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### The impact of culture on gender stereotypes

The article presents the results of theoretical and methodological analysis of the impact of culture on gender stereotypes. Undertaken analysis and systematization of scientific literature on the issues show that term «gender stereotypes» become extremely popular in recent years. Because the research of gender stereotypes becomes multidisciplinary, not only branch of knowledge, but also a primes through which many important lines and dynamics of modern life can be considered, estimated and studied. At the level of theoretical knowledge, category «gender stereotypes» act as the most adequate mechanism, which corresponds, to adaptation to modern multicultural process. In this regard, the analysis shows that increased interest for research of cultural impact on gender analysis is natural. Theoretical relevance of cross-cultural approach is that it bears in itself potential possibility of creation of the unified theoretical concept that would allow integrating the conducted applied researches of influence of culture on gender stereotypes. The modern situation of cross-cultural psychology shows the existing contradiction between a large number of the observations, the facts and regularities received during applied empirical and pilot studies and ability of their theoretical, conceptual judgment. The analysis shows that gender stereotypes generally stable in all cultures. In accordance with typical accepted in different cultures image of males associated as active, strong, critical, dominant, independent and expressing psychological traits as aggressive, unstable and demonstrative. From the point of view of five factor model, males associated with extraversion, neuroticism and openness. Females are more passive, weak, caring and adaptive and can be characterized as submissive and guidance needed. As it can be concluded, cross-cultural research of gender stereotypes are relatively new are of cross-cultural research which can give the opportunity to deeply research the role of culture in creation and development of gender distinctions.

**Key words:** culture, cross-culture research, gender, gender stereotypes.

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### Гендерлік стереотиптерге мәдениеттің әсері

Бұл мақалада гендерлік стереотиптерге мәдениеттің әсеріне жүргізілген теориялық-әдіснамалық талдаудың нәтижелері берілген. Осы мәселе бойынша ғылыми әдебиеттерді жүйелеу және талдау соңғы жылдары «гендерлік стереотиптер» әлеуметтік-гуманитарлық түсінігінде біршама талқылауға түскендердің бірі екенін көрсетті. Гендерлік стереотиптерді зерттеу қазіргі кезде білімнің мультипәнді салаларының бірі болып табылады. Ол призма болып бүгінгі өмірдің динамикасы мен көптеген маңызды қырларын қарастырады, бағалайды және зерттейді. Теориялық тану деңгейінде «гендерлік стереотиптер» категориясы қазіргі мультимәдени процеске бейімделуге біршама қолайлы механизм болып табылды. Бұл мақалада берілген зерттеу нәтижелерін талдау гендерлік стереотиптер барлық мәдениетке жеткілікті тұрақты екенін көрсетті. Зерттелген барлық мәдениетте ер адамдар белсенді, күшті, дербес және сыншыл, агрессивті, демонстративті және табандылық сияқты психологиялық қырларын көрсететін үстемдікке бейім, тәуелсіз деп қабылданады. Бес-факторлы модель тұрғысынан ер адам бейнесі тұлғаның экстраверсия, нейротизм және ашықтық сияқты қырларымен сипатталады. Әйелдер пассивті, әлсіз, қамқор және адаптивті деп қабылданады және бағынуға қажеттілік, билікті орындау, қамқоршы, гетеросексуалдылығымен сипатталады. Жоғарыда көрсетілген талдаудан гендерлік стереотиптерді зерттеу гендерлік ерекшеліктерді құру және сақтаудағы мәдениеттің рөлін терең зерттейтін кросс-мәдени зерттеудің жаңа саласы деп қорытынды жасауға болады.

**Түйін сөздер:** мәдениет, кросс-мәдени зерттеу, гендер, гендерлік стереотиптер.

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### Влияние культуры на гендерные стереотипы

В данной статье представлены результаты проведенного теоретико-методологического анализа влияния культуры на гендерные стереотипы. Было выявлено, что в целом гендерные стереотипы достаточно стабильны во всех культурах. Таким образом, на основе проведенного анализа исследований гендерных стереотипов со всей очевидностью можно сделать вывод, что это относительно новая область кросс-культурных исследований, позволяющих глубже изучить роль, которую играет культура в создании и поддержании гендерных различий.

**Ключевые слова:** культура, кросс-культурные исследования, гендер, гендерные стереотипы.

## **THE IMPACT OF CULTURE ON GENDER STEREOTYPES**

Issues of gender stereotypes have become popular in the recent socio-humanities researches. Today the gender is considered as the social biological characteristic that gives the chance to divide the whole world into the world of men and women. Therefore, in modern psychology the gender stereotype is defined as the difficult socio-cultural construct determining distinctions in roles, behavior, mental and emotional characteristics of men and women.

