland	2	2
20	France	9	4
21	Gabon	1	1
22	Germany	8	4
23	Ghana	1	1
24	Greece	2	1
25	Guatemala	1	1
26	Haiti	2	1
27	Hungary	3	3
28	India	5	2
29	Israel	2	2
30	Italy	6	6
31	Luxembourg	1	1
32	Malaysia	1	0
33	Mexico	25	20
34	Namibia	1	1
35	Netherlands Antilles	1	1
36	Netherlands	1	1
37	New Zealand	1	1
38	Nigeria	6	5
39	Pakistan	1	1
40	Poland	3	2
41	Romania	14	11
42	Russian Federation	3	1



Count	The countries of participants	Number of people who signed in	Number who answered
43	Rwanda	1	1
44	Senegal	1	0
45	Slovenia	1	1
46	South Africa	2	2
47	South Korea	1	1
48	Spain	4	4
49	Sri Lanka	1	0
50	Sudan	1	1
51	United Arab Emirates	1	1
52	United Kingdom	5	5
53	United States	68	44
54	Uruguay	1	1
55	Venezuela	2	2
56	Zaire	2	0
57	Other	1	0
	<b>Total</b>	<b>255</b>	<b>178</b>

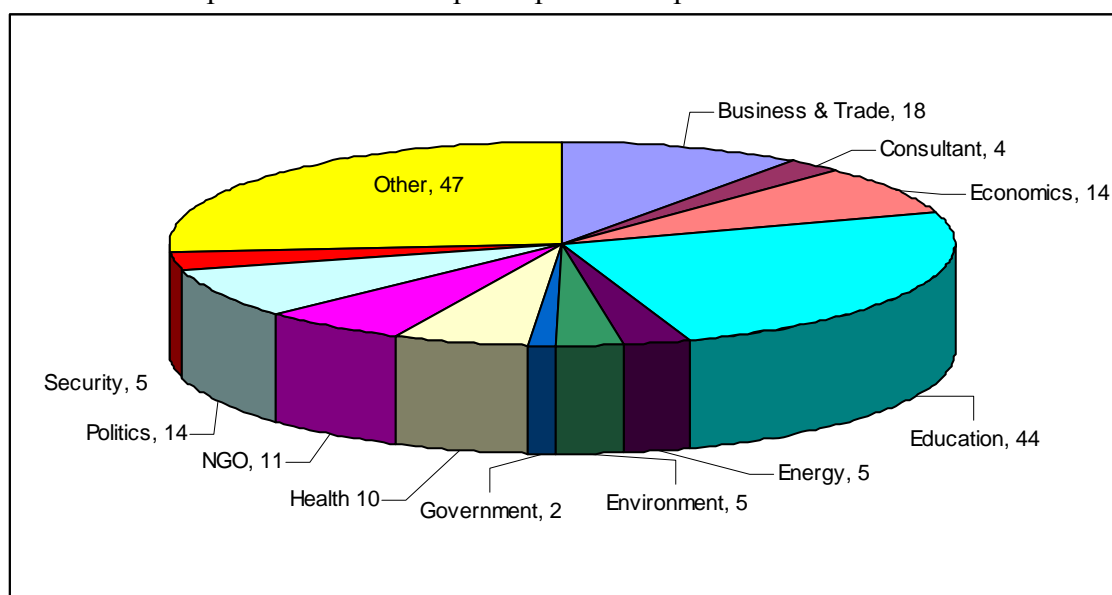
Figure 6. The regional representation of the participants who provided answers:



Participants were also asked to identify the domain of their employment. The following table and graph show the respective sectoral demography of the participants.

Count	Categories of participants	Number of people who signed in	Number of people who provided an answer
1	Business and Trade	27	18
2	Consultant	6	4
3	Economics	18	14
4	Education	63	44
5	Energy	8	5
6	Environment	7	5
7	Government	2	2
8	Health/ medicine	17	10
9	NGO	9	11
10	Politics	16	14
11	Security	11	5
12	Other	68	47

Figure 7. Sectoral representation of the participants who provided answers



The list of Participants is presented in Appendix D.

## 4. Quantitative Responses

The following table and chart list the statements with their respective scores of popular support in 1961, 2011, and 2061, in decreasing order as of the absolute value of change in 2061 compared to 1961. The changes are presented in two forms: the first column shows the absolute value of the difference between the values estimated by the participants for the hypothetical poll in the respective years, while the second column shows the percentage change computed by the formula shown in the footnote. Why the two? If the estimates were, say, 5% in 1961 and 10% in 2061, the absolute difference would be 5%, while in reality, one is twice the other.

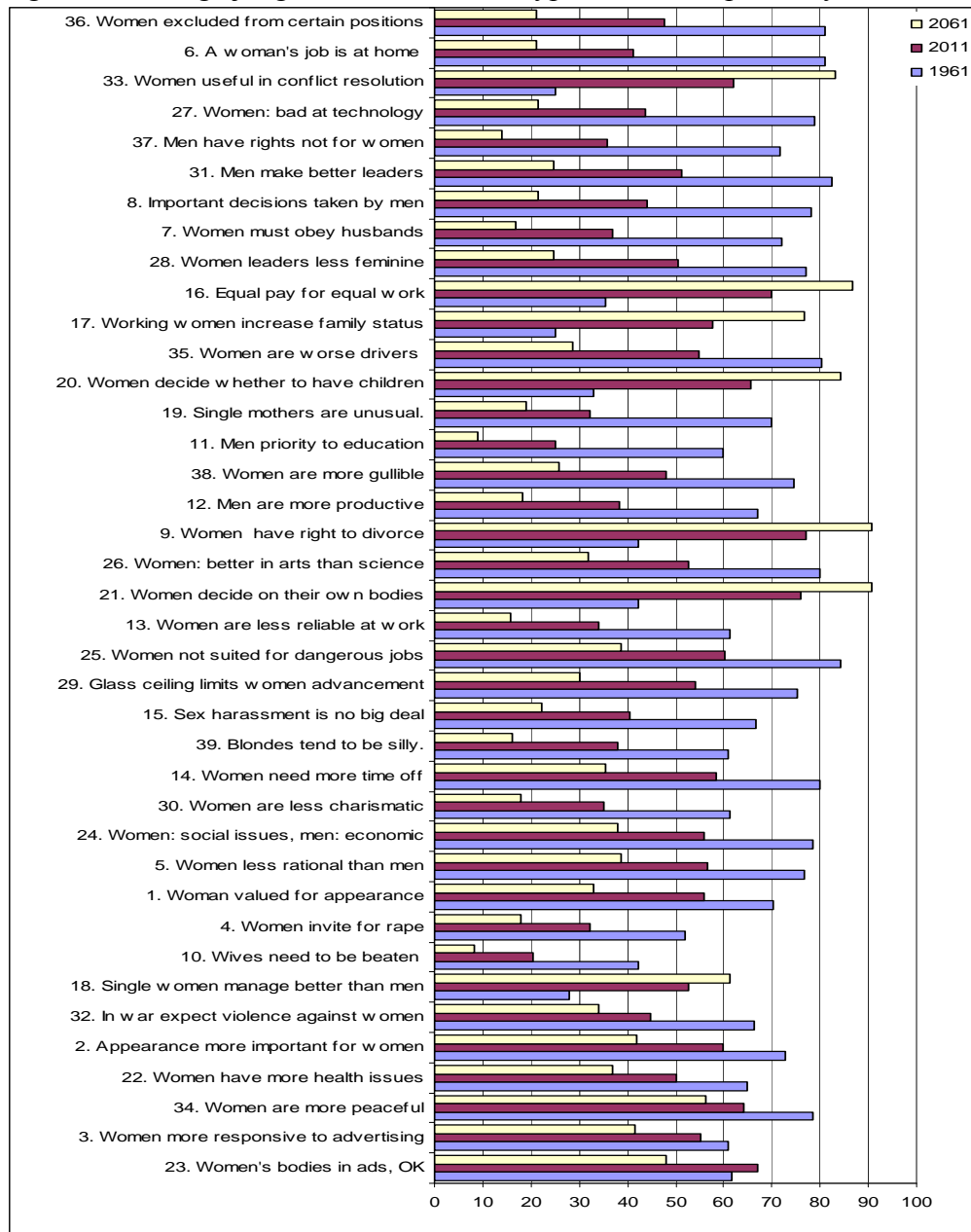
Stereotype	Abs. dif. 2061-1961 <sup>3</sup>	Change % 2061-1961 <sup>4</sup>	2061	2011	1961
36. It is normal for women to be excluded from certain circles or positions	59.78	73.74	21.29	47.5	81.07
6. A woman's job is to work at home and serve the needs of her family.	59.69	73.71	21.29	41.2	80.98
33. Women should be included in conflict resolution processes.	58.12	231.65	83.21	62.04	25.09
27. Women are not good at understanding technology.	57.62	72.93	21.39	43.85	79.01
37. Men should have certain rights that are not available to women.	57.49	80.37	14.04	35.79	71.53
31. Men make better leaders than women.	57.48	69.87	24.79	51.42	82.27
8. Men should make all important family decisions.	56.63	72.61	21.36	44.12	77.99
7. Women must obey and submit to their husband or male companion.	55.40	76.84	16.7	37.09	72.1
28. Women heads of state or corporate leaders lose many of their feminine characteristics.	52.44	68.10	24.57	50.38	77.01
16. Equal work deserves equal pay, regardless of gender.	51.49	145.74	86.82	69.87	35.33
17. Independent women increase the social status of a family.	51.33	203.45	76.56	57.66	25.23
35. Women are worse drivers than men.	51.29	64.02	28.82	54.91	80.11
20. Women have the right to decide whether and when to have children.	51.21	155.18	84.21	65.62	33
19. Single mothers are unusual.	51.10	72.98	18.92	32.23	70.02
11. Men should have priority in access to education.	50.85	84.99	8.98	25.01	59.83
38. Women are more gullible than men.	49.02	65.61	25.69	48.16	74.71
12. Even with the same education, men are more productive than women.	48.70	72.52	18.45	38.21	67.15
9. Women should have the right to divorce.	48.61	115.24	90.79	76.98	42.18
26. Women are better in arts and social sciences than hard sciences.	48.20	60.19	31.88	52.59	80.08
21. Women have the right to decide on issues related to their own health and bodies.	48.14	113.56	90.53	75.82	42.39
13. Women are less reliable than men at work.	45.68	74.40	15.72	33.99	61.4
25. Women are not well suited for dangerous jobs.	45.52	54.07	38.67	60.13	84.19
29. A glass ceiling limits professional advancement of women.	45.09	59.95	30.12	54.29	75.21
15. Sexual harassment in the workplace is no big deal.	44.71	66.89	22.13	40.41	66.84
39. Blondes tend to be silly.	44.68	73.40	16.19	38.16	60.87
14. Women need more time off from work than men to attend to family matters.	44.57	55.74	35.39	58.25	79.96
30. Women are less charismatic than men.	43.21	70.69	17.92	35.2	61.13
24. Women are better at social/cultural issues, men are better at economic and infrastructure.	40.39	51.47	38.09	56.08	78.48
5. Women are less rational and more emotional than men.	37.76	49.32	38.8	56.6	76.56
1. Women are valued more for their physical appearance than their intellect or character.	37.19	52.98	33.01	55.99	70.2

<sup>3</sup> Absolute difference computed as abs (value 1961 –value 2061)

<sup>4</sup> Absolute percentage change computed as: % change= abs(100\*(value 1961 –value 2061)/ value 1961)

Stereotype	Abs. dif. 2061-1961 <sup>3</sup>	Change % 2061-1961 <sup>4</sup>	2061	2011	1961
4. Women are raped because they ask for it.	34.06	65.44	17.99	32.39	52.05
10. Wives need to be beaten occasionally.	33.93	80.35	8.3	20.58	42.23
18. Single women manage better than single men.	33.41	119.75	61.31	52.58	27.9
32. Violence and rape against women is to be expected during war.	32.40	48.77	34.04	44.88	66.44
2. Physical appearance is more important for women than for men.	30.76	42.22	42.09	59.88	72.85
22. Women have more health issues than men.	27.62	42.69	37.08	50.12	64.7
34. Women are more peaceful than men.	22.22	28.35	56.17	64.2	78.39
3. Women are more responsive to advertising and marketing than men.	19.56	32.01	41.54	55.09	61.1
23. Use of women's bodies in advertising is OK.	13.44	21.83	48.12	66.87	61.56

Figure 8. Average judgments of the stereotypes for the respective years



Given their formulation, positive change could mean increase or decrease of popular support for the stereotypes. In the following table, the stereotype are ordered by the magnitude of anticipated change in popular support between 1961 and 2061; the changes highlighted in green are increasing in popular support in 2061 versus 1961; those in yellow denote little changing (less than 30% over the century); while those with changes highlighted in blue shifted more than 50% and were seen as having diminishing popular support for the time period.

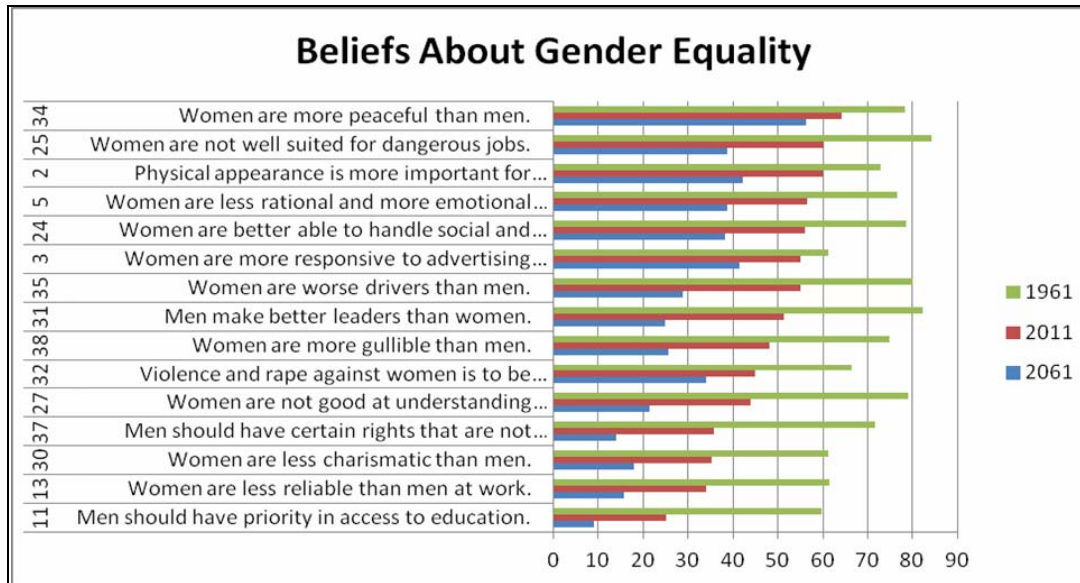
Stereotype	Change	2061	2011	1961
33. Women useful in conflict resolution	58.12	83.21	62.04	25.09
16. Equal pay for equal work	51.49	86.82	69.87	35.33
17. Working women increase family status	51.33	76.56	57.66	25.23
20. Women decide whether to have children	51.21	84.21	65.62	33.00
9. Women have right to divorce	48.61	90.79	76.98	42.18
21. Women decide on their own bodies	48.14	90.53	75.82	42.39
18. Single women manage better than men	33.41	61.31	52.58	27.9
23. OK for women's bodies in ads	-13.44	48.12	66.87	61.56
3. Women more responsive to advertising	-19.56	41.54	55.09	61.10
34. Women are more peaceful	-22.22	56.17	64.20	78.39
22. Women: more health issues	-27.62	37.08	50.12	64.70
2. Appearance more important for women	-30.76	42.09	59.88	72.85
32. In war expect violence on women	-32.40	34.04	44.88	66.44
10. Wives need to be beaten	-33.93	8.30	20.58	42.23
4. Women ask for rape	-34.06	17.99	32.39	52.05
1. Woman valued for appearance	-37.19	33.01	55.99	70.20
5. Women less rational than men	-37.76	38.8	56.6	76.56
24. Women: social issues, men: economic	-40.39	38.09	56.08	78.48
30. Women are less charismatic	-43.21	17.92	35.20	61.13
14. Women need more time off	-44.57	35.39	58.25	79.96
39. Blondes tend to be silly	-44.68	16.19	38.16	60.87
15. Sex harassment is no big deal	-44.71	22.13	40.41	66.84
29. A glass ceiling limits women	-45.09	30.12	54.29	75.21
25. Women are not for dangerous jobs	-45.52	38.67	60.13	84.19
13. Women are less reliable	-45.68	15.72	33.99	61.4
26. Women: better in arts than science	-48.20	31.88	52.59	80.08
12. Men are more productive	-48.70	18.45	38.21	67.15
38. Women are more gullible	-49.02	25.69	48.16	74.71
11. Men priority to education	-50.85	8.98	25.01	59.83
19. Single mothers are unusual	-51.10	18.92	32.23	70.02
35. Women are worse drivers	-51.29	28.82	54.91	80.11
28. Women leaders loose femininity	-52.44	24.57	50.38	77.01
7. Women must obey husbands	-55.40	16.70	37.09	72.10
8. Men make important decisions	-56.63	21.36	44.12	77.99
31. Men make better leaders	-57.48	24.79	51.42	82.27
37. Men have rights not for women	-57.49	14.04	35.79	71.53
27. Women: bad at technology	-57.62	21.39	43.85	79.01
6. A woman's job is home	-59.69	21.29	41.20	80.98
36. Women excluded from positions	-59.78	21.29	47.50	81.07

The statements assessed in this gender stereotypes study could be grouped into three categories:

- Beliefs about gender equity
- Beliefs about woman's rights
- Beliefs about societal and emotional aspects

The following graphs and tables present the average responses in these categories, ranked by the popularity of the views in 2011. The items at the top of these lists represent the respondents' view about which stereotypes would top the list if an opinion poll were to be conducted in 2011.

Figure 9. Judgments of the statements dealing with gender equity

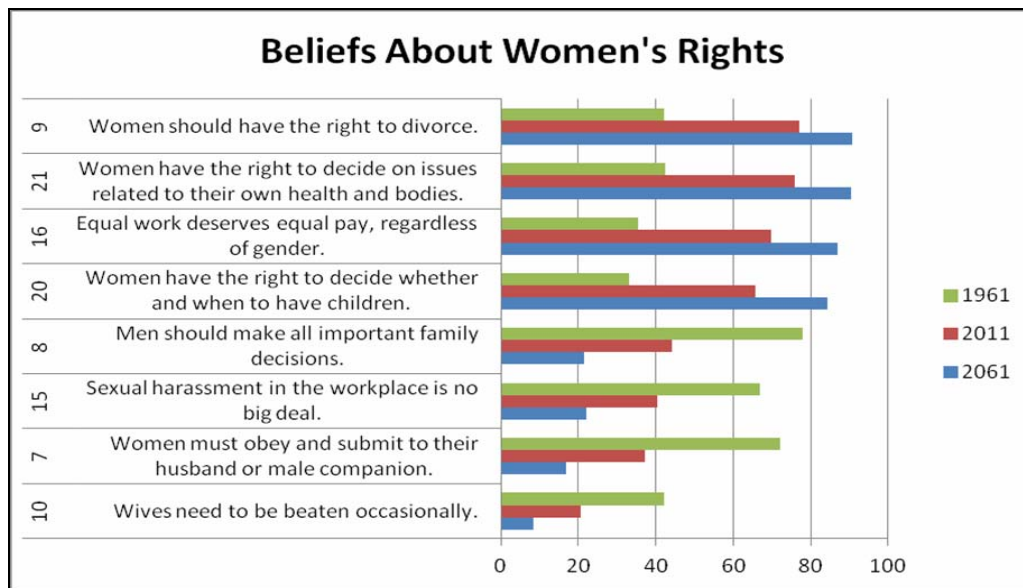


In the following table, the yellow shading indicates that the respondents judged that the respective stereotypes would be believed by more than 50% of the population. Thus, the highlighted cells, taken together, show what the respondents thought would be the prevalent views of most people in the years shown.

