

## The Facets of Gender Stereotypes Change: A Systematic Literature Review

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This systematic literature review 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 these areas for finding remedies to overcome these adverse outcomes and make the positive outcomes generating 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

**Keywords:** *Changing Gender Stereotypes, Definitions, Dimensions, Outcomes, PRISMA Framework*

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## Introduction

A society's beliefs about the appropriate roles for men and women in the community are gender role attitudes, gender ideology (Davis and Greenstein 2009), or gender stereotypes (Attanapola, 2004; Berridge et al., 2009; De Silva & Priyashantha, 2014). Such beliefs are formed from the peoples' observations of men's and women's behaviors in different social roles. Particularly, when women or men demonstrate certain behaviors more typical to different social roles more often than the opposite sex, such behaviors are believed to be the common traits relevant to men or women (Eagly et al., 2020; Eagly & Karau, 2002). Hence, men are believed to be assertive, independent, rational, and decisive, while women are believed to be showing concern for others, warmth, helpfulness, and nurturance (Hoyt et al., 2009). These attributes concerning men and women are referred to as agentic (masculine) and communal (feminine), respectively (Abele, 2003). This agency and communion are then perceived as the fundamental motivators in men's and women's behavior (Bakan, 1966). However, these perceptions are now questionable in the 21st century. We are now in the contemporary world of work that promotes females entering the labor force where both males and females are in income generation. Hence, the social role distribution has been changed where both men and women are now parents, employees, employers, volunteers, friends, spouses, siblings, etc. (Najeema, 2010). These multiple roles playing have resulted in a revolution in gender roles in which the traditional gender role stereotypes have been evolved into changing gender stereotypes during the last 50 years (Blau & Kahn, 2006; Mergaert, 2012). These changing gender stereotypes have no demarcation of gender roles where women are doing men's work and vice versa (Blau & Kahn, 2006; Mergaert, 2012). However, it does not mean that there is a complete swap of traditional gender roles of men and women. It means that people do multiple roles while playing the traditional gender roles (Eagly et al., 2020).

Looking at the origin of the concept, it dates back to the 1970s. The social and economic developments taking place in the mid of 20th century in most countries (Attanapola, 2004; Boehnke, 2011; Zosuls et al., 2011), and the initiatives of the United Nations (e.g. human rights, gender equality, nondiscrimination against women, women in development programs (Benería et al., 2015) have resulted in women taking part in employment opportunities in most of the countries. Moreover, structural changes made to reduce gender differences through welfare and dual-earner policy configurations (Mergaert et al., 2013) have also been applied in varying degrees by different countries and hence resulted in the participation of women in labor force activities in varying degrees as well. With these labor force participation activities, the traditional gender stereotypes have changed over time and across different countries in the world (Brandth et al., 2017; Mergaert et al., 2013). With that, the egalitarian attitudinal shifts emerged then (Donnelly et al., 2016).

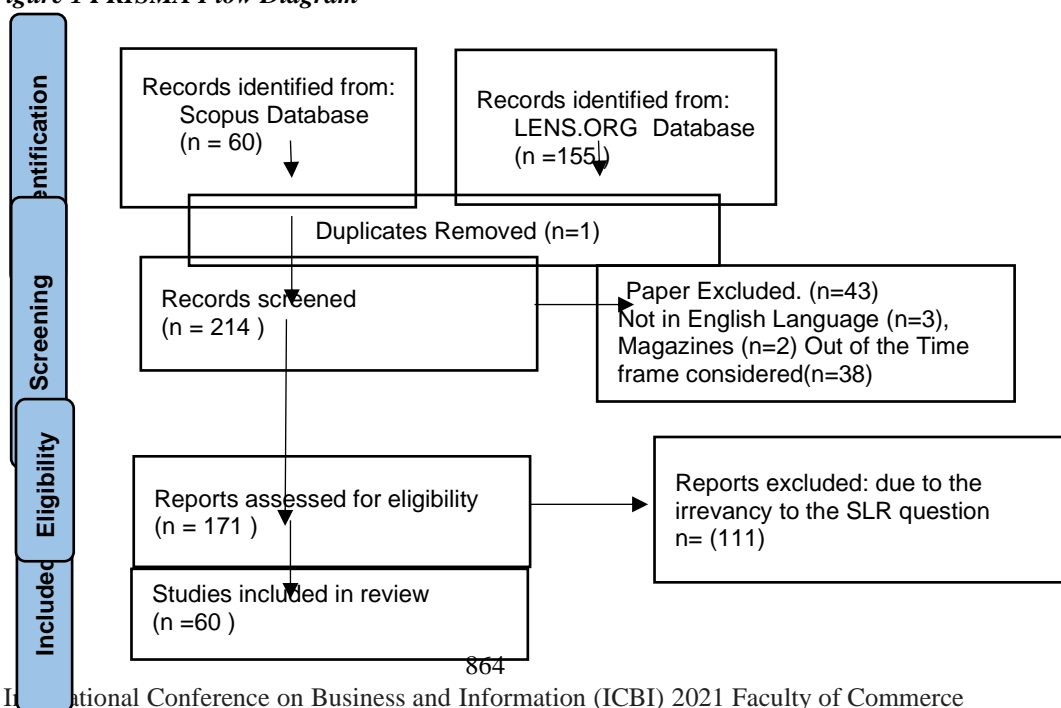
Even 50 years have gone for changing gender stereotypes research, and some countries still value gender stereotyping and still prevail (Haines et al., 2016). Also, there are more gender gaps in employment participation in some countries. Indeed, gender stereotype is a violation of human rights (Tabassum & Nayak, 2021). It is believed to be harmful when it limits the capacity of women and men to develop their attributes or professional skills and make decisions about their lives and plans (Office of the High Commissioner for Human Rights, 2014). Hence, research on gender stereotype change required further attention and involvement. In researching various aspects of changing gender stereotypes, researchers need to have a complete picture of vocabulary content and structure of changing gender stereotypes. Moreover, there is limited research in the literature on synthesizing the definitions, dimensions, and outcomes of changing gender stereotypes. Hence, it's imperative to write up

