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## Gender Stereotypes And Its Effects On The Indian Society

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### Abstract

The goal of this study is to look at how people of different ages in India feel about gender norms. A cross-sectional study method was used to find out about the participants' ages (18–80 years old and up) and where they lived in India. The participants filled out a structured questionnaire that asked them about their beliefs, attitudes, and actions linked to gender stereotypes. Statistical tools, like the correlation analysis and independent samples t-test, were used to look at the link between age groups and how people felt about gender norms. The data show that there is a complicated link between age and how people in different cultures think about gender stereotypes. Younger groups, like Generation Z (18–25), seem to be more aware of and sensitive to gender stereotypes. This is because there is a strong positive relationship between age and how people see these stereotypes. The other hand, more traditional gender norms are becoming less important, and Millennials and older groups are more likely to think that age and gender stereotypes are mildly linked. Gen Z and Millennials have very different ideas about what gender roles should be. This shows how ideas about gender roles have changed over time. These results help us learn more about gender stereotypes in Indian society. They also show that age-related factors need to be taken into account in efforts to promote gender equality and fight bad stereotypes.

**Keywords:** gender stereotypes, age groups, Generation Z, Millennials, perceptions, Indian society.

## CHAPTER 1

### Introduction

Personal bias and stereotypes affect how we see, feel, and act towards certain groups of people because they are natural parts of how people understand and interact with others. They have special meanings and suggestions for understanding how people connect with each other and how culture affects things, even though they are often used to refer to each other. People have stereotypes about a group's attitude, habits, or behaviour because they have heard or seen it done a lot (Bharadwaj & Mehta, 2017). These convictions, which could be good or bad, are often based on little proof, interactions, or social stories. Normal, traditional ideas about orientation jobs, like the idea that women should be caring parents and men should be strong leaders, come from deeply held cultural beliefs.

As bad as it may be, biases are negative thoughts, feelings, or opinions about people or groups based on how they are thought to fit into a certain category. Most prejudice comes from stereotypes, but it can also come from more personal experiences and show up as strong negative feelings like disgust, fear, or hostility towards the objective group (Tabassum & Nayak, 2021). These tendencies and biases could show up as segregation, prejudice, or violence against disadvantaged groups, depending on things like race, ethnicity, religion, sexual orientation, or economic background. Long-lasting biases and stereotypical views are caused by a number of things, some of which can be seen and others of which are social or psychological. They stay in place because of how institutions are set up, how the media portrays them, how society tells its story, and how people are socialised. But cultural mindsets can be shaped and changed over time in response to new knowledge, shifting values, and learning from experience. Being friendly with people from different backgrounds can lead to bias and preconceived ideas. Working together well is possible for people from different backgrounds who are also learning to understand, empathize with, and see things from different points of view. To lessen bias and stereotypes, all of these things can be done. By fighting for fair trade, variety, and inclusion, we may be able to build stronger community ties and lower prejudice (Tannvi & Narayana, 2022).

Changes in what most people think can lead to the formation of stereotypes and biases. Oppression of LGBTQ+ people, racial equality, social justice, and gender equality has been fought and broken down in large part by movements for these causes. The media and popular culture feed prejudice and stereotypes. Media portrayals of different groups can either support or challenge stereotypes. More representation of different groups can help with both checking stereotypes and making representations more complete and fair (PM & Parameswari, 2020). The subtleties of bias and stereotypes affect how we think, feel, and act around other people. People have prejudices when they don't like someone because they think they belong to a certain group. Stereotypes, on the other hand, are false beliefs about what a group is like. There are a lot of things that can lead to bias and stereotyping, such as interactions between groups, traditional beliefs and values, and how people are portrayed in the media. To promote diversity, tolerance, and civil rights in a globalised world, we must always be on the lookout for bias and stereotypes.

## **Gender stereotypes in millennials**

People often think of millennials as a generation with some equality, but the fact that they still believe in gender stereotypes shows how complicated social norms and beliefs about gender roles may be. This study looks into how complicated gender stereotypes are among millennials. It looks at where they come from, how they show up, and what people are doing to question and change standard gender roles (KG & De Alwis, 2021).

### **Beginnings and Improvement of Gender Stereotypes**

The long-standing perceptions of manliness and gentility are based on gender stereotypes, which have deep, proven social foundations. Traditional gender roles perpetuated the belief that there is an inherent connection between a person's gender and their observable traits and behaviours by assigning them clearly defined roles and responsibilities (Kaushik et al., 2014). Even though these preconceptions have progressed throughout time, they continue to impact millennials' interactions and communications by shaping cultural norms and individual behaviours.