Quest.	Beliefs About Gender Equality	2061	2011	1961
34	Women are more peaceful than men.	56.17	64.20	78.39
25	Women are not well suited for dangerous jobs.	38.67	60.13	84.19
2	Physical appearance is more important for women than for men.	42.09	59.88	72.85
5	Women are less rational and more emotional than men.	38.80	56.60	76.56
24	Women are better able to handle social and cultural issues, while men are better at economic and infrastructural issues.	38.09	56.08	78.48
3	Women are more responsive to advertising and marketing than men.	41.54	55.09	61.10
35	Women are worse drivers than men.	28.82	54.91	80.11

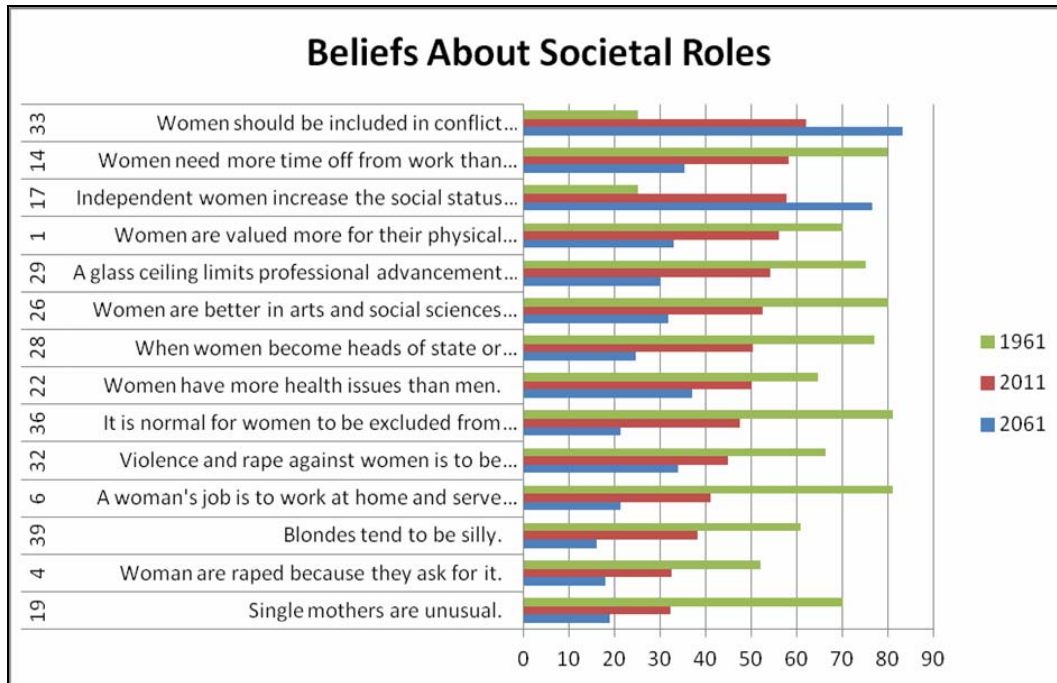
Quest.	Beliefs About Gender Equality	2061	2011	1961
31	Men make better leaders than women.	24.79	51.42	82.27
38	Women are more gullible than men.	25.69	48.16	74.71
32	Violence and rape against women is to be expected during war.	34.04	44.88	66.44
27	Women are not good at understanding technology or using products based on advanced technology.	21.39	43.85	79.01
37	Men should have certain rights that are not available to women.	14.04	35.79	71.53
30	Women are less charismatic than men.	17.92	35.20	61.13
13	Women are less reliable than men at work.	15.72	33.99	61.40
11	Men should have priority in access to education.	8.98	25.01	59.83

Figure 10. Judgments of the statements dealing with women's rights



	Beliefs About Woman's Rights	2061	2011	1961
10	Wives need to be beaten occasionally.	8.30	20.58	42.23
7	Women must obey and submit to their husband or male companion.	16.70	37.09	72.10
15	Sexual harassment in the workplace is no big deal.	22.13	40.41	66.84
8	Men should make all important family decisions.	21.36	44.12	77.99
20	Women have the right to decide whether and when to have children.	84.21	65.62	33.00
16	Equal work deserves equal pay, regardless of gender.	86.82	69.87	35.33
21	Women have the right to decide on issues related to their own health and bodies.	90.53	75.82	42.39
9	Women should have the right to divorce.	90.79	76.98	42.18

Figure 11. Judgments of the statements dealing with societal roles



	Beliefs About Societal Roles	2061	2011	1961
33	Women should be included in conflict resolution processes.	83.21	62.04	25.09
14	Women need more time off from work than men to attend to family matters.	35.39	58.25	79.96
17	Independent women increase the social status of a family.	76.56	57.66	25.23
1	Women are valued more for their physical appearance than their intellect or character.	33.01	55.99	70.2
29	A glass ceiling limits professional advancement of women.	30.12	54.29	75.21
26	Women are better in arts and social sciences than hard sciences.	31.88	52.59	80.08
28	When women become heads of state or corporate leaders they have to abandon many of their feminine characteristics.	24.57	50.38	77.01
22	Women have more health issues than men.	37.08	50.12	64.70
36	It is normal for women to be excluded from certain circles or positions.	21.29	47.50	81.07
32	Violence and rape against women is to be expected during war.	34.04	44.88	66.44
6	A woman's job is to work at home and serve the needs of her family.	21.29	41.20	80.98
39	Blondes tend to be silly.	16.19	38.16	60.87
4	Women are raped because they ask for it.	17.99	32.39	52.05
19	Single mothers are unusual.	18.92	32.23	70.02



Only a few of the 39 stereotypes will be supported by a majority of the world's population by 2061. Taking just the yellow highlighted stereotypes for the year 2061 yields a list of stereotypes of the future about which (in the judgment of the respondents) 50% or more people, worldwide, will agree:

- Women are more peaceful than men.
- Women have the right to decide whether and when to have children.
- Equal work deserves equal pay, regardless of gender.
- Women have the right to decide on issues related to their own health and bodies.
- Women should have the right to divorce.
- Women should be included in conflict resolution processes.
- Independent women increase the social status of a family.

Respondents were also asked about how the media in their countries dealt with these stereotypes and how the respondents themselves felt about them, using the following questions:

- Today in your country how often do the media reflect this view?
- Some stereotypes may be true. What about this one? Do you personally think this statement is true?

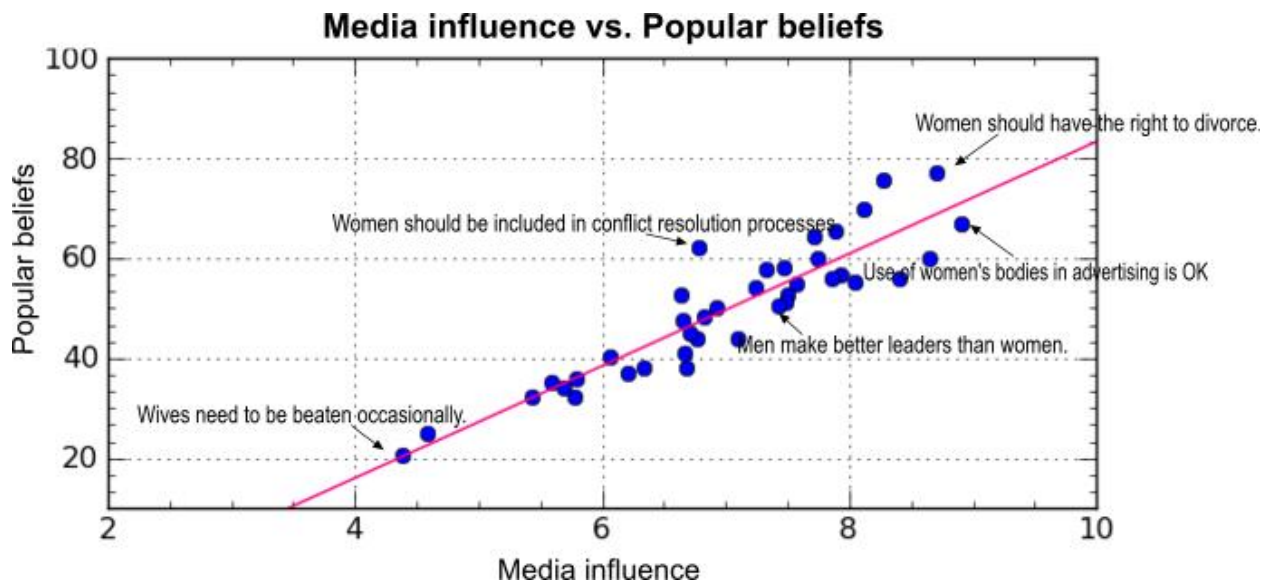
The following table shows the average ratings for media influence, the average popular support in 2011, and the personal beliefs respectively.

Statement	Media	2011 Popular	Personal
1. Women are valued more for their physical appearance than their intellect or character.	8.41	55.99	6.81
2. Physical appearance is more important for women than for men.	8.61	59.88	7.04
3. Women are more responsive to advertising and marketing than men.	8.03	55.09	6.75
4. Women are raped because they ask for it.	5.78	32.39	3.64
5. Women are less rational and more emotional than men.	7.93	56.6	6.02
6. A woman's job is to work at home and serve the needs of her family.	6.64	41.2	4.37
7. Women must obey and submit to their husband or male companion.	6.18	37.09	3.65
8. Men should make all important family decisions.	6.73	44.12	3.83
9. Women should have the right to divorce.	8.71	76.98	9.82
10. Wives need to be beaten occasionally.	4.36	20.58	3.24
11. Men should have priority in access to education.	4.56	25.01	3.31
12. Even with the same education, men are more productive than women.	6.32	38.21	3.92
13. Women are less reliable than men at work.	5.68	33.99	3.72
14. Women need more time off from work than men to attend to family matters.	7.46	58.25	6.97
15. Sexual harassment in the workplace is no big deal.	6.03	40.41	4.08
16. Equal work deserves equal pay, regardless of gender.	8.12	69.87	9.73
17. Independent women increase the social status of a family.	7.34	57.66	8.9
18. Single women manage better than single men.	6.66	52.58	7.73
19. Single mothers are unusual.	5.44	32.23	4.09
20. Women have the right to decide whether and when to have children.	7.90	65.62	9.43

Statement	Media	2011 Popular	Personal
21. Women have the right to decide on issues related to their own health and bodies.	8.30	75.82	9.83
22. Women have more health issues than men.	6.91	50.12	6.44
23. Use of women's bodies in advertising is OK.	8.90	67.56	5.76
24. Women are better at social/cultural issues, men are better at economic and infrastructure	7.83	56.08	6.10
25. Women are not well suited for dangerous jobs.	7.75	60.13	5.78
26. Women are better in arts and social sciences than hard sciences.	7.46	52.59	5.10
27. Women are not good at understanding technology.	7.08	43.85	4.30
28. Women heads of state or corporate leaders loose many of their feminine characteristics.	7.45	50.38	5.25
29. A glass ceiling limits professional advancement of women.	7.25	54.29	7.80
30. Women are less charismatic than men.	5.58	35.20	3.93
31. Men make better leaders than women.	7.49	51.42	4.23
32. Violence and rape against women is to be expected during war.	6.68	44.88	5.10
33. Women should be included in conflict resolution processes.	6.81	62.04	9.68
34. Women are more peaceful than men.	7.74	64.20	7.61
35. Women are worse drivers than men.	7.56	54.91	5.11
36. It is normal for women to be excluded from certain circles or positions.	6.65	47.50	4.30
37. Men should have certain rights that are not available to women.	5.78	35.79	3.46
38. Women are more gullible than men.	6.86	48.16	5.07
39. Blondes tend to be silly.	6.70	38.16	3.72

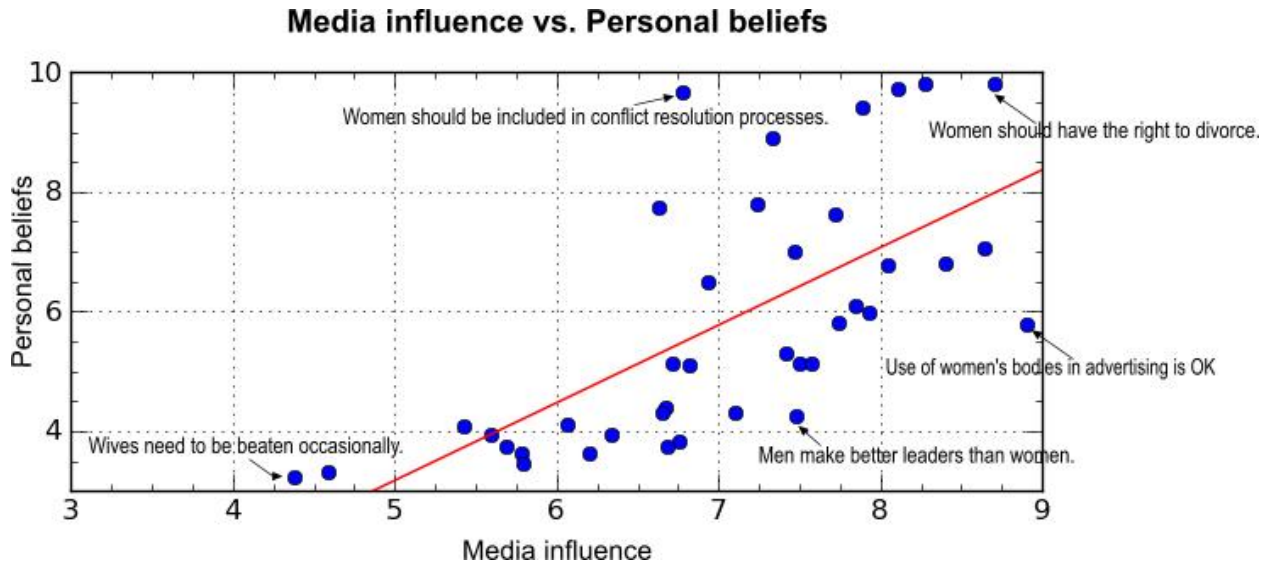
When the media imply that a stereotype is true, does a larger percentage of people feel that way too? The average judgments of this group show that the media does exert a strong influence on popular beliefs, at least for the 39 stereotypes analyzed in this study. The relationship seems quite linear: the higher the reflection of a stereotype in the media, the higher the estimated popular belief. (In the figures below, the straight line represents a best fit of the data.)

Figure 12. Correlation between stereotypes' reflection in the media and the popular beliefs in 2011



The correlation between the media influence and the personal beliefs is less well defined, suggesting that the respondents felt that their beliefs were not, for the most part, the result of media influence. The relationship was stronger for the beliefs that were not strongly held, indicating that the media emphasis has little effect on more strongly held personal beliefs, but a greater effect when personal beliefs are less strongly held.

Figure 13. Correlation between the reflection in the media and personal beliefs in 2011



Media influence was rated highest (over 8 on a scale of 0 to 10) for the following stereotypes (the first number in the parentheses is the number of the stereotype and the second, the average rating of media influence):

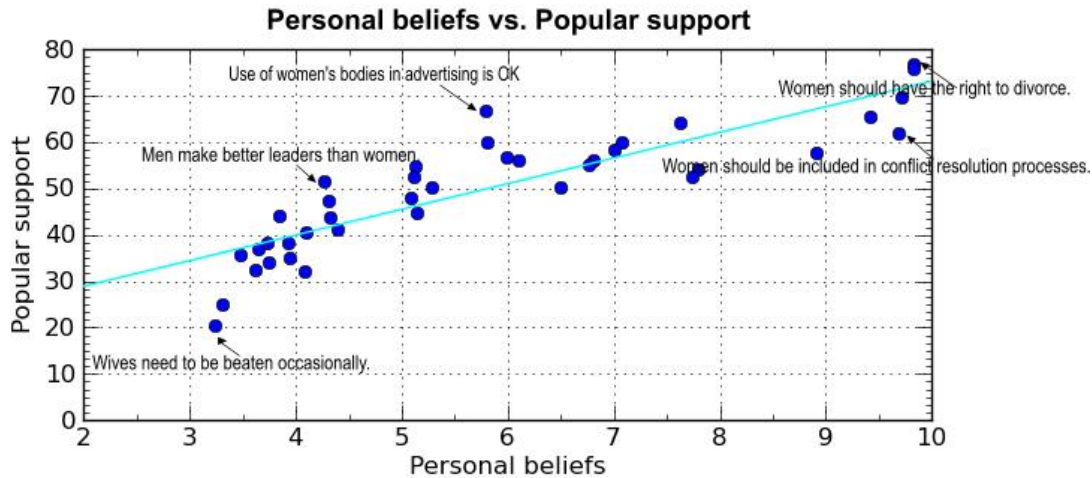
- Use of women's bodies in advertising is OK. (23, 8.9)
- Women should have the right to divorce. (9, 8.7)
- Physical appearance is more important for women than for men. (2, 8.6)
- Women are valued more for their physical appearance than their intellect or character. (1, 8.4)
- Women have the right to decide on issues related to their own health and bodies. (21, 8.3)
- Equal work deserves equal pay, regardless of gender. (16, 8.1)
- Women are more responsive to advertising and marketing than men. (3, 8.0)

The statements that the respondents personally believed most were: (the first number in the parentheses is the number of the stereotype and the second, the average personal belief rating on a scale of 0 to 10):

- Women should have the right to divorce. (9, 9.8)
- Women have the right to decide on issues related to their own health and bodies. (21, 9.8)
- Equal work deserves equal pay, regardless of gender. (16, 9.7)
- Women should be included in conflict resolution processes. (33, 9.6)
- Women have the right to decide whether and when to have children. (20, 9.4)
- Independent women increase the social status of a family. (17, 8.9)

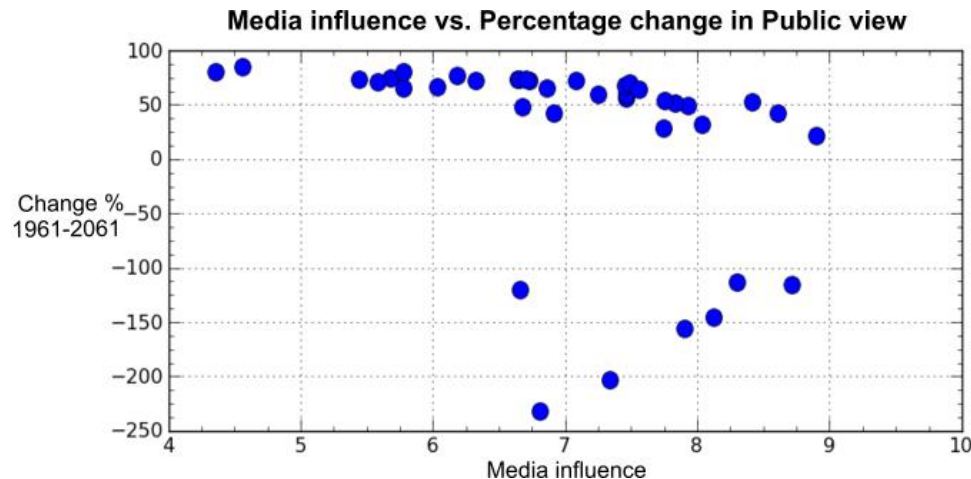
Are the respondents members of the “crowd”? Based on these 39 stereotypes, the respondents were, for the most part, members of the “crowd”; the measure of strength of personal beliefs rose with the percentage of the population believing in the stereotype. Plotting personal belief against the popular vote in a hypothetical 2011 poll shows that there is some correlation, but the strongest relationship is found when the beliefs of the respondents are weakest; when the respondents have stronger feelings, the relationship strays from the crowd.

Figure 14. Correlation between the personal and popular beliefs in 2011



There is yet another dimension in which the role of media can be observed: the possible correlation of media orientation with the *change* in popular support between 1961 and 2061. One could imagine, for example, that media constrain or accelerate changes in popular perceptions. Indeed, as reflected in Figure 15, the respondents’ answers suggest that they believe that the stronger the media holds to a stereotype, the less it will change over time.

Figure 15. Correlation between the reflection in the media and changes to popular perceptions



The following table shows the correlation between media influence and the percentage of change in public view in 2061 compared to 1961

Stereotype	Media	% change <sup>5</sup>
1. Women are valued more for their physical appearance than their intellect or character.	8.41	52.98
2. Physical appearance is more important for women than for men.	8.61	42.22
3. Women are more responsive to advertising and marketing than men.	8.03	32.01
4. Woman are raped because they ask for it.	5.78	65.44
5. Women are less rational and more emotional than men.	7.93	49.32
6. A woman's job is to work at home and serve the needs of her family.	6.64	73.71
7. Women must obey and submit to their husband or male companion.	6.18	76.84
8. Men should make all important family decisions.	6.73	72.61
9. Women should have the right to divorce.	8.71	-115.24
10. Wives need to be beaten occasionally.	4.36	80.35
11. Men should have priority in access to education.	4.56	84.99
12. Even with the same education, men are more productive than women.	6.32	72.52
13. Women are less reliable than men at work.	5.68	74.40
14. Women need more time off from work than men to attend to family matters.	7.46	55.74
15. Sexual harassment in the workplace is no big deal.	6.03	66.89
16. Equal work deserves equal pay, regardless of gender.	8.12	-145.74
17. Independent women increase the social status of a family.	7.34	-203.45
18. Single women manage better than single men.	6.66	-119.75
19. Single mothers are unusual.	5.44	72.98
20. Women have the right to decide whether and when to have children.	7.90	-155.18
21. Women have the right to decide on issues related to their own health and bodies.	8.30	-113.56
22. Women have more health issues than men.	6.91	42.69
23. Use of women's bodies in advertising is OK.	8.90	21.83
24. Women are better at social/cultural issues, men are better at economic and infrastructure	7.83	51.47
25. Women are not well suited for dangerous jobs.	7.75	54.07
26. Women are better in arts and social sciences than hard sciences.	7.46	60.19
27. Women are not good at understanding technology.	7.08	72.93
28. Women heads of state or corporate leaders lose many of their feminine characteristics.	7.45	68.10
29. A glass ceiling limits professional advancement of women.	7.25	59.95
30. Women are less charismatic than men.	5.58	70.69
31. Men make better leaders than women.	7.49	69.87
32. Violence and rape against women is to be expected during war.	6.68	48.77
33. Women should be included in conflict resolution processes.	6.81	-231.65

<sup>5</sup> Computed as: Percentage of change = (value 2061 - value 1961)\*100/ value 1961

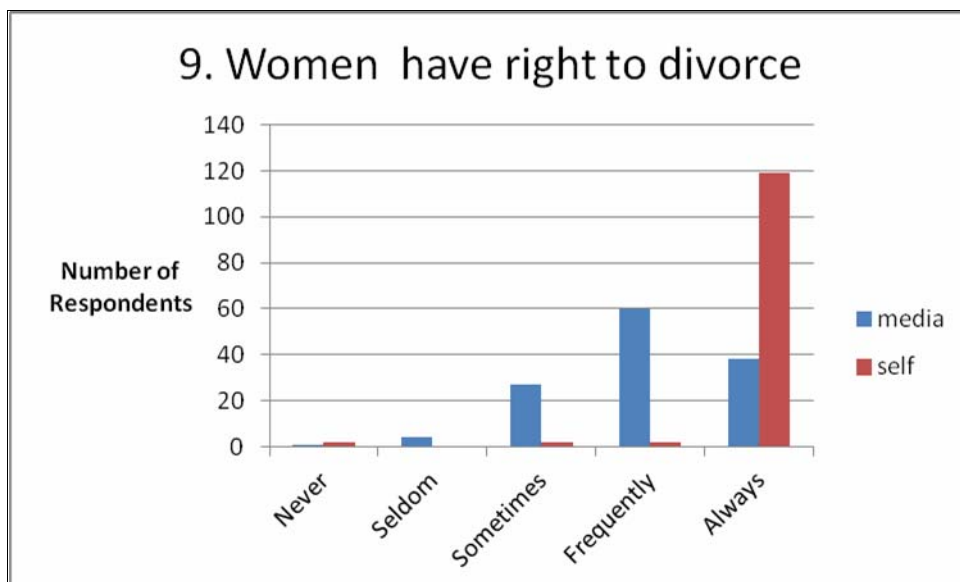
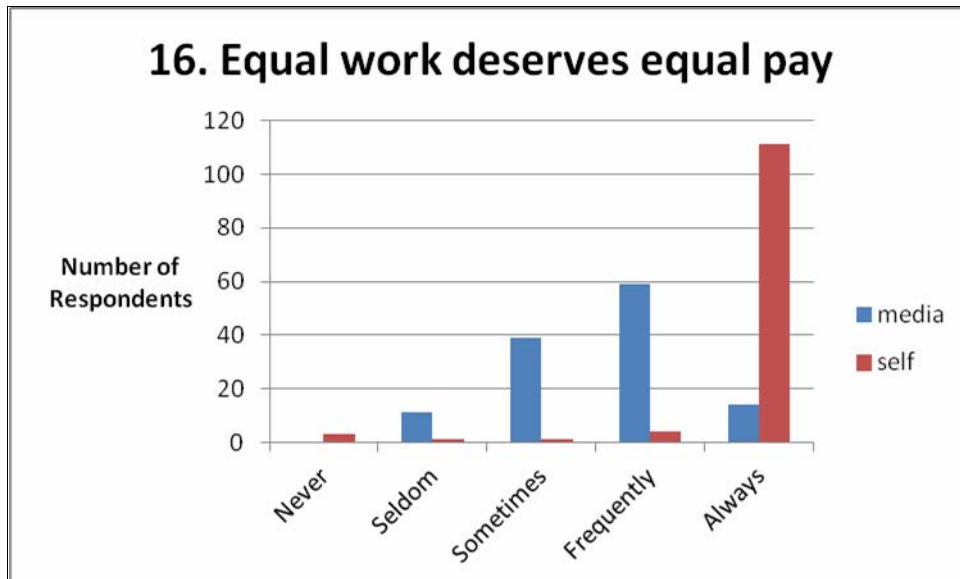
<b>Stereotype</b>	<b>Media</b>	<b>% change<sup>5</sup></b>
34. Women are more peaceful than men.	7.74	28.35
35. Women are worse drivers than men.	7.56	64.02
36. It is normal for women to be excluded from certain circles or positions.	6.65	73.74
37. Men should have certain rights that are not available to women.	5.78	80.37
38. Women are more gullible than men.	6.86	65.61
39. Blondes tend to be silly.	6.70	73.40

## 5. Levels of Agreement and Segmentation

### 5.1 Levels of Agreement

The levels of agreement among participants were high, particularly on statements referring to equity issues. When respondents agreed sharply on personal beliefs, they reflect the homogeneity of the group. The following charts show the distribution of answers for several statements on media's influence on the stereotype and respondents' personal beliefs.

