

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

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### Abstract

This systematic literature review paper highlights the definitions, dimensions, and various outcomes associated with the changing gender stereotypes. Using PRISMA article selection guidelines, Sixty articles were selected that were published during the 1970-2020 period in Scopus and LENS.ORG databases. The results found that the definition of people's attitudes towards adopting the culturally defined social role of the opposite biological sex is ideal for being globally applied. The most used dimensions found in studies are agency and communion. 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 in the family, work, and health clusters. It implies that future research needs to consider overcoming these adverse outcomes. Besides, a gap was identified in gender stereotype change in the technology landscape, and future research needs more focus on these areas. Moreover, the definitions, dimensions, and consequences synthesized in this paper provide insights to build an extended theoretical foundation for gender research in the future. This study had a limited number of articles inclusion because only two databases were selected for article retrieval.

**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; Eagly et al., 2020; Priyashantha et al., 2021a, 2021c, 2021d). 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 frequently than the opposite sex, such behaviors are 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, 2003a; Eagly et al., 2020; Priyashantha et al., 2021c). 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 promoting females entering the labor force where both males and females are in income generation (Priyashantha et al., 2021b). 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 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 do men's work and vice versa (Blau & Kahn,

2006; Mergaert, 2012). However, it does not mean a complete swap of traditional gender roles of men and women where people do multiple roles while playing the traditional gender roles (Eagly et al., 2020).

The changing gender stereotypes' origin dates back to the 1970s (Priyashantha et al., 2020; Priyashantha et al., 2021c). The social and economic developments (Attanapola, 2004; Boehnke, 2011; Zosuls et al., 2011) and the initiatives of the United Nations (Benería et al., 2015) (e.g., human rights, gender equality, nondiscrimination against women, and women in development programs) have resulted in women taking part in employment opportunities in most countries. The 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 the labor force activities in varying degrees as well (Priyashantha et al., 2021c). With these labor force participation activities, the traditional gender stereotypes have changed over time and across different countries globally (Brandth et al., 2017; Mergaert et al., 2013).

However, some countries value gender stereotyping, and there are solid arguments for the prevalence of gender stereotyping in the literature (Haines et al., 2016). Within this context, there are counterarguments that gender stereotypes violate human rights (Priyashantha et al., 2021c; Tabassum & Nayak, 2021). Notably, gender stereotypes can be very harmful if one restricts one's chances of getting to the top of the career ladder by valuing gender-related stereotypes (Office of the High Commissioner for Human Rights, 2014). Hence, further research is needed on gender stereotype change required. In researching various aspects of changing gender stereotypes, researchers need to have a complete picture of the 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 (Priyashantha et al., 2020).

Thus, it is imperative to write up a synthesis covering those areas by reviewing the extant literature. Therefore, the study's main objective was to examine different facets of changing gender stereotypes change. More specifically, the sub-objectives of the study were to find out the definition/s for changing gender stereotypes that can be applied globally, to find out the dimensions of changing gender stereotypes, and to find out the outcomes of changing gender stereotypes. The following sections in this manuscript outline the methodology, findings, discussion, and recommendations.

