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## **DYNAMICS OF CHANGES IN GENDER STEREOTYPES OF MODERN UKRAINIAN YOUTH ON THE EXAMPLE OF REPEATED SURVEY OF STUDENTS OF BOHDAN KHMELNYTSKY NATIONAL UNIVERSITY OF CHERKASY**

**Introduction.** The issue of modern gender discourse is known and is not new or original for the Ukrainian socio-cultural space in general and the scientific and educational spheres in particular. However, the issues and problems outlined by him are permanently subject to some involvement in the ideas of pseudo-traditional values, ignorance and unprofessionalism both at the national and personal levels. Gender discrimination is not perceived as unconstructive, as patterns of gender behavior have evolved over the centuries and are often sacralized and then crystallized in the context of traditional culture.

However, discriminatory practices are so ingrained in Ukrainian culture, upbringing and education, politics and jurisprudence that the modern average person is deprived of the opportunity to resist them or is forced to reproduce them automatically. The experience of gender policy and gender studies in Western Europe and the United States reaches Ukraine in the form of general, foreign theories, which in most cases are rejected as unviable on Ukrainian traditional soil and explained by the unwillingness of domestic society to accept specific information. In fact, Ukrainian politics as a social institution recognizes its own inability to accept, perceive, understand and assimilate gender theories, ideologies and practices into our daily lives. In addition, the androcentric, patriarchal culture, being woven into the process of gender socialization of the individual and therefore organically reproduced over the centuries, continues to cultivate gender "blindness", which is why men today are trapped in toxic masculinity.

Due to the inconsistency of the requirements of modern realities with traditional attitudes in society, a demand has been formed for unbiased knowl-

edge of gender issues by the younger generation; the urgent need for competent gender practice – organization and management; deficit of gender education, enlightenment and gender culture; lack of literature on gender, etc. That is why the study of gender stereotypes is now both relevant and necessary.

Gender stereotypes (as generalized established notions of the status and role positions of men and women in society) have changed historically and are still changing. The main focus of researchers is on gender inequality and feminist discourse, but there are things that depend on the complex intertwining of tradition and modernity, which is determined by new cultural practices of Ukrainian society in the early XXI century. The peculiarities of the modern picture of the world, which set a new gender standardization and the idea of masculinity and femininity, are becoming important. Modern world dynamics articulates the study of the essential characteristics of patriarchy and gender, which are woven into the social structure of society and are not just cultural elements of social reality, but objectified in physical space, affect human quality of life, health and even life expectancy. Some researchers (such as Alison Mary Jagger) have argued that gender is embedded in the human genetic code [10]. If earlier the prevailing opinion was that gender influences gender, today we can talk about the opposite effect: the cultural affects the biological.

The novelty of the study is an attempt to compare gender stereotypes of student youth in 2015 and 2021, when the world found itself in the threatening conditions of a total pandemic, which affected perceptions of life prospects and the distribution of gender roles.

**The methodological basis of the study** is the theory of social constructivism, comparative and cultural approaches [4].

**The aim of the study** is to identify the nature of the interaction of traditional value standards and gender stereotypes with new trends in the distribution of gender roles, which are rapidly evolving in an informatized society based on dynamic models of gender identity.

The survey was conducted by the Center for Gender Studies and Communications of Bohdan Khmelnytsky National University of Cherkasy using an online survey from November 30 to December 8, 2021 among students of this institution of higher education. A total of 800 full-time students were interviewed, including 507 women and 293 men. The average age of respondents was 19 years (male students – 18.8 years, female students – 18.9 years). The survey is repeated, the first survey was conducted in May 2015 [6], [9].

The questionnaire contains 27 questions that allows to identify and analyze the gender stereotypes inherent in the respondents and to trace their correlation with the general statistical picture of modern Ukrainian society.

Classification of gender stereotypes was taken as a basis for compiling sociological tools, namely:

- stereotypes of masculinity and femininity, which impose on people certain ideas about physical, mental and behavioral qualities that are characteristic of men and women;
- gender and professional stereotypes related to gender;
- stereotypes related to the content of the activities of men and women.

**Main part.** Stereotypes about the stronger and weaker sex form gender expectations of members of the opposite sex in the form of purely male and purely female responsibilities, standards and patterns of behavior, intellectual abilities, values, appearance, and so on.

