

What is gender?

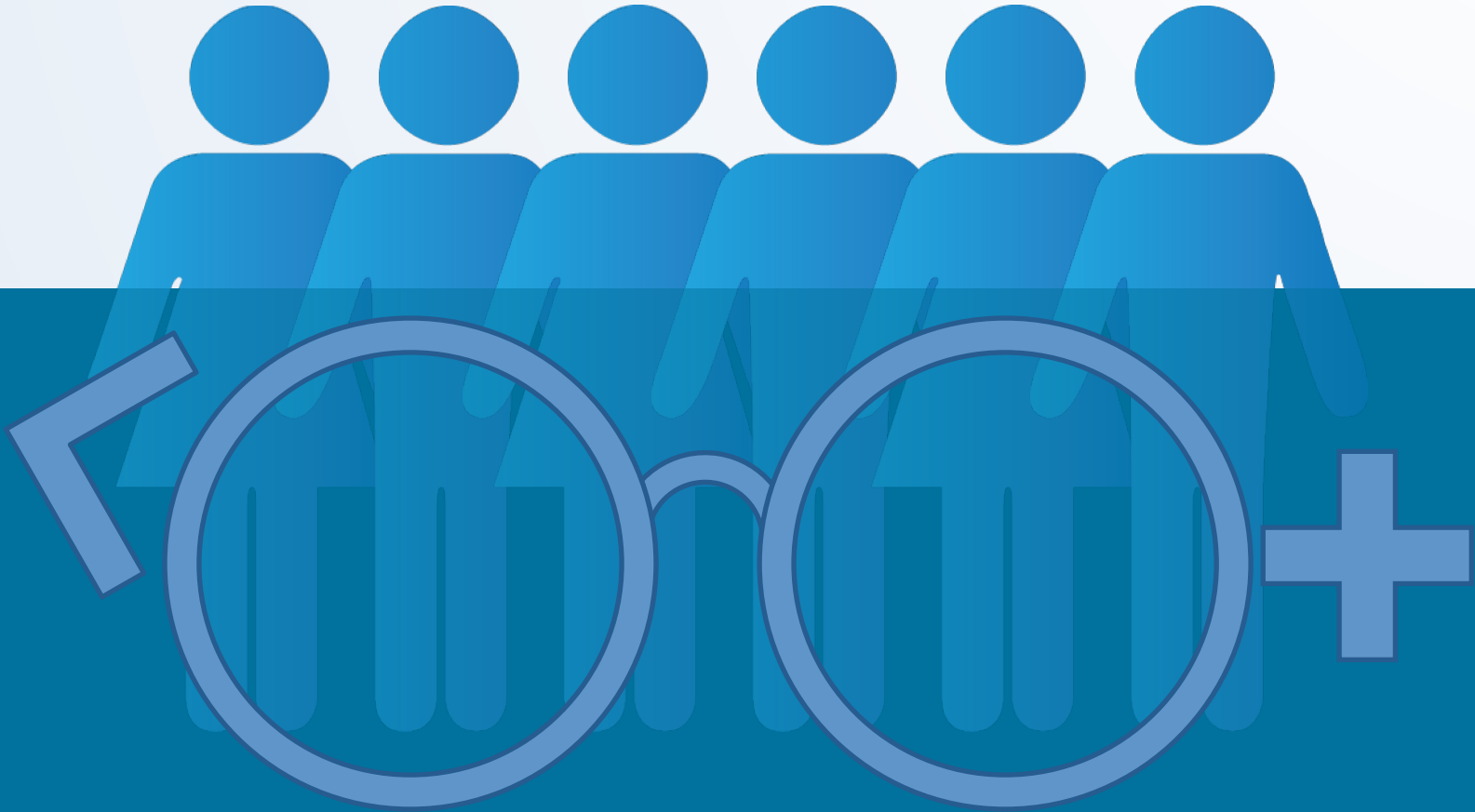
Anja Taarup Nordlund

2015

Looking at the social reality ...



What do we see?



(Gender) blindness



Plurality of the social reality ...