a synthesis on the subject covering those areas by reviewing the extant literature. Therefore the main question for the study is, what are the different facets of changing gender stereotype change. More specifically, What is/are the definition/s for changing gender stereotypes that can be applied globally?, What are the dimensions of changing gender stereotypes? And what are the outcomes of changing gender stereotypes?

## Methodology

The present paper is positioned as a systematic literature review. This method is ideal when a complete, exhaustive summary of prevalent knowledge is needed and presented (Tranfield et al., 2003). Systematic literature papers are now mostly considered quantitative since it follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA; Liberati et al., 2009) framework (Jabeen et al., 2020). PRISMA Framework guides on how to draw sample articles from different databases without any subjectivity and bias. Hence we used it to select the final articles for the review. The PRISMA framework has four stages to follow in choosing the articles. The first stage is Identification. In this section, keywords or search terms, search criteria, and databases need to be considered. The search terms were Gender Stereotype Change, Definitions, Dimensions, and Outcomes. The search criteria were the OR and AND Boolean operatives. The term Gender stereotypes change was used with synonyms as Gender Stereotype egalitarianism, Androgenouse or gender role ideology change. These Synonyms were used with “OR” Boolean operator and all the search terms were searched with AND boolean Operators with the parenthesis where appropriate. The databases were the LENS.ORG and the Sopus. Initially, there were 155 articles from the LENS.ORG database and 60 articles for Scopus. Before the next step, the one duplicated article was excluded. The next step is screening. In that stage, we screened the retrieved articles based on the given time frame. That was 1970-2020. Forty-three (43) articles were then excluded in that stage. Then a total article came down to 171, and that was considered for eligibility check. In this stage, 111 papers were identified as irrelevant. Finally, 60 articles were included for the review. The entire process functioned is depicted in figure 1.

**Figure 1 PRISMA Flow Diagram**



*Source: Created by Authors, 2021*

## **Results and Analysis**

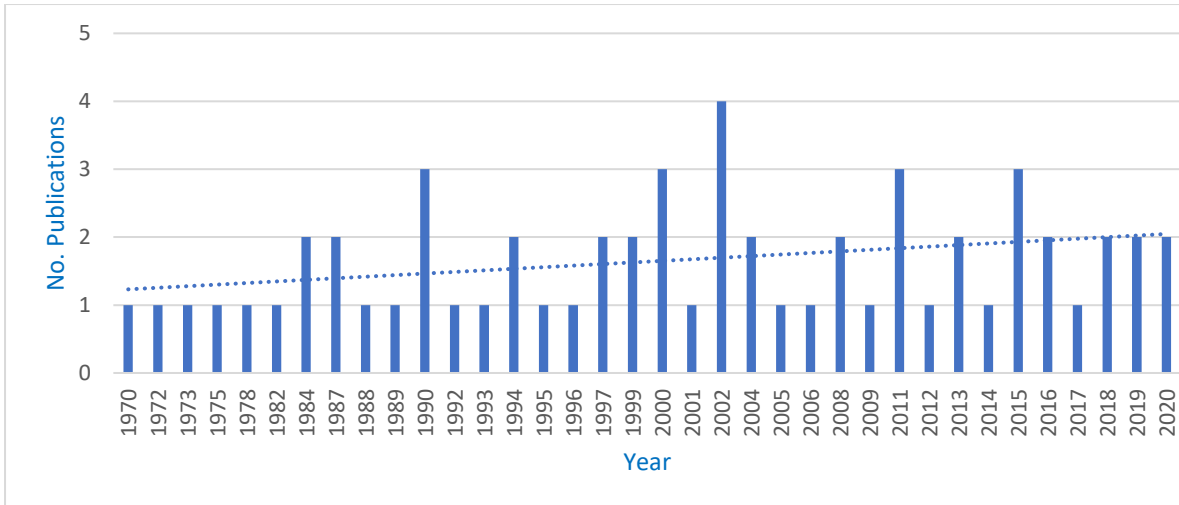
Out of the many purposes of literature review papers, Hart (2018) highlights that reviews are based on enhancing and acquiring the subject vocabulary and understanding the structure of the subject. Hence this concept paper is mainly positioned to provide an understanding of the gender stereotypes vocabulary and structure. Therefore, the most important ingredients for such are the theoretical definitions, dimensions, and outcomes of changing gender stereotypes. In presenting and reviewing those ingredients, there are mainly two areas to be considered. They are descriptive analysis and literature classifications.