### **Appearances of Gender Stereotypes among Millennials**

Even though gender roles have become more balanced, millennials still have to deal with gender stereotypes in many areas of their lives. In the expert field, men may feel more pressure to show that they are confident and want to succeed, while women face biases and barriers at work that make it harder for them to move up. In personal interactions, gender roles still exist, even in homes with two incomes, with women usually taking on the majority of housework. Unlike the traditional beliefs of older generations, today's youth have to deal with gender stereotypes based on how they look, act, and the things they like to do (Wang, 2021). Men may feel like they have to follow rules about being quiet and sticking together at home, while women are expected to put more value on their looks and long-lasting traits. Some problems, like low self-esteem and mental health problems in millennials, are caused by these ideas, which make people talk more about themselves.

### **Difficulties and Effects of Gender Stereotypes**

Gen Y is having a hard time because harmful gender rules are still in place. Due to gender bias in the workplace, women are underrepresented in leadership roles, they are paid less than men, they have trouble getting promoted, and they miss out on chances. Traditional gender roles are still in place, which could explain why millennials lack confidence, don't value their own achievements, and are sexist. When it comes to close relationships, gender stereotypes can make it harder to communicate, share household chores, and make power differences worse (Priyashantha et al., 2023). Men may feel like they have to be strong and brave because of cultural expectations of what it means to be a man, while women may have to do the "second shift" of unappreciated chores. These things could make the very close relationships between millennials stronger. Other bad attitudes and behaviors, like exclusion, violence against women, and segregation, are also kept alive by gender norms. Homophobia,

vulgarity, anger, and holding back your emotions are all examples of manliness that isn't healthy. Also, strict gender rules make people who don't fit neatly into the two gender roles less valuable, which can make them feel rejected and stopped (Sandhu, 2019).

## **Tending to Gender Stereotypes**

Gen Z is questioning traditional gender roles, even though gender stereotypes make it hard for them to do so. Many important conversations about sexual harassment at work, abuse in general, and gender inequality have started because of social movements like #TimesUp and #MeToo. These talks make it easier for people to demand change and punish criminals. Teenagers and young adults today are questioning the gender roles that are commonly shown in media and traditional knowledge by using new technology and online leisure. To reach this goal, they are recognizing a wide range of people and giving opinions that aren't often heard a chance to be heard (Košir & Lakshminarayanan, 2023). To get rid of gender stereotypes and spread more complex ideas about gender, there needs to be a lot of movies and TV shows, community-based work through virtual entertainment, and public relations work. Experts say that the millennial group is leading a lot of projects that encourage diversity, appreciation, and consideration in the workplace. Policies like paid maternity leave, flexible work schedules, and hiring people without regard to their gender are creating a welcoming and helpful workplace that values people for their skills and dedication instead of their gender. This change could be good for the office. Millennials are changing what it means to be masculine and feminine. They are also rejecting fixed gender rules and accepting non-binary gender expressions. These actions are very different from what people did in the past. Supporting gender inequality and ease is good for diversity and acceptance, but it goes against standard gender roles. Because of this, queer and single people are becoming more visible and known. It is thought that this growth is good. When it comes to traditional gender roles, millennials' gender development is shaped by gender stereotypes that affect both their personal interactions and cultural norms (Waghachavare et al., 2021). In spite of this, millennials are getting past these errors by actively advocating and taking action, as well as changing society. Through their support for equal rights for men and women, appreciation for differences, and questioning of long-held gender roles, the Millennial generation is taking the lead in making society more fair and open to everyone.

## **Types of Gender stereotypes in milenials**

### **Gender Roles**

The roles of men and women in society decide the behaviours and traits that are socially acceptable. Many years ago, men were the main breadwinners and leaders in their homes, while women took care of them. These traditional ideals are being questioned by millennials, the young people of today who value being able to adapt. By doing this, they free themselves from the limits of being a woman and can freely follow their interests. To really promote equality and openness, we need to back guys who care about other people and women who work in fields where men have traditionally had more power (Mollaeva, 2018).

## **Appearance and Fashion**

Men have traditionally been expected to dress more ruggedly, while women have traditionally been expected to dress more femininely. People from Generation Y and Millennials often don't follow the rules, especially when it comes to clothes. They also support the right to free speech and encourage everyone to be proud of the many things that make them special. Because they question traditional gender roles in clothing, millennials are strong supporters of diversity and equality in fashion.

## **Emotional Expression**

Men are expected to hide their emotions because of stereotypes, while women are expected to be caring. Millennials support being emotionally honest and reject toxic machismo. They encourage honest talks about feelings, which leads to better mental health and relationships (Madaan et al., 2018). Millennials make society more helpful by questioning how men and women should feel emotionally.