It should be noted that this term usually applies for the description of the typical psychological and behavioral characteristics, which are traditionally attributed to men and women. However, today we can observe significant individual and psychological differences concerning these roles and stereotypes because not all people fit into the stereotypes determined by the traditional gender and gender roles accepted in society, for example, people with non-traditional sexual orientation.

Thus, understanding of existence of distinctions between biological and physiological sexual aspects, on the one hand, and behavioral gender stereotypes – on another, allow understanding and realizing the nature of distinctions between men and women.

As it is well known, sources of cross-cultural researches of gender behavior in general originate from 50–60th years of the XX century in USA with the beginning of the movement for the women rights. It should be noted what at that time almost all these researches, were carried out generally by male scientists. They differed in an unilaterality and misunderstanding that there are any distinctions between men and women.

Today scientists are engaged in such researches, both men, and women and researches are conducted on two selections that gives the chance to expand approaches, leads to numerous discussions and criticism. Along with this, there was a revision of the common notions and in the attitude towards cultural norms, the males and females' stereotypes and behavior defining features. Despite the numerous researches and the received results in this area, the modern psychology still cannot unambiguously answer whether the valid forms of behavior and stereotypes of men and women typical for many cultures are absolute for others.

Thus, at the end of XX and the beginning of the XXI centuries cross-cultural researches of gender stereotypes have strongly taken

the important place among the subjects considered in the context of social and psychological branches of scientific knowledge.

The basis of theory-methodological aspects of these researches was made by modern multiple-factor theories (D. Matsumoto, J. Berry, G. Trindis) focused on in the main attributes of a masculinity and femininity. Based on these theories the set of new techniques studying the gender stereotypes of men and women from different cultures and countries were created. For example, the techniques which is widely used recently, the five-factorial model of the personality (McCrae & Costa) directed to studying five main characteristics – extraversion, consent, consciousness, emotional stability and openness.

The technique «Semantic differential» of C. Osgood (1952) is applied to study gender stereotypes. In this technique, individual estimates the concepts offered him by means of a set of the graduated scales, with polar points of word antonyms. Intended for measurement of ability to define «pragmatic value» of words, the technique allows to estimate the affective or conative values, connected with a certain object (the person, concept, an event, a subject), and giving the chance to define the indicators connected with an assessment (appeal), potential opportunities (force) and activity.

Additionally, the «Control list of adjectives» containing 300 adjectives used at the description of the personality is actively used (see the Table).

**Table** – 100 adjectives from cultural-universal control list

Associated with men		Associated with women	
Autocratic	Opportunistic	Talkative	Sensitive
Agressive	Amusing	Timid	Careful
Active	Witty	Inspired	Charming
Indifferent	Brave	Excitable	Obedient
Reckless	Enterprising	Suspectable	Teachable
Spender	Progressive	Stupid	Choosy
Skilfull	Acute	Kind	Picky
Demonstrative	Punctual	Goodhearted	Pleasant
Greedy	Practical	Affected	Fearful
Rigid	Rational	Dependant	Shy
Cruel	Realistic	Cahngeable	Confused
Inventive	Resolute	Mild	Sexy
Individualistic	Smug	Thoughtless	Uneasy
Initiative	Serious	Curious	Pathetic
Hedonist	Messy	Pretentious	Supersticious
Strong	Risky	Pensive	Forgiver
Lazy	Avaricious	Soft	Modest
Bossy	Severe	Imaginative	Weak
Haughty	Self-confident	Dissatisfied	Warm
Annoying	Stubborn	Gentle	Patient
Resourceful	Unshakable	Unintelligent	Experienced
Nonflexible	Phlegmatic	Unstable	Delicate
Unfriendly	Cynical	Nervous	Emotional
Versatile	Noisy		Touchy

The researches conducted by means of the above-named techniques show gender stereotypes still exist in modern societies, according to which – the man shall be strong, independent, emotionally reserved whereas, the woman should be dependent, weak, careful, and emotional. However, in some cultures such stereotypes do not exist at all. The research of American psychologists Williams and Best, where they interviewed 3000 citizens of 30 different countries with «Control list of adjectives», one of the most famous researches in study of gender stereotypes in cross-cultural context.

During research, participants had to match adjectives with women or men. At the same time, they had to note those adjectives, which from their point of view are characteristic of typical men or women accepted in their culture.

Systematizing and generalizing the received answers, Williams and Best have come to a conclusion that if more than two thirds of respondents from this or that country specified the same adjective as connected with the characteristic of the defined sex, this characteristic is considered standard in the corresponding culture. Then, comparing the obtained data corresponding to cultures in general researchers have decided that if this or that characteristic is standard more, than for two thirds of the studied cultures, it is possible to consider that there is a cross-cultural consensus of rather this characteristic for the description of men, or women. The received results have shown the high level of a cultural community in views of the characteristics attributed to both men and women.