Two key concepts

Sex

Genetic/physiological or biological characteristic of a person which indicates whether one is female or male.

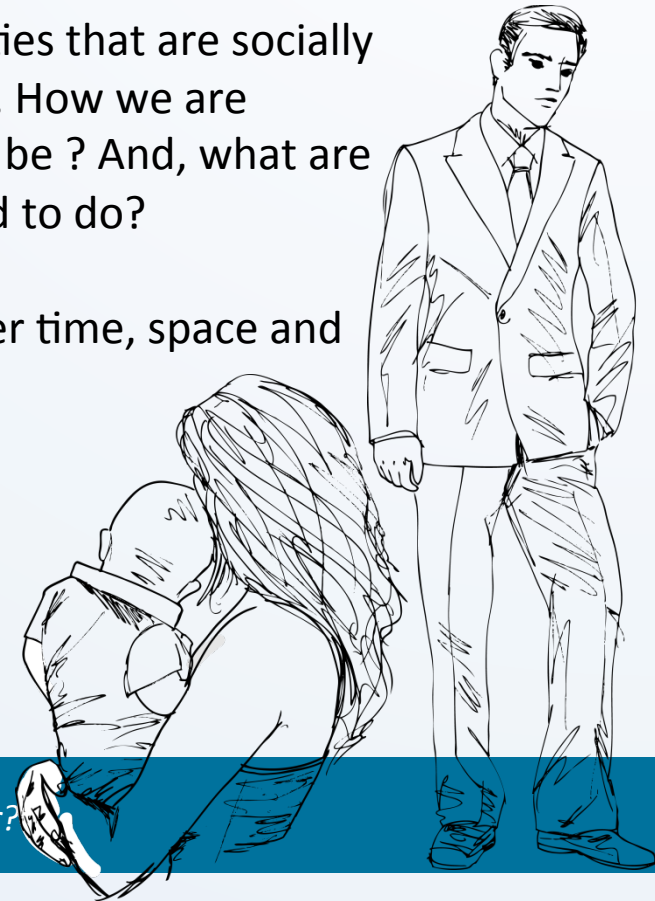
Static.



Gender

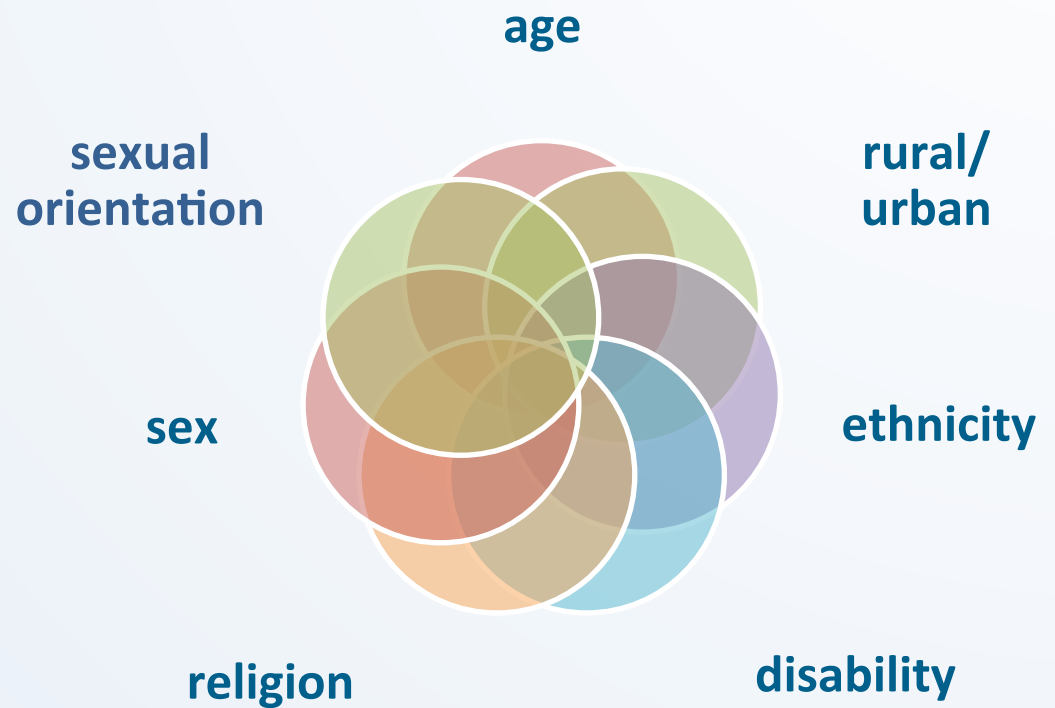
Women's and men's roles and responsibilities that are socially determined. How we are expected to be? And, what are we expected to do?

