

The Facets of Gender Stereotypes Change: A Systematic Literature Review

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This systematic literature review paper highlights the definitions, dimensions, and various outcomes associated with the changing gender stereotypes. Articles were extracted from Scopus and LENS.ORG databases published during the 1970-2020 period. Initially, we retrieved 215 articles, which was reduced to 60 articles complying with the PRISMA Framework guidelines. The results found that people's attitudes towards adopting the culturally defined social role of the opposite biological sex are ideal for being globally applied. Concerning the dimensions, the most used dimensions are agency and communion. Instead, there are nine dimensions derived from the attitude towards role ascription, attitude towards role conflict, and attitude towards role segregation for each public sphere, private sphere, and the intersection of these two spheres roles found ideal. Depending on the surface nature of gender stereotypes change outcomes found, only a few outcomes are favorable to the economy. There are more negative related outcomes that are in the family, work, and health clusters. Besides, there is a gap in research that gender stereotype change has any associations or impacts on the technology landscape. Thus, the finding implies that future researchers need to consider the areas for finding remedies to overcome these adverse outcomes and make the positive outcomes generated productively and focus more research on untapped areas like the technology landscape. Moreover, the definitions, dimensions, and consequences synthesized in this paper provide insights to build an extended theoretical foundation for gender research of the future.

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