## **Leadership and Ambition**

Stereotypes say that men are usually more ambitious and better suited for leadership roles. Millennials are speaking out against this kind of bias and pushing for equality at work. They work to fix problems with the system and push for women to be in charge. Mentorship and diversity attempts are two ways that millennials want to make their workplaces more welcoming.

## **Sexuality and Relationships**

How people think about gender roles when it comes to love and relationships. One cause that millennials are working for is LGBTQ+ rights, and the other is heteronormativity. One of their goals is to make it more common to talk about sexuality and to promote teaching consent. Young people today are making the world a better place for people of all sexual orientations and gender identities when they speak out for diversity and acceptance (Dawar & Anand, 2020).

## **Parenting and Family Roles**

Men have usually been in charge of making money and women have usually been in charge of caring for their children. An important majority of millennials agree that flexible family arrangements and sharing parenting duties are good things. They fight the ideas that caring for children is only a job for women and push for laws that allow parents to take time off. Young people today want to build communities that are friendly and helpful by fighting for family policies that include everyone.

## Intellectual Abilities

Gender stereotypes support the idea that men are smarter than women, especially in STEM fields. Gen Y is showing the way to make the workplace and classroom more equal for men and women. They support efforts to fight bias and get more women to work in STEM areas. By going against stereotypes, millennials make it possible for minority groups to succeed (Nandi & Bhat, 2019).

## Aggression and Assertiveness

Gender roles tend to favour men when it comes to violence. There are more and more millennials, and they're fighting sexism and racism. They really like the thought of letting aggressive traits for women and doesn't believe that men's assertive behaviour is bad. Millennials make the world a better place for both men and women by pushing for more fair rules in society. Through advocacy and lobbying, millennials are changing the way people think, which is making society more open and fair for both men and women.

## GENDER STEREOTYPES IN GEN-Z

### Definition of Gender Stereotypes in Generation Z

Generation Z strongly holds gender beliefs about the traits, actions, and responsibilities of people based on their gender. These stereotypes can be real or made up. People from this generation—those born between the mid-1990s and early 2010s—experience these stereotypes in many areas of their lives, such as their social relationships, how they are portrayed in the media, where they go to school, and their career goals (Shekhawat & Shrivastava, 2020). Even though our knowledge of gender diversity and acceptance has grown, these beliefs still affect how people think about themselves and others, as well as their actions and the chances they have.

### Differences in Gender Stereotypes between Generation Z and Millennials

#### Digital Native Experience

People in Generation Z who were born after the turn of the century have grown up in a world that is becoming more and more dependent on technology and social media. Most people see gender stereotypes every day on social media sites like YouTube, Instagram, and TikTok. This has made them very powerful in spreading these ideas. Millennials, on the other hand, are great with technology, but they didn't grow up with it as quickly as Gen Z, so social media didn't have as much of an effect on how they thought about gender roles (Sai, 2023).

#### Social Media Influence

Gen Z has been more influenced by gender stereotypes because they use social media so much for everything, from fun to talking to friends. Content creators and stars on Instagram and TikTok often reinforce traditional

gender roles, which affects what young people think and do. Because of how they look, these platforms give people more ways to spread gendered expectations, which in turn reinforces prejudices based on looks.

## **Evolving Gender Discourse**

Millennials and Gen Zers are less aware of and accepting of gender diversity and fluidity than older groups. They are more likely to question strict gender roles and the validity of non-binary identities. This is part of a larger trend in society to make men and women equal. As more people speak out against gender norms, people in Generation Z are changing their views to be more open-minded and complex. Different things are more important to Generation Z than they were to older groups. Because they understand overlap, members of Generation Z are better able to fight gender stereotypes by stressing how important it is to be united and accept everyone for who they are (Swathi & Babu, 2021). Activists from Generation Z and Millennials are working to make society fairer and more open to everyone. One way to tell how old someone is by this trait. Generation Z members think about standard gender roles in different ways because they are digital natives and know how important intersectionality is and how important it is to take action. Generation Z is different from older generations like the Millennials because they are more intellectually curious, politically active, and socially aware when it comes to challenging gender norms and supporting diversity and inclusion.

## **Types of Gender stereotypes in GENERATION Z**

### **Appearance and Body Image Stereotypes**

When it comes to beauty standards based on gender, Generation Z members often have to deal with bias and bad body image stereotypes. For instance, society usually expects men to be tall and strong, and society usually expects women to have a certain body type. People can feel unhappy with their bodies when these stereotypes make them expect things that aren't true.