Extent of coincidence of typical descriptions of the men and women received from representatives of various cultures was very high. Over each country, the adjectives connected with stereotypic ideas of men and women concerning whom the high level of unity of opinions was shown were estimated with use of system of the accounting of affective values («Affective meaning scoring system»). It should be noted that all participating in research, irrespective of cultural accessory, have shown the same result that the adjectives used by them which are steadily connected with the man's stereotype bore in themselves more action and forces, than adjectives which contacted the woman's stereotype. However, in such countries as Japan, South Africa, Nigeria pan-cultural influence of preference of a man's stereotype was not observed; whereas in Italy, Peru, Australia was not observed preference of women's stereotypes.

In general the analysis of the received results of these researches have allowed J. Berry and his

colleagues to draw a conclusion that high degree of consent of rather male's and female's stereotypes has proved action of the psychological universalism defining gender features. Therefore, existence of universally widespread gender stereotypes gives the chance to assume that there are evolutionary determined cultural parallels based on labor division between men and women and a community of these psychological characteristics, is a consequence of a universal form of division of labor.

At the same time, Williams and Best have carried out one more type of the analysis of the received results. To find out how these adjectives are distributed on the affective or emotional value, they have assessed adjectives on such indicators as preference, force and activity for each country. Moreover, this time they have also seen amazing similarity of rather man's and female stereotypes. So, for example, in all studied countries the big force and activity, in comparison with the characteristics that are associated with women was attributed to characteristics that traditionally are associated with men. Thus, the conducted research has shown that the division of labor connected with distinction of the reproducing functions of men and women was the reason of distinctions in behavior forms that, in turn, has resulted in distinction in psychological characteristics.

The researches conducted by Williams and his colleagues on studying of gender stereotypes have gained further development. In particular, they have analyzed the data of the previous researches collected in 25 countries by means of a questionnaire of PCB and on the basis of Five-factorial model of the personality including five main personal measurements known also as «The big five» [1, p. 113]. Analyzing the received results of research, psychologists have revealed that men in all researched cultures are characterized by higher rates on all measurements, except «social compliance»; at the same time among women irrespective of cultural accessory indicators on this measurement are much higher, than among men. Besides, research has shown that the distinctions concerning gender stereotypes are deepest in those countries which are characterized by more traditional, hierarchically organized type of society, with lower level of social and economic development and low percent of the women getting an education in higher educational institutions

Williams and his colleagues have deepened the researches, having repeatedly estimated the received results received by them earlier in 27 countries by means of a questionnaire of PCB on measuring scales

of five-factorial model. Then they have analyzed the revealed distinctions between men and women for each country separately. Scientists have found out that the results received by them earlier in general have proved to be true for all countries. Besides, they have compared data on gender distinctions on these scales with estimates on the cultural scales taken from two large works devoted to studying of values and with a number of demographic indicators and estimates received by them earlier concerning questions of gender ideology. R. Williams and his colleagues have concluded that distinctions in gender stereotypes are higher in those countries which are characterized by more traditional, hierarchically organized type of society. In the countries which are characterized by aspiration to equality of men and women, differentiation between male's and female's tender stereotypes was less expressed on all five factors.

Thus, analyzing results of all these researches it is possible to draw a conclusion that in general gender stereotypes are rather stable in all cultures. According to the typical image standard in all studied cultures, men are perceived as active, strong, independent and severe; inclined to domination, the independence showing such psychological lines as aggression, demonstrativeness and persistence. From the point of view of five-factorial model, the image of the man is associated with such lines of the personality as an extroversion, neurotic and openness. Women are perceived as more passive, weak, careful and adaptive and are characterized by need for submission, following to authorities, guardianship, accessory and heterosexuality. From five major personal factors, they are characterized by the highest rates on a scale of «social compliance». Analyzing gender distinctions of stereotypes in the I-concept, D. Matsumoto gives the results of researches which are carried out by R. Williams and D. Best who asked students from 14 countries to estimate 300 adjectives of a questionnaire of PCB from the point of view of whether they describe these adjectives their real or ideal «I». Except such indicators as preference, force and activity, the received answers were estimated also on a scale of masculinity and femininity [2, p. 54-57].

The conducted research showed that the estimates of men corresponding both real, and ideal «I» were higher on an index of masculinity, respectively, estimates of women were higher on a scale of femininity. However, representations of both men, and women about ideal «I» were higher on a masculinity scale, than the actual description themselves, that is women also to some extent would

like to see themselves the possessing psychological lines which are traditionally associated with men.

