

# Gender Stereotypes

Emma J. Darling



EICHELBAUM WARDELL  
HANSEN POWELL & MUÑOZ, P.C.

## Sneaky Sexism in Marketing

- ✓ The old school pink and blue has been replaced with something that says floral, decorative and candy colors are still for her and strong, bold, powerful colors are for him.
- ✓ Women speak seven times less than men in commercials

## Mattel Gender Neutral Doll

- ✓ The doll comes with long and short hair options
- ✓ The clothing for each doll comes with options for skirts, pants and dresses in neutral colors

Mattel's first promotional spot for the \$29.99 product features a series of kids who go by various pronouns—him, her, them, xem—and the slogan "A doll line designed to keep labels out and invite everyone in."

## Disney Princess Study

307 children completed questionnaires in preschool (back in 2012 and 2013), and then again five years later.

Children who watched Disney princess movies and played with princess toys were more egalitarian and said they felt men should show more emotion



## JoJo Siwa – Dancing with the Stars

TELEVISION

**JoJo Siwa makes history in Dancing with the Stars' first same-sex pairing**

## Gender in Country Music

Researchers at the University of Southern California's Annenberg Inclusion Initiative released a study on the gender gap in country music

## Not just Country Music...

- ✓ Only 10.4% of Grammy nominees between 2013 and 2019 were women
- ✓ 57% of Grammy nominated songs in 2019 did not credit a female songwriter
- ✓ Many male artists reinvent themselves by attaching to younger female artists

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## Gender Stereotypes in Food

An Italian study in August 2020 found that preschoolers associated different foods to be female versus male

- Meat is for boys
- Vegetables like salads are for girls



## Gender Stereotypes Perpetuated by Teachers

- ✓ Gender-Science Implicit Association Test (2019) saw if exposure to teacher stereotypes affects student achievement
- ✓ The most stereotypes are associated with girls and their math skills
- ✓ No statistical significance in literature stereotypes

## Gendered Traits of Elementary School Teachers

- ✓ The Bureau of Labor Statistics (2014) states that only 13% of elementary school teachers are men
- ✓ Cooney and Bittner (2001) interviewed several men in elementary education and discovered they struggle with fear of being accused of improper physical contact with children
- ✓ Studies show that lack of exposure to talented male teachers may negatively impact gender stereotype formation and future career aspirations

# Gender Gap for Superintendents

According to TASB, 81% of Superintendents in Texas are male.

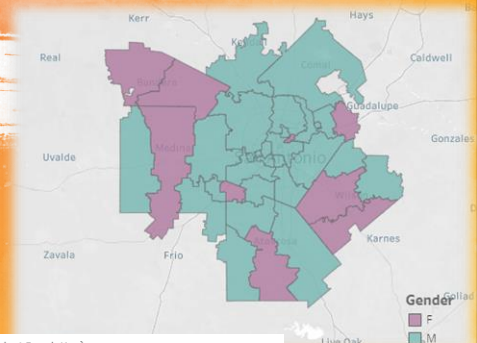
School Superintendents In the US  
7,194



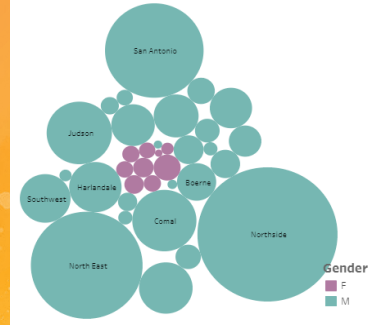
Average Age  
46.5



Gender  
Male - 65%  
Female - 28%



District Size (Student Population)



## Questions?

Contact Us



**EICHELBAUM WARDELL**  
HANSEN POWELL & MUÑOZ, P.C.

[www.edlaw.com](http://www.edlaw.com)

(800) 488-9045

[information@edlaw.com](mailto:information@edlaw.com)