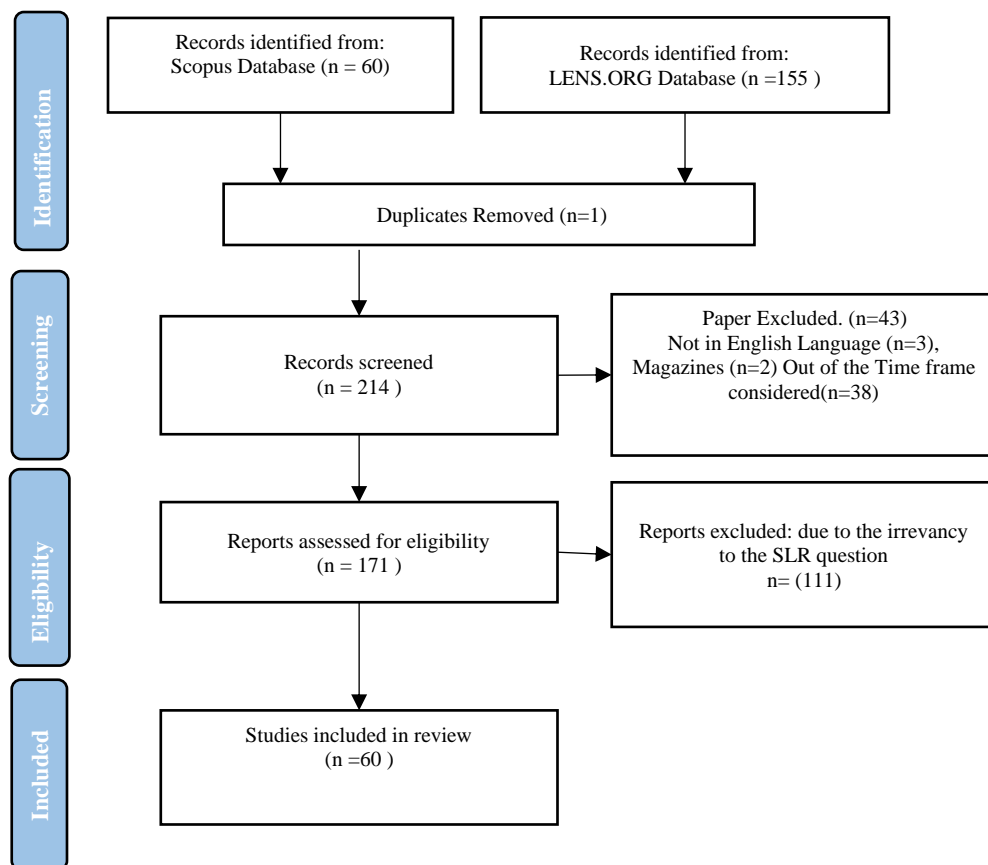
## Methodology

The present paper is positioned as a systematic literature review. This method is ideal when a complete, exhaustive summary of existing knowledge is needed and presented (Tranfield et al., 2003). Systematic literature review papers are now mostly considered quantitative if 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 how to draw sample articles from different databases without subjectivity and bias (Pahlevan-Sharif et al., 2019). Hence, it was used to select the final articles for the review. The PRISMA framework has four stages in choosing the articles (Priyashantha et al., 2021d). The first stage is Identification. Keywords or search terms, search criteria, and databases need to be considered at that stage. The search terms used 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 egalitarianism," "androgynous," or "gender role ideology change." These synonyms were used with the "OR" Boolean operator, and all the search terms were searched with "AND" Boolean operators with the parenthesis where appropriate. The databases were Scopus and LENS.ORG. Initially, 155 articles from the LENS.ORG database and 60 from the Scopus database were retrieved. Before the next step, one duplicated article was excluded. The next step is screening in the PRISMA framework. In that stage, retrieved articles were screened based on the considered time frame (1970–2020-year period) for the review. Forty-three (43) articles were then excluded in that stage. Then the total article came down to 171, which was considered for eligibility check, the third step of the PRISMA framework. The methodological reporting of each article is checked at this stage (Meline, 2006; Priyashantha et al., 2021d). One hundred eleven articles were identified as irrelevant at that stage. Finally, 60 articles were included for the review. The entire process functioned is depicted in Figure 01.

## Findings of the Study

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 explain the gender stereotypes in vocabulary and structure. Therefore, the most critical ingredients for such are the theoretical definitions, dimensions, and outcomes of changing gender stereotypes. There are mainly two areas to consider when presenting and reviewing those ingredients. They are descriptive analysis and literature classifications.



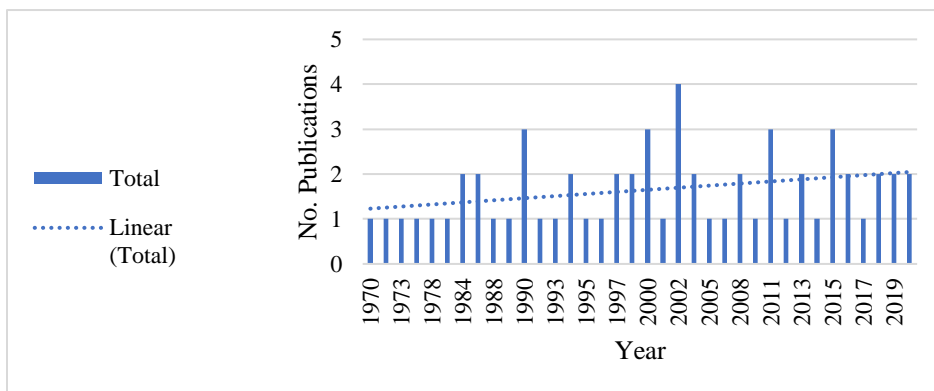
**Figure 01: PRISMA article selection flow diagram**