It is needed attention to the situation of changing value standards, blurring the distinction between the concepts of "stereotype", "tradition", "pseudo-tradition". If earlier identification standards were established, now "identity is a moving situational aspect of personality" [8, p. 10]. The author emphasizes the historical breakthrough in the model of a woman who becomes independent of her husband. The woman goes beyond the traditionally delineated space of the House into the world, which in the patriarchal model of culture was mastered exclusively by men. However, traditional norms are valid until they "lose their existential meaning and come into open conflict with the principles of individual independence" [8, p. 13-14]. Let us agree with J. Lipovetsky that it is not a matter of gender inequality, which remains relevant to this day, and not of women's interference in men's space, but that "freedom to dispose of oneself now applies equally to both genders" [8, p. 349].

Let's turn to our study. Female passivity and male activity outside the home are regulated by traditional Ukrainian culture. A woman, as a member of the weaker sex, is attached to the home, so to speak, safe space, is limited to it and automatically apologizes for her weakness, which is allegedly manifested in women's emotionality, specific logic, financial dependence, etc. This state of affairs is confirmed and our research. According to the survey, the requirements for males are much higher than for females (see questions 21 and 22). If for an ideal woman, according to the respondents, it is enough to be, first of all, smart, faithful and kind, then the ideal man must first meet such criteria as: intelligence, diligence, responsibility, determination, reliability, loyalty. Among the desired traits of an ideal man, the respondents especially noted courage, financial independence, caring, charisma, generosity, kindness and ambition, but the lack of bad habits was supported by less than half of the respondents. Such socio-cultural pressure on men as members of the so-called stronger sex is objectified in disappointing demographics.

So, how do we get the idea of the ideal woman and the ideal man correlated with the current demographic situation in Ukraine?

According to the State Statistics Service of Ukraine [1], [2], [5], the permanent population of our country on January 1, 2020 is 41,732,779 people, including men – 46.4% and women – 53.6%.

The sexual structure of the population of Ukraine is characterized by a predominance of females: there are 866 men per thousand women.

The sex ratio is not constant for different age groups. If boys are always predominant among newborns (52% of boys against 48% of girls in 2019), then from children to adults the number of females is gradually increasing, and the number of males is decreasing. At the beginning of 2020, the maximum numerical balance between women and men was observed at the age of 38 (994 men of the same age per 1,000 women aged 38). From the age of 38, women have a numerical advantage in the structure of the population of Ukraine. In old age, the disparity between men and women increases, and if in the age group of 35-39 years per 1000 women there were 1008 men, 50-54 years – 869, 60-64 years – 721, then in the age group 70-74 years – only 549 men.

The significant difference in the gender composition of the population of Ukraine is due to the fact that in the age groups of 20-59 the mortality rate of women is almost three times (2.8) lower than the mortality rate of men.

Among the causes of death of both women and men, in the first and second place – diseases of the circulatory system and tumors, in third place for women – diseases of the digestive system, for men – external causes.

If we do not take into account the political situation in the country, the analysis of the unfavorable dynamics of male mortality reveals a clear link between gender and causes of death. Women are more responsible and careful about their own health and lives. Thus, in 2019, female mortality from external causes was 4 times lower than male. Mortality of women from accidental poisoning and alcohol is 6 times less than men; from drownings – 6 times; from the consequences of an attack with the intent to kill or inflict damage – 2.5 times; from accidents caused by smoke, fire and flame – almost 3 times. Women died three times less often than men in traffic accidents.

In addition, statistics show that women are more resilient and mentally stable than men. There is almost 5 (4.7) male suicides per woman in Ukraine (1078 vs. 5112). As you can see, this figure is very telling.

In 2019, women were 3 times less likely to die from mental and behavioral disorders than men; 4.5 times less often than degeneration of the nervous system caused by alcohol consumption; almost twice as rare as diseases of the nervous system.

The given statistics and the obtained results of the questionnaire are determined, first of all, by socio-cultural norms, which are different for both sexes. The effect of gender stereotypes is not limited to the distribution of social roles, but is deeply rooted in the lifestyle of each individual and can not but affect the state of his health and longevity. Yes, society welcomes male activity, risky, sometimes aggressive behavior. Hence we have high rates of male mortality from external causes. The indulgent attitude of society to the harmful habits of men, as well as the inability and inability of men to adequately express current emotions and feelings, taboos of male physical and moral weakness at the level of traditional Ukrainian culture explain the gap in life expectancy between women and men. Thus, in January 2019, the average life expectancy for men was 67 years, for women – 77 years. We can say that modern men are trapped in toxic masculinity and are hostages of patriarchal culture.