### **Descriptive Analysis**

Before presenting and reviewing the current study results, it is imperative to state a descriptive analysis of the selected articles for review. The descriptive analysis of the selected publications includes the publication years, country of publications, Mode of publications, etc., depending on the data available in the selected publications. Concerning the years of publications, during the period considered (1970-2020), there is an increasing trend of publications about the gender stereotype change in the scholarly landscape (Figure 1). The primary purpose of taking the year-wise distribution of articles is to understand the number of publications included for each year in the duration selected and fulfill the review criteria.

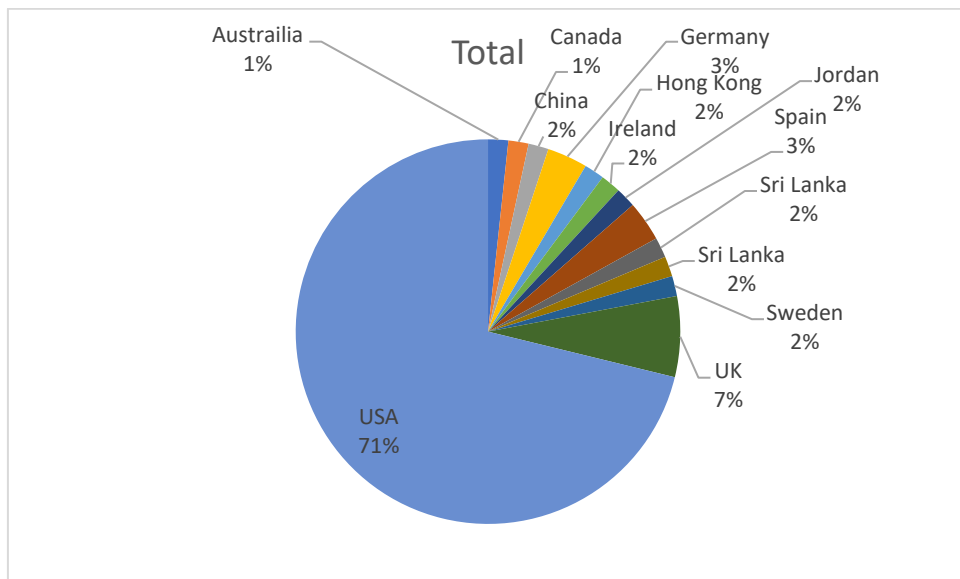
The country-wise article production is given in figure 2. It reveals that most articles relating to gender stereotypes change have been produced in the United States of America. As a percentage, it's 71%. The second highest has been from the United Kingdom, and it's 7% of the selected articles. Moreover, yet important descriptive analysis is the publication type, and figure 3 depicts it. The current study included publications such as journal articles, books, book sections, and theses. That was done as the present study intended to identify the gender stereotypes change vocabulary, and structure them. Hence, out of the included articles, 88% represent the journal articles, and 8% of the selected articles have been from books on gender stereotype change. The thesis and book sections represent only 2% of the selected articles.