Source: Authors' construct, (2021)

## Descriptive Analysis

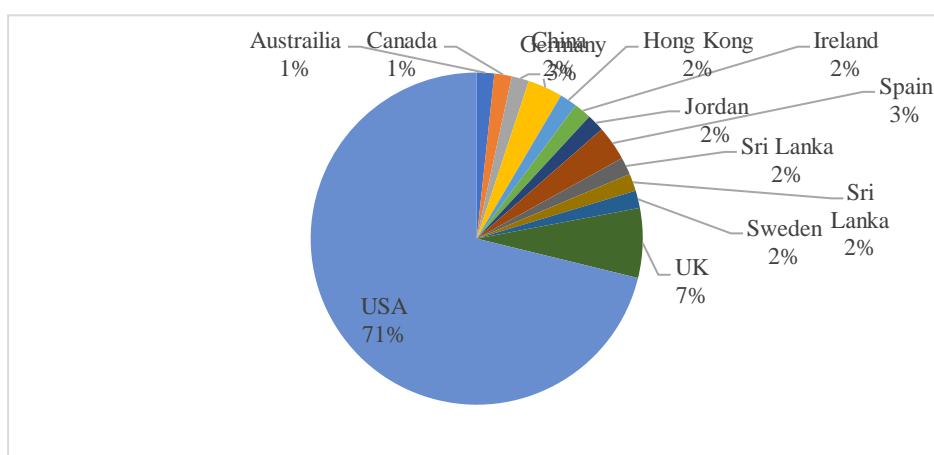
Before presenting and reviewing the current study results, it is imperative to state a descriptive analysis of the selected articles for review. The descriptive analysis of the chosen publications includes the publication years, country of publications, mode of publications, etc., depending on the data availability in the selected publications. Concerning the years of publications, there is an increasing trend of publications on gender stereotype change during the period considered (1970-2020) (Figure 02). 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 03. It reveals that most articles relating to gender stereotype change have been produced in the United States of America. As a percentage, it is 71%. The second highest has been from the United Kingdom, with 7% of the selected articles. The subsequent descriptive analysis is the publication type. Figure 04 depicts it. The current study included publications such as journal articles, books, book sections, and theses. 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.



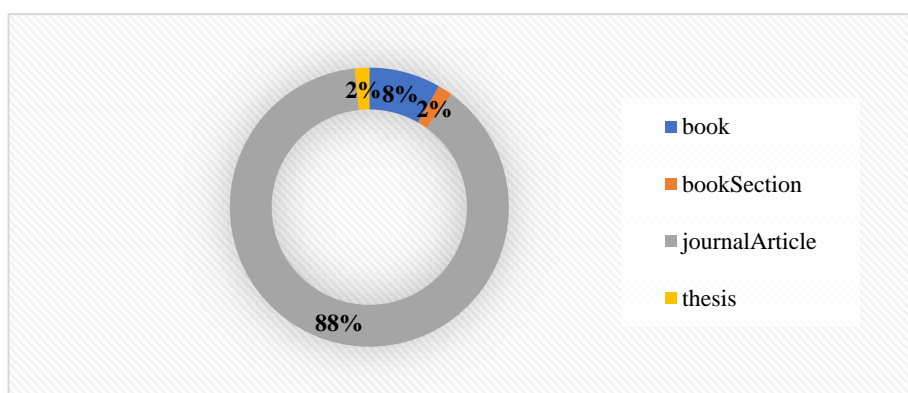
**Figure 02: Numbers of publications for each year from 1970 to 2020**

Source: Survey Data, 2021



**Figure 03: Country-wise article production for 1970-2020**

Source: Survey Data, 2021



**Figure 04: Type of the publications**

Source: Survey Data, 2021

## Literature Classification

The next important element in the results and analysis section is the literature classification. This study's selected works of literature 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 worldwide. Table 01 depicts those definitions in chronological order.