As for ideas about the ideal woman, her image is changing in a more progressive direction, albeit rather slowly. It is important to note that its creators are primarily women. Yes, most of them are worried about their minds, the results rose by 12% for women and 0.4% for men; external beauty rose in the ranking of men and women by 2%; the assessment of kindness in women increased by 5%, in men by 9%.

Assessment of the ability to run a household decreased by 16% for women and 4% for men. However, the ability to run a household remains a desirable characteristic of the ideal woman among the respondents: 41% of women and 45% of men. The

traditional standard distribution of roles in the family is used.

Both women and men prefer such a trait as ambition in women: for women the figure increased by 41%, for men – by 22%.

The assessment of women's activity in relation to their plans to realize themselves in life, the feeling of being a free, independent person has increased (almost twice) compared to the assessment of similar plans of women by men. The same goes for such a trait as charisma. For women, the score increased by 23%, for men only by 12%. Courage increased by 19% for women and only 7% for men. Both sexes were taken seriously, but the position of women increased by 25% and that of men by 22%. Determination increased by 28% for women, compared to only 11% for men.

Woman (almost twice) wants to be unpredictable compared to the 2015 survey.

The percentage of both sexes is increasing in relation to the traditional positions of diligence (20% for women, 21% for men), generosity (14% for women, 15% for men), caring (5% for women, 10% for men) and they are becoming more popular in modern society.

Financial independence is becoming more popular in the women's world: an increase of 26% for women and 15% for men.

Thus, the modern young woman is more active and focused, less prone to stereotypical standards of understanding their social role, laid down for centuries, while men lag behind this understanding and tend to female infantilism (see question 21).

The survey found that half of surveyed men and 46% of women see a job and career in the near future (see question 1). In 2015, the figure was slightly lower: 38% of students and 25% of female students linked their future exclusively to professional activities. 67% of respondents and 46% of respondents plan to combine professional self-realization and family creation (in 2015 – 67% and 60% respectively) and only 3% of surveyed women and 4% of men (in 2015 – 8% and 4% respectively) connect their immediate future with the creation of a family.

Although the vast majority of respondents plan to combine professional self-realization and family life in the near future, it is worth noting the growth of the share of young people who seek to work and climb the career ladder in the first place.

The results correlated with marriage and birth rate in the country. Over the last 30 years, the number of marriages in Ukraine has halved, due not only to a decrease in the country's young population (since 1989, the population aged 18-35 has decreased by three and a half million), but also to changes in values and priorities of youth. Thus, during 2019, 237,858 marriages were registered in Ukraine (for



comparison, in 1989 – 4,89330); most often women aged 20–24 (1989–24–24) and men aged 25–29 (1989–20–24) married.

In addition, if the highest birth rates from 1989 to 2009 were for women aged 20–24, from 2010 to 2019 the highest birth rates were for women aged 25–29. Logically, the average age of the mother at birth increased from 25.04 years (1989) to 27.81 (2018), which also indicates a decrease in reproductive pressure on women. However, despite a significant increase in the average age of mothers at childbirth in Ukraine, the value of the indicator remains one of the lowest not only among developed European countries, but also among Eastern European neighbors. Thus, in 2016, the average age of a mother at birth was 30.9 years in Germany, 30.5 years in France, 30.8 years in Norway, and more than 31 years in Sweden, Italy, Switzerland and Spain. Ireland is characterized by high rates, where in 2016 the average age of a mother at childbirth reached 32.1 years. In Poland, Hungary and the Czech Republic, the figure is over 29 years old and is approaching the 30-year mark.

The reduction of reproductive pressure on women is also indicated by the answers to the question – "Do you agree that the main role of women in society is related to its" natural "purpose – family, husband, children?" (see question 2). After all, the survey showed that the number of women decreased from 19% to 11% and men from 46% to 29%, who attribute the main role of women to her, so to speak, natural purpose. Interesting is the position that shows a decrease in the number of those who are undecided on this issue, women, respectively, from 22% to 7%, and men – from 21% to 14%.