Figures 16-18. Relative high level of agreement between participants



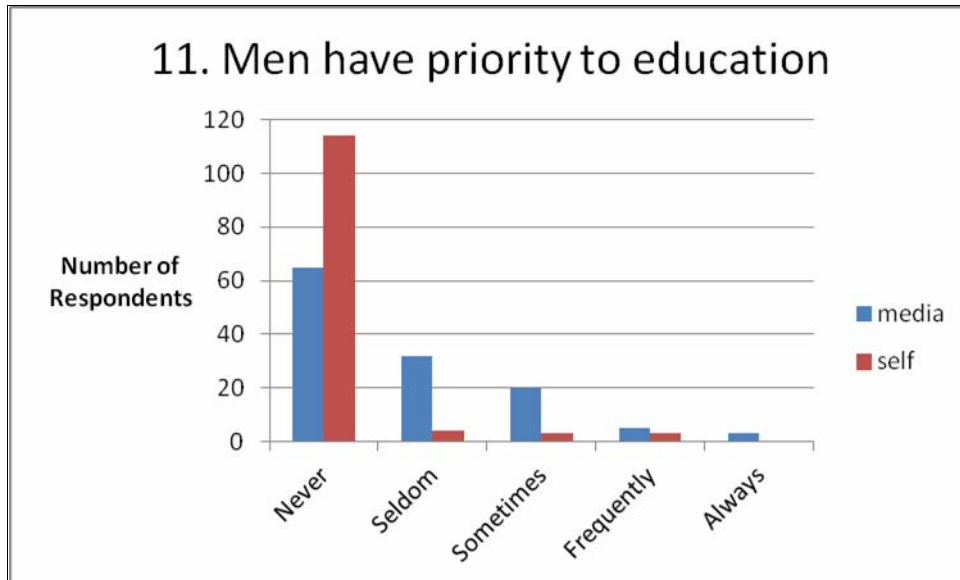
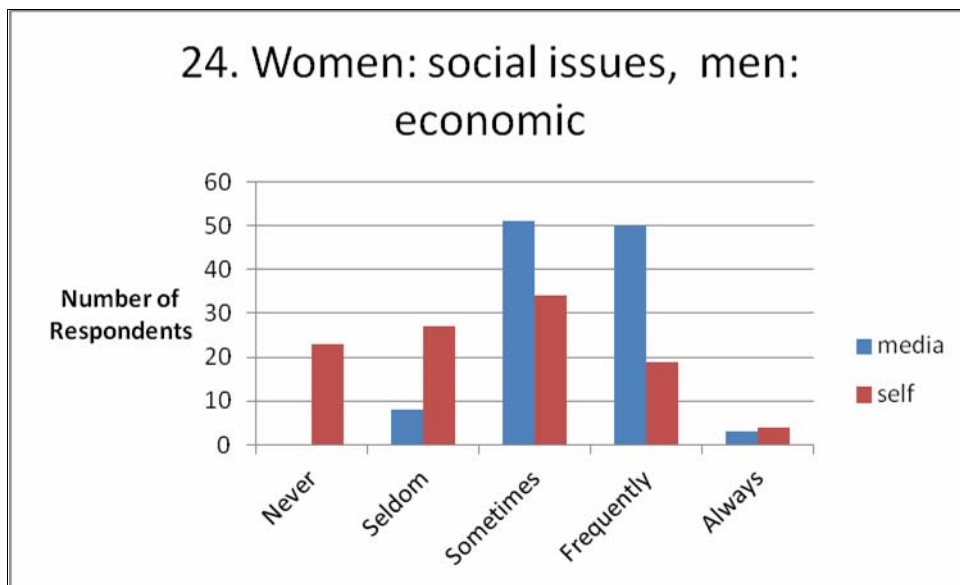


Figure 19. Relative low level of agreement between participants' personal belief



Whether or not such distributions reflect the population as a whole is debatable; a random rather than self-selected sample of respondents might have given answers that were quite different.



## 5.2 Men vs. Women

Respondents were not required to state their gender when they signed in, although almost everyone did; where gender was omitted it was inferred from the name of the respondent when possible. This provided a sample of 142 gender-identified respondents (out of 214 who signed in), of whom 41 (29%) were male and 101 (71%) were female. Their answers were quite different as shown in the following chart which displays judgments about the stereotype landscape as defined by a hypothetical poll in 2061. This figure is rank-ordered by the absolute difference between answers from the two groups. The stereotypes about which there was greatest disagreement appear at the top, while those about which there was higher agreement, at the bottom.

Again, the stereotypes about which there were highest agreements were mostly related to equality aspects than stereotypes per se:

- equal access to education (stereotype 11);
- women's right to decide about their own bodies (stereotype 21);
- women's right to decide whether and when to have children (stereotype 20);
- women's right to divorce (stereotype 9);

Nevertheless, there were considerable disagreements as of:

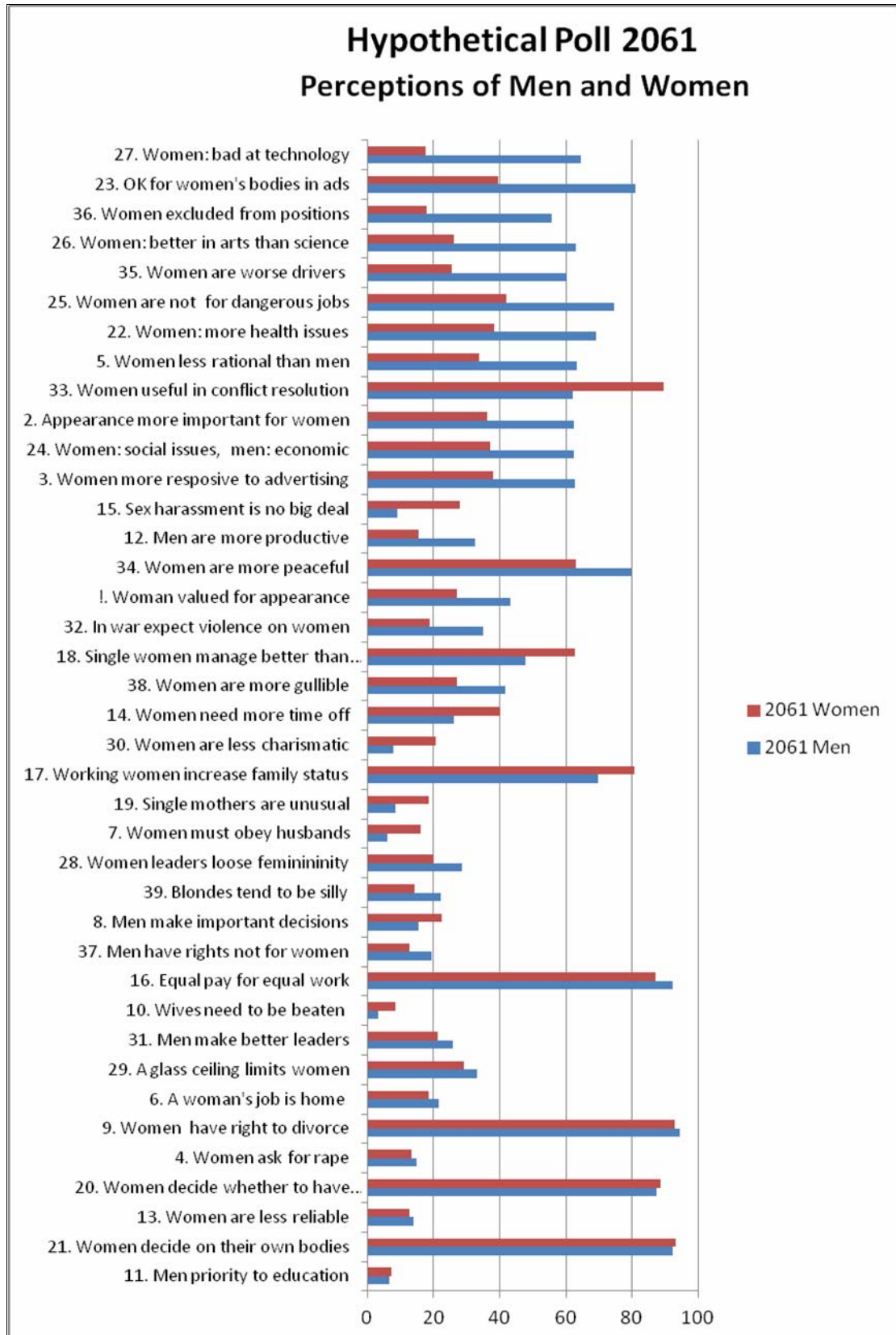
- women exclusion from certain circles or positions (stereotype 36);
- women potentials for conflict resolution (stereotype 33 & 34), and
- impact of working women for increasing family status (stereotype 17).

The largest disagreements were related to stereotypes per se, with opinions from men indicating their belief that the following stereotype would persist:

- women not understanding technology and having less skills in science (stereotypes 27 & 26)
- use of women body in advertisement (stereotype 23)
- women are less good drivers (stereotype 35)

Both genders thought that a poll in 2061 would show that there were only a relatively few people who believed that wives need to be beaten occasionally (stereotype 10), but surprisingly, women percentage believing this was higher than that of men.

Figure 20. Comparison of perception of men and women, hypothetical poll in 2061



Stereotypes	Percent believing in the Stereotype in 2061		Difference
	Men	Women	
11. Men priority to education	6.79	7.31	0.52
21. Women decide on their own bodies	92.30	93.06	0.76
13. Women are less reliable	13.97	12.71	1.26
20. Women decide whether to have children	87.39	88.78	1.39
4. Women ask for rape	14.97	13.48	1.49
9. Women have right to divorce	94.48	92.79	1.69
6. A woman's job is home	21.63	18.51	3.12
29. A glass ceiling limits women	33.09	29.23	3.86
31. Men make better leaders	25.77	21.32	4.45
10. Wives need to be beaten	3.31	8.47	5.16
16. Equal pay for equal work	92.28	86.96	5.32
37. Men have rights not for women	19.45	12.76	6.69
8. Men make important decisions	15.56	22.52	6.96
39. Blondes tend to be silly	22.10	14.35	7.75
28. Women leaders loose femininity	28.50	20.16	8.34
7. Women must obey husbands	6.08	16.02	9.94
19. Single mothers are unusual	8.39	18.66	10.27
17. Working women increase family status	69.59	80.79	11.2
30. Women are less charismatic	7.74	20.76	13.02
14. Women need more time off	26.26	40.04	13.78
38. Women are more gullible	41.55	27.06	14.49
18. Single women manage better than men	47.94	62.65	14.71
32. In war expect violence on women	34.96	18.94	16.02
1. Woman valued for appearance	43.34	27.10	16.24
34. Women are more peaceful	79.65	63.18	16.47
12. Men are more productive	32.53	15.35	17.18
15. Sex harassment is no big deal	9.17	27.88	18.71
3. Women more responsive to advertising	62.88	38.00	24.88
24. Women: social issues, men: economic	62.57	37.03	25.54
2. Appearance more important for women	62.48	36.36	26.12
33. Women useful in conflict resolution	62.17	89.42	27.25
5. Women less rational than men	63.29	33.75	29.54
22. Women: more health issues	69.28	38.28	31
25. Women are not for dangerous jobs	74.58	41.89	32.69
35. Women are worse drivers	60.33	25.54	34.79
26. Women: better in arts than science	63.08	26.22	36.86
36. Women excluded from positions	55.76	17.91	37.85
23. OK for women's bodies in ads	80.91	39.53	41.38
27. Women: bad at technology	64.62	17.67	46.95

Men and women agreed on the percent of the population likely to believe in some stereotypes in 2061 in some cases, and disagreed on others, as shown in the following two tables.

#### High agreement

Statement	Men	Women	% Diff <sup>6</sup>
20. Women have the right to decide whether and when to have children.	88.62	89.59	-1.08
29. A glass ceiling limits professional advancement of women.	33.15	33.15	0.00
21. Women have the right to decide on issues related to their own health and bodies.	92.91	92.48	0.46
16. Equal work deserves equal pay, regardless of gender.	93.68	92.29	1.51
9. Women should have the right to divorce.	96.00	94.54	1.54

But they sharply disagreed on some other statements.

#### Low agreement

Statement	Men	Women	% Diff
23. Use of women's bodies in advertising is OK.	79.83	35.66	123.86
35. Women are worse drivers than men.	60.22	26.24	129.50
26. Women are better in arts and social sciences than hard sciences.	63.99	27.85	129.77
12. Even with the same education, men are more productive than women.	32.39	13.89	133.19
36. It is normal for women to be excluded from certain circles or positions.	55.56	15.65	255.02
27. Women are not good at understanding technology.	66.11	15.68	321.62

<sup>6</sup> Computed as %diff= 100\*(value men- value women)/ value women

### 5.3 Country Differences

Due to the small sample size and uneven participation from various countries, the ability to make country to country comparisons is quite limited. Only the United States (44 respondents), Mexico (19 respondents), and Romania (11 respondents) had sufficient numbers to be included in this analysis. Comparisons among these countries are not representative in a statistical sense; they represent only this self-selected group. Nevertheless some differences were striking, as shown in the following charts. The presentation is of estimates for 2061 and is rank ordered by difference between the highest and lowest country for each stereotype.

While the disparities of judgments among countries were rather large, reflecting diverse cultural differences, there were also some similarities. For instance, all three countries placed the same stereotypes in their top ten:

- Women have right to divorce (stereotype 9)
- Women decide on their own bodies (stereotype 21)
- Equal pay for equal work (stereotype 16)
- Women are not for dangerous jobs (stereotype 25)

As a further illustration of the differences in perceptions among the countries, the following table lists the rank order of the stereotypes in 2011 as judged by the groups from the three countries, based on the top ten as seen by the respondents from Mexico.

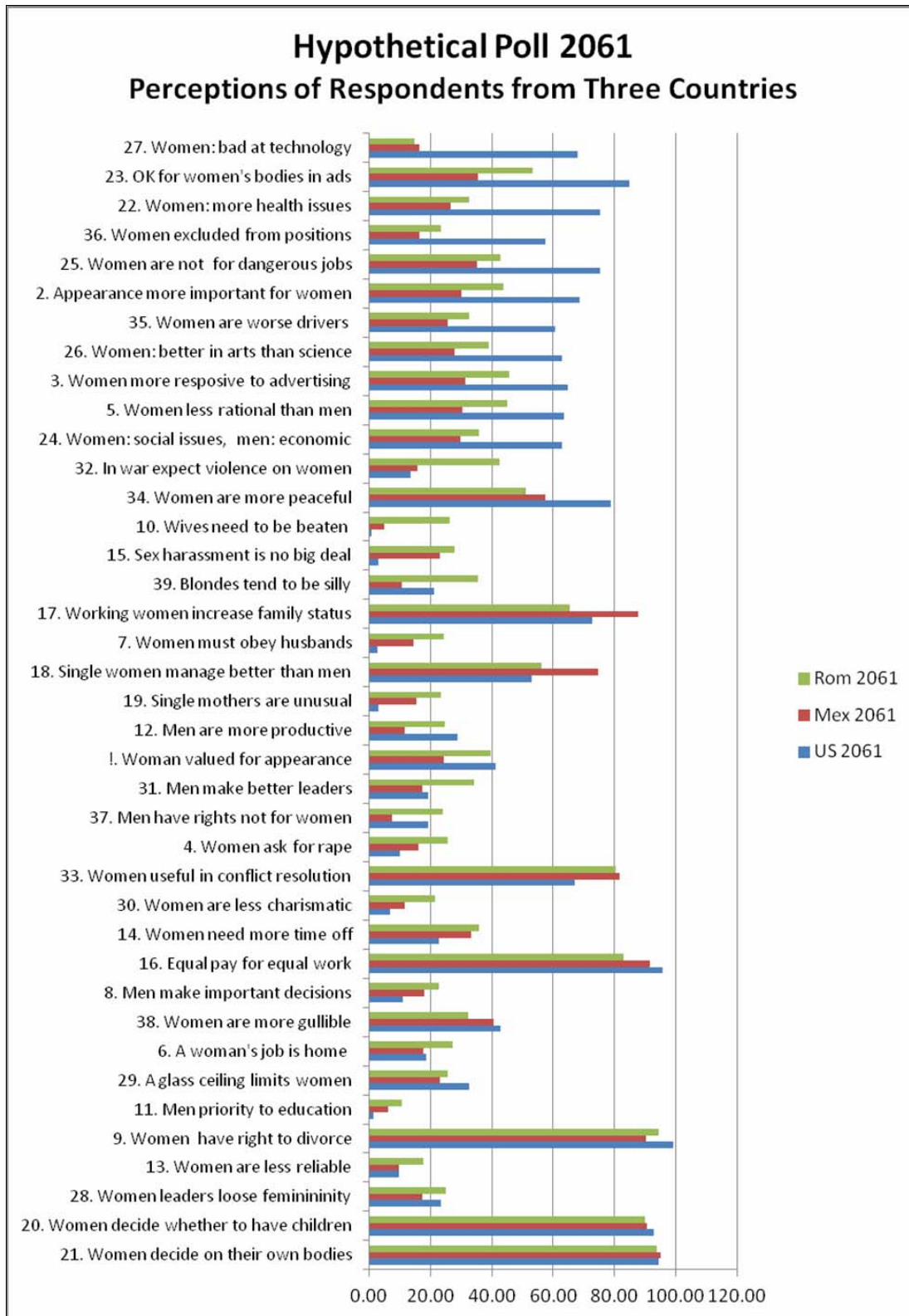
Rank of Stereotypes, Hypothetical poll in 2011

<b>Stereotypes</b>	<b>Mexico</b>	<b>Romania</b>	<b>US</b>
34. Women are more peaceful	1	12	4
9. Women have right to divorce	2	1	2
21. Women decide on their own bodies	3	2	9
16. Equal pay for equal work	4	5	1
20. Women decide whether to have children	5	8	11
17. Working women increase family status	6	27	24
33. Women useful in conflict resolution	7	10	23
38. Women are more gullible	8	24	18
18. Single women manage better than men	9	33	29
25. Women are not for dangerous jobs	10	7	5