### **Goals for teaching and working Having wrong ideas**

People have ideas about what schools and jobs are best for each gender based on gender stereotypes. One example is that women may face criticism or a lack of support when they try to go into STEM fields or leadership positions, while men are usually pushed to do so. The differences between men and women still exist in some areas because of these beliefs, and women have fewer job possibilities. Thoughts about relationships and sexuality are shaped by gender assumptions. These assumptions also shape how people think about women in general. Women should be more shy and meek in sexual relationships, many people think. When it comes to relationships, people who don't follow gender stereotypes may face abuse and even physical violence (Tabassum & Nayak, 2021).

## Cultural Factors and How the Media Show Things

The media and popular culture reinforce harmful gender roles by showing women in subordinate roles and men in dominant ones and by focusing on how beautiful women are. By shaping how people think about gender norms and expectations, these pictures help to keep stereotypes alive and silence voices that aren't heard. These stories show how these assumptions show up in many ways in the lives of Generation Z.

As we move from the Millennial generation to the Z generation, gender ideals change along with culture and society. People from both groups have been changed and affected by gender norms, but these ideas have changed and formed their identities in very different ways. People born between 1980 and 2000 are called millennials. When they were adults, big changes in society happened, like LGBTQ+ rights and gender equality becoming law. But traditional media and society norms kept rigid ideas about gender in place. Millennials faced these problems, but they still fought for social justice and gender norms, making the way for more acceptance and inclusion. Generation Z members were born between 2000 and 2010. They grew up during a time when technology advanced quickly and social ties grew quickly. A lot of things, like social media, can make people more or less likely to believe gender norms. It's the younger groups, on the other hand, who are more open to and aware of the value of gender diversity. People in this group are less likely to accept gay or transgender people and more likely to be against the idea of gender in general (Mollaeva, 2018).

There are lots of ways in which Gen Z and Millennials are different from older generations. One example is how they see the world, what they want to achieve, and even how healthy their minds and bodies are. There are highly held gender norms that make it less likely for people to show off their unique skills and talents. These ideas are at the heart of how women and men are treated unequally at work, in school, and in relationships. It takes a lot of courage and strength to speak out against these biases, call for more diversity and inclusion, and start talks about gender equality and social justice. Traditional gender roles are being called into question because Millennials and Gen Z are so outspoken and active. People are also becoming more open to and knowledgeable about different gender identities and styles. We must always fight against gender stereotypes, make sure that everyone is included and represented equally, and make places where people of all genders can be themselves. Fighting racism and other forms of discrimination now will make sure that the world is more fair and open for everyone in the future.



## CHAPTER 2: REVIEW OF LITERATURE

### REVIEW OF LITERATURE

The study, which was written by (Haines et al., 2015) looks at how data from 2014 and the early 1980s are alike and different. The results show that there are still biases, even though women are more likely to work and be involved in other areas. Though there was a big rise in gender stereotypes about women, most attitudes stayed the same. These shows how important it is to keep talking about gender norms and how they affect what people believe.

(Hoffman & Hurst, 1990) set out to find out if gender stereotypes come from people trying to explain how biology has set the roles of men and women. For the study, the researchers changed how the sexes were distributed in imaginary groups with clear roles. Participants were put in a number of different jobs. It was thought by the researchers that role-based preconceptions would change how the subjects saw their own personalities. Prejudices were still strong even when roles were made clear. This was especially true when scientifically defined categories were used or when participants tried to explain the connections between roles and categories. By showing how stereotypes are made, this study helps us learn more about how social differences affect how people think about gender.

(Tabassum & Nayak, 2021) are researchers who look into how gender bias still exists and makes it harder for women to get promoted to management positions. They say that there aren't many gender-neutral and affirmative action-focused management points of view because important results from gender studies are often ignored in modern management culture. The piece talks about how gender stereotypes are common in society and how they help keep discrimination and prejudice against women alive. Even though the study of gender and management has made theoretical progress, the biases against women that keep them from moving up in their jobs still exist. Gender studies are used to help the writers figure out where gender stereotypes come from and how they get in the way of women getting promoted to management roles. They add to what is already known by showing how people's views have changed from seeing women in management as mere players to realising that gender and management are linked. Even though there have been theoretical advances in this area, gender stereotypes still keep women from moving up in their jobs. According to the writers, managers can find more inclusive ways of thinking by critically engaging with gender studies. The study ends by talking about how important gender stereotypes are and how companies can deal with and lessen them by encouraging diversity and fairness in management.

In particular, (Gandhi & Sen, 2021) study looks at the lack of women in university administration in India. Even though there are more women than men who work as teachers, not many of them will be in charge. The writers say that this difference is not because women are inherently less skilled. Instead, they point out a number of things that either make it harder or easier for women to get into leadership roles in academia. This study adds to what is

already known by looking into these causes and suggesting ways to fix the problem of not enough women working in academic management. It shows the problems women face in academia and stresses how important it is to promote gender equality and diversity in university leadership roles. After looking into it, Gandhi and Sen's study sheds light on an important issue and offers ways to get more women into administrative roles at Indian universities.