**Table 01: 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 01, 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 “Gender Egalitarianism” (Lucier-Greer & Adler-Baeder, 2016; Priyashantha et al., 2021a) or “Androgynous Stereotypes” (Anderson et al., 1998; Bem, 1981; Wienclaw, 2011; Yu et al., 2020) by the researchers. Instead, there are other terms such 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 for gender stereotype change. When reviewing those definitions, it was understood that some definitions have limited peoples’ attitude changes only towards certain aspects. Such aspects include men’s and women’s roles in the division of paid labor, homework, childcare etc., (Lucier-Greer & Adler-Baeder, 2016; Walter, 2018). As we know, for a universally accepted definition, we cannot limit the roles of men and women to certain aspects since those aspects and the 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 broader coverage of the concept even though they are pretty old. Therefore, it can be considered 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 the American context that people do new roles while playing the traditional roles 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 dimensions in operationalizing the concept (Hentschel et al., 2019). Those are depicted in Table 02. That is mainly because of the difficulty and multi-dimensionality of 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 are, 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 gender stereotypes have changed when people have biased attitudes towards 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 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, Boehnke (2011) has developed a multidimensional construct known as gender egalitarianism. It depends on the complexity of the individuals’ attitudes towards gender roles. 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 uses comprehensive dimensions to cover various aspects of people’s public and private life, which can



apply to both men and women. That can be treated as a good measure. They are technically known as roles ascribed to the public and private spheres (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 are further categorized as “attitudes towards role ascription,” “role conflict,” and “role segregation.” The “attitudes towards role ascription” mean that

roles a man or a woman should conform to (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 toward role conflicts are the combinations of roles people have to play (Funk, 1991). The “attitudes towards role segregation” mean people’s attitudes toward 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 02: Dimensions of Changing Gender Stereotypes**

Aspect	Dimension	Meaning	Source and Country
	Masculine/Agency	Masculine/Agency incorporates traits such as competence, instrumentality, independence, rationality, and assertion;	(Broverman et al., 1970, 1972) USA
	Feminine/Communion	Feminine/ Communion traits reflect warmth and expressiveness, and concern for 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 behaviors (e.g., running 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 regardless of the segregation of roles between men and women are known as egalitarian gender roles.	(Spence & Hahn, 2016) USA
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 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 do not accept both premarital and homosexual sex regarded as Traditional gender roles	
Gender roles in the public sphere,	Those 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 the roles of wife, mother, and the worker does not harm to family tend to hold more egalitarian attitudes	
	Expressive communal or Instrumental or Agentic	Beliefs that women are concerned with the welfare of other people (labeled as expressive or communal) Beliefs that men are assertive and controlling (labeled instrumental or Agentic).	(Kite et al., 2008) USA
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 a 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 traditionalism	non-consisted of the estimated average percentage of instances that men or women held counter-stereotypical occupational roles	
	Agency and Commuality	Used a series of 92 descriptive terms (including agentic and communal traits) to characterize people in general.	(Berkery et al., 2013) Ireland
Gender equality	Objective translation of gender into equal opportunities	objective translation of the gender into equal opportunities for men and women in the labor market, educational process, political system, and private spheres, such as an equal share of a household, childcare, and financial responsibilities.	(Constantin, 2015**) cross-cultural consideration of 62 countries
	Subjective translation of gender into equal opportunities	subjective valences are given for gender equality in terms of the values and attitudes people display toward the labor market, educational process, political system, and private sphere	
Public Sphere	Role Ascription Role Conflict Role Segregation	The attitudes toward role ascription mean which roles a man or a woman should conform	(Walter, 2018)
The intersection of Public and Private Spheres	Role Ascription Role Conflict Role Segregation	The Attitudes toward role conflict suggest how people evaluate the multiple role behaviors arising in various spheres	

Private Sphere	Role Ascription	Attitudes toward role segregation mean that people's attitudes toward how both partners in a family divide the roles of the private and public spheres within a relationship	(Hentschel et al., 2019) USA
	Role Conflict		
	Role Segregation		
	Agency	assertiveness, independence, instrumental competence, leadership competence	
	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 various outcomes consequent from the changing gender stereotypes. The outcomes so reported are depicted in Table 03. 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 03, 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 03: Outcomes of changing gender stereotypes**