## Percent of people in a hypothetical 2061 poll who would believe the stereotype (average judgments)

Stereotype	US % population believing the stereotype	Mexican % population believing the stereotype	Romanian % population believing the stereotype	Max – Min
21. Women decide on their own bodies	94.44	95.06	93.92	1.14
20. Women decide whether to have children	93.00	90.53	90.07	2.93
28. Women leaders loose femininity	23.19	17.27	25.08	7.81
13. Women are less reliable	9.60	9.63	17.67	8.07
9. Women have right to divorce	99.19	90.19	94.38	9.00
11. Men priority to education	1.33	6.05	10.47	9.14
29. A glass ceiling limits women	32.49	23.17	25.48	9.32
6. A woman's job is home	18.54	17.55	27.24	9.69
38. Women are more gullible	42.78	40.40	32.12	10.66
8. Men make important decisions	10.85	17.98	22.67	11.82
16. Equal pay for equal work	95.83	91.45	83.08	12.75
14. Women need more time off	22.56	33.13	35.71	13.15
30. Women are less charismatic	6.85	11.52	21.31	14.46
33. Women useful in conflict resolution	67.14	81.71	80.33	14.57
4. Women ask for rape	10.10	16.10	25.44	15.34
37. Men have rights not for women	19.06	7.42	24.07	16.65
31. Men make better leaders	19.24	17.27	34.25	16.98
1. Woman valued for appearance	41.33	24.22	39.65	17.11
12. Men are more productive	28.79	11.43	24.67	17.36
19. Single mothers are unusual	2.88	15.31	23.44	20.56
18. Single women manage better than men	53.02	74.61	56.15	21.59
7. Women must obey husbands	2.55	14.48	24.33	21.78
17. Working women increase family status	72.81	87.63	65.38	22.25
39. Blondes tend to be silly	20.97	10.51	35.31	24.80
15. Sex harassment is no big deal	2.91	23.04	27.86	24.95
10. Wives need to be beaten	0.84	4.79	26.33	25.49
34. Women are more peaceful	78.70	57.42	50.92	27.78
32. In war expect violence on women	13.31	15.76	42.46	29.15
24. Women: social issues, men: economic	62.74	29.85	35.67	32.89
5. Women less rational than men	63.48	30.36	44.94	33.12
3. Women more responsive to advertising	64.93	31.15	45.56	33.78
26. Women: better in arts than science	62.79	27.81	38.87	34.98
35. Women are worse drivers	60.67	25.43	32.69	35.24
2. Appearance more important for women	68.54	30.00	43.69	38.54
25. Women are not for dangerous jobs	75.31	35.00	42.67	40.31
36. Women excluded from positions	57.54	16.19	23.31	41.35
22. Women: more health issues	75.28	26.67	32.46	48.61
23. OK for women's bodies in ads	84.87	35.55	53.27	49.32
27. Women: bad at technology	68.05	16.36	14.77	53.28

Figure 21. Perception comparison of participants from Mexico, Romania, and the U.S., 2061



## 6. Reasons and Comments

Respondents were asked to provide reasons for their answers, where they wished to and to read the answers provided by others. Appendix B provides a complete verbatim listing of the reasons given; a few examples are quoted below. These examples have been slightly edited; check Appendix B for the original statement. In this section, an effort was made to limit the number of examples presented to only a few per question:

**Question: 1. Women are valued more for their physical appearance than their intellect or character.**

Certainly this has been true in the past. Changes due to women's emancipation and growing awareness of their capacities contribute to changing the situation. Currently, in spite of a media discourse which is constantly focused precisely how 'valuable' physical characteristics are, I believe the society I come from has profoundly changed: women, and especially young women are aware of their abilities, capacities and potential. and they do play a role in society, which goes beyond the private domestic sphere. This is bringing about a deep restructuring of social relations, which is only beginning to emerge, .... In a few decades, though, I expect more cultural changes

Women are becoming more and more valued for their intelligence, yet they are always measured by appearance and this will never change

I'm not optimistic about the balance of physical image/vs. intellect changing. I see more and more emphasis on physical image with increasing pressure on women of all ages to conform to unrealistic visions of what a female should look like. I think looks are being elevated way above intellect and I don't see any pushback from men or women to change it.

In the dating world, this is certainly true! But it carries over into other sectors too - business, sports, etc. Until we women choose dignity over popularity, this is not going to change.

...there is a greater burden on women to exhibit "sexual appeal" and women have always been expected to make an effort to be as beautiful as possible in satisfaction of men's definition of what is physically - i.e., sexually - attractive, with physical beauty being high on the list. The reverse has not been true for men. Men are generally primarily valued by their "good provider" value with appearance being less important. Beautiful women are most often more highly prized by men. .... A beautiful mate or date confers high status on a male, just as possession of an expensive sports car would. The importance of this fact speaks to the objectification of women – perceiving them primarily as objects or possessions – and is illustrated by the phrase “trophy wife.” ...As women have gained access to education and career opportunities, affording them more autonomy and greater gender equality in our society, they have become increasingly valued for their character, skills and abilities above their physical attractiveness. More recently, however, sexual attractiveness has resurged in importance, perhaps due to heightened standards for sexual attractiveness resulting from improvements in areas such as physical fitness and cosmetic enhancements, and the



significant competitive advantage physical appearance offers job seekers in a greatly weakened economy and job market. ....

**Question: 2. Physical appearance is more important for women than for men.**

(Ideal) physical appearance has become a commercial product: if you don't have it you can buy it. 50 years ago women were the focus of the propaganda machine selling beauty products, so women indeed were more focused on their appearance than men. But the commerce has discovered the male market, so they also are persuaded to use products to 'enhance' their physical appearance.

Media are dependent of the income of the commercial sector. So they reflect the marketing strategy of that sector. As the attention of that sector is more and more directed at both sexes, the media will not make a distinction on their own between males and females regarding physical appearances.

**Question: 3. Women are more responsive to advertising and marketing than men.**

Obviously this depends on what is being advertised... women remain a major target for anything that concerns household, family, food, and partly beauty. But ads more and more open men to being concerned with their appearance (see above) ... Ads for 'status symbols' type of goods remain relevant (cars...). I think polls would reflect this change, but 'opinion' would probably still express women being more responsive

I think as the number of working women increases and with it their buying power that advertisements will increasingly be directed to women who culturally handle most of the shopping. When I was at home with young children another mother told me that mothering was all about "shopping". That attitude still persists.

**Question: 4. Woman are raped because they ask for it.**

Until recently, talking about sex was a cultural taboo, even more so talking about rape. The mass media have made that possible now. But the conditions under which rape occurs are so different. When committed by robbers ..., it can hardly be presented under the same light as when it happens because a woman has overexposed her herself by thoughtlessly copying TV or movie stars whom she fails to understand that she is not behaving naturally but is, instead, laying a role under controlled conditions. The hope is that the younger generations will be more apt at discriminating between appearing and being so as to less expose themselves by copying fake (provocative) appearances

Here again I think cultural change is taking place, yet the media role especially in the past few years, instead of contributing to a critical discourse on liberty and dignity and respect of the human being, especially women, offers so much of the rhetoric of images, and so much of the exposition of the female body, with very little respect, that I am afraid deep change would be hard to take place. It took years to recognize rape as a crime in my country, and this has only happened recently. Normative values are changing, but very slowly, but very little is done, through policy approaches and interventions, to actually foster different images of women, which would help overcoming this pre-modern conception

The future may or may not be supportive of women in this area. One of the trends in the US is the sexualization of girls. Little girls are being taught to flaunt themselves sexually and the competition for winning beauty contests is very intense. In a 2007 report titled, "Report of the APA Task Force on the Sexualization of Girls" by the American Psychological Association is quoted as saying, "'Toy manufacturers produce dolls wearing black leather miniskirts, feather boas, and thigh-high boots and market them to 8- to 12 year-old girls. Clothing stores sell thongs sized for 7- to 10- year-old girls, some printed with slogans such as "eye candy" or "wink wink." ... In the world of child beauty pageants, 5-year-old girls wear fake teeth, hair extensions, and makeup and are encouraged to "flirt" onstage by batting their long, false eyelashes." This report indicates that this is getting worse. If girls are being taught to sexualize themselves early on, it is likely that rape may become a more common occurrence that will go unreported.

There are instances where women, for one reason or another, enter into situations that are dangerous. I don't think that means they are 'asking to be raped'. I think they are using terrible judgment...thus rape occurs. To 'ask for it' is to ask for horrendous abuse---that is a psychological problem.

... No one asks to be raped. Ever. It doesn't matter how she dresses or acts or makes herself available. No means No. Simple as that. Rape is about control and power and less about the act of sex itself. People feeling as though they have the right to violate someone else's most intimate right to control their own bodies. Rape is a crime and should be punished and treated as such.

**Question: 5. Women are less rational and more emotional than men.**

Because women tend to show their emotions more openly than men, the perception existed for a long time especially among males, that women are more emotional and therefore less rational. By now, maybe men have not succeeded yet in showing their emotions, but seeing how women are climbing up in society through better educational performance (outnumbering the men), this stereotype can hardly be maintained.

... I do not believe women are less rational than men but they are a bit more emotional. Denying that women are more emotional than men is just denying what makes them so magically feminine...

**Question: 6. A woman's job is to work at home and serve the needs of her family.**

It is obvious that a woman concerned more and more in her job will be less and less involved in the education of her children and this will lead to more and more problems of the young people, no one can replace a mother in her children's education so it will become soon obvious that if we don't want to become self destructive with humankind we should give second thoughts to this matter.

This has to do with the idea that women by nature are caretakers and men are the ones who work and provide for their families. In the Caribbean region however single parent families are common with most of the time the mother as the head of the family. So not only is she taking care of the family at home but she is also the one with a job to support the family

financially. We have to admire these women who really accept that it's their job to take care of their families in every way. In most of the cases the father is unknown or invisible. In Australia women's participation rates are very low (compared to) OECD averages. Women still do not return to work after childbearing. Socially this is very acceptable and there is a large % of households with women not working.

Juvenile delinquency and rise in crimes due to peer pressure are increasing due to emphasis on both parents taking full career jobs. All female animals including humans have genetic attachment to the upkeep of their children until they can be self dependent. The critical question is; how can women care for their children and husband without sacrificing their potentials ...?

**Question: 7. Women must obey and submit to their husband or male companion.**

While widespread in the past (being beautiful and silent was the perfect role for women) this still holds true these days for some sectors of society, where men have 'the final word'. Certainly here again we see changes, and men and women seem to share more of the visions, choices, problems (as appears from polls, on several family matters, including sex). I am afraid that if unexpected situations emerge, this 'sharing' would probably not be given for granted in many situations.

Woman and man should take into consideration each one's ideas in decision-making process. They should try to be ready to hear each other.

**Question: 8. Men should make all important family decisions.**

Many people will disagree with this statement and yet when it comes to behavior I still see men making the decisions. In many families women don't have the information or perspective to realize that important decisions are being made and they are not participating in them.

It is a tradition in Europe, including in Hungary

**Question: 9. Women should have the right to divorce.**

Otherwise it's slavery

It's her right but she should think also about her children and their future. But in some cases she almost should divorce (as for example in the case of violence in the family).

**Question: 10. Wives need to be beaten occasionally.**

It is a proverb, "The women are good if they are beaten." In Hungary there are very few who seriously believes it.

There is no excuse for a woman being beaten. That would be a time for a verbal confrontation. Maybe if the wife spoke up and expressed her feelings, there would be less need for the male to dominate physically.

Any kind of non-consensual corporal punishments is a crime. However, a small minority of women may wish to be physically dominated and/or disciplined and even if the majority of women may condemn and reprobate it, this is not their business to interfere.

**Question: 11. Men should have priority in access to education.**

Men still do have priority in education. Look at the male/female ratio in business schools. Also many families still will support the sons before the daughters.

Funding education (for girls) in developing countries (brings better) return on investment than any other type of investment.

**Question: 12. Even with the same education, men are more productive than women.**

I would say the opposite is true! Women are more productive than men!

I "think" alcoholism and addiction is more prevalent in men which render anyone unproductive. Currently I see women as more productive and expect them to continue to be more productive in the future. They often work double time -- both at their jobs and raising children.

Maternity is the main reason.

In some areas of industry it's true but mainly because of men's physical strength and psychological stability.

**Question: 13. Women are less reliable than men at work.**

In 2011 due to women taking time off to deal with domestic responsibilities this is often viewed as making them less reliable.

The women often go home to their children, but the men more often go to the pub.

Some women are light-minded and not reliable, but most of women are responsible for their actions. And we can't reject the fact that some men are lazy and not reliable.

**Question: 14. Women need more time off from work than men to attend to family matters.**

Even in 2011 women still bear an unequal share of the responsibility for childcare and home responsibilities and their work is viewed as less important and able to be missed to attend to family matters. Maternity leave rather than parental leave contributes to this view.

I answered "always" based on the typical familial arrangement whereby women are allocated more of the family care taking responsibility than men. This should not be the case, but while it is, a woman should therefore be given more time to do her (larger) share of the home work properly.

Women need the time as they often fulfill the role as a primary care giver for infants and young children. While men certainly entitled to time off during pregnancy a women's health is paramount and should be allowed time off in her final trimester and post partum.

**Question: 15. Sexual harassment in the workplace is no big deal.**

... what (is) meant as sexual harassment. The style of social behavior is very different in different places. It is necessary to emphasize that the women must avoid to harass men, as men have to avoid to harass women.

Sexual harassment is and always will be a big deal. It is unacceptable and I hope will always be so.

**Question: 16. Equal work deserves equal pay, regardless of gender.**

Equal work deserves equal pay, regardless of gender. FULL STOP. However, some differences in salary for the same function between men and women do not reflect discrimination but different choices made by women between their private and their professional lives. (Granted, some differences do reflect discrimination...)

We still have men earning more than women for doing the same job. Regardless of what people "say" the behaviors indicate that some people still in accordance with the belief that "Men deserve more pay".

**Question: 17. Independent women increase the social status of a family.**

Especially in Chinese rural areas

There are of course cases throughout the ranks of the world's society where a woman's association with making a living and not relying upon a man or the status of "mother" for social and personal identity, status and comfort is seen as an aberration and as a bit distasteful.

**Question: 18. Single women manage better than single men.**

Single men cannot find good life, because they have a lot of temptations for harmful activities, the women have not so much.

Single women (especially single mothers) have a harder time than single men. On the other hand, the stereotype that women need looking after by men is quite false.

Women are much better at "multi-tasking" than men. This is another stereotype but I think is a true one. With juggling a family and job and duties for both, it is quite a task.

**Question: 19. Single mothers are unusual.**

In Hungary single mothers are usual.

It's not unusual nowadays and that's bad tendency. Our aim is to help single mothers because it's difficult to grow up a child without man's help.

**Question: 20. Women have the right to decide whether and when to have children.**

It is accepted by the Hungarian law, but not all Hungarians agree with this.

Women have the right to decide what happens to her body... at the end of the day it is always the woman's right to choose

This type of statement is usually framed from the perspective of women who do not necessarily want to have children and who want the right to use birth control, etc.. However, if world population were to be managed rationally, with a global and enforceable trans-national agenda, many women who wanted children would lose at least some aspects of their right to decide whether and when to have them ....

**Question: 21. Women have the right to decide on issues related to their own health and bodies.**

Yes, but they should think carefully about all consequences of their decisions and they should listen to their relatives' opinions; for example, in the case of plastic surgery. Of course, except in the case, as per question 20, when perhaps not bearing children becomes enforceable under law.

**Question: 22. Women have more health issues than men.**

It is a given that women, by their very nature the bearer of children, have more complex organs than men and are in need of more medical attention. Yet the US health care system is worse on women. The US spends the most dollars on health care than every nation in the world (\$5.2 billion every day), but American women have shorter lives than virtually every Western European and Nordic country.

Obviously, women have maternal health issues. On the other hand, the stereotype that women are more 'delicate' than men is unfounded.

Women live almost 10 years longer than men. It is the case that woman health issues receive much more media coverage and research funding than man health issues, e.g, breast versus prostate cancer.

**Question: 23. Use of women's bodies in advertising is OK.**

If the advertising is tastefully done, I think it is OK.

Women are the first ones to buy products with advertising using woman bodies, not men.

**Question: 24. Women are better able to handle social and cultural issues, while men are better at economic and infrastructural issues.**

I suppose that women have better tastes than men but men are more enterprenorial.

**Question: 25. Women are not well suited for dangerous jobs.**

Women have more frail physique, men should protect them from any harm.

Many women want to be protected from dangerous jobs. Should they be exposed to them just because they have to do exactly like men?

**Question: 26. Women are better in arts and social sciences than hard sciences.**

Women from nature have better tastes but nowadays education give them equal knowledge so women can also be involved and interested in hard sciences (and they are more accurate in records).

**Question: 27. Women are not good at understanding technology or using products based on advanced technology.**

In 1961 -there was very little 'advanced technology', and, -there are lots of stories and some literature on how the women of the house would not allow men near any of what was then 'technology'.

Modern education helps women to improve their knowledge in this field. And most women have interest in technologies because of their curiosity.

**Question: 28. When women become heads of state or corporate leaders they have to abandon many of their feminine characteristics.**

Women who "made it to the top" are often not the most feminine ones. Whether they were quite masculine in the first place or whether they had to renounce part of their femininity to succeed in a man game is debatable. The most important goal of the coming years is not only to increase the share of women at the top of responsibility but also to change the rules of the game to make it friendlier, more compassionate, more human for women but also for men.

**Question: 29. A glass ceiling limits professional advancement of women.**

This is probably true at high level. At lower levels there are a lot of cases of positive discrimination towards young women, for instance PhD candidates in a S&T field.

**Question: 30. Women are less charismatic than men.**

'charismatic' is a term generally applied to men and so is most often associated with male characteristics. This is detrimental to women who can also have strong appeal.

In male team of course man-leader is more charismatic but some women have enough charisma to manage any team.

**Question: 31. Men make better leaders than women.**

The history teaches us that it is a big error.

I think it's the influence of the other stereotypes. Men are considered to be better leaders by majority, which usually means that they have higher respect and authority which is quite a good quality in a leader.

Sometimes men are better leaders because they are less sensitive and have stronger will.

**Question: 32. Violence and rape against women is to be expected during war.**

It must be expected during the fights with terrorists as well. It will be eliminated until 2061 or the humanity will be eliminated.

War is War. Violence and rape are the fate of men, and children....

**Question: 33. Women should be included in conflict resolution processes.**

Women are more sensitive and they think more about people's lives. So they will pay more attention to save people and it's good in any conflict resolution.

In some conflicts, culture means that women are not 'welcome' in (overall) negotiations. The key is to ensure that women are engaged in aspects of the management of conflict/crisis which do not block progress.

**Question: 34. Women are more peaceful than men.**

It is a natural attitude the ones who give lives for children.

**Question: 35. Women are worse drivers than men.**

Statistics demonstrate that women are better driver than men, especially young women in comparison to young men.

Yes, sometimes they are bad drivers because they can be easily distracted. But sometimes men are more nervous and can behave dangerously.

**Question: 36. It is normal for women to be excluded from certain circles or positions.**

Men are excluded from many women-only circles or associations. So there is no reason to include women everywhere if this is not reciprocated. (I personally don't and wouldn't participate in a circle or association in which women are excluded.)

**Question: 37. Men should have certain rights that are not available to women.**

Military service in combat situations

Well, there are men's clubs, the right to play professional football, and men's bathrooms.

**Question: 38. Women are more gullible than men.**

Both women and men are more and more gullible during the critical period of industrial age. We have to overcome on it.

Thankfully, media in my country do not consider this an issue.

**Question: 39. Blondes tend to be silly.**

Happily, this is now in the domain of jokes. Many world leaders are blondes and are doing a way better job than many male leaders (or not blonde women). Since most blonde leaders are also beautiful, they get increased attention (and if they make a silly move, at least they have an excuse -- of being blondes ;-))

It is a result of the prejudice of nations never having blond hair.



## 7. Newly Suggested Stereotypes and Closing Comments

The questionnaire also invited respondents to suggest other stereotypes. The respondents suggested about 22 other stereotypes. The full list is in Appendix B, question 40. Following are some examples (slightly edited):

- Women are usually instrumental in creating hurdles for other women
- It is necessary for a woman to marry and have children to feel fulfilled as a woman
- Women who are in positions of power are either puppets or "bitches"
- Stereotypes about women who are sex workers
- Homosexual women are ugly, or feminist, or hate men
- The "gold-digger" stereotype - women and girls just want men's money.
- Women who succeeded in their career are most of the time "supported" by a man in exchange for sexual favors.
- Women are less sexually active than men. (translated from Spanish)
- Women are more skilled at parenting. (translated from Spanish)
- Women are less unfaithful than men. (translated from Spanish)
- Women in the workplace are generally perceived as more overworked than men.
- Women in the workplace are not provided with professional development opportunities and mentorship opportunities as often as men.
- Women who are smart are a threat to men.
- Persons with borderline personality disorder have greater and more harmful effect on women than men.
- Women's fundamental purpose is motherhood.

At the end of the questionnaire the respondents were asked to provide comments about the process and their experience in completing the questionnaire. A few found some of the questions ambiguous and the instructions confusing; others found the process stimulating and quite worth the effort. All comments are listed in Appendix B, and following are some examples:

- I am an Australian living in Rwanda. I have answered the questions as though I am a Rwandan but clearly cannot be reflecting the true situation as known by Rwandans. I have been away from Australia for 15 years so also did not think my answers would truly reflect that country.
- Good, but I think that seeing the number in options [the averages of other respondents' ratings] may influence answers.
- .... it's really good questions. I would be curious to read the answers and tendencies...  
kind regards
- The study is too long!

- The study is nice and relevant. I wish the impacts and side-impacts of feminism would be better addressed.
- Survey is VERY weak on the issue of the day, all over the world; security/human security. What are the woman's strengths and weaknesses, and how should they best be accounted for in national defense? homeland security public safety? response to natural disasters? response to non-natural crises? analysis on existential threats?
- This is in general a very poorly worded survey! I expected something better.
- The questions are appropriate. The challenge of modern society is to create a balance between traditional values and imperatives of modern society, or risk increase in number of criminals in society. Criminals are people deprived of adequate family love and care. The questionnaire did not seem to address this latter.
- I am not sure that all approaches or opinions can be categorized as cultural or personal beliefs (i.e. subject to place, time, relativism or subjectivity). Likewise, answers given under the categories change over time and media influence can fall under the category of personal belief.
- Woman itself is a mental construct, outside of the biological circumstance -- in some sense the survey is about judgments of mental constructs about a mental construct.
- My experience with the survey illuminated the absolute interconnectedness of the human condition and the necessity of addressing it in complete terms, rather than in parts.
- I appreciate this kind of questionnaire. I answered each question with great interest. Thanks for all who worked on this. I hope and recommend :) to prepare such questionnaire about children's rights and corruption. Thank you again and again...