(Kulkarni & Ghosh, 2021) look into how inequality between men and women affects women's access to India's digital banking services. There are some problems that keep women from fully using digital money, even though it has many benefits. The gap can't be closed just by growing the economy. The first-hand polls are used to find out what women can't get and how technology could help them be more independent. The authors stress how important it is for financial inclusion programmes to use methods that take gender into account in order to effectively deal with these problems.

(Thangavel et al., 2021) The main focus of this study is on how Indian internet buyers from Generation Z and Millennials make decisions. Since these two groups of people are usually thought of as a single market, the study gap between them was shown. The post set the stage for the study's look at differences in how different generations behave as consumers by stressing how important it is to understand Generation Z and Millennials for what they are. The study's theoretical basis, the generational cohort theory, was also explained in the review. This theory helps explain how people's shared past and culture affect their shopping tastes and habits. This theoretical framework guides the study method and analysis, making sure that the whole topic is looked at. The review also talked about the study's methods, which used psychographic statements from previous research along with principal components factor analysis and analysis of variance to look at how the decision-making styles of the two generations were different. Because of this conversation, which made the research approach clearer, the study's results were stronger. In general, the literature review did a good job of setting the scene for the study, showing where there wasn't enough research already, and describing the study's main ideas and methods. It laid the groundwork for the study's research and interpretation, which helped find out how Millennials and Gen Zers in India choose what to buy online.

(Kautish et al., 2021) looks at how Generation Z women in India's tourism and hospitality programmes learn to deal with VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) and how this affects their job beliefs, self-efficacy in their career, social support, and other things. Most likely, the literature study is a summary of other research that has been done on these ideas, focusing on how important they are in the travel and hotel industries. It might go over the little that has been written about how these things affect each other for Generation Z female students in India. The importance of VUCA skills for dealing with unpredictable situations should also be talked about more in the review, taking into account the special problems that Generation Z faces as they move up in their careers. In conclusion, the literature review usually finds gaps in what is known and lays the groundwork for the main ideas of the study.

The study by (Aggarwal et al., 2020) looks into how HR policies and practices affect the job happiness, performance, and loyalty of millennial workers. The literature review is probably just a summary of all the previous research on Gen Z workers, with a focus on the different points of view and expected outcomes of this group. Theories like the attraction-selection-attrition (ASA) and self-determination theory (SDT) may be talked about in the piece to help people understand how HR policies affect the thoughts and actions of millennial and Gen Z employees. It's also talked about study on things like flexible work arrangements, pay and perks, behavior that seeks feedback, and volunteering. These are all HR practices that are important to Generation Z. It's likely that the review will look into how these HR practices affect the job satisfaction of Gen Z workers, which in turn affects how well they do their jobs and how committed they are to the company.

(Raghav, 2020) looked into Bollywood star Ranveer Singh's style and behaviour in public in 2020, asking what it says about current Indian manhood. Singh is often portrayed in the media through his unique androgynous style, which includes his love of bright flowery pantsuits and man-skirts as a way of rejecting gender roles. At first look, Singh's character may seem progressive, but the author says she actually backs patriarchal ideas about gender and the status quo. Using feminist theories and gender studies talks, the author gives a critical analysis of how Singh is portrayed in movies, ads, and social media. In contrast to the idea that Singh represents a "feminist" or "less patriarchally structured masculinity," the study says that Singh's persona upholds Hindu gender norms and keeps power relationships the same.

The essay goes on to say that Singh's supposed "feminist" stance takes advantage of and hides marginalised identities. It also talks about how the market-based media industry has helped shape and push Singh's image. The author basically says that India's right-wing leaders use Singh's media image to push nationalist ideas and keep things the same when it comes to gender, class, and caste identities. In the end, the paper gives a critical analysis of the subtleties of how men are portrayed in modern Indian society. It also shows how important it is to have a deeper understanding of how gender, power, and the media affect each other.

(Varghese & Kumar, 2020) at "femvertising," a type of advertising that highlights women's skills while questioning traditional gender roles. They name five main things that are pushing femvertising forward: more people wanting equal representation of men and women in ads, action against certain companies and conscious capitalism, criticisms of corporate feminism, more awareness of gender stereotypes, and rules from the right groups. Additionally, the writers say that more research is needed to find out if femvertising is real, how it impacts feminist language, how it connects to social movements, and how it helps include more women in ads.

## CHAPTER 3: METHODOLOGY

### Methods

#### Aim

The main point of this study is to look at how youngsters of different ages in Indian society think about gender stereotypes.

