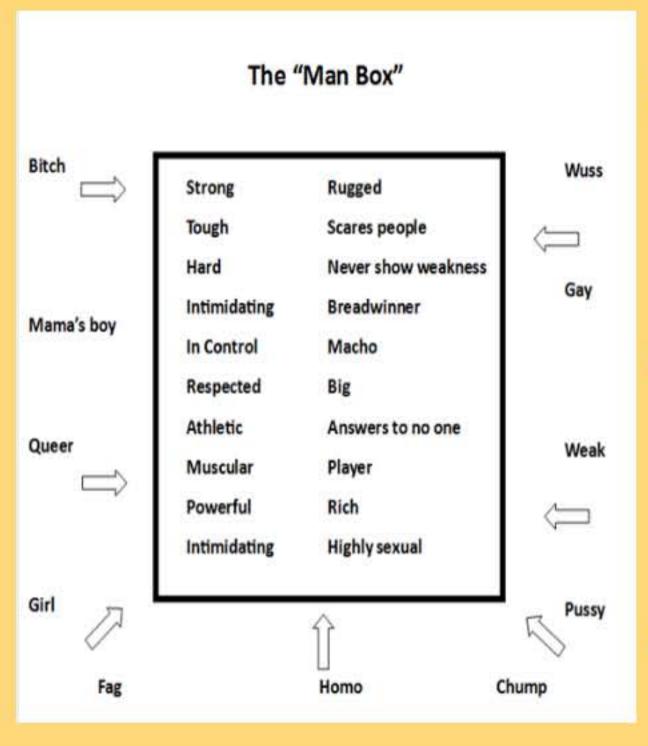
Social Norms Toolkit: Gender Socialization





What is it?

Gender socialization is when people interpret social norms and internalize expectations about masculinity and femininity.





As children, boys are given toy cars and fake weapons while girls are given Barbies and dollhouses to play with. From a young age, masculinity is often associated with technology and violence while femininity is frequently associated with creativity and domesticity. *



Adolescent boys are expected to have uncontrollable sex drives while adolescent girls are expected to be the gatekeepers of sex. Boys learn that sex is a "thing" to win and girls learn that it is a "thing" to protect. They learn this from peers, family members, and the media. **



As adults, men are usually expected to have economic power, close themselves off to vulnerable "feminine" emotions, and be physically dominant. Women are expected to be in touch with their emotions, spend an inordinate amount of time improving their appearance, and compete with other women for the attention of men. ***

References

- * An Examination of Violence and Gender Role Portrayals in Video Games: Implications for Gender Socialization and Aggressive Behavior
- ** College Men as Perpetrators of Acquaintance Rape and Sexual Assault: A Review of Recent Research
- *** Gender Stereotypes and the Socialization Process
- *** Media Contributions to African American Girls' Focus on Beauty and Appearance: Exploring the Consequences of Sexual Objectification.

LGBTQ individuals are often discriminated against for not conforming to traditional norms of masculinity and femininity.



Almost half of all gay, lesbian, bisexual and transgender people

hide their sexual orientation or gender identity in public for fear of violence or discrimination.*



Gay, lesbian, bisexual, and transgender people are

three times more likely to experience depression.*



64% of transgender people have experienced sexual assault in their lifetime.**

What about the LGBTQ community?



"Part of the problem is that populations that are hypersexualized by society, including people of color and the LGBT community, are victimized by a rape culture that tells those assaulted they are responsible for their sexual assaults."**

References

- *Face the facts: Lesbian, Gay, Bisexual, Trans and Intersex People
- **Sexual Assault in the LGBT Community

How does gender socialization lead to sexual assault?



Young people are socialized to fit the standards of either masculinity or femininity based on their genitalia. This socialization is facilitated by the mass media, everyday language, familial expectations, and peer pressure.

Media representations and widespread assumptions about gender associate masculinity with power, strength, and reason and femininity with empathy, passivity, and irrationality. In fact, femininity is often derided for its perceived weakness in comparison to masculinity.*





Studies show that hyper-masculine men are at risk for mental-health problems, substance abuse, and violence-- including sexual assault. **

Our legal system, our workplaces, and our schools systematically excuse masculinity and blame femininity for sexual harassment and sexual assault creating an environment that not only allows for but condones sexual violence. ***



References

*An Examination of Violence and Gender Role Portrayals in Video Games: Implications for Gender Socialization and Aggressive Behavior

- ** Sexual Assault in Context: Teaching College Age Men About Sexual Assault
- *** Legal System and Sexual Assault
- *** Workplace Sexual Harrassment
- *** Colleges and Sexual Assault

What can we do?

Below are links to age-appropriate activities for children, adolescents, and adults that teach the prevalence of gender socialization and the effect that gender socialization has on individuals, communities, and society.



Activities

Grades K-5

Grades 6-8

Grades 9-12 and College Level/ Young Adults



Additional Resources

CHOICES: Empowering Boys and Girls to Transform Gender Norms

> Institute for Humane Education

Like a Girl YouTube Video

Gender Stereotypes YouTube Video

Contact us



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Images

Gendered Word Clouds

Blue T-Shirt

Loyalty Advertisement

Old Spice Advertisement

Red T-Shirt Rainbow Flag

Scales

Couple Word Cloud