### **Figure 1: No. of publications for each year during 1970-2020**



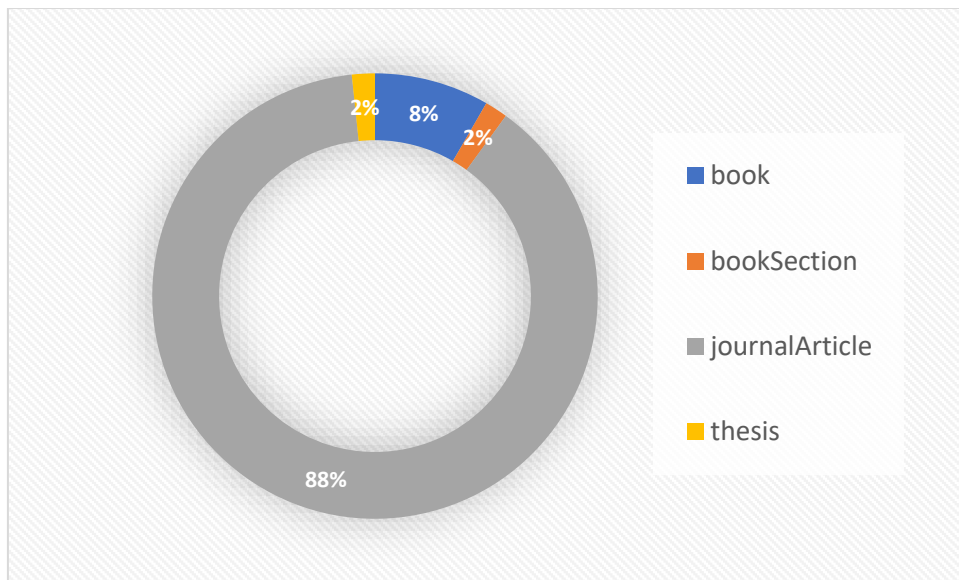
Source: Survey Data, 2021

Figure 2: Country-wise Article Production for 1970-2020



Source: Survey Data, 2021

Figure 3: Type of the Publications



Source: Survey Data, 2021

The next important element in the results and analysis is the literature classification. The selected works of literature in this study were classified in terms of themes used in definitions, dimensions, and outcomes. Then a review and future research direction are highlighted under each classification.

**Key terms used to define the Gender stereotypes Change**

Various authors have used different themes to define the changing gender stereotypes in different contexts around the world. Table 1 depicts those definitions in chronological order.

**Table 1 Definitions for Changing Gender stereotypes**

Author/s and Year	Country	Terminology	Definition
(Kalin & Tilby, 1978)	Canada	Descriptive beliefs about gender traits	The descriptive beliefs of people about gender traits compared to the beliefs prescribed by the society.
(Beere et al., 1984)	USA	Sex-role egalitarianism	An individual’s attitude causes to respond to another individual independently of the other individual's sex.
(O'Neil, Fishman, & Kinsella-Shaw, 1987).	USA	Gender role attitude transitions	The changes in gender-role values and self-assumptions of an individual

(Lang, 1998)	USA	Exchanging culturally-assigned gender roles to one's sex	Peoples' attitudes towards the adoption of the culturally defined social role of the opposite biological sex.
(Boehnke, 2011; Eagly & Karau, 2002; Kidder, 2015; Lucier-Greer & Adler-Baeder, 2016; Marshall, 2005; Walter, 2018)	Germany USA	Egalitarian attitude (Equal partnership of gender roles)	The attitudes that favor an equal/fair distribution of roles among women and men.
(Hawke, 2008)	USA	Reversing gender stereotypes	Husband role of working farmers and wife's role of caregiving is now changing and revering
(Anderson et al., 1998; Bem, 1981; Wienclaw, 2011; Yu et al., 2020)	USA	Androgenous stereotypes	It is an attitude of a person who has a high degree of both feminine (expressive) and masculine (instrumental) trait ascriptions

Source: Authors' Construct, (2021)

According to table 1, it is evident that the changing gender stereotypes have been prevailing in the literature and widely addressed by scholars. All these definitions resemble the changes in attitudes of men and women about their ascribed gender role norms. As per the evidence in the included articles for the review, such an attitudinal change has been mostly termed as "Gender Egalitarianism" (Lucier-Greer & Adler-Baeder, 2016) or "Androgynous Stereotypes" (Anderson et al., 1998; Bem, 1981; Wienclaw, 2011; Yu et al., 2020) by the researchers. Instead, there are some other terms as Sex-Role Egalitarianism (Beere et al., 1984) or Gender Role Transitions (O'Neil et al., 1987). Moreover, the Reversing Gender Stereotypes (Hawke, 2008) or Descriptive Beliefs about Gender Traits (Kalin & Tilby, 1978) have also been used as the terms for gender stereotype change. In reviewing those definitions, we understood that some definitions, even they are quite new, have limited peoples' attitude changes only towards certain aspects of men's and women's roles such as division of paid labor, homework, childcare (Walter, 2018), and breadwinner (Lucier-Greer & Adler-Baeder, 2016), etc. As we know, for a universally accepted definition, we cannot limit the roles of men and women to certain aspects since those aspects and their levels played by men and women may be varied from culture to culture. Therefore, the definitions like "attitudes towards adopting the culturally defined social role of the opposite biological sex" (Lang, 1998) give a more detailed explanation and wider coverage about the concept even though they are pretty old. Therefore, it can be considered as a good definition. Depending on that definition, the authors created a definition for changing gender stereotypes as peoples' engagement in different activities while engaging the traditional social roles. That complies with the latest finding in American context that people do new roles while playing the traditional roles that are derived from social roles (Eagly et al., 2020).