## 8. Conclusions

If we take the perceptions of the respondents as a reflection of the true state of stereotype evolution, then we are witnessing a slow but massive shift in gender stereotypes. Old views involving gender equity, women's rights, and restricted societal roles for women are evolving toward much more liberal concepts. The fact that these changes are discernible on a century time scale indicates how slowly deeply rooted stereotypes are changing, but change is indeed occurring; witness the panel's estimate of a drop in support for the stereotype: "A woman's job is to work at home and serve the needs of her family" from 72% in 1961 to 37% in 2011.

The study started with a given list of stereotypes and asked about anticipated changes in acceptance; the question about new stereotypes not yet on the list was open-ended and invited all suggestions. For the most part, respondents pointed out additional stereotypes-in-transition of the sort already on the list but contributed few really new stereotypes-in-the-making. Perhaps it was inevitable that few start-up stereotypes were suggested since they are likely to be very hard to see from a social vantage point that is imbedded in the change. There are clearly some new changes in store: for example, interracial marriages are no longer perceived as unusual; gender stereotypes associated with religion may be shifting too.

The vector of change in every case was in socially favorable directions: desirable stereotypes were seen to spread and undesirable stereotypes were seen to recede. The respondents believed that only a few of the 39 stereotypes will be supported by a majority of the world's population by 2061. Those stereotypes which (in the judgment of the respondents) will be believed by 50% or more people, worldwide are:

- Women are more peaceful than men.
- Women have the right to decide whether and when to have children.
- Equal work deserves equal pay, regardless of gender.
- Women have the right to decide on issues related to their own health and bodies.
- Women should have the right to divorce.
- Women should be included in conflict resolution processes.
- Independent women increase the social status of a family.

Men and women agreed that some changes were likely, but disagreed sharply on others.

Due to the small sample size and uneven participation from various countries, the ability to make country to country comparisons was quite limited.

The respondents' answers suggest that they believe that the stronger the media holds to a stereotype, the less the stereotype will change over time.

The study provides a backdrop for future analyses particularly on the role of media and country to country comparisons of the evolution of stereotypes. It would have been informative, for example, if other attributes of the participants had been available such as age and education. In addition, future work should involve larger groups of participants, representatives of the media and other actors with impact on the development, transmission, and consequences of stereotyping. Hopefully, the results of this study will spark further work for improving gender equity, for reducing the negative consequences of stereotypes, and for policy making involving these issues.

## Appendices

### Appendix A. Summary of Quantitative Results

Average judgments of respondents

	Stereotype	Change over Time			Media	Personal
		2061	2011	1961		
1	Women are valued more for their physical appearance than their intellect or character.	33.01	55.99	70.2	8.41	6.81
2	Physical appearance is more important for women than for men.	42.09	59.88	72.85	8.61	7.04
3	Women are more responsive to advertising and marketing than men.	41.54	55.09	61.1	8.03	6.75
4	Woman are raped because they ask for it.	17.99	32.39	52.05	5.78	3.64
5	Women are less rational and more emotional than men.	38.8	56.6	76.56	7.93	6.02
6	A woman's job is to work at home and serve the needs of her family.	21.29	41.2	80.98	6.64	4.37
7	Women must obey and submit to their husband or male companion.	16.7	37.09	72.1	6.18	3.65
8	Men should make all important family decisions.	21.36	44.12	77.99	6.73	3.83
9	Women should have the right to divorce.	90.79	76.98	42.18	8.71	9.82
10	Wives need to be beaten occasionally.	8.3	20.58	42.23	4.36	3.24
11	Men should have priority in access to education.	8.98	25.01	59.83	4.56	3.31
12	Even with the same education, men are more productive than women.	18.45	38.21	67.15	6.32	3.92
13	Women are less reliable than men at work.	15.72	33.99	61.4	5.68	3.72
14	Women need more time off from work than men to attend to family matters.	35.39	58.25	79.96	7.46	6.97
15	Sexual harassment in the workplace is no big deal.	22.13	40.41	66.84	6.03	4.08
16	Equal work deserves equal pay, regardless of gender.	86.82	69.87	35.33	8.12	9.73
17	Independent women increase the social status of a family.	76.56	57.66	25.23	7.34	8.9
18	Single women manage better than single men.	61.31	52.58	27.9	6.66	7.73
19	Single mothers are unusual.	18.92	32.23	70.02	5.44	4.09
20	Women have the right to decide whether and when to have children.	84.21	65.62	33	7.9	9.43
21	Women have the right to decide on issues related to their own health and bodies.	90.53	75.82	42.39	8.3	9.83

	Stereotype	Change over Time			Media	Personal
		2061	2011	1961		
22	Women have more health issues than men.	37.08	50.12	64.7	6.91	6.44
23	Use of women's bodies in advertising is OK.	48.12	67.56	61.56	8.9	5.76
24	Women are better able to handle social and cultural issues, while men are better at economic and infrastructural issues.	38.09	56.08	78.48	7.83	6.1
25	Women are not well suited for dangerous jobs.	38.67	60.13	84.19	7.75	5.78
26	Women are better in arts and social sciences than hard sciences.	31.88	52.59	80.08	7.46	5.1
27	Women are not good at understanding technology or using products based on advanced technology.	21.39	43.85	79.01	7.08	4.3
28	When women become heads of state or corporate leaders they have to abandon many of their feminine characteristics.	24.57	50.38	77.01	7.45	5.25
29	A glass ceiling limits professional advancement of women.	30.12	54.29	75.21	7.25	7.8
30	Women are less charismatic than men.	17.92	35.2	61.13	5.58	3.93
31	Men make better leaders than women.	24.79	51.42	82.27	7.49	4.23
32	Violence and rape against women is to be expected during war.	34.04	44.88	66.44	6.68	5.1
33	Women should be included in conflict resolution processes.	83.21	62.04	25.09	6.81	9.68
34	Women are more peaceful than men.	56.17	64.2	78.39	7.74	7.61
35	Women are worse drivers than men.	28.82	54.91	80.11	7.56	5.11
36	It is normal for women to be excluded from certain circles or positions.	21.29	47.5	81.07	6.65	4.3
37	Men should have certain rights that are not available to women.	14.04	35.79	71.53	5.78	3.46
38	Women are more gullible than men.	25.69	48.16	74.71	6.86	5.07
39	Blondes tend to be silly.	16.19	38.16	60.87	6.7	3.72

## SORTED BY GENDER

	Stereotype	2061		2011		1961		Media		Personal Belief	
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
1	Women are valued more for their physical appearance than their intellect or character.	45.35	39.52	58.89	61.25	75.47	75.71	8.7	8.61	6.87	6.73
2	Physical appearance is more important for women than for men.	62.85	48.15	67.75	67.12	78.21	76.59	8.78	8.84	8.52	7.39
3	Women are more responsive to advertising and marketing than men.	64.09	47.15	68.29	64.22	71.49	69.11	8.62	8.29	8.48	6.51
4	Women are raped because they ask for it.	14.77	20.77	27.21	35.62	62.6	54.05	3.9	5.91	3.51	3.78
5	Women are less rational and more emotional than men.	63.27	44.04	68.19	63.76	74.98	78.93	8.5	8.04	6.73	6.25
6	A woman's job is to work at home and serve the needs of her family.	20.75	26.97	46.44	47	88.74	80.01	5.62	6.36	4.95	4.78
7	Women must obey and submit to their husband or male companion.	5.09	16.84	27.11	42.49	74.25	74.83	5.42	6.05	3.41	3.3
8	Men should make all important family decisions.	13.86	22.97	38.03	49.66	74.33	79.47	5.7	6.64	3.66	3.35
9	Women should have the right to divorce.	96	94.54	83.83	71.35	47.51	36.94	8.88	8.5	9.79	9.92
10	Wives need to be beaten occasionally.	2.73	8.71	6.53	30.09	18.5	51.95	3.48	4.1	3.18	3.09
11	Men should have priority in access to education.	4.76	7.95	14.01	26.39	49.01	64	3.55	4.17	3.26	3.09
12	Even with the same education, men are more productive than women.	32.39	13.89	56.58	43.9	68.76	68.1	6.61	5.96	7.62	3.41
13	Women are less reliable than men at work.	13.3	21.52	43.75	42.74	69.37	63.57	4.95	5.44	3.49	3.41
14	Women need more time off from work than men to attend to family matters.	24.91	38.96	66.79	66.87	84.68	81.67	5.85	6.95	7.07	7.23
15	Sexual harassment in the workplace is no big deal.	8.37	21.03	27.71	45.71	82.73	72.75	4.02	5.66	3.55	3.67
16	Equal work deserves equal pay, regardless of gender.	93.68	92.29	88.26	65.73	31.07	30.42	8.97	7.95	9.96	9.83
17	Independent women increase the social status of a family.	69.5	85.91	49.8	62.26	30.41	22.7	7.41	6.4	9.52	9.32

	Stereotype	2061		2011		1961		Media		Personal Belief	
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
18	Single women manage better than single men.	47.9	66.13	36.7	55.62	29.26	23.21	6.82	6.08	8.23	8.45
19	Single mothers are unusual.	7.21	38.63	27.41	38.34	73.48	50.07	5.12	5.46	7.38	4.73
20	Women have the right to decide whether and when to have children.	88.62	89.59	69.28	69.29	40.08	34.81	7.44	8.29	8.83	9.64
21	Women have the right to decide on issues related to their own health and bodies.	92.91	92.48	75.52	75.19	65.07	43.37	8.89	8.79	9.89	9.86
22	Women have more health issues than men.	69.49	46.07	74.62	53.74	86.37	54.53	8.48	6.83	8.21	7.12
23	Use of women's bodies in advertising is OK.	79.83	35.66	83.18	79.93	85.04	74.29	9.32	8.89	7.96	6.14
24	Women are better able to handle social and cultural issues, while men are better at economic and infrastructural issues.	62.74	35.42	68.47	58.14	81.02	82.47	8.55	7.78	7.05	5.64
25	Women are not well suited for dangerous jobs.	76.2	42.22	78.97	65.9	88.92	88.06	8.6	6.83	8.78	5.46
26	Women are better in arts and social sciences than hard sciences.	63.99	27.85	78.85	52.6	90.43	80.2	9.24	6.66	8.11	5.55
27	Women are not good at understanding technology or using products based on advanced technology.	66.11	15.68	74.47	42.57	89.01	78.5	8.5	6.23	7.73	4.17
28	When women become heads of state or corporate leaders they have to abandon many of their feminine characteristics.	27.94	30.19	66.17	59.37	85.03	80.36	7.01	7.41	5.38	5.74
29	A glass ceiling limits professional advancement of women.	33.15	33.15	78.29	60.83	90.61	81.13	9.32	7.09	8.52	8.19
30	Women are less charismatic than men.	6.98	19.94	24.63	39.99	35.13	65.83	3.88	5.77	3.38	3.68
31	Men make better leaders than women.	24.85	22.85	51.72	55.97	77.69	82.53	8.4	7.39	6.38	3.63
32	Violence and rape against women is to be expected during war.	27.32	20.04	49.35	50.16	72.27	71.55	8.15	6.67	4.3	4.62
33	Women should be included in conflict resolution processes.	63.18	89.63	52.79	57.85	42.52	22.27	4.58	7.03	9.11	9.95



	Stereotype	2061		2011		1961		Media		Personal Belief	
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
34	Women are more peaceful than men.	80.66	68.59	83.15	72.27	87.12	82.34	8.6	7.44	8.81	8.06
35	Women are worse drivers than men.	60.22	26.24	68.93	59.69	76.88	79.33	8.52	7.89	7.84	4.75
36	It is normal for women to be excluded from certain circles or positions.	55.56	15.65	70.15	54.55	86.82	85.99	8.88	6.63	7.81	3.76
37	Men should have certain rights that are not available to women.	19.25	13.3	46.38	44.71	74.18	78.55	6.4	5.95	4.71	3.09
38	Women are more gullible than men.	41.99	33.35	66.2	61.25	84.5	80.83	8.13	7.55	5.18	6.22
39	Blondes tend to be silly.	22.58	12.67	35.01	39.79	40.48	69.91	6.74	6.62	4.61	3.47

## SORTED BY COUNTRY

Abbreviated Statement	U.S.					Mexico					Romania				
	2061	2011	1961	Media	Self	2061	2011	1961	Media	Self	2061	2011	1961	Media	Self
1. Woman valued for appearance	41.33	60.89	78.91	8.89	6.87	24.22	50.11	70.33	8.63	6.12	39.65	60.29	71.76	7.26	6.89
2. Appearance more important for women	68.54	72.34	78.93	8.96	8.78	30.00	51.56	69.00	8.36	5.70	43.69	66.75	60.94	8.35	6.06
3. Women more responsive to advertising	64.93	70.05	73.85	8.75	8.54	31.15	48.21	64.62	8.07	6.05	45.56	53.75	29.38	6.53	7.16
4. Women ask for rape	10.10	25.08	68.99	3.88	3.07	16.10	36.00	52.50	6.58	4.05	25.44	34.94	52.50	5.32	3.24
5. Women less rational than men	63.48	69.63	75.95	8.59	6.71	30.36	55.95	76.67	8.47	5.44	44.94	54.94	84.25	7.53	6.83
6. A woman's job is home	18.54	45.90	92.90	5.47	4.87	17.55	43.93	74.05	7.44	3.76	27.24	42.94	83.47	4.78	4.44
7. Women must obey husbands	2.55	24.38	77.54	5.22	3.15	14.48	39.29	66.76	7.05	3.55	24.33	50.33	82.00	5.00	3.59
8. Men make important decisions	10.85	34.90	75.66	5.44	3.14	17.98	47.14	76.07	7.73	3.93	22.67	42.00	77.00	6.75	3.33
9. Women have right to divorce	99.19	89.90	50.30	8.86	10.00	90.19	72.10	49.52	8.84	9.67	94.38	80.31	37.81	8.78	10.00
10. Wives need to be beaten	0.84	2.75	14.15	3.12	3.00	4.79	24.05	42.02	4.78	3.13	26.33	42.33	61.33	3.89	3.00
11. Men priority to education	1.33	13.02	54.20	3.37	3.05	6.05	27.25	64.38	4.95	3.42	10.47	27.67	65.33	4.00	3.00
12. Men are more productive	28.79	56.46	70.15	6.67	7.55	11.43	35.36	61.55	6.02	3.05	24.67	49.33	69.33	6.22	3.22
13. Women are less reliable	9.60	42.47	69.67	4.98	3.17	9.63	32.13	54.75	4.95	3.59	17.67	34.33	57.00	4.65	3.35
14. Women need more time off	22.56	71.21	88.16	5.56	7.17	33.13	56.19	77.50	7.30	6.59	35.71	50.71	72.86	6.76	6.18
15. Sex harassment is no big deal	2.91	25.10	88.42	3.76	3.06	23.04	46.22	70.27	6.46	4.29	27.86	37.86	63.21	4.44	3.39
16. Equal pay for equal work	95.83	91.52	29.83	8.70	10.00	91.45	65.63	40.75	7.81	9.19	83.08	70.77	33.08	8.94	10.00
17. Working women increase family status	72.81	53.71	34.82	7.22	9.72	87.63	64.50	40.75	7.88	9.77	65.38	46.15	18.46	7.56	9.28
18. Single women manage better than men	53.02	42.53	36.65	6.98	8.75	74.61	61.71	41.58	6.63	7.97	56.15	41.15	26.15	7.11	8.13
19. Single mothers are unusual	2.88	25.31	76.21	4.98	7.43	15.31	33.33	59.29	5.80	3.40	23.44	35.31	71.88	4.89	3.56
20. Women decide whether to have children	93.00	75.15	49.61	7.09	9.05	90.53	64.74	26.58	8.24	9.61	90.07	66.00	26.00	7.33	9.06
21. Women decide on their own bodies	94.44	77.41	70.28	8.70	9.92	95.06	70.15	44.55	8.28	10.00	93.92	75.38	33.08	8.33	9.17

Abbreviated Statement	U.S.					Mexico					Romania				
	2061	2011	1961	Media	Self	2061	2011	1961	Media	Self	2061	2011	1961	Media	Self
22. Women: more health issues	75.28	78.18	88.56	8.41	8.39	26.67	38.94	49.55	6.28	5.61	32.46	49.62	53.08	5.89	5.78
23. OK for women's bodies in ads	84.87	88.45	93.73	9.75	8.30	35.55	54.55	54.70	9.28	5.19	53.27	72.67	63.33	8.89	5.33
24. Women: social issues, men: economic	62.74	70.05	83.34	8.76	6.90	29.85	50.30	69.91	7.85	4.88	35.67	56.67	69.33	7.94	6.11
25. Women are not for dangerous jobs	75.31	80.95	93.30	8.63	8.56	35.00	59.24	77.21	8.22	5.94	42.67	66.67	88.13	7.44	5.89
26. Women: better in arts than science	62.79	80.85	93.12	9.42	8.00	27.81	42.52	62.52	7.64	4.00	38.87	56.60	77.47	6.22	4.89
27. Women: bad at technology	68.05	77.21	91.68	8.58	7.81	16.36	41.06	64.33	7.31	3.44	14.77	39.92	76.69	5.78	4.11
28. Women leaders lose femininity	23.19	67.77	89.24	7.01	4.86	17.27	42.12	61.97	6.86	4.39	25.08	53.77	80.15	7.56	5.00
29. A glass ceiling limits women	32.49	80.46	92.08	9.27	8.44	23.17	42.10	50.81	6.94	6.53	25.48	52.38	79.92	6.38	7.59
30. Women are less charismatic	6.85	23.55	31.48	3.74	3.41	11.52	32.42	55.45	5.39	3.72	21.31	44.15	66.46	4.44	4.00
31. Men make better leaders	19.24	48.72	77.87	8.56	6.17	17.27	45.61	68.88	7.56	3.61	34.25	53.69	82.44	7.41	3.78
32. In war expect violence on women	13.31	46.66	71.43	8.17	3.83	15.76	46.21	66.06	7.00	4.22	42.46	53.62	62.62	7.22	5.94
33. Women useful in conflict resolution	67.14	54.87	45.18	4.07	8.99	81.71	64.43	41.14	6.79	9.89	80.33	60.67	30.00	6.78	9.94
34. Women are more peaceful	78.70	82.21	90.03	8.66	8.45	57.42	72.12	91.52	8.31	6.36	50.92	58.08	67.23	7.12	7.56
35. Women are worse drivers	60.67	65.44	74.30	8.38	7.50	25.43	54.00	70.89	7.58	4.95	32.69	61.00	80.69	7.22	4.78
36. Women excluded from positions	57.54	70.69	88.58	9.05	7.89	16.19	47.34	83.94	6.94	3.17	23.31	46.15	81.54	5.44	3.56
37. Men have rights not for women	19.06	46.91	76.39	6.63	4.54	7.42	35.09	58.48	6.17	3.50	24.07	44.40	68.93	4.33	3.00
38. Women are more gullible	42.78	68.43	87.29	8.37	4.95	40.40	63.00	88.17	7.42	5.06	32.12	49.53	69.65	7.00	4.88
39. Blondes tend to be silly	20.97	32.84	42.15	7.12	4.73	10.51	32.00	53.71	5.84	3.21	35.31	72.31	73.08	7.83	3.67

## **Appendix B. Reasons Provided by Respondents**

### **Question: 1. Women are valued more for their physical appearance than their intellect or character.**

REASON: 1 Changing mentality and behaviour is not different from long talks. People need to act not to make speeches as is much often the case. The resistance to change is more deeply rooted than the public utterings may suggest. It will therefore take a bit longer to do away with stereotypes.

REASON: 2 In a latin american society is very difficult to change the idea that the body is first and the intellect doesnt count

REASON: 3 Earlier in my part of the world women were not given equal opportunities to show their capabilities but now comparatively change is being seen where women are working along with men in close competition. In future, there might be a minor increase in physical appearance pertaining to the penetration of media in our daily lives where physical appearance is shown as one of the amplified merits in a woman

REASON: 4 Avant, les femmes haitiennes étaient plutôt jugées sur leur beauté et leur capacité à s'occuper de leur maison. aujourd'hui, il est très difficile à une femme d'avoir accès à un emploi même si elle est très diplômée. La maigreur et l'habillement sont jugés sévèrement et puis il y a une présomption de relation étroite entre sexe et compétence. À l'avenir, cela aura tendance à diminuer grâce à un accès plus large à l'éducation et le travail des organisations féministes et féminines.

REASON: 5 This has to do with culture and the norm of the society where one comes from. The culture is so where i come from but thank God this is gradually changing. women are now being valued beyond the physical appearance but rather on their intellect.

REASON: 6 In Egypt the mentality of people is changing towards women. They are now enrolled in the highest posts. And I think this will be more in the coming years.

REASON: 7 this is because of the culture of a particular society. for instance the Efik people in Cross river where i come from culturally value a beautiful lady more than another that has any characteristics. however this is changing because of more enlightenment and the need to meet ends meet. so people can now ask "fine lady fine lady is it fine girl i will eat"

REASON: 8 Bodily beauty is more appealing

REASON: 9 This has to do with culture and the norm of the society where one comes from; in the past it was pretty much like this, but in the future things will go better regarding women position within society and also women image and treatment.

REASON: 10 The changing environment which is drastically shifting to urbanization in developing countries has prompted the need for women to be valued more for their intelligence and character which is key to raising a family or organization. This growing trend can only be attributed to the economic conditions rather than the social trend. The notion still remains the same in the social front. The prejudice existing in the upper part of Ghana where I come from is that, women cannot be given leadership position because of the emotional attachment she will bring to the position no matter the level of her knowledge and experience.