#### Objectives

- To find out how people of different ages feel about gender stereotypes when it comes to each other.
- To find out what Millennials and Generation Z think about gender roles..
- To find out if there are clear differences in how people of different ages think about gender stereotypes.
- To learn more about the things that might affect how gender stereotypes are seen in Indian society.

#### Hypothesis:

Null Hypothesis (H0): There is no significant correlation between age groups and perceptions of gender stereotypes.

Alternative Hypothesis (H1): There is a significant correlation between age groups and perceptions of gender stereotypes.

#### Participants

A diverse group of people was included in the study's sample by using a Google Form that was shared on several social media sites to find volunteers. The same poll was sent to people between the ages of 18.5 and 25 (Generation Z) and 26 to 80 and up (Millennials and older generations). To make sure that both sexes were represented equally, subjects were also asked to say what gender they were.

#### Procedure

The Google Form had well-thought-out questions that were meant to get a full picture of how the participants felt about and dealt with the gender stereotypes that are common in Indian society. It was our hope that people would talk about gender stereotypes they've seen or experienced in real life. The questions were meant to find out how gender norms affect people's daily lives, such as their relationships and interactions with other people. We also asked people what they thought about gender equality to get a better idea of how they felt about the fight against gender stereotypes.

#### Data Analysis

The information from the Google Form was carefully looked at scientifically to find links and patterns between age groups and how people feel about gender stereotypes. Statistical methods were used to look into a link

between age groups and how people think about gender stereotypes. The age ranges in question were 18–25 and 26–80 and up. The main point of this study was to find significant data links between age and being aware of gender stereotypes. A t-test was used to see if there were big changes in how Gen Z and Millennials think about work and play. This test helped find out if the way people of different ages felt about gender roles changed a lot over time.

### Ethical Considerations

Everyone who was going to be a part of the study was given a paper that explained its goals, how it would protect their privacy, and their rights as a volunteer. At every step of the data collection and analysis process, we made sure that the respondents' names and the privacy of their comments were kept safe.

## CHAPTER 4: RESULT

### Result

#### Correlation Between Age Groups and Gender Stereotypes

Age Group	Mean Perception Score	Standard Deviation	Correlation Coefficient	p-value
18-25	3.9	0.6	0.72	<0.001
26-80+	3.2	0.8	-0.56	0.003

When you look at how people of different ages feel about gender norms, you find some interesting things. There is a strong link between age and how people between the ages of 18 and 25 think about gender norms. The correlation coefficient is 0.72. This means that as these people get younger, they become more aware of narrow ideas about men and women. If the p-value is less than 0.001, it means that the relationship seen is not likely to be random. The statistical analysis makes this link even more important. People aged 26 to 80 or more, on the other hand, are following a different trend. The way this group thinks about gender norms is somewhat linked to their age ( $r=-0.56$ ). As this group of people gets older, it's clear that they are becoming less aware of and knowledgeable about gender norms. This link is statistically significant ( $p=0.003$ ), just like the one with the younger group. The strength of the relationship has been shown to be even stronger by this. Most of the time, the data show an interesting pattern in how older people think about gender stereotypes. Younger people are more sensitive to and aware of these biases, while older people start to ignore them over time. This sophisticated view shows how complicated the link is between a person's physical age and how they understand gender stereotypes in society as a whole.

**T-Test Evolution of Gender Stereotypes from Generation Z to Millennials**

Age Group Comparison	Mean Difference	Standard Error	t-value	p-value	Significance Level
Generation Z vs. Millennials	0.7	0.2	3.5	0.028	$p < 0.05$

Generation Z (18–25) and Millennials (26–80+) have very different ideas about how men and women should behave. The average difference in opinion scores between Millennials and Generation Z is 0.7, which means that Millennials think less negatively about gender stereotypes than Generation Z does. This difference is clearly statistically important, as shown by the t-value of 3.5 and the p-value of 0.028. The p-value of 0.028 is less than the usual level of 0.05, which means that the age gap in views is less than 5% likely to be due to chance alone. The results are statistically significant, which means that the two age groups really do understand gender stereotypes in different ways. The data show that Millennials' views on gender stereotypes have changed from those of Generation Z to those of their younger peers. Millennials are less likely to hold on to these ideas than their peers. This shows how cultural ideas about gender roles change over time and between generations.

**CHAPTER 4: FINDINGS**

Indian society has a lot of different ideas about gender roles and demands, which can be seen in the way gender stereotypes affect people of different ages. People in Generation Z, who are in their twenties and thirties, showed an interesting trend: the way they thought about gender standards got better with age. This shows that this age group is both more aware of and more affected by gender norms than older generations. It seems that these results support the idea that younger people are more likely to question and study social constructions and to be the first to go against what most people think and expect.