By estimates of the measurements connected to emotional factors (preference, force, activity), the «I-concept» characteristic of men differed in more appreciation on force scale. In some countries, the relative likeness between estimates of men and women on all three dimensions, whereas in other countries the considerable discrepancies occurred. R. Williams and D. Best suggested that the level of discrepancies is connected to such variables as the socioeconomic status, religion and percent of the women working outdoors. Thus, results of research showed cross-cultural stability of the gender stereotypes that are characterized by a number of the universal psychological constructs.

It would also be desirable to mention the work of G. Hofstede who has conducted a large-scale employee survey of large multinational corporation, they, first of all, have been devoted to studying of professional values. On the basis of the received Hofstede's results four measurements describing cultural distinctions have been allocated. One of the most important measurements was the scale of masculinity which reflected degree in which this or that culture creates, encourages and keeps valuable distinctions between men and women. The received high rates of a masculinity among representatives of a certain culture demonstrated that the ideas of professional activity and work accepted in this culture at the entities are associated with a male. Research has shown that most an appreciation on a scale – a masculinity has been revealed in Japan, Austria, Venezuela and Italy. In addition, on the contrary, low marks on a scale of MA are characteristic of such countries as Denmark, the Netherlands, Norway and Sweden which differ in minimization of sexual and gender work-related distinctions.

Thus, the research conducted by G. Hofstede has shown that the cultural norms describing the behavior types that can characteristic of men and women render various psychological influence which results in the everyday behavior of the representative of these cultures [3]. The analysis of the literature devoted to studying of psychological gender distinctions in different cultures has shown that a number of researchers (D. Matsumoto, J. Berry, A. Poortinga, etc.) distinguish three areas of their manifestation – perceptual/spatial/cognitive abilities; conformity and subordination; aggression. Results of studying of these areas have led to a conclusion that, despite existence of the gender distinctions characteristic of all cultures, in each of



these areas of distinction between men and women are shown differently depending on this culture. So, for example, there is an opinion that men possess better mathematical abilities and spatial imagination, whereas women are more tend to have advanced linguistic abilities. The analysis of the results of standardized techniques from European countries confirms legitimacy of this point of view. In addition, the Russian psychologist A. Anastazi wrote that mathematical abilities better developed among teenage boys, and linguistic abilities among teenage girls. At the same time, the researchers conducted by J. Berry have shown that men and women from a nationality of Eskimos –Innuitus living in Canada have no distinctions. The Canadian psychologist has suggested that superiority of men in spatial thinking is typical for cultures which are characterized by «compactness» (relative homogeneity), a settled way of life and forms of agriculture based on agriculture while superiority of women is characteristic of the nomadic cultures with open type, getting food by hunting and collecting [1].

Psychological gender stereotypes are present in the role stereotypes according to which women are more conform and inclined to submission, than men. This stereotype is caused by the fact that according to traditional representations, the man is «head of the family» and has the power and authority. The women who are engaged in housekeeping are obliged to be «under» the man. However, the researches of an indicator of conformity at representatives of 17 cultures conducted by J. Berry have shown that degree in which this stereotype is true substantially varies from culture to culture. The differences based on the cultural concept of compactness, as well as in case of a level of development of spatial abilities.

One of the gender stereotypes is that men are more aggressive than women are. The practice shows that truly men commit more crimes and aggressive violence. Research focused on biological correlates of aggression, shows that the high level of testosterone causes the aggression among men.

However, the research of J. Berry and M. Segall shows that hormonal factor can just to some extent influence on the level of aggression, whereas human organism «is already ready to sexual distinctions, the culture can muffle or increase them». Proceeding from it, they have concluded that the culture and the social environment can promote development of aggressive tendencies or, on the contrary, constrain them [1].

A number of researchers do not agree with this point of view. They consider that the man's aggression representing the compensatory mechanism which helps the growing boy to resolve the conflict between identification with mother and other persons of an opposite sex which are bringing up it at children's age and need to enter mature age as the man who is most sharply shown during puberty. According to this model, aggression is «the gender behavior form marking». Regardless of what specific mechanisms are responsible for forming of the gender distinctions connected with aggressive behavior it is obvious that gender stereotypes are determined by cross-cultural distinctions.

Socio-economic, political and cultural changes, emerging in the modern society, as well as the creation of new values lead to reconsideration of gender stereotypes in different cultures. Any type of culture promotes manifestation of particular stereotypes in behavior of men and women, and the distinctions connected with their role, obligations and responsibility in society. What can be true for one culture cannot correspond to a situation in another. The specific mechanisms, which are the cornerstone of the stereotypes, should become a subject of further researches in which difficult nature of interaction between biological, cultural and psychological factors will be considered.

Thus, from the above-stated analysis of gender stereotypes research it is evident that it is a new area of cross-cultural research, allowing us to more deeply study a role of culture in the creation and promotion of gender distinctions.

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