REASON: 11 Certainly this has been true in the past. changes due to women emancipation and growing awareness of their capacities contribute to changing the situation. currently, in spite of a media discourse whihc is constantly focused precisely how 'valuable' phicial characteristics are, I believe the society I come from has profoundly changed: women, and especially young women are aware of their abilities, capacities and potential. and thy do play a role in society, which goes beyond the private domestic sphere. This is bringing about a deep restructuring of social relations, which is only beginning to emerge, even from monitoring exercises. In a few decades, though, I expect more cultural changes

REASON: 12 I believe this is changing. Women are gaining more and more spaces due to their intelligence and sensitiveness and not because of their appearance, and the society is recognizing this fact.

REASON: 13 aging citizenship; decreasing percentage of young

REASON: 14 the problem with humans is we are thinking but we acting upon feelings(instincts)

REASON: 15 Women are becoming more and more valued for their intelligence, yet they are always measured by appearance and this will never change

REASON: 16 I think historically, a women's 'character' was more important than it is today. E.g. to be caring, kind, generous etc. This of course led to stereotypes about gender roles etc, but it was also viewed positively.

REASON: 17 The transition in beauty/brain assessment is very apparent when watching old vs. contemporary movies. I trust that observation more than personal experience which is skewed by physical and mental changes that are part of the aging process---which is a different question.

REASON: 18 believe the percentages I estimated are correct because we are becoming smarter all the time.

REASON: 19 In the past, women are expected to be a mother and good housekeeper in the first place. Good physical appearance is a plus but being a good mother is a "must" quality in 1961 Japan. Now, it seems physical appearance appears to become more important factor in determining women's value due to changing role of women in society, which is rather ironic.

REASON: 20 Traditionally Caribbean women hold a strong position in households and in the past 50 years increasingly in their societies as well. So even if the norm for physical (female) beauty was greatly influenced by Caribbean colonial history, whereby European norms served as models, in the past decades women became much more aware of their own value and made enormous progress in their emancipation process. As a result in many Caribbean countries women are breaking through nowadays, using their intellect to achieve higher educational preparation, get better jobs and succeed in performing much better in life. So, on the long run who will value their physical appearance?

REASON: 21 It will be more and more obvious that the intellect and the character of women are much more important than their physical appearance - it was always so, but it was not realized by the silly men.

REASON: 22 I think this question is problematic as it puts intellect and character together. If by character we mean 'a good wife/mother', then my answer would be different from if we take it to mean individual character as a human being not defined by societal gender roles. I feel that women's intellect is valued more now than in 1961, but I'm not sure the balance is going to continue tipping that way, especially as technology blurs the lines of human/"natural".

REASON: 23 I believe this is changing. However I would have given higher percentages if the question had asked only about intellect. It is difficult to attribute a percentage to women being valued more for appearance than for character.

REASON: 24 In the 1960s, although China experienced economic difficulties, but the value of women had been respected

REASON: 25 I'm not optimistic about the balance of physical image/vs intellect changing. I see more and more emphasis on physical image with increasing pressure on women of all ages to conform to unrealistic visions of what a female should look like. I think looks are being elevated way above intellect and I don't see any pushback from men or women to change it.

REASON: 26 It seems that there is a trend towards improving the external appearance. And this apparent in magazines, movies, and social life. However, this trend should stabilize at some point.

REASON: 27 In the dating world, this is certainly true! But it carries over into other sectors too - business, sports, etc. Until we women choose dignity over popularity, this is not going to change.

REASON: 28 in the past, when women marry they are regarded as taking any investment on their education to another home unlike men who bear the family name. Hence very few families invested in women education. Presently, more women are getting educated in the Christian communities. This is not so much the case in the Muslim communities. In future, investment by families on women education will increase in Christian and more communities in Nigeria.

REASON: 29 This is a very complex issue. Appearance matters a lot for both genders. Intellect and character can both be deep sixed for either gender by concerns about appearance, such as

sloppiness, offensiveness, inappropriateness, etc. Additionally, "appearance" has multiple connotations and aspects such as physical attributes, style, and sexual attractiveness, with expectations and impact varying according to context - e.g., professional environment vs social environments - and gender - e.g., men are valued by appearance also but the relative importance of and standards for appearance are not the same as for women - as well as age - e.g., physical attractiveness is much more potent for both genders during adolescence and becomes increasingly less potent as the individual matures. I suspect sexual appeal based on physical beauty and attractiveness of dress is what is being referred to here. In general in our society, there is a greater burden on women to exhibit "sexual appeal" and women have always been expected to make an effort to be as beautiful as possible in satisfaction of men's definition of what is physically - i.e., sexually - attractive, with physical beauty being high on the list. The reverse has not been true for men. Men are generally primarily valued by their "good provider" value with appearance being less important. Beautiful women are most often more highly prized by men. This may be due to the perception that physical beauty is a sign of physical superiority and uniqueness – beautiful women are generally perceived to have been born that way, therefore possessing special genetic material that no one else can possess. A beautiful mate or date confers high status on a male, just as possession of an expensive sports car would. The importance of this fact speaks to the objectification of women – perceiving them primarily as objects or possessions – and is illustrated by the phrase “trophy wife.” Women also value physical attractiveness in men and in similar ways but the payoff is the admiration and approval of other women for the ability to make a "good catch" rather than heightened status. The definition of what men find physically attractive varies individually but broad trends can be found that vary according to culture, ethnicity, occupational categories, socio-economic factors and social values. Both men and women tend to judge women by their degree of physical attractiveness to men, with extremes at either end of the spectrum being generally rejected. As women have gained access to education and career opportunities, affording them more autonomy and greater gender equality in our society, they have become increasingly valued for their character, skills and abilities above their physical attractiveness. More recently, however, sexual attractiveness has resurged in importance, perhaps due to heightened standards for sexual attractiveness resulting from improvements in areas such as physical fitness and cosmetic enhancements, and the significant competitive advantage physical appearance offers job seekers in a greatly weakened economy and job market. It is commonly known that 75% of all hiring is the result of "networking" - i.e., social contacts. People who are more physically/sexually attractive are more likely to be able to successfully and extensively network than those who are not. Another factor in the increasing importance of physical appearance for women is the perceived importance of finding and keeping a mate who will support you. Again, a worsened job market for women (men have been awarded 80% of all new jobs in the recovery) decreases their chances for financial independence and increases the likelihood they will need to be able to attract and keep a mate in order to maintain a satisfactory standard of living or even simply to survive. I believe the importance of physical attractiveness for both genders, but especially for women, will continue to increase (albeit unevenly according to employment category or circumstance) until the job market significantly improves.

REASON: 30 Nowadays in Romania is a big gap between the social sectors and how is it a woman viewed in them. We do have women valued for their intelligence and character seen as a role model but is also a method to become known by the beauty if there is a lack of intelligence

or character. In the early '60 the woman was valued for her ability to be a good wife and mother and equally by the contribution to the wealth of the communist society.

REASON: 31 sex is the best tool to sell "something" in our world and if we think deeply about this is very instinctual

REASON: 32 Even our female news anchors dress like sex symbols.

REASON: 33 Better education, more illumination

REASON: 34 Hollywood has been the worst media offender. The female stars are idolized, hyped, and served up as the definition of beauty. May be changing lately, but slowly. Advertising of cosmetics, of course, reinforces the notion that a little cream can produce beauty. One worry is that we are seeing the rise of cosmetic medicine that will also reinforce this notion. A little surgery makes you slim and beautiful.

REASON: 35 Les médias n'emploient pas les femmes et meme diffusent des émissions dévalorisantes pour elles.

REASON: 36 this is because most media stations and papers portray a women to be beautiful at all times including gingles and pictures

REASON: 37 Physical appearance is used as a sales tool to appeal to both sexes in one or another way. Women need to identify themselves with the model in the media to persuade them to buy the product. The appearance of that model changed over time. Once it was the blond light skinned young and very skinny European looking woman that served as a model in the Caribbean region where the looks of most of the female population is quite the opposite. Nowadays all kinds of role models are used, just to get the message through. The influence of the modern media especially on children is apparent where models are presented and sold (dolls) that look so much different but are considered the ideal appearance.

REASON: 38 While the trend in media is to sustain the role model women who succeeded through their intelligence and character, we can also see women that are promoted only for their beauty but treated as if their beauty is the only quality they have and for that are seen as objects

REASON: 39 The question is not clear for me. If it is asked what I value more in a woman, I would say that I value more, in the sense of profound values, their character first, then their intellect, although both aspects are tightly interconnected; but I feel of course attracted by the beauty and physical appearance.

REASON: 40 People behave according to their perceptions of what is valued. When a society puts a high premium on physical appearance, women tend to 'play up' appearance and 'play down' intellect. Women began to transition toward an increasing value of intellect in the late '60's when a feminist movement partnered with the civil rights movement. Men held onto the old vernacular, i.e. "cute broad" for another generation.



REASON: 41 the question is indeed not clear. Does it ask whether I believe such sentiment exist or whether I believe the sentiment?

REASON: 42 Unclear question. Does it ask if I think women are valued more for their looks by others in society, or does it ask if I value women's appearance over their intellect or character?

REASON: 43 The question is not clear for me.

REASON: 44 not clear about the intent of this question. I do not agree that a woman's physical appearance is more important than her intellect or character. But I do think that it is a common mistake made by society, and media.

REASON: 45 I feel what any individual is expose to and do matters not physical appearance

REASON: 46 The question is ambiguous. Am I being asked whether I accept the stereotype or whether I think the stereotype exists?

REASON: 47 The ads on Tv show make-up, hair, and stylish clothes for women far too often.

REASON: 48 Not very correct question, but I suppose that it's old point of view. That times women had less access to education and less opportunities so their only duty was to take care of children and husband. But nowadays women have more rights and opportunities, they can realize their ideas and dreams. In some areas women have advantage because of their estetic taste and accurate.

REASON: 49 In my view, I think that this value is not really. In my case, I don't think that I have a bad phisical appearence but but valud given to me in Cameroon is about my intellectual level. We call me 'Docteur' not because I am beautiful women but because I am usefull for Cameroonian society. think about that is not fair today.

REASON: 50 Inherent inclination

REASON: 51 I do believe that in some cases women are still valued more for their appearances especially by male evaluators. But reality shows that in the Caribbean region women have moved into society by getting a better education and it will not be long before they also will get the better positions where they will set the standards.

REASON: 52 This depends upon the context of the valuation.

REASON: 53 In my own view, I dont really agree that women should valued as stated. There are enough evidence these days that women do have more that physical apppearance, they do also have intellect. exampes are there in my country, women like okonji Iwuala, the present finance minister with her enviable track record, what about former drug law enforcement Director-General, Dora Akunyelu, though she deviated by entering into politics untimely in my own thinking, this is just to mention but a few. Evidence are there that are better than their male counterparts.

REASON: 54 They should not be, but the reality is they often are.

REASON: 55 While not my personal feeling, I would say this is generally a true statement. One can look at advertising, television, and film to see how women are portrayed. Advertising in particular emphasizes physical looks above all else.

REASON: 56 Unclear question.

**Question: 2. Physical appearance is more important for women than for men.**

REASON: 57 I answered this question as if it read "to women" not "for women".

REASON: 58 The physical appearance issue seems to have gained ground with the occurrence of AV technology that have opened up to "ways of looking" from all over the world and given way to endless opportunities of mimetism and mannerism, of appearing rather than being. Lightening skin complexion or changing hair appearance, for example, has gained tremendous ground since and is unlikely to change back to natural over time.

REASON: 59 yes actually they are a lot of women out there who don't have time for better things than their physical outlook. This is rather unfortunate because this is all waste of time

REASON: 60 Gender role

REASON: 61 Cultural change is taking place, but I believe that, in spite of different perspectives and orientation towards women capacities, physical appearance remains more important for women than men in the society where I live. It should nevertheless be noted that physical appearance has certainly become important for men as well: in many sectors men are as well expected to be concerned with their appearance

REASON: 62 In urban sectors the physical appearance is very important for men. The metrosexual man is a stereotype well, but the physical appearance "maintained" (engam colors of clothes; hair, face and hand care; attention to footwear fashion, perfumes, etc) is now very important for both men and women.

REASON: 63 "More important": - for what activity? - in what context?

REASON: 64 In our world of full of lies the only true beauty is the physical one...

REASON: 65 (Ideal) physical appearance has become a commercial product: if you don't have it you can buy it. 50 years ago women were the focus of the propaganda machine selling beauty products, so women indeed were more focussed on their appearance than men. But the commerce has discovered the male market, so they also are persuaded to use products to 'enhance' their physical appearance.

REASON: 66 It was always so, and it will be more and more obvious that the intellect and the character are more important for a woman, than the physical appearance

REASON: 67 For many other factors, such as wealth are equally important. The trend is slowly changing, mainly to the emancipation of women, the increasing number of women working in power positions, and the social liberation of women.

REASON: 68 It's 50 to 50. Men don't have not to take care about their appearance because it's mainly aesthetic factor as for me it's not very pleasant to see sleazy person. All people should pay attention to their appearance. It also influence their health that is the most important issue for everyone.

REASON: 69 Changing views about the importance of physical appearance among men is very apparent in contemporary salons. Men as well as women make appointments for hair styling services, manicures and facials.

REASON: 70 Recent events in the country, Italy, of which the whole world is aware, are not only making many women frustrated with the backward attitude and disrespectful behavior of our political class: this is showing several profound cultural legacies which the media hardly challenge when addressing the issues. We keep hearing debates about if and how women should 'make use of their appearance' and 'how valuable is what they can sit on'. This is offensive, it alludes to things without problematizing, and reinforce stereotypes instead challenging them. very often to make profit our a issues and matters that news making know raises the number of readership, for some voyeuristic attitude attributed to the whole society. The educational role expected from the media according to some theoretical perspective is clearly dismissed as far as this specific statement is concerned.

REASON: 71 the media I may say reinforce this several times. the frequency of most beautiful girl competitions all over the places organised by media house for just girls not the males encourages this.

REASON: 72 Gender role and nature

REASON: 73 Media are dependent of the income of the commercial sector. So they reflect the marketing strategy of that sector. As the attention of that sector is more and more directed at both sexes, the media will not make a distinction on their own between males and females regarding physical appearances.

REASON: 74 Women in Nigeria wear expensive materials to social events. men dress more moderately. This is particularly true for Christian communities. The opposite is the case for Muslim communities. Where the women are not supposed to be heard many public functions. The local movie industry and women professionals also dress more consciously better than their men folks.

REASON: 75 This stereotype is true when (or because) more women (than men) are engaged in activities where physical appearances are valued more (which is because of previous stereotype...) .

REASON: 76 it is not important.what is vital for me is gain more knowledge, skills and opportunities to be able to impact on my society not beauty.

REASON: 77 Indeed in some cases there is a lot of focus on female physical appearance e.g. the election of miss universe. But as said before, the male market has been discovered and will be utilized in every way, just to increase the product sales. So I assume that it won't be long that the mister universe election will take place.

REASON: 78 Do you mean women value physical appearance more (their own, other women's or men's appearances); or that women's opportunities, life choices and societal "happiness" is determined by (other people's perceptions of) (their) appearance more so than it is so for men?

REASON: 79 Women pay more attention to their apperance because of their taste and interests. And they have much more tools for this aim. But it doesn't mean that men have to give up to take care of their apperance.

REASON: 80 Gender role

REASON: 81 Women are under far more pressure than men to maintain their physical appearance. It also impacts much more on what other people think of them.

REASON: 82 Women refer to each others this way...

**Question: 3. Women are more responsive to advertising and marketing than men.**

REASON: 83 I believe that the situation is just about the same both ways. What differs is that men generally adapt less according to advertisements and marketing but expect women to behave or look more like what is shown in ads and marketing

REASON: 84 I believe it is so because the women have been socialised to think that beauty matters and should shocase it at any point in time

REASON: 85 Seeking beauty market

REASON: 86 Obviously this depends on what is being advertised... women remain a major target for anything that concerns household, family, food, and partly beauty. But ads more and more opens to men being concerned with their appearance (see above) and sometimes with different roles taken up in society. Ads for 'status symbols' type of goods remain relevant (cars...). I think polls would reflect this change, but 'opinion' would probably still express women being more responsive

REASON: 87 sex is the best tool to sell... and today womenes are starting to use it... men take attention about this...

REASON: 88 That probably was the opinion in the commercial world 50 years ago as they focused on women being home and listening and watching the commercial messages. But nowadays it is just the opposite: marketing strategies are deliberately directed to focus groups, such as women, men, young people, children. So if a group is less responsive to a commercial, they simply adjust the message just to reach that specific group.

REASON: 89 I think as the number of working women increases and with it their buying power that advertisements will increasingly be directed to women who culturally handle most of the shopping. When I was at home with young children another mother told me that mothering was all about "shopping". That attitude still persists.

REASON: 90 Men are more and more responsive to advertising

REASON: 91 50 years ago, in Romania, the shopping was made according to the few products that were available on the market and not as a result of some advertising campaigns. And nowadays, this campaigns and marketing strategies have direct target groups depending on the product so it is hard to say that women are more or less responsive to advertising and marketing than men, because the strategies will always be adjust to fulfill its mission.

REASON: 92 Most media adverts even give preference to women than men. that is, the media encourages it and utilises the opportunities.

REASON: 93 Media are sponsored by the commercial sector and in general do not have a mind on their own in commercial messages. So if advertisements are directed towards women, it is some kind of marketing strategy to reach that specific potential buyers group. If a product sells better with another group, the ad will be directed towards that group. Simply as that, as long as it sells.

REASON: 94 beauty business and industry

REASON: 95 Women like to project the feminine nature in social functions through advertising and marketing.

REASON: 96 The question does not make sense to me. What is being advertised? Marketed? Advertisers know (have always known) that customers, regardless of gender, buy the sizzle not the steak. The onus is on the seller---has the seller created an effective message, one that makes a viewer/reader believe they will be happier, sexier, smarter, better looking, healthier, etc. To whom is the seller directing the campaign--male? female?

REASON: 97 I guess the stereotype emerges simply because more advertising and marketing are targeting women.

REASON: 98 I believe that any body can be responsive to advertising. men or women can move people to buy. people like to use women still because they feel women should pose for men to see. it is a gender issue

REASON: 99 Women's rights to access beauty sources

REASON: 100 Much more advertising is directed at women than at men.

REASON: 101 My answer to this question would be "false," but I chose "sometimes" as the closest proxy. This is contextual. What kind of advertising and marketing and how broad is the definition for advertising and marketing? A very broad definition (including the advertisement and marketing of a sovereign state, for example) might find men more responsive than women.

REASON: 102 Yes, it's true for many women. But if the advertised product is for women. In the case of technological and other products women react in the same way as men (and sometimes men are more involved in advertising).

REASON: 103 In my opinion, women are inherently given some talent of convincing others and people feel more inclined when it comes to listening to a woman rather than a man

#### **Question: 4. Woman are raped because they ask for it.**

REASON: 104 Until recently, talking about sex was a cultural taboo, even more so talking about rape. The mass media have made that possible now. But the conditions under which rape occurs are so different. When committed by robbers in strainous conditions, it can hardly be presented under the same light as when it happens because a woman has overexposed her herself by thoughtlessly copying TV or movie stars whom she fails to understand that she is not behaving naturally but is, instead, laying a role under controlled conditions. The hope is that the younger generations will be more apt at discriminating between appearing and being so as to less expose themselves by copying fake provoking appearances

REASON: 105 In earlier age, talking of rape was a taboo and so if an incident happens most of the times the person was accused but now as women are also given independence sometimes it is being taken as woman is trying to seduce man

REASON: 106 women are misunderstood for so many reasons.No woman can ask for rape . people say women are rape because of the way they dress but when men dress half naked who rapes them, no one. recentky men wear their trousers and bring it down to the thighs as fashion but if it is a woman she will be rape. I think it is still the pepertuationn of violence against women,.

REASON: 107 Loose values and ethics change

REASON: 108 Here again I think cultural change is taking place, yet the media role especially in the past few years, instead of contributing to a critical discourse on liberty and dignity and respect of the human being, especially women, offers so much of the rhetoric of images, and so

much of the exposition of the female body, with very little respect, that I am afraid deep change would be hard to take place. It took years to recognize rape as a crime in my country, and this has only happened recently. Normative values are changing, but very slowly, but very little is done, through policy approaches and interventions, to actually foster different images of women, which would help overcoming this pre-modern conception

REASON: 109 If women dressed more appropriately and not "slut like", I think there would be less rape.

REASON: 110 The future may or may not be supportive of women in this area. One of the trends in the US is the sexualization of girls. Little girls are being taught to flaunt themselves sexually and the competition for winning beauty contests is very intense. In a 2007 report titled, "Report of the APA Task Force on the Sexualization of Girls" by the American Psychological Association is quoted as saying, "'Toy manufacturers produce dolls wearing black leather miniskirts, feather boas, and thigh-high boots and market them to 8- to 12 year-old girls. Clothing stores sell thongs sized for 7- to 10- year-old girls, some printed with slogans such as "eye candy" or "wink wink." ... In the world of child beauty pageants, 5-year-old girls wear fake teeth, hair extensions, and makeup and are encouraged to "flirt" onstage by batting their long, false eyelashes." This report indicates that this is getting worse. If girls are being taught to sexualize themselves early on, it is likely that rape may become a more common occurrence that will go unreported.

REASON: 111 There are always moral hazard in the society

REASON: 112 The hypocrisy is more characteristic in the critical periods of ages than in normal periods. It was a little more normal period in 1961 than today is. I hope it will be more normal social life in 2061 than today.

REASON: 113 I cannot answer this question. It sounds strange for me. How can woman ask to rape her?

REASON: 114 this is because when a woman is rape instead of the media to condemn the act outrightly, the media use it as a means to reiterate the fact that women are not dressing well.