### **Dimensions of changing gender stereotypes**

The dimensions of a construct are imperative for any researcher, primarily in the operationalization of a construct. Concerning the gender stereotype changes, the researchers have used various measurements in operationalizing the concept and in which multiple dimensions have been used (Hentschel et al., 2019). Those are depicted in table 2. That is mainly because of the difficulty and multi-dimensionality of peoples' attitudes towards gender roles (Larsen & Long, 1988). Among all those dimensions, following Bakan (1966), the most

commonly used dimensions during the period have been agency and communion, which is in other words referred to as masculinity and femininity, respectively (Abele et al., 2008; Diekmann & Eagly, 2000; Rucker et al., 2018; Sczesny et al., 2019; Williams & Best, 1990). Researchers have determined whether people's gender stereotypes have changed when people have biased attitudes towards both agency and communion trait behaviors. Those have been termed as gender egalitarianism and androgyny by the researchers. Researchers have developed the measurement scales for such dissemination by incorporating both agency and communion characteristic-related statements into the scales. Then, depending on the respondent's ratings, researchers can simply determine whether gender stereotypes have been changed or not.

However, depending on the complexity of the individuals' attitudes towards gender roles, as summarized in table 2, Boehnke (2011) has used a multidimensional construct known as gender egalitarianism. That is believed to be covered broader aspects to determine the changing gender stereotypes. However, the dimensions used in that measure are only applicable for measuring the females' changing gender stereotypes. That is somewhat partial because a common measure must be needed to check the level of both men's and women's changing gender stereotypes. Hence, Walter's (2018) measure using comprehensive dimensions to cover various aspects in both the public and private life of people, which can apply to both men and women can be treated as best. They are technically known as roles ascribed to the public sphere and roles ascribed to the private sphere (Walter, 2018). The public sphere roles are the roles people have to play within the community or public office (e.g., party executive or president) (Baber & Tucker, 2006) or within occupations. The private sphere roles are the roles people have to play within the family and parenthood (Baber & Tucker, 2006). The intersection of these two roles is also important since the people may have to play these two roles simultaneously (Scott, 2010). These three spheres have been further categorized as attitudes towards role ascription, role conflict, and role segregation. The Attitudes towards role ascription mean about which roles a man or a woman should conform (Walter, 2018). The Attitudes towards role conflict suggest how people evaluate the multiple role behaviors arising in various spheres (e.g., performing public sphere and private sphere roles)(Walter, 2018). Usually, the attitudes of role conflicts are the combinations of roles people have to play (Funk, 1991). Attitudes towards role segregation mean that people's attitudes that how both partners in a family divide the roles of the private and public spheres within a relationship(Walter, 2018). Walter (2018) has then proposed different statements used in general gender role omnibus surveys by various developed countries, and thereby, researchers can develop an ideal scale representing all these dimensions.



**Table 2. Dimensions of changing gender stereotypes**

<b>Aspect</b>	<b>Dimension</b>	<b>Meaning</b>	<b>Source and Country</b>
	Masculine/Agency	Masculine/Agency incorporates traits such as competence, instrumentality, and independence, rationality, and assertion;	(Broverman et al., 1970, 1972) USA
	Feminine/Communion	Feminine/ Communion traits reflect warmth and expressiveness, and concern with the welfare of others	
	Traditional	A woman's primary purpose is to marry, bear children, and spend most of her time in the home doing housework and childrearing tasks.	(Parelius, 1975) USA
	Feminist	The equality between the sexes. Encouraging women to develop talents and pursue careers. Within marriage, feminist orientations give both partners an equal share of financial and domestic responsibilities	
	Masculine	Adjectives representing Masculine, Self-reliant, Defends own beliefs, Independent, Athletic, Assertive, etc.,	(Bem, 1981) USA
	Feminine	Warm, Tender, Gullible, Childlike, Does not use harsh language, etc	
	Androgynous	gender-neutral adjectives (Helpful, Moody, Conscientious, Theatrical, Happy, Unpredictable, Reliable) are neither masculine nor feminine. Androgynous is an individual who demonstrates both feminine and masculine characteristics	
	Traits,	traits adjectives for masculine (independent, active, competitive, can make decisions easily and feels superior, etc.), for feminine (emotional, gentle, kind, and helpful to others, etc.) for mixed: active, emotional, kind, competitive, and helpful to others, etc.,	Deaux and Lewis (1983, 1984) USA
	Role Behaviors,	Role behaviors representing for masculine (head of household, financial provider, a leader, etc.), for feminine (source of emotional support, manages the house, takes care of children, etc.) for mixed (financial provider, source of emotional support, a leader, takes care of children, etc.),	
	Physical Characteristics,	Physical descriptors for the masculine condition (tall, strong, sturdy, and broad-shouldered) and the feminine condition (soft voice, dainty, graceful, and soft).	