In addition, the percentage of women who associate the concept of success with the realization of their "natural" purpose decreased from 17% to 10%, the number of men also declined – from 46% to 30% (see question 17).

Such a not very radical, but significant change of position is the result of a whole range of reasons – from changing the value priorities of the individual to new contexts of economic instability and the global process of unification of the sexes.

However, one of the powerful gender stereotypes remains the idea of maternal instinct as a biological fact and norm. The closer connection (physiological, physical, emotional) of mother and child, indeed, is inherent in nature. However, biological motherhood has become a social cult and endowed women with traits, desires and preferences that she may not have. At the same time, the institution of female chastity, indulgence in male polygamy, the primary self-realization of a man outside the family, etc., hinder the close bond between father and child. These moments could not fail to reveal themselves in the answers to the question – "Could you connect your

life with a person who already has a child (children) from a previous relationship?" (see question 4).

The number of women who could connect their lives with a person who already has a child (children) from a previous relationship increased from 38% to 51%, and the number of men decreased from 27% to 22%. The number of men who do not want to take responsibility for raising their biological child has increased from 30% to 40%. As we can see, women's and men's responses are normalized to the socio-cultural realities of traditional Ukrainian society: women have a more developed instinct for motherhood than male fatherhood. In addition, men are more likely to remarry than women, who are more likely to bear the burden of loneliness for the sake of the child until the child grows up.

Men are afraid to take responsibility for children from a woman's previous marriage. And in 2020, such fears have increased, despite the fact that some men with infantile fixation do not mind coming to the family as another "child". But suppose that the economic factor and the future prospects for children become dominant in relation to this issue.

In Ukraine, the number of children who are born from mothers who are not officially married is increasing. If in 1991 this figure was 12%, in 2019 – 22%. This trend is explained by the number of divorces, and changes in attitudes to marital and family relations, and the economic situation in the country. This picture is also shown by the results of our study, as 34% (42% in 2015) of respondents are positive if a woman gives birth to a child "for themselves", and more than half of respondents (59% – female students and 64% – male students) – neutral (see question 6). In addition, it is important to note that a quarter of men and 7% of women surveyed both in 2015 and in 2020 reported their negative attitude towards out-of-wedlock motherhood.

Despite the fact that every second marriage in Ukraine breaks up, the interviewed men have a more traditional idea of marital and family relations, the standard of which is a full family with an officially registered marriage.

During the survey, respondents had the opportunity to note those cases where divorce is justified (see question 7). Thus, the number of those who consider violence to be a reason for divorce has increased: psychological violence – for women from 83% to 92%, for men – from 66% to 85%; economic violence – for women from 51% to 76%, for men – from 48% to 64%; sexual violence – for women from 72% to 87%, for men – from 61% to 65%.

Interestingly, the number of respondents who are not ready to put up with the bad habits of a married partner has also increased: for women – from 72% to 87%, for men – from 61% to 65%.

The reluctance of one or one of the spouses to work also causes negative emotions and can be a reason for

divorce, increased for women from 24% to 31%. The increase for men from 8% to 31% indicates either a desire to see a woman as an active member of society, or perhaps a fear of actively broadcasting the image of a young woman who lives on her husband, does not work, and requires a man to create comfortable the conditions of her life that we see on the covers of magazines, in advertising or movies.

"Could you forgive your infidelity?" (see question 5) – the question reveals the basic stereotype of the relationship between men and women: the establishment of marriage on the priority of fidelity. This is one of the traditional values, which remains even in the absence of other restrictions and is very important for student youth.

It is worth noting the decrease in women's tolerance of infidelity: the number of women who could forgive infidelity has almost halved – from 15% to 7%, respectively, the number of women who could not forgive infidelity – from 49% to 72%. In addition, according to respondents, adultery is a reason for divorce: for women this figure rose from 60% to 85%, for men – from 71% to 83%.

The answers destroy the established notions of a woman as an unconditional guardian of the home, who can forgive adultery for the sake of love, preservation of marriage and father for children.

Men were also almost unanimous on this issue: the number of those who will not be able to forgive betrayal increased from 72% to 80%.

Answers to the question "Which of the following responsibilities do you think are purely female?" (see question 8) show that both women and men are rethinking their social roles that society has imposed on them for centuries.