REASON: 115 more sexual looseness

REASON: 116 News media and sometimes talk shows still tend to present the different views on matters like rape, and amongst the views we always find people (not only men) still expressing this kind of stereotype. this reflects the ambiguity of a society which is modernizing on many aspects, and yet very much conditioned by moral assumptions that are still influenced and conditioned by a strong catholic culture. Dressing habits and behavior should therefore remain within those moral standards. Moreover, the too frequent images of almost naked women that accompany daily news, even denounces, concerning our political class and behavior of male politicians, does not do any good in contributing to fostering a different view of respect for women's choices, including on their appearance.

REASON: 117 There are instances where women, for one reason or another, enter into situations that are dangerous. I don't think that means they are 'asking to be raped'. I think they are using terrible judgment...thus rape occurs. To 'ask for it' is to ask for horrendous abuse---that is a psychological problem.

REASON: 118 Women who dress seductively are liable to be raped than women who dress well. Dressing tolerance vary between Christian and Muslim communities. Insecurity such as nocturnal armed robbers and violence and wars make women more prone to rape than their mode of dressing in Nigeria.

REASON: 119 the raping of women is a gender issue.it ia a pepertuation of violence against women. the thought that women are the properties of men. I was involve in a case where a girl was rape, she report to the security personnels and the security personnels turn to rape her again.Did she do bad to report that she is being raped?

REASON: 120 This disgusts me. No one asks to be raped. Ever. It doesn't matter how she dresses or acts or makes herself available. No means No. Simple as that. Rape is about control and power and less about the act of sex itself. People feeling as though they have the right to violate someone else's most intimate right to control their own bodies. Rape is a crime and such be punished and treated as such.

REASON: 121 There is not a lot of education or information in the world's public and private domains about the distinction between sex and rape. That sex is so often a subversive and taboo topic is a related and influencing factor. Sex as subversive and taboo is causally related to various (historical) institutional influences which permeate global society, e.g., the lineage between a "sinful" Eve and a "sinful" rape victim is a rather linear one. To get to the root of perceptions of rape and to get to the root of rape itself requires attention to these influences and others. Rape is not "violent sex"; rape is violence via the use of sex. Someone asks for rape as much as someone asks to be attacked in any other way.

REASON: 122 The future may or may not be supportive of women in this area. One of the trends in the US is the sexualization of girls. Little girls are being taught to flaunt themselves sexually and the competition for winning beauty contests is very intense. In a 2007 report titled, "Report of the APA Task Force on the Sexualization of Girls" by the American Psychological Association is quoted as saying, "'Toy manufacturers produce dolls wearing black leather miniskirts, feather boas, and thigh-high boots and market them to 8- to 12 year-old girls. Clothing stores sell thongs sized for 7- to 10- year-old girls, some printed with slogans such as "eye candy" or "wink wink." ... In the world of child beauty pagents, 5-year-old girls wear fake teeth, hair extensions, and makeup and are encouraged to "flirt" onstage by batting their long, false eyelashes.'" This report indicates that this is getting worse. If girls are being taught to sexualize themselves early on, it is likely that rape may become a more common occurrence that will go unreported.

REASON: 123 Trusting modesty or fidelity



REASON: 124 In the large majority of the cases a rape is a crime. In a very small minority women indeed ask for it. In the case of doubt it should be considered as a crime, whatever the woman clothing or past behaviour were. This wasn't the case until recently.

REASON: 125 I do believe there is an element of personal responsibility and sometimes people do not do all they should to prevent violence against themselves. In a small number of cases I am not sure it is not a case of regret or revenge.

**Question: 5. Women are less rational and more emotional than men.**

REASON: 126 I don't believe so. Anybody can be rational and emotional. It all depends on the degree of whatever makes one rational and emotional. We all have the same heart and thoughts except for biological characteristics.

REASON: 127 Real cases

REASON: 128 Again, changes over time imply considering the catalyzing moments when fractures have emerged, due to women mobilization and action but also to actual and visible changes in society. This one, in my view, is possibly amongst the least rooted stereotypes nowadays: still present, recurrent on some occasions, but not as diffused as others.

REASON: 129 Because women tend to show their emotions more openly than men, the perception existed for a long time especially among males, that women are more emotional and therefore less rational. By now, maybe men have not succeeded yet in showing their emotions, but seeing how women are climbing up in society through better educational performance (outnumbering the men), this stereotype can hardly be maintained.

REASON: 130 This depends so much on context -- I do think the attitudes are shifting and women are being viewed as less emotional than in former generations.

REASON: 131 There are MANY things that impact emotionality. True, some men appear to display less emotional behavior than women, but men and women would feel emotions similarly. What people do with those feelings differs from person to person, from culture to culture. I think it's less a gender thing, and more individualistic.

REASON: 132 In Hungary everybody knows men are as emotional as the women. The difference is, that women are more empathic, having more mother-like attitude, the emotionality of men is more often antipathetic, and therefore they hide it.

REASON: 133 Here also it is more subtle stereotypes emerging from the media that characterize our society: the statement would not be explicitly proposed, but news concerning women in dramatic events (and seldom referring to 'hard news'), often concern tragic family matters, such as the killing of babies or other dramatic acts. This can often be reconducted to a kind of assumption that sees women as less rational or more prone to irrational behavior.

REASON: 134 most times media portray women as being emotional in movies especially African movies and this is reinforced on a daily basis.

REASON: 135 Real happening

REASON: 136 Feminine roles (mothering, caretaking) call for emotional sensitivity. Those roles also call for rational assessment of options for problem solutions. Rational vs emotional is situational for women as well as men.

REASON: 137 Women are genetically and physiologically different from men. They are more right brain lateralized than men. They are intuitive and more sensitive than men. They do not forget painful remarks easily. They are burdened by care for their husband and family. They have less control over their time than men. If their sacrifices are not appreciated, they become more emotional than the men.

REASON: 138 Well I think anybody can be rational or emotional. The degree of how someone feels depends on what happens. Though society tends to make men feel they should not be emotional. That is why men can easily pass on because they are socialized not to express their feelings.

REASON: 139 This question is a bit odd since it combines two distinct traits. I do not believe women are less rational than men but they are a bit more emotional.

REASON: 140 I think women are just as rational as men, but they can be more emotional (whether this is because they ARE more emotional or are just more open about their emotions/allowed to express them more, I do not know).

REASON: 141 Yes, women are more sensible, they react to any changes around. But it doesn't mean that they are less rational. When they have to make a decision, women analyze all possibilities and behave more carefully.

REASON: 142 Biological nature

REASON: 143 Contextual -- the context of place but also of psyche. It seems like arenas for the emotionalism of men have been codified as rational -- like spectator sporting, for example. Whereas women don't have that kind of accepted place as often for the expression of emotion as "normal". It also seems like women who are not necessarily irrational, but perhaps more comfortable responding with emotion, do so because they have been given societal cues which reward this type of expression -- even "negative rewards", like giving a girl or woman (negative) attention when they act out or perform (negative) emotional expression. ... Some of this has to do to do with perceptions of expression. ... I don't think biologically a female is more prone to "emotion" than a man or that a man is more prone to "reason" than a woman. It is learned behavior; and behavior is also a choice. ... This statement ("women are less rational and more emotional than men") seems to perhaps imply a distinct boundary between emotion and rationality and I would question that -- the mind has urges and impulses (as well), but they are

often disguised, so to speak, as thoughts and so therefore can masquerade as reason (itself really only an idea about an ideal condition or situation of the self) ...

REASON: 144 Denying that women are more emotional than men is just denying what makes them so magically feminine...

**Question: 6. A woman's job is to work at home and serve the needs of her family.**

REASON: 145 Changing attitudes

REASON: 146 It has been like that in the 60s but presently and with activist campaigns more women and men are beginning to realise that women need to work outside the home. this lead to more women being enrolled in formal education

REASON: 147 In several working context as well as family environments, in spite of women's emancipation over the past 4 decades, I believe that this statement may hold true. certainly so if we look at statistics telling us who is leaving the job after getting married or giving birth. and the number of women actually returning to work after having children. This is certainly not only a matter of labor market: there is still a profound conviction, in society, that it is women who should take care of the family. So the issue is more subtle than as it is posed in the statement: if Ok to have women working and even occupying meaningful positions in society, the idea is still very much that family responsibility is up to them, from young age to retirement: we are a society in which it is grandmothers supporting their daughters if they set up families and still want to work

REASON: 148 A leading statement, that does not do different eras well. "A married woman's role is to be at home for the family."

REASON: 149 It is obvious that a woman concerned more and more in her job will be less and less involved in the education of her children and this will lead to more and more problems of the young people, no one can replace a mother in her children's education so it will become soon obvious that if we don't want to become self destructive with humankind we should give second thoughts to this matter.

REASON: 150 Two income families are now the "norm". It would be pure luxury for women to stay home.

REASON: 151 This has to do with the idea that women by nature are caretakers and men are the ones who work and provide for their families. In the Caribbean region however single parent families are common with most of the time the mother as the head of the family. So not only is she taking care of the family at home but she is also the one with a job to support the family financially. We have to admire these women who really accept that it's their job to take care of their families in every way. In most of the cases the father is unknown or invisible.

REASON: 152 In Australia women participation rates are very low for OECD averages. Women still do not return to work after childbearing. Socially this is very acceptable and there is a large % of households with women not working.

REASON: 153 In the 1960s, the vast majority of Chinese women were at work

REASON: 154 Taking care of home and children used to be the primary focus for women. Now they work a second shift at home while often working full time. I hope in the future that men will assume more responsibility for home and children - there is a strong need and value there that isn't yet elevated in our society.

REASON: 155 It was a stupidity of the industrial societies that to work at home and serve the needs of the family was not said to be a duty of all women. But it is a duty for men as well. I propose to pay for them who educate children in part-time job in the future.

REASON: 156 Juvenile delinquency and rise in crimes due to peer pressure are increasing due to emphasis on both parents taking full career jobs. All female animals including humans have genetic attachment to the upkeep of their children. Until they can be self dependent. The critical question is; how can women care for their children and husband without sacrificing their potentials for the love of their family?

REASON: 157 today we have alot of women working in the media so it is uesless to believe that womens work end at home

REASON: 158 In subtle manners the media quite often still convey this kind of perspective: when the news deals with household, the discourse remains pretty much targeted to women; using the washing machine remains a female matter; accompanying children to (male) doctors is what we see on tv. still very much diffused in society is not so much the idea that women should stay home, but the fat that they remain responsible for family matters: which puts explicitly but subtly the burden of double (and sometimes triple) work on the woman

REASON: 159 Roughly 50% of the workforce is female and a large number of those working women are the primary/only sources of financial support for their families....which makes the statement mute.

REASON: 160 I think it's a mutual responsibility to serve the needs of a family in which both men and women are supposed to give their share. The share might not be similar but equal

REASON: 161 I think it is the duty of everyone to serve at home father, mother children. women were not born to serve the family nor any other person but all should complement each other.

REASON: 162 It should be equal, but it is not, and when women do work at home and look after the family, this needs to be recognised as equal work.

REASON: 163 Single parents often have no choice, ands so should not be stigmatized/stereotyped

REASON: 164 Sometimes women choose to stay home taking care of the family. But this is only a free choice if there is someone else (mostly the husband) who supports the family financially. It is true that in these cases husbands generally tend to avoid helping out at home, but they get away with it because most women accept this for different reasons. (they don't do it right; they work so hard at their job; they never learned to do it).

REASON: 165 Of course it's every woman's duty to take care of her family but it's not only one and only her work. She also has right to realize her potential but she shouldn't forget her family. And also man should take part and help her.

REASON: 166 Sometimes it may be a woman's job to do this, but sometimes it may also be a man's job to do this. The job itself is not gender specific, but people's prejudices are.

**Question: 7. Women must obey and submit to their husband or male companion.**

REASON: 167 Submitting to husbands or male companions depends mainly on economic dependence.

REASON: 168 obedience is a good virtue. but it should not be link to a particular sex all persons should imbibe it.

REASON: 169 While widespread in the past (being beautiful and silent was the perfect role for women) this still holds true these days for some sectors of society, where men have 'the final word'. Certainly here again we see changes, and men and women seem to share more of the visions, choices, problems (as appears from polls, on several family matters, including sex). I am afraid that if unexpected situations emerge, this 'sharing' would probably not be given for granted in many situations....

REASON: 170 More illuminated , and tolerant

REASON: 171 In the 1960s, Chinese men and women are more equal

REASON: 172 More women are waking up to how this belief shrunk their lives. I expect men to shift their views and it will likely lag the awareness that women already have.

REASON: 173 In Hungary it is a rarity

REASON: 174 obedience is good but should not be assign to only women but all human beings

REASON: 175 this statement would provoke social reprovment, though the argument is still somewhat diffused in private spheres. Therefore I do not think the media, in their politically correctness, would any longer overtly express this view; but we witness subtle stereotypes emerging too often, in media content. and I suspect this may be one of the areas where this would happen

REASON: 176 illuminated , and tolerant

REASON: 177 relationships should always be grounded on respect and trust, esteem and understanding: listening to the other has nothing to do with gender, but with a healthy conception of (and education for) human interaction

REASON: 178 Ms Bachman is an expert in this issue.

REASON: 179 mutual understanding

REASON: 180 It's not a compulsion yet your better half should know that he is being given worth thus leading to a healthy companionship

REASON: 181 A woman must NOT obey and submit to her husband or male companion. She might, however, decide to do so for certain issue and should not be stigmatised for this.

REASON: 182 Woman and man should take into consideration each one's ideas in decision-making process. They should try to be ready to hear each other.

**Question: 8. Men should make all important family decisions.**

REASON: 183 Cooperative life

REASON: 184 Many people will disagree with this statement and yet when it comes to behavior I still see men making the decisions. In many families women don't have the information or perspective to realize that important decisions are being made and they are not participating in them.

REASON: 185 It is a tradition in Europe, including in Hungary

REASON: 186 En Afrique d'une manière générale c'est l'homme qui prend la décision et les femmes ne sont pas consultées pour des grandes décisions.

REASON: 187 In my opinion the right to take decision should be mutual

REASON: 188 It depends on the kind of question but anyway husband should listen to her wife's advice in order to make a better decision.

**Question: 9. Women should have the right to divorce.**

REASON: 189 Otherwise it's slavery

REASON: 190 Better illuminated, better tolerance and understanding the religion

REASON: 191 Since the beginning of the 20th century this concept is out of date.

REASON: 192 real case in the society

REASON: 193 human rights

REASON: 194 It's her right but she should think also about her children and their future. But in some cases she almost should divorce (as for example in the case of violence in the family).

**Question: 10. Wives need to be beaten occasionally.**

REASON: 195 though may be the practice adopted by many males but still society never takes it pleasantly

REASON: 196 SOME disaporas, refugees, new immigrants provide space and authority for 'beating'

REASON: 197 Better respect to females

REASON: 198 In our part of the world (Caribbean region) domestic violence is against the law. Women (and men) can inform the police in case of domestic violence.

REASON: 199 Considering the general situation in rural areas, sometimes it happens

REASON: 200 It is a proverb, "The women are good if they are beaten." In Hungary there are very few who believes it severely.

REASON: 201 Incorrect question so I cannot find what to answer. But no one have right to hurt other individual.

REASON: 202 And they may feel relieved and forgiven themselves ;-)

REASON: 203 In a play, when women are not good, then people feel happy when they are beaten.

REASON: 204 There is no excuse for a woman being beaten. That would be a time for a verbal confrontation. Maybe if the wife spoke up and expressed her feelings, there would be less need for the male to dominate physically.

REASON: 205 No one should be beaten ever. Especially notin there own home.

REASON: 206 Any kind of non-consensual corporal punishments is a crime. However, a small minority of women may wish to be physically dominated and/or disciplined and even if the majority of women may condemn and reprobate it, this is not their business to interfere.

**Question: 11. Men should have priority in access to education.**

REASON: 207 More illuminated

REASON: 208 For years men and women in our country have constitutionally equal rights, including the right to have access to education.

REASON: 209 Men still do have priority in education. Look at the male/female ratio in business schools. Also many families still will support the sons before the daughters.

REASON: 210 In Hungary we do not think it.

REASON: 211 equal rights

REASON: 212 Funding girl education in developing countries has the best return on investment than any other type of investment.

REASON: 213 equal rights

REASON: 214 Women have equal rights as men and they also need to be educated even to grow up intelligent children. And they are more accurate and motivated in educational process.

**Question: 12. Even with the same education, men are more productive than women.**

REASON: 215 Men do not bear children

REASON: 216 Bodily monthly disorders, home and child responsibility

REASON: 217 I would say the opposite is true! Women are more productive than men!

REASON: 218 I "think" alcoholism and addiction is more prevalent in men which render anyone unproductive. Currently I see women as more productive and expect them to continue to be more productive in the future. They often work double time -- both at their jobs and raising children.

REASON: 219 There is no evidence for this.

REASON: 220 Men are not more productive, i.e. efficient, but women's care responsibilities impact upon the hours they can invest into their careers.

REASON: 221 Maternity is the main reason.

REASON: 222 In some areas of industry it's true but mainly because of men's physical strength and psychological stability.



**Question: 13. Women are less reliable than men at work.**

REASON: 223 I guess that about 2061 (in all questions) I'm thinking about my wishes, maybe is not as scientific as it should be

REASON: 224 Bodily monthly disorders, home and child responsibility

REASON: 225 In 2011 due to women taking time off to deal with domestic responsibilities this is often viewed as making them less reliable.

REASON: 226 The women often go home to their children, but the men more often go to the pub.

REASON: 227 real life case

REASON: 228 Maternity with lack of support of the husband and goverment

REASON: 229 I answered "never" but I could have answered "sometimes". Sometimes women are less reliable than men and sometimes they are more reliable. The labelling of the question is too reducing.

REASON: 230 I think women are just as reliable, if not more so, regarding the tasks they undertake. On the other hand, women's domestic responsibilities impact strongly on their availability.

REASON: 231 Women are more likely to take time off work to tend to family issues (children sick).

REASON: 232 real life examples

REASON: 233 Some women are light-minded and not reliable, but most of women are responsible for their actions. And we can't reject the fact that some men are lazy and not reliable.

**Question: 14. Women need more time off from work than men to attend to family matters.**

REASON: 234 In 1961, very very few women worked outside the home, except in semi-skilled service sectors, where shifts addressed time-off

REASON: 235 Bodily and family commitments

REASON: 236 Even in 2011 women still bear an unequal share of the responsibility for childcare and home responsibilities and their work is viewed as less important and able to be missed to attend to family matters. Maternity leave rather than parental leave contributes to this view.

REASON: 237 Yes, but they should be paid for that time.

REASON: 238 I answered "always" based on the typical familial arrangement whereby women are allocated more of the family care taking responsibility than men. This should not be the case, but while it is, a woman should therefore be given more time to do her (larger) share of the home work properly.

REASON: 239 Women carry the major burden of domestic responsibilities. Also, obviously, only women bear children.

REASON: 240 Women, even those with enlightened partners, do carry more of the responsibility for childcare, from infancy into the school years.

REASON: 241 Women need the time as they often fulfill the role as a primary care giver for infants and young children. While men certainly entitled to time off during pregnancy a women's health is paramount and should be allowed time off in her final trimester and post partum.

REASON: 242 Of course as for women it's more important to create a comfortable conditions in their home and to take care of their children than for men. Men usually take care more about their career and spare-time.

**Question: 15. Sexual harassment in the workplace is no big deal.**

REASON: 243 Human instincts

REASON: 244 In the 1960s, Chinese society is very strict on such matters

REASON: 245 The question is, what are meant as sexual harassment. The style of social behavior is very different in different places. It is necessary to emphasize that the women must avoid to harass men, as men have to avoid to harass women.

REASON: 246 I can't give any percentage regarding this question.

REASON: 247 human nature

REASON: 248 Sexual harassment is and always will be a big deal. It is unacceptable and I hope will always be so.

REASON: 249 It's an awful issue. We mustn't accept it as a normal behavior.

REASON: 250 human nature

**Question: 16. Equal work deserves equal pay, regardless of gender.**

REASON: 251 Human rights and equality

REASON: 252 If you think of household work for example, gardeners (typically men) make much more money for their work than house cleaners (typically women). I don't think people see the inequities that we foster.

REASON: 253 In Hungary it is accepted in theory, but it is not asserted in practice

REASON: 254 Equal work deserves equal pay, regardless of gender. FULL STOP. However, some differences in salary for the same function between men and women do not reflect discrimination but different choices made by women between their private and their professional lives. (Granted, some differences do reflect discrimination...)

REASON: 255 We still have men earning more than women for doing the same job. Regardless of what people "say" the behaviors indicate that some people still in accordance with the belief that "Men deserve more pay".

REASON: 256 Men and women must be given equal payment for equal work as both of them apply equal efforts doing this work (and sometimes women have to work harder).

**Question: 17. Independent women increase the social status of a family.**

REASON: 257 More supportive

REASON: 258 Especially in Chinese rural areas

REASON: 259 Dependent women can sometimes increase it as well.

REASON: 260 supportive

REASON: 261 There are of course cases throughout the ranks of the world's society where a woman's association with making a living and not relying upon a man or the status of "mother" for social and personal identity, status and comfort is seen as an aberration and as a bit distasteful.

REASON: 262 If a woman chooses to work within the home, this should be respected and valued. Same for men.

REASON: 263 more support to stability

REASON: 264 Of course if woman in some family works she helps her family as she contributes to the financial status of her family. But she shouldn't think only about her work.

**Question: 18. Single women manage better than single men.**

REASON: 265 Social stigma

REASON: 266 Single men cannot find good life, because they have a lot of temptations for harmful activities, the women have not so much.

REASON: 267 I don't really know what this statement means. What is meant by "mange"?