<b>Aspect</b>	<b>Outcomes</b>	<b>Source</b>
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 (+)	(Theunissen et al., 2003; Carlson & Kacmar, 2000; Carlson & Perrewé, 1999; De Silva & Priyashantha, 2014; Fu & Shaffer, 2001; Michel et al., 2011; Rogers & Amato, 2000; Williams & Alliger, 1994).
	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 (+) Economic Development(+) Gender Gap (-) Unemployment (-) women's economic independence (+)	(Oláh et al., 2018)

*Source: Authors' Construct, 2021*

As noted in Table 03, there are many outcomes to the family as per the outcomes. Due to the changing gender stereotypes, the most affected party resembles 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 result in the women from the changing gender stereotypes (Cunningham et al., 2005). The low marital relationship quality (Mickelson et al., 2006) and the tendency to divorce (Booth & Amato, 1994; Kitson & Morgan, 1990; Kitson & Sussman, 1982; Morgan, 1973) may impact both men's and women's changing gender stereotypes. Moreover, children's gender role confusion increases when their mothers and fathers work (Booth & Amato, 1994), and less care and attention for children (Popenoe, 1993) affects children's gender stereotypes. Depending on all these outcomes' surface nature, They were treated 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' childcare activities (Davis & Greenstein, 2009), the men's involvement in 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 more benefits to the family and the children.

The second category made was the work-related outcomes depending on the outcome reported. 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 sample selected for the review.

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

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

changing gender stereotypes generate positive outcomes from an economic point of view.

## Discussion and Recommendations

As the contemporary work setup realities promote females' employment participation, both men and women are now in income generation. 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 evolved into changing gender stereotypes. The changing gender stereotypes have been addressed in the scholarly landscape. Many review studies have covered various aspects of gender stereotypes changes. Among them, gender stereotypes change outcomes (Priyashantha et al., 2021d), the shifting gender attitudes and behaviors (Stewart et al., 2021), and the nature and content of gender stereotypes (Ellemers, 2014) are paramount. However, there is minimal literary work synthesizing the different facets of gender stereotype change to the best of our knowledge. Hence, the authors conducted a systematic literature review on the said construct. The Scopus and LENS.ORG databases retrieved articles published during the 1970-2020 period. Initially, 215 articles were retrieved, subject to the inclusion and exclusion criteria, and finally, 60 articles were systematically included complying with the PRISMA Framework guidelines.

Results found that there are definitions, dimensions, and many outcomes. Among the many definitions found, people's attitudes towards adopting the culturally defined social role of the opposite biological sex can be considered ideal for being globally applied. The most used dimensions to determine the gender stereotype change are agency and communion. Instead, nine dimensions are 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 in this study. They can be considered suitable for measuring the gender stereotype change as it has a broader coverage of different domains of peoples' lives.

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. This categorization is very limited in the literature (Priyashantha et al., 2021d; Stewart et al., 2021). As reported, more negative related outcomes were identified in the family, work, and health clusters. However, there are favorable outcomes for the economy. Thus, we can conclude that changing gender stereotypes generate positive outcomes only for the economy and negative outcomes for employees' family, work, and health. Then, it is compulsory to find remedies to overcome those unfavorable outcomes as it is useless to benefit the economy by harming employees' family work and health. Hence, the finding implies that policymakers have severe concerns about this. Moreover, the finding further implies that future researchers need to find remedies to overcome these adverse outcomes and make the positive outcomes generated productive. Instead, the new definitions created, origin, dimensions, and the consequences highlighted in this study provide insights to build an extended theoretical foundation for gender research in the future.

As highlighted by the findings, future researchers need to focus more research on changing gender stereotypes. The 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 on employees' families, health, and work setup. Researchers need to focus on this area to

avoid these adverse outcomes and further research to find out more outcomes. This research identified very few outcomes arising from the working environment. As we know, more technologies are being applied in the working setup, and they are being used to balance the work and family life 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.

Moreover, the study had some limitations. The study included articles retrieved from only two databases which is not enough. More articles could have been included when more databases were included.

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