



Equalities

Rethinking the gender debate

Unconscious bias

Very few people would admit to being sexist or racist but the gender pay gap still exists and positions of authority are dominated by white men.

We all have unconscious bias. Unconscious bias, also known as implicit bias, is what happens when we act on subconscious, deeply ingrained biases, stereotypes, and attitudes formed from our inherent human cognition, experiences, upbringing, and environment. The impact can be negative on all genders.

The information below is from research conducted 4 or 5 years ago. It is what you would have seen or heard growing up. Consider how it might have impacted on you and your peers.

Animals in children's books are 73% more likely to be boys than girls. Animals like dragons, bears, and tigers are normally boys. Animals like birds, cats, and insects are mostly normally girls. (The Observer, 2018.)

Villains in children's books are eight times more likely to be male than female. (The Observer, 2018.)

In a standard 'Toys R' Us' catalogue, boys are six times more likely than girls to be shown playing construction games. (Let Toys be Toys, 2017.)

In toy catalogues, only 3% of pictures of children with guns and war toys featured girls. 97% featured boys. (Let Toys be Toys, 2017.)

In a typical toy catalogue, girls are seven times more likely than boys to be shown playing games about nurturing/caring. Girls are sixty times more likely to be shown playing with baby dolls. (Let Toys be Toys, 2017.)

What have you been brought up to think ? Do you conform ?

Have a look
at the clip.
Are you
surprised ?



Question your unconscious bias

There is strength in questioning and not adopting the some of the views you were brought up with.

How do you treat those younger than you ? How will you bring up your own children ?

The research is based on traditional male / female roles but we know society is more fluid than that. Are you clinging on to outdated views because that is what you were brought up with ?

Part two

The clippings on the next slide are taken from a variety of online advertisements. Do you think there is a conscious decision to target males / females ? Why ?

Is there an unconscious decision to target a particular gender ? Why ?

**FIGHT FOR
SUCCESS**
AND BEAT THE BEST!



WANT TO
**WORK
SMARTER?**
HERE'S HOW!



IT'S TIME
TO START BEING
BOSSY!



FIND OUT
**HOW TO BUILD
MUSCLE**
IN JUST 20 DAYS!

How to
**make a million
overnight!**



*Keep
calm
and get
baking!*



WHAT'S THE BEST WAY TO CARE FOR
BOYS AND **GIRLS**



YOU CAN BE
TOP OF YOUR
GAME!



FIND THE LATEST
**BEAUTY
AND FASHION**
LOOKS INSIDE!



101 WAYS TO
**FALL
IN LOVE**



What do
you think ?

Like it or not advertising is still full of gender stereotypes. Look at the suggested solutions on the next slide.

Would any of them work ?

Is there an alternative ?



BREAK THE BIAS

LESSON 2: SOLUTIONS

SOLUTION #1

- Media companies should employ an equal number of men and women to help spot and stop bias and stereotypes in their news stories and content.


SOLUTION #2

- The public should show that they disagree. For example, they should not buy a magazine that promotes gender bias or stereotypes.

SOLUTION #3

- If people see an example of bias or stereotypes in the media, they should always explain to others why it is wrong.

SOLUTION #4

- Women and men should not be treated as separate groups by the media. For example, there should be no magazines or television shows aimed at men or women.
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Part three !

Why does it matter if someone is a boy or a girl ?

Do we want to know because we have a fixed idea of how to treat people based on their gender ?

Do we want to know because it makes us uncomfortable when we do not know ?



Watch the Ted Talk. What do you think ?