REASON: 268 for women it's much more difficult to live alone than for men as men sometimes are afraid to loose their freedom. But women are ready to work harder to achieve their aims.

REASON: 269 Single women (especially single mothers) have a harder time than single men. On the other hand, the stereotype that women need looking after by men is quite false.

REASON: 270 They do manage better in many cases, like former-East Germany for instance.

REASON: 271 Women are much better at "multi-tasking" than men. This is another stereotype but I think is a true one. With juggling a family and job and duties for both, it is quite a task.

**Question: 19. Single mothers are unusual.**

REASON: 272 Society responsibility

REASON: 273 In Hungary single mothers are usual.

REASON: 274 Society responsibility

REASON: 275 It's not unusual nowadays and that's bad tendency. Our aim is to help single mothers because it's difficult to grow up a child without man's help.

REASON: 276 society responsibility

**Question: 20. Women have the right to decide whether and when to have children.**

REASON: 277 Equality

REASON: 278 It is accepted by the Hungarian law, but not all Hungarians agree with this.

REASON: 279 Women have the right to decide what happens to her body, if men had to carry and birth children I believe that their answers would be far different. A man has the right to put in his input and opinion but at the end of the day it is always the woman's right to choose

REASON: 280 A woman and her partner/fertilization provider have the shared right to decide....

REASON: 281 "Women have the right to decide whether and when to have children", yes but if the man is to be involved in the raising and education, he should also be part of this decision.

REASON: 282 This type of statement is usually framed from the perspective of women who do not necessarily want to have children and who want the right to use birth control, etc.. However, if world population were to be managed rationally, with a global and enforceable trans-national agenda, many women who wanted children would lose at least some aspects of their right to decide whether and when to have them -- all women, including those in the "first" world.

**Question: 21. Women have the right to decide on issues related to their own health and bodies.**

REASON: 283 Husband's rights

REASON: 284 It is obvious in Hungary.

REASON: 285 Husband's rights

REASON: 286 Yes, but they should think carefully about all consequences of their decisions and they should listen to their relatives' opinions. For example, in the case of plastic surgery.

REASON: 287 Husband's rights

REASON: 288 Of course, except in the case, as per question 20, when perhaps not bearing children becomes enforceable under law.

**Question: 22. Women have more health issues than men.**

REASON: 289 More prone to pregnancy and childbirth problems

REASON: 290 Men tend to ignore thier health issues. Only recently is there a movement to increase men's awareness of health realted issues and focus on preventive medicine.

REASON: 291 It is a given that women, by their very nature the bearer of children, have more complex organs than men and are in need of more medical attention. Yet the US health care system is worse on women. The US spends the most dollars on health care than every nation in the world (\$5.2 billion every day), but American women have shorter lives than virtually every Western European and Nordic country.

REASON: 292 Women liked to use a lot of tools to help the health, but the men liked them more and more.

REASON: 293 Obviously, women have maternal health issues. On the other hand, the stereotype that women are more 'delicate' than men is unfounded.

REASON: 294 Women live almost 10 years longer than men. It is the case that woman health issues receive much more media coverage and research funding that man health issues, e.g, breast versus prostate cancer.

REASON: 295 Both men and women have nearly identical health issues although pregnancy is a major issue that has no equivalent for men. So naturally a pregnant woman has more "health" issues during her pregnancy and shortly afterwards.

REASON: 296 It is a given that women, by their very nature the bearer of children, have more complex organs than men and are in need of more medical attention. Yet the US health care system is worse on women. The US spends the most dollars on health care than every nation in the world (\$5.2 billion every day), but American women have shorter lives than virtually every Western European and Nordic country. It is a given that women, by their very nature the bearer of children, have more complex organs than men and are in need of more medical attention. Yet the US health care system is worse on women. The US spends the most dollars on health care than every nation in the world (\$5.2 billion every day), but American women have shorter lives than virtually every Western European and Nordic country.

REASON: 297 It's sometimes true because of physiological differences and nervous stability. Women pays more attention to what is happening around. But men suffer from such negative impacts as cigarettes and alcohol.

**Question: 23. Use of women's bodies in advertising is OK.**

REASON: 298 - clothed, partially clothed, unclothed? - accompanied by men? - young? old? infirm?

REASON: 299 If the advertising is tastefully done, I think it is OK.

REASON: 300 More loose values

REASON: 301 It is OK, if it does not hurt either the personality of the used woman, or the common morale

REASON: 302 societal values

REASON: 303 If it is tastefully done, I think advertising could be a big boost for the company's involved.

REASON: 304 ...tastefully and respectfully

REASON: 305 respects to women dignity

REASON: 306 If it isn't intimate advertising.

REASON: 307 Women are the first ones to buy products with advertising using woman bodies, not men.

REASON: 308 It is not necessarily the use of women's bodies that is the issue, but the context of use and the perceptions of the viewership.

**Question: 24. Women are better able to handle social and cultural issues, while men are better at economic and infrastructural issues.**

REASON: 309 -depends on the individual -depends on the person's 'background

REASON: 310 Natural inclination

REASON: 311 Currently a large number of women entrepreneurs have emerged

REASON: 312 Women have good abilities to cultural and social issues, but during the communism these abilities were disturbed.

REASON: 313 I suppose that women have better tastes than men but men are more enterprising.

REASON: 314 Women are currently educated to produce this outcome. It is not a given.

REASON: 315 Men are predominantly responsible for the global economic debacle underway.

**Question: 25. Women are not well suited for dangerous jobs.**

REASON: 316 Looser values

REASON: 317 I think, it is an essential characteristic.

REASON: 318 respecting women's nature

REASON: 319 Women have more frail physique, men should protect them from any harm.

REASON: 320 - depends on the woman - depends on the other women and the men she is doing the dangerous job with

REASON: 321 Only if specifically dangerous for women, e.g. pregnant women.

REASON: 322 Many women want to be protected from dangerous jobs. Should they be exposed to them just because they have to do exactly like men?

REASON: 323 respect to women's nature

**Question: 26. Women are better in arts and social sciences than hard sciences.**

REASON: 324 Feminine nature

REASON: 325 It is not true, it was only a prejudice.

REASON: 326 Current education patterns produce this outcome. It is not a given.

REASON: 327 Women from nature have better tastes but nowadays education give them equal knowledge so women can also be involved and interested in hard sciences (and they are more accurate in records).

**Question: 27. Women are not good at understanding technology or using products based on advanced technology.**

REASON: 328 In 1961 -there was very little 'advanced technology', and, -there are lots of stories and some literature on how the women of the house would not allow men near any of what was then 'technology'.

REASON: 329 Feminine nature

REASON: 330 They are only prejudices.

REASON: 331 gender inequality

REASON: 332 gender mental equality

REASON: 333 Modern education helps women to improve their knowledge in this field. And most women have interest in technologies because of their curiosity.

**Question: 28. When women become heads of state or corporate leaders they have to abandon many of their feminine characteristics.**

REASON: 334 Feminine nature

REASON: 335 What are "their feminine characteristics"? What if the country is at war, within or without?

REASON: 336 In such male dominated circles, this is often the case, but if the balance were to change, women would not be expected to function in and adapt to such a 'man's world'.

REASON: 337 In some positions women have to accept more responsibilities and they have to spend more time at work than ordinary workers. They don't have much time to take care of themselves. But it applies also to men.

REASON: 338 Women who "made it to the top" are often not the most feminine ones. Whether they were quite masculine in the first place or whether they had to renounce part of their femininity to succeed in a man game is debatable. The most important goal of the coming years is not only to increase the share of women at the top of responsibility but also to change the rules of the game to make it friendlier, more compassionate, more human for women but also for men.



**Question: 29. A glass ceiling limits professional advancement of women.**

REASON: 339 This is probably true at high level. At lower levels there is in a lot of cases a positive discrimination towards young women, for instance PhD candidates in a S&T field.

REASON: 340 It's a type of unfair discrimination.

**Question: 30. Women are less charismatic than men.**

REASON: 341 Fewer examples

REASON: 342 I think, the charismatic leaders are most dangerous, I propose to all of them to conquer it in themselves.

REASON: 343 'charismatic' is a term generally applied to men and so is most often associated with male characteristics. This is detrimental to women who can also have strong appeal.

REASON: 344 they lack of confidence

REASON: 345 In male team of course man-leader is more charismatic but some women have enough charisma to manage any team.

**Question: 31. Men make better leaders than women.**

REASON: 346 Leader in what context?

REASON: 347 The history teaches us that it is a big error.

REASON: 348 We need more experience

REASON: 349 I replied "sometimes" men make better leaders than women. But I also think that woman make "often" better leaders than men. Therefore, it should not be inferred from my reply that there should be more men in management functions than women because this is not what I think.

REASON: 350 I think it's the influence of the other stereotypes. Men are considered to be better leaders by majority, which usually means that they have higher respect and authority which is quite a good quality in a leader.

REASON: 351 Sometimes men are better leaders because they are less sensitive and have stronger will.

**Question: 32. Violence and rape against women is to be expected during war.**

REASON: 352 DO YOU MEAN 'EXPECTED' OR 'ACCEPTED'?

REASON: 353 It must be expected during the fights with terrorists as well. It will be eliminated until 2061 or the humanity will be eliminated.

REASON: 354 War is War. Violence and rape are the fate of men, and children....

REASON: 355 It is certainly to be expected, but it is not to be accepted. Of course, war should not be acceptable either.

REASON: 356 one should be allowed to unclick

REASON: 357 It mustn't occur at any time!

REASON: 358 This is not what i wish, but it happens

REASON: 359 The reality is that there is a lot of rape and violence and this needs to be recognised to be addressed. It should not of course happen.

REASON: 360 It does happen and should be prosecuted.

**Question: 33. Women should be included in conflict resolution processes.**

REASON: 361 The media does not focus on whether men or women are involved in the process, but rather how well or badly the process goes.

REASON: 362 Women are more sensitive and they think more about people's lives. So they will pay more attention to save people and it's good in any conflict resolution.

REASON: 363 In some conflicts, culture means that women are not 'welcome' in (overall) negotiations. The key is to ensure that women are engaged in aspects of the management of conflict/crisis which do not block progress.

**Question: 34. Women are more peaceful than men.**

REASON: 364 It is a natural attitude the ones who give lives for children.

REASON: 365 It comes from their nature. They make attempts to save peace at any situation.

**Question: 35. Women are worse drivers than men.**

REASON: 366 Drivers of what? cars, buses, trains, trucks, fork lifts? Most schoolbus drivers in my country are women.

REASON: 367 As the regulations are more and more important the women are better and better in driving.

REASON: 368 Women are actually better drivers - ask insurance companies.

REASON: 369 Statistics demonstrate that women are better driver than men, especially young women in comparison to young men.

REASON: 370 Yes, sometimes they are bad drivers because they can easily distracted. But sometimes men are more nervous and can behave dangerously.

**Question: 36. It is normal for women to be excluded from certain circles or positions.**

REASON: 371 Terribly unfocused question

REASON: 372 Less and less points are those made it natural

REASON: 373 I think most people do not understand most of the question . This one is just one example. It asks "It is normal for women to be excluded from certain circles or positions." Do I think that this might be the reality Yes Do I think this reality is just No 40 answered Never so does that really mean that the majority does not believe that women are often excluded from certain circles in their countries? I would think Not Its more probable that they think that women should not be excluded. I must say I expected a better worded survey.

REASON: 374 Men are excluded from many women-only circles or associations. So there is no reason to include women everywhere if this is not reciprocated. (I personnaly dont and wouldnt participate in a circle or association in which women are excluded.)

**Question: 37. Men should have certain rights that are not available to women.**

REASON: 375 military service in combat situations

REASON: 376 I think, you do not think obvious situations. Women must not have the right to marry women. Women have not the right to force to have a beard and a mustache or a penis.

REASON: 377 well, there are men's clubs, the right to play professional football, and men's bathrooms.

REASON: 378 we speak of certain 'women's rights', e.g. as concerns maternity leave. Paternity leave is an example of a right that applies for men (or same sex partners).

REASON: 379 I dont see which rights men should have that should not be available to women. However, as women claim such rights for themselves, it should be reciprocated...

**Question: 38. Women are more gullible than men.**

REASON: 380 Gullible where? when? with whom?

REASON: 381 related to the degree of women's education

REASON: 382 Both women and men are more and more gullible during the critical period of industrial age. We have to overcome on it.

REASON: 383 Thankfully, media in my country do not consider this an issue.

**Question: 39. Blondes tend to be silly.**

REASON: 384 Happily, this is now in the domain of jokes. Many world leaders are blondes and are doing a way better job than many male leaders (or not blonde women). Since most blonde leaders are also beautiful, they get increased attention (and if they make a silly move, at least they have an excuse -- of being blondes ;-))

REASON: 385 Did you hear the one about....?

REASON: 386 That's not even funny

REASON: 387 It is a result of the prejudice of nations having never blond hair.

REASON: 388 Color of hair has nothing to do with silliness. Someone has pointed out that most heads of state are blonde.

REASON: 389 (7)I'm not really talking about natural blondes. But there is this vast population of women who bleach their hair blonde and they tend to belong to the more gullible and less educated ones.

**Question: 40.What other statements do you think should be included in this survey?**

REASON: 390 women are usually instrumental in creating hurdles for other women

REASON: 391 obstacles than women put to other women

REASON: 392 Is necessary for a woman to marry and have children so can feel fulfilled as a woman?

REASON: 393 we work for less PAY, OR FOR FREE. Our time is not respected as men's

REASON: 394 + Women who are in positions of power are either puppets or "bitches" (i can't think of a proper term, but i think you know what i mean) + Stereotypes about women who are sex workers + Stereotypes about homosexual women; that they are ugly, or feminist, or hate men + The "gold-digger" stereotype - women & girls just want men's money.

REASON: 395 That women who succeeded in their career are most of the time "supported" by a man in exchange for sexual favors.

REASON: 396 Las mujeres son sexualmente menos activas que los hombres. Las mujeres son más hábiles en la crianza de los hijos. Las mujeres son menos infieles que los hombres.

REASON: 397 Women are overly dramatic. Women are more competitive in the workplace with women than other men.

REASON: 398 Are women in the workplace generally perceived as overworked verses men? Are women provided with professional development opportunities and mentorship opportunities as men are provided in the workplace?

REASON: 399 Women's role in the military? How can we help women who are mothers find ways to balance home/career? Better legal support for single mothers?

REASON: 400 Feminists can't be feminine.  
Women who are smart are a threat to men.

REASON: 401 Persons with borderline personality disorder have great and harmful effect on women 2061: 0 2011: 50 1961: 10 Such persons – mainly in critical periods – can have great effect on men as well, and they make great harms, if they can have leading positions. On the other side they can be excellent artists – and we have to assure that they remain by art.

REASON: 402 1. In family, women ensure social function. 2. In society, woman's fundamental purpose is motherhood (birth, growth and socialization of children which means life, and society's finality is just life.

### **General Comments offered at the end of the questionnaire:**

- The answer registration is very slow, when pressing one by one. It takes very much time consuming one by one. But it becomes more efficient if answers are written all together and then at the end of the page, they are submitted all together. I think you should mention it at the beginning of your instructions. (*A change in instructions was made to accommodate this suggestion.*)
- I am an Australian living in Rwanda. I have answered the questions as though i am a Rwandan but clearly cannot be reflecting the true situation as known by Rwandans. I have been away from Australia for 15 years so also did not think my answers would truly reflect that country
- Good , but I think that seeing the number in options may influence answers.
- Each time we fill in the blanks, this questionnaire is really slow to come back to the next question; as there is 40 questions it become difficult to fill in quickly (think that we don't have so much time !
- .... it's really good questions. i would be curious to read the answers and tendencies... kind regards
- I could not submit the questionnaire
- A good exercise. Thank you.

- It is very important and necessary today to accompany the design of the future. Thank you very much.
- The study is too long!
- The study is nice and relevant. I wish the impacts and side-impacts of feminism would be better addressed.
- Survey is VERY weak on the issue of the day, all over the world; security/human security. What are the woman's strengths and weaknesses, and how should they best be accounted for in national defence? homeland security public safety? response to natural disasters? response to non-natural crises? analysis on existential threats?
- Everything worked fine. Always a pleasure to participate...
- I began by putting the percentages of the years past, present and in the future. This soon became too arduous a task. All of the percentages would be the same based on the fact that I believe our intelligence as humans grows as the years go by. I can only hope that this is true.
- This is in general a very poorly worded survey! I expected something better.
- I am not sure that all approaches or opinions can be categorized as cultural or personal beliefs (i.e. subject to place, time, relativism or subjectivity). Likewise, answers given under the categories change over time and media influence can fall under the category of personal belief.
- Woman itself is a mental construct, outside of the biological circumstance -- in some sense the survey is about judgments of mental constructs about a mental construct.
- Generally, the survey highlighted for me the many points of intersection between "women's issues" and others, such as education.
- My experience with the survey illuminated the absolute interconnectedness of the human condition and the necessity of addressing it in complete terms, rather than in parts.
- I appreciate this kind of questionnaire. I answered each question with great interest. Thanks for all who worked on this. I hope and recommend :) to prepare such questionnaire about children's rights and corruption. Thank you again and again...
- The questions are appropriate. The challenge of modern society is to create a balance between traditional values and imperatives of modern society, or risk increase in number of criminals in society. Criminals are people deprived of adequate family love and care. The questionnaire did not seem to address this latter.

## Appendix C. Example of the Questionnaire

*Please remember to press SUBMIT at end of questionnaire.*

### Questionnaire

	Questions	Change Over Time	Media Influence	Personal Belief
1	Women are valued more for their physical appearance than their intellect or character.	<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>50 2061 ( 33.0 ) ( 155 )</p> <p>60 2011 ( 56.0 ) ( 157 )</p> <p>80 1961 ( 70.4 ) ( 155 )</p> <p>Submit only this cell <input type="button" value="go"/></p> <p>Reasons for your answer .. <a href="#">click here</a></p>	<p>Today in your country how often do the media reflect this view?</p> <p><input type="radio"/> Always ( 20 )</p> <p><input checked="" type="radio"/> Frequently ( 89 )</p> <p><input type="radio"/> Sometimes ( 37 )</p> <p><input type="radio"/> Seldom ( 5 )</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 .. <a href="#">click here</a></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 ( 4 )</p> <p><input type="radio"/> Frequently ( 45 )</p> <p><input checked="" type="radio"/> Sometimes ( 53 )</p> <p><input type="radio"/> Seldom ( 19 )</p> <p><input type="radio"/> Never ( 23 )</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 .. <a href="#">click here</a></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>Today in your country how often do the media reflect this view?</p>	<p>Some stereotypes may be true. What about this one? Do you personally think this statement is true?</p>

## Appendix D. List of Participants

In total, 255 people signed in, out of whom 179 responded to at least one question. Following is the list of those who provided inputs.

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ASEU  
Baku, Azerbaijan

12 participants preferred to keep anonymity and provided only information for demographic purposes.

## Appendix E. Short Version of Stereotype Statements

Abbreviated Statement	Complete Statement (from questionnaire)
1. Woman valued for appearance	1. Women are valued more for their physical appearance than their intellect or character.
2. Appearance more important for women	2. Physical appearance is more important for women than for men.
3. Women more responsive to advertising	3. Women are more responsive to advertising and marketing than men.
4. Women invite for rape	4. Women are raped because they ask for it.
5. Women less rational than men	5. Women are less rational and more emotional than men.
6. A woman's job is at home	6. A woman's job is to work at home and serve the needs of her family.
7. Women must obey husbands	7. Women must obey and submit to their husband or male companion.
8. Important decisions taken by men	8. Men should make all important family decisions.
9. Women have right to divorce	9. Women should have the right to divorce.
10. Wives need to be beaten	10. Wives need to be beaten occasionally.
11. Men priority to education	11. Men should have priority in access to education.
12. Men are more productive	12. Even with the same education, men are more productive than women.
13. Women are less reliable at work	13. Women are less reliable than men at work.
14. Women need more time off	14. Women need more time off from work than men to attend to family matters.
15. Sex harassment is no big deal	15. Sexual harassment in the workplace is no big deal.
16. Equal pay for equal work	16. Equal work deserves equal pay, regardless of gender.
17. Working women increase family status	17. Independent women increase the social status of a family.
18. Single women manage better than men	18. Single women manage better than single men.
19. Single mothers are unusual	19. Single mothers are unusual.
20. Women decide whether to have children	20. Women have the right to decide whether and when to have children.
21. Women decide on their own bodies	21. Women have the right to decide on issues related to their own health and bodies.

<b>Abbreviated Statement</b>	<b>Complete Statement (from questionnaire)</b>
22. Women have more health issues	22. Women have more health issues than men.
23. Women's bodies in ads, OK	23. Use of women's bodies in advertising is OK.
24. Women: social issues, men: economic	24. Women are better at social/cultural issues, men are better at economic and infrastructure
25. Women are not for dangerous jobs	25. Women are not well suited for dangerous jobs.
26. Women: better in arts than science	26. Women are better in arts and social sciences than hard sciences.
27. Women: bad at technology	27. Women are not good at understanding technology .
28. Women leaders less feminine	28. Women heads of state or corporate leaders loose many of their feminine characteristics.
29. Glass ceiling limits women advancement	29. A glass ceiling limits professional advancement of women.
30. Women are less charismatic	30. Women are less charismatic than men.
31. Men make better leaders	31. Men make better leaders than women.
32. In war expect violence against women	32. Violence and rape against women is to be expected during war.
33. Women useful in conflict resolution	33. Women should be included in conflict resolution processes.
34. Women are more peaceful	34. Women are more peaceful than men.
35. Women are worse drivers	35. Women are worse drivers than men.
36. Women excluded from certain positions	36. It is normal for women to be excluded from certain circles or positions.
37. Men have rights not for women	37. Men should have certain rights that are not available to women.
38. Women are more gullible	38. Women are more gullible than men.
39. Blondes tend to be silly	39. Blondes tend to be silly.