Occupations.	The associated male occupations (truck driver, insurance agent, telephone installer, etc.), the associated female occupations (occupational therapist, telephone operator, elementary school teacher, nurse's aide, etc.)	
Marital Roles,	The beliefs about the equality or inequality reading the people's marital relationships and the maintenance of their home life	(Beere et al., 1984) USA
Parental Roles,	The beliefs about equality or inequality regarding different aspects of parental roles	
Employee Roles,	The beliefs about the equality or inequality of people regarding issues relating to paid employment	
Social-Interpersonal-Heterosexual Roles,	The beliefs about the equality or inequality of people regarding their relationships with social groups, individuals, interpersonal or sexual basis	
Educational Roles	The beliefs about the equality or inequality of people in school, university, or training facility settings, including roles as students or education and training providers	
Instrumental orientation	This orientation represents the attainment of goals external to the interaction process. To be instrumental actions, typically use formal authority and technical control. This orientation involves manipulating objects, the environment, and even people to attain goals and accomplish tasks external to the interactive system itself.	(Gill et al. 1987) USA
Expressive orientation	The interaction process involves understanding, interdependence, relationality, and dealing with emotions in self and others. Expressive-oriented people mostly hold attitudes such as love and friendship.	
Masculinity and Femininity	The adjectives represent masculinity as authoritative, athletic, aggressive, domineering, competitive, adventurous, self-confident, and decisive, whereas the adjectives to express femininity as sympathetic, talkative, affectionate, romantic, obedience, creative, timid, and friendly	(Lueptow et al., 1995) USA
Traits Competence Emotions	The masculine and feminine traits have been expressed in terms of behaviors (e.g., runs away from scary places), competencies, or emotions (e.g., angry) and tested participants' ability to classify them as stereotypically masculine or feminine consistently.	(Alfieri et al., 1996) USA
Traditional Egalitarian	The items relating to traditional roles segregated to men and women included denoting the conventional gender roles. In contrast, the statements relating to equality in gender roles	(Spence & Hahn, 2016) USA

	regardless of segregation of roles between men and women are known as egalitarian gender roles.	
Masculine Feminine	Traits considered more socially desirable/typical for men represent masculinity, whereas qualities considered more socially desirable/typical for women represent femininity	(Twenge, 1997) USA
Competence and Warmth	Competence refers to people's perceived ability to succeed at tasks that are accorded high status or prestige in culture. Warmth refers to the target group's socioemotional orientation toward others	(Eckes, 2002) USA
Opinions on abortion,	Those against abortion under any circumstances tend to hold more traditional gender roles, whereas those who allow abortion for any reason tend to have more egalitarian gender roles	(Bolzendahl & Myers, 2004) US Men and women USA
Sexual behavior,	Those who believe that sexual behavior is only appropriate for procreation and within a traditional marital union and don't accept both premarital and homosexual sex regarded as Traditional gender roles	
Gender roles in the public sphere,	Those who are ready to accept the roles in the public sphere (Party leader) rather than in the private sphere tend to hold a more egalitarian attitude.	
Family responsibilities	Those who believe that playing roles of wife, mother, and worker do not harm to family tend to hold more egalitarian attitudes	
Expressive or communal	Beliefs that women are concerned with the welfare of other people (labeled as expressive or communal)	(Kite et al., 2008) USA
Instrumental or Agentic	Beliefs that men are assertive and controlling (labeled instrumental or Agentic).	
Individual Characteristics	Working Mother Children of working are more prone to hold egalitarian gender role attitudes than individuals whose mothers were not employed during their childhood	(Boehnke, 2011) Germany
	Own employment (Women Only) Women with employment experience would more likely hold egalitarian gender role attitudes than women without such experience.	

	Having children	It is the traditional role of a mother to care for her child/children, and working outside the home is clearly in contrast with this tradition.	
	Traditional income distribution in household	When a man is the breadwinner of a family, women hold more traditional gender attitudes, whereas the woman contributing more than the man should hold more egalitarian gender role attitudes.	
	Age	Younger generations should accept female employment more. Likewise, more educated should have a more open attitude toward work and gender.	
	Educational Attainment	when women acquire more sophisticated education, it would be too expensive for them to refrain from labor force participation and retreat to the role of homemaker	
Environment characteristics	Gender-Related Structural Properties of The Society.	In countries where one finds clear evidence for structural features favoring gender equality, egalitarian gender role attitudes are assumed to be more likely.	
	Masculinity	Society expects that Men should demonstrate agentic/masculine behaviors	(Garcia-Retamero et al., 2011) Spain
	Femininity	The expectation of the society that women should demonstrate communal/feminine behaviors	
	Gender-stereotypic characteristics	This includes words that represent upbeat personality(Masculine: Adventurous, Dominant, Feminine: Affectionate, Supportive), negative personality( Masculine: Selfish, Greedy, Feminine: Fussy, Complaining), cognition (Masculine: Mathematical, Analytical, Feminine: Expressive Creative), and physical (Masculine: Strong, Brawny, Feminine: Gorgeous, Cute) dimensions of masculine and feminine	(Lopez-Zafra & Garcia-Retamero, 2012) Spain
	Perceived non-traditionalism	consisted of the estimated average percentage of instances that men or women held counter-stereotypical occupational roles	
	Agency and Communality	Used a series of 92 descriptive terms (including agentic and communal traits) commonly used to characterize people in general.	(Berkery et al., 2013) Ireland