Changes over time, space and culture.



Intersectionality

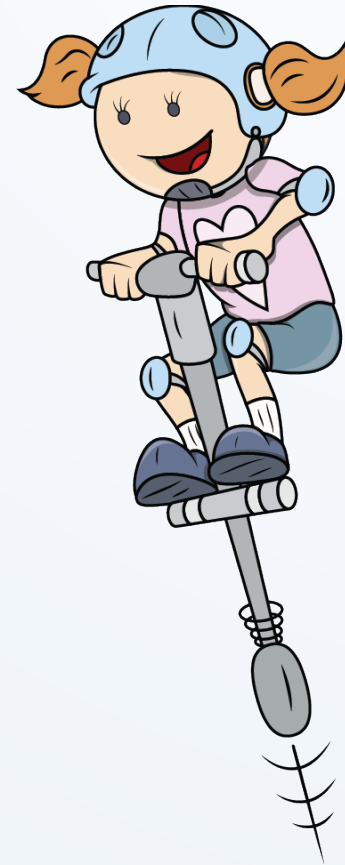
- Multiple identities.
- Identity as social construction.
- Identities crosscut.



Two (segregated?) worlds



Gender roles and values change ... over time



... and across cultures!





Culture and
time!

Stereotypes changes (year?)



stereotypes changes ... slowly

ARE YOU MAN ENOUGH...

...TO BE A NURSE?

If you want a **CAREER** that demands **intelligence, courage, and skill**, and offers **unlimited opportunity**, **consider nursing**.

For information about careers in nursing, and educational and financial assistance programs, go to www.nursing.org

1980s Actor John Travolta 1950-1980s 1950-1980s	1950s Movie Star John Travolta 1950-1980s 1950-1980s	1970s Musician John Travolta 1950-1980s 1950-1980s	1990s Actor John Travolta 1950-1980s 1950-1980s	1960s Actor John Travolta 1950-1980s 1950-1980s	1970s Actor John Travolta 1950-1980s 1950-1980s	1980s Actor John Travolta 1950-1980s 1950-1980s	1990s Actor John Travolta 1950-1980s 1950-1980s	2000s Actor John Travolta 1950-1980s 1950-1980s
---	--	--	---	---	---	---	---	---

Stereotypes are used to sell cars 😊



*) Patrick Juthberg, det är han som åmar sig på bilden. I vanliga fall jobbar han som vår vd.

... and across space!



What seems possible in India and Vietnam seems not possible in Peru!

Different treatment of babies!

Experiment 1:

Babies were dressed in different clothes (randomly)

Pink – soft voice, be calm, silent, sleep

Blue – tried to get them to talk, move, spoke with high and enthusiastic voice.

Experiment 2:

creeping – boys were allowed to crawl longer than girls before the mothers picked them up

NOT conscious!

Different treatment in schools!

- Girls speak app. 1/3 of the time in the classroom
- Boys speak app. 2/3 of the time
- Girls who speak more than 1/3 ◇ dominant and interruptive
- Girls speak quickly and give short replies to respond to the assignment
- Boys speak more, joke, ask personal questions, interrupt girls, often at the center, and teachers do not react.



Källa: Marklund & Snickare

Different treatment at work!

Examples:

Affect power relations in an organisation (who we listen to and not, who gets promoted? Who get what salary?)

Affect how we relate to men and women (how we meet our beneficiaries or clients/customers? What information you share with them and not? When you plan meetings?)