One reason Generation Z has such a high positive correlation could be that digital media and online sites give them more access to different stories and points of view. Younger people, who are more likely to be aware of and care about these issues, are more likely to be interested in content that supports gender equality and challenges gender stereotypes. Kids and teens can change their minds about gender stereotypes through lobbying and educational programs made just for them. This can help support social justice and acceptance.

People ages 26 to 80 and up saw the opposite pattern than millennials and other older generations. There was a mildly negative relationship between gender stereotypes and age, which suggests that people become less aware of these biases as they get older. Younger generations may not be as influenced by traditional gender roles and expectations, so this could be a sign that culture is changing over time to be more equal between men and women.

Older people may not follow gender stereotypes as much as younger people do. This could be because they have more schooling, are exposed to more cultures, and cultural norms are changing.

The most interesting thing about the study was how different Millennials and Generation Z were in how they felt about gender norms. Generation Z is more likely than Millennials to hold on to gender stereotypes, which suggests that society's views on them have changed over time. This change might be due to modern ideas, changing cultural norms, or differences in how different generations were raised. By questioning and reimagining gender norms and standards that have been around for a long time, the next generation may be the one to keep fighting for social justice and gender equality.

The results show that Indian society's ideas about what is right and wrong for women are complicated and change all the time. People who work to support gender equality and make society friendlier might want to find out more about the things that make people of different ages think about gender norms. This problem needs to be looked into and talked about more so that we can figure out why men and women are different and make big changes in society.

## Discussion

It's clear that Indian society has a lot of different ideas about gender roles and standards when you look at gender stereotypes by age group and talk about the results. Different age groups have different abilities when it comes to recognizing patterns. This shows how age, social factors, and changing cultural norms are all linked in a dynamic way.

Gen Z is very aware and sensitive because there is a strong positive link between age and how people think about gender norms. This study shows that younger people are becoming more aware of how gender roles affect their daily lives. The internet and digital media have made it possible for many different stories and points of view to get around. This could be one reason for our better understanding. People under 30 years old, who are sometimes called "digital natives," are more receptive to messages that support equality and diversity and question standard gender roles. Besides that, efforts that teach and fight for young people might change the way they think about gender stereotypes. This could make them more politically and socially aware. On the other hand, the slightly negative link shows that Millennials and older groups may not think about gender stereotypes in the same way. A lot of people are breaking away from traditional gender roles because they are learning more, hearing more advanced ideas, and seeing traditional cultural norms change. As people age, they might be more likely to question and fight against society norms and gender roles. People today may be less likely to stick to gender roles and more open to differences than older generations were. This is because older generations may have lived through big changes in society.

For instance, the age gap between Millennials and Generation Z shows that social ideas about what men and women should do are changing. Millennials are less likely to follow standard gender roles than younger groups because they care more about social justice and have a more open mind. This could have happened because young people are always challenging and changing long-held beliefs and standards to fight for social justice and equal rights for women. Gen Y is also more open to gender diversity and inclusion because they are exposed to more foreign influences and culture points of view.

These facts show that Indian society's ideas about gender roles are complicated and change all the time. People who work to support gender equality and make society friendlier might want to find out more about the things that make people of different ages think about gender norms. This problem needs to be looked into and talked about more so that we can figure out why men and women are different and make big changes in society. We can get rid of gender roles and make the world a place where everyone is free to be themselves without thinking about what other people think.

### **Limitations**

There are some problems with the study, but the information gathered from looking at age groups and how they feel about gender norms is helpful. Because of these limits, which make the data less generalizable and robust, care needs to be taken when interpreting and using them.

The main worry is that the study's sample size might not be representative of the whole society. There is a chance of sampling bias in the poll because the people who filled it out probably chose to do so. The data might not be accurate, and the conclusions might not be true for other groups of people because of this sampling bias. It's also possible that the sample doesn't really show Indian culture as a whole because of differences in age, gender, socioeconomic status, and location. Be careful not to make too many assumptions based on the results, since they might not be true for everyone or even all of their experiences.

Another big problem with the study is that it relies on data from a Google Form poll. Response bias is one type of bias that can affect data gathered from online polls, even though they are easy to use and available to many people. The data might not be correct if people give answers they think other people will like or if they get the questions wrong. If people fill out an online survey, they can't be identified. This means that there is a chance that they won't give their honest views, which could make the results less reliable. Because the study used data from an online poll, the results should be taken with a grain of salt.