Gender equality	Objective translation Gender into equal opportunities Subjective translation of gender into equal opportunities	objective translation of the gender into equal opportunities for men and women in both public sphere such as labor market, educational process political system and private spheres, such as an equal share of a household, childcare, and financial responsibilities. subjective valences are given for gender equality in terms of the values and attitudes people display towards the labor market, educational process, political system, and private sphere	(Constantin, 2015**; Inglehart & Baker, 2000) cross-cultural consideration of 62 countries
Public Sphere	Role Ascription Role Conflict Role Segregation	The Attitudes towards role ascription mean about which roles a man or a woman should conform The Attitudes towards role conflict suggest how people evaluate the multiple role behaviors arising in various spheres	(Walter, 2018)
The intersection of Public and Private Spheres	Role Ascription Role Conflict Role Segregation	Attitudes towards role segregation mean that people's attitudes that how both partners in a family divide the roles of the private and public spheres within a relationship	
Private Sphere	Role Ascription Role Conflict Role Segregation		
	Agency	assertiveness, independence, instrumental competence, leadership competence	(Hentschel et al., 2019) USA
	Communality	concern for others, sociability, and emotional sensitivity	

Source: Authors construct, 2021

\*\* International Social Survey 2002 (ISSP) and the World Values Survey 2005 (WVS) scales which are widely used in cross-cultural studies for Family and Changing Gender Roles

### Outcomes of changing gender stereotypes.

Researchers have found that there were various outcomes consequent from the changing gender stereotypes. The outcomes so reported are depicted in table 3. When careful emphasis was given to the reported outcomes, it was understood that, depending on their nature, the findings could be categorized mainly into four areas such as family, work, health, and economic related. However, it is essential to note that we could not find such a classification in the literature. This classification was made for the interpretation of the outcomes reported. Moreover, as shown in Table 3, the (+/-) sign denoted along with each outcome depicts its association with changing gender stereotypes. For example, when changing gender stereotypes increases, women's fertility will be decreased, or changing gender stereotypes negatively impact women's fertility.

**Table 3. Outcomes of changing gender stereotypes.**

Aspect	Outcomes	Source
Family	Fertility of women(-) Months of independent living (+), delays marriage (+), delays timing of first birth (+)	(Cunningham et al., 2005; Davis & Greenstein, 2009; Oláh et al., 2018)
	New male role (+)	(Allen & Hawkins, 1999)
	Divorce (+)	(Booth & Amato, 1994; Kitson & Morgan, 1990; Kitson & Sussman, 1982; Morgan, 1973)
	Equal Childcare (+)	(Davis & Greenstein, 2009)
	Sharing Division of Household Labor (+)	(Davis & Greenstein, 2009; Hu & Kamo, 2007)
	Care and attention in children (-)	(Popenoe, 1993)
	Low Relationship Quality for egalitarian wives and High for egalitarian husbands	(Mickelson et al., 2006)
	Benefits for everyone in the family, including children	(Chodorow, 1999; Demo, 1992; Hochschild & Machung, 1989)
	children may experience gender role confusion of children	(Booth & Amato, 1994)
	Work	Work-Family Conflict (+)
Work Engagement (-)		(Kanji & Samuel, 2017)
Health	Health (-)	(Attanapola, 2004)
	Psychological Well-being	(Menaghan, 1989)
	Stress (+)	(Dressler, 1988; Janes, 1990)
	Distress	(Sweeting et al., 2014)
Economic	Female employment (+)	(Oláh et al., 2018)
	Economic Development(+)	
	Gender Gap (-)	
	Unemployment (-)	
	women's economic independence (+)	

*Source: Authors Construct, 2021*

As per the outcomes, as noted in table 3, there are many outcomes to the family. Due to the changing gender stereotypes, the most affected party is the women. For example, the low fertility (Davis &