There are many things that could affect how participants feel about gender stereotypes, such as their own experiences, their cultural background, and social influences. Also, because participants self-reported how they felt about these stereotypes, the study is open to subjectivity and possible bias. This means that the data collected might not fully show how people feel about gender norms in all their complexity and subtlety. To fill in the gaps in what we know about how people think about gender stereotypes, future studies should use objective measures



like behavioral observations or experimental designs along with self-reported data. For the same reason, this study is cross-sectional, so it can't tell us for sure what causes what. The links found between age groups and views on gender stereotypes do not allow us to draw conclusions about cause and effect. To make the point that getting older changes how you think about gender stereotypes stronger, researchers should keep track of people's thoughts and feelings over time.

To sum up, this study has some flaws, but it does show how people of different ages in India think about gender norms. The results might not be accurate or useful for a larger group of people because the sample size was small, the data was collected in a cross-sectional way, and people gave their own information. To better understand how people think about gender stereotypes over time, future study should use different ways to collect data, samples that are bigger and more representative, and longitudinal designs to get around these problems. We need to get past these barriers if we want to learn more about gender norms and make society more fair and welcoming for everyone.

### **Future Enhancements**

Some things we don't know about gender stereotypes in Indian culture need to be looked into more right away in order to clear up this complicated matter. You could look into these problems further in the future and find out more about how gender norms work in real life in a number of different ways. First, it would be smart for future research to use groups that are bigger and have more types of people in them. This means getting people from everywhere and all walks of life to join. Researchers can be sure that their data will help more people and show how diverse Indian society is if they use a sample that is more like the whole community. There are many ways that gender stereotypes can affect and be affected by other types of injustice. One way to better understand this is to look at how gender stereotypes connect to caste, religion, and race.

It would also be very helpful to have studies that keep track of how people's ideas about gender stereotypes change over time. These would help us learn more about how society and families change over time. Longitudinal studies let researchers watch people over time to see how their ideas about gender roles change as they get older and learn new things. Studies that track people over time help us figure out how well policies and programs that try to fight gender stereotypes work and how their effects change over time.

Questions like "focus groups" and "conversations" can help you learn more about how gender stereotypes are seen and how they affect the lives of those who are touched by them. With qualitative methods, which let researchers use people's own words, they can learn more about how complicated and specific people's experiences and points of view are. A lot of different opinions and stories should be included in a qualitative study so that interventions and change strategies can be more aimed. This will show the psychological, cultural, and social factors that help keep gender roles in place.

The best way to get a better picture of gender norms is to do a mixed-methods study, which includes both

qualitative and quantitative methods. Researchers can become more sure of their conclusions when they use more than one way to gather data. So they can fully understand people's lives and points of view. When researchers use more than one method, they can find patterns, ironies, and possible new study topics that they might not have been able to find with just quantitative analysis. Sociologists, psychologists, anthropologists, gender studies, and media studies can all share their thoughts and methods with us so we can get a better picture of gender stereotypes. Researchers can use ideas and tools from a lot of different areas to look at gender stereotypes in a lot of different ways. We can learn more about gender stereotypes and how they affect people, places, and things if we get experts from different fields to work together.

Finally, working with people from different fields, using mixed methods, bigger and more varied samples, qualitative methods, longitudinal studies, and qualitative data could all help us learn more about gender stereotypes in Indian culture. These are things we need to learn more about in order to make studies on gender stereotypes better. We can use this to improve our efforts to fight harmful ideas and support equal rights for men and women in India and around the world. Gender equality and fighting harmful notions in India and around the world.

## CHAPTER 6: CONCLUSION

What this study taught us about how Indians of different ages think about gender roles is very important. The numbers show that it's not easy to tell how age, cultural norms, and how people think about gender roles change over time. For younger people, especially those from Generation Z, there was a strong link between age and how they feel about gender roles. Younger people may be more affected by gender stereotypes because social norms are changing and they see more different points of view in the media and in school. On the other hand, older age groups, like Millennials and older generations, seemed to follow standard gender roles less. This might be a sign of how people's ideas about gender roles and standards have changed over time. Another big difference between Millennials and Generation Z is how much they follow gender stereotypes. Millennials are less likely to follow these stereotypes than the Generation Z group. So, it's clear that how society sees gender stereotypes is changing over time, with younger people questioning and redefining standards that have been around for a long time. There were some useful findings in this study, but it's important to remember that its sample size was small and its data came from people themselves. Future research should use longitudinal designs, qualitative methods, and bigger, more diverse samples to get past these limitations and figure out what makes people think the way they do about gender stereotypes. Thanks to this study, we have a better idea of how gender stereotypes work in Indian culture. We must continue to fight for social justice and equality for everyone. If we fix the problems with the study and do more research, we can learn more about gender norms and how to make society more fair.

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