Greenstein, 2009; Oláh et al., 2018), increases in months of independent living, more delays in both marriages, and timing of first birth results for the women from the changing gender stereotypes (Cunningham et al., 2005). The low marital relationship quality (Mickelson et al., 2006), the more tendency to divorce (Booth & Amato, 1994; Kitson & Morgan, 1990; Kitson & Sussman, 1982; Morgan, 1973), may impact for both men and women from changing gender stereotypes. Moreover, the increase in children's gender role confusion when their mothers and fathers working (Booth & Amato, 1994) and less care and attention for children (Popenoe, 1993) affect the children in a family from gender stereotypes. Depending on all these outcomes' nature, we treated them as unfavorable to the family. Instead, some other reported outcomes resultant from gender stereotype change could be categorized under the family as benefits for everyone in the family (Chodorow, 1999; Demo, 1992; Hochschild & Machung, 1989), equal participation of mothers and fathers for childcare activities (Davis & Greenstein, 2009), the men's involvement for more household labor (Davis & Greenstein, 2009; Hu & Kamo, 2007) and new male role for parental care for children (Allen & Hawkins, 1999), etc. These can be treated as favorable outcomes as there are more benefits to the family and the children.

Depending on the outcome reported, the second category we made was the work-related outcomes. Researchers found that changing gender stereotypes result in increased levels of work-family conflict as men and women try to balance conflicting work and family demands (Carlson et al., 2000; Carlson & Kacmar, 2000; Carlson & Perrewé, 1999; De Silva & Priyashantha, 2014; Fu & Shaffer, 2001; Michel et al., 2011; Rogers & Amato, 2000; Williams & Alliger, 1994). Moreover, researchers also found that male breadwinners' employment engagement level is lowered when their spouses participate in employment activities (Kanji & Samuel, 2017). All these work-related outcomes can be treated as unfavorable outcomes, and no article highlighted any favorable outcome in the selected paper.

The third category we made, depending on the outcome of changing gender stereotypes, was health-related. When individuals hold changing gender stereotypes, they are struggling to fulfill status/role expectations made by the society that they are in. Therefore there is a high tendency for them to be stressed (Dressler, 1988; Janes, 1990). Moreover, changing gender stereotypes results in lowering the three categories of health: reproductive, productive, and mental health (Attanapola, 2004). A careful analysis of all these health-related outcomes also reveals that they are unfavorable to individuals. There are no favorable outcomes reported in the selected articles.

Finally, the fourth category we made was economic-related outcomes. Oláh et al. (2018) have commented that changing gender stereotypes of women have increased women's employment participation and increased economic independence. Those, in turn, reduce the gender gap, unemployment and thereby contribute to economic development. A careful analysis of this evidence proves that changing gender stereotypes generate positive outcomes from the economic point of view.

## Conclusion

As the contemporary work setup realities promote females' employment participation, both men and women are now in income generation. As such, the social role distribution has changed where both men and women are now parents, employees, employers, volunteers, friends, spouses, siblings, etc. (Najeema, 2010). These multiple role behaviors have resulted in a revolution in gender roles in which the traditional gender role stereotypes have been evolved into changing gender stereotypes. The changing gender stereotypes have been addressed in the scholarly landscape. However, to the best of our knowledge, there is minimal availability of literary work synthesizing the different facets of gender stereotype change. Hence we conducted a systematic literature review on the said construct. For that, we used Scopus and LENS.ORG databases to retrieve articles published during the 1970-2020 period. Initially, we retrieved 215 articles, and subject to the inclusion and exclusion criteria, and we systematically included 60 articles complying with the PRISMA Framework guidelines. Results found that there are dimensions and many outcomes. Concerning the dimensions, the most commonly used dimensions to determine the gender stereotype change 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 from this study. They can be considered best for measuring the Gender stereotype change as it has a broader coverage of different domains of peoples' life. Depending on the nature of the outcomes of gender stereotypes change, they were categorized into the main clusters of family, work, health, and economic related. As per the pattern of outcomes reported, we identified more negative related outcomes in the family, work, and health clusters. However, there are favorable outcomes to the economy. Therefore, in sum, we can conclude that changing gender stereotypes generate positive outcomes only for the economy and negative outcomes for employees' family, work, and health. Therefore, it is compulsory to find remedies to overcome those unfavorable outcomes because it is useless to benefit the economy by harming employees' family work and health. Thus, the finding implies that future researchers find remedies to overcome these adverse outcomes and make the positive outcomes generated productive. Moreover, the new definitions created, origin, dimensions, and the consequences highlighted in this study provide insights to build an extended theoretical foundation for gender research of the future

### Discussion and Recommendations

As highlighted by the findings, future researchers need to focus more research on changing gender stereotypes. Our systematic literature review found only one article regarding the economic impact of changing gender stereotypes, and it is only a viewpoint article. There are no empirical studies found. Moreover, there are more harmful effects to the family, health, and work setup of employees. Researchers need to focus on this area to avoid these negative outcomes and further research to find out more outcomes. In this research, we identified very few outcomes arising from the working environment. As we know, there are more technologies applied in the working set, and they are being used to balance the work and family lives of employees in a dual-earner family context. There is no research found relating to that. Hence researchers need to focus on that as well.

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