The number of women who consider maternity leave to be purely women's duty has almost halved, from 58% to 27%, and the position of men from 59% to 42%.

There is a clear attitude towards women's responsibilities, in particular, cooking (the number of women who consider this position of the main one has decreased from 15% to 9%), raising children (there is also a downward trend, women – from 8% to 6%, for men – from 19% to 15%), maintaining cleanliness, comfort and coziness in the home (for women – from 44% to 22%, for men – from 41% to 32%). But on the other hand, the number of men who believe that the care of the appearance of all family members lies with women – from 7% to 18%, the same applies to the health of the family – from 18% to 21%.

Women do not think so, they have a tendency to reduce the position from 30% to 18% in the care of the appearance of the family, as well as care in the health of all family members – from 35% to 20%. The understanding of both sexes that neither of the proposed responsibilities is purely female is indica-

tive: for women the rate has risen from 23% to 61%, for men – from 19% to 43%.

The economic model of society in general and the economic model of the family in particular, like no other, demonstrate changes in cultural standards, expose the problems of freedom, gender equality, responsibility. The reflection on the shaking of the traditional foundations of the institution of marriage and the family and the economic challenges of the modern world could not fail to be reflected in the answers to the question – "Should a man fully provide his own family?" (see question 3). Thus, the percentage of those who believe that a man should fully provide his own family has decreased financially: for women – from 40% to 29%, for men – from 61% to 40%. In addition, the number of women who do not believe that a man should fully support his family has doubled (from 3% to 6%). The obtained indicators testify to the positive dynamics in the change of the established role of the breadwinner and the transition to a certain compromise economic model of equal participation in the formation of the family budget.

The majority of young surveyed people (53% of women and 54% of men) are unaware of the gender pay gap in Ukraine (see question 13).

Indeed, the labor market in our country is characterized by a high degree of women's involvement and is relatively gender-neutral. Women are actively manifesting themselves in the professional sphere, this is due to the need for self-realization, as well as due to modern economic realities. However, the process of feminizing poverty remains relentless.

Wages in Ukraine in the first quarter of 2020 were on average 21% lower than for men (UAH 9,785 vs. UAH 12,438). However, in some occupations, the gender pay gap could exceed 35%. Thus, in postal and courier activities women's wages were lower than men's by 35.6%, in the field of financial and insurance activities – by 32.8%, in the field of arts, sports, entertainment and recreation – 29.4%. The smallest wage gap was observed in the functioning of libraries, archives, museums and other cultural institutions – 5.1%, in public administration and defense and compulsory social insurance – 1%, in education – 1.5%. As a rule, the gender pay gap is explained by the fact that women and men hold different positions within the same profession.

"In 2015. 67.5% of women and 32.5% of men held management positions, but the majority of women managers were officials and officials in the fifth and sixth categories. When analyzing the distribution of women and men in management positions by category, there is a decrease in the number of women with increasing category of positions. Thus, among the leaders of the first-third category, women make up only 13.7%. This indicates a lower participation of women in management decision – making" [3].

These statistics correlate with the results of our study. After all, the surveyed men consistently show a high level of neosexism, noting that women are not discriminated against in terms of promotion – 57% (56% in 2015). The answers of women show completely different ideas about the movement of women up the professional ladder – 54% noted the discriminatory position of women (32% in 2015) (see question 18).

In addition, the majority of respondents (59% of women and 64% of men) do not see a difference in the question of who is easier to get a high-paying job – a woman or a man (see question 12). However, 32% of men and 27% of women said that it would be easier for men, and only 7% of men and 9% of women – women.

It should be noted that the majority of respondents also do not see a difference between whose leadership to work for – women or men (see question 11), but the number of men who would like to work under women's leadership decreased from 8% to 3% and the number of women increased from 4% to 8%. It should also be noted that women are quite restrained in choosing a husband-boss (22%), men still feel more comfortable subordinate to men than women (28%). At the same time, the number of those who could not answer halved, from 15% to 5% for women and from 14% to 7% for men.

According to our research, men remain leaders in supporting gender stereotypes, but it is important to note that women themselves reproduce certain gender stereotypes about women, thereby limiting their social potential and, consequently, professional self-realization. For example, 66% of women and 75% of men surveyed said that women's logic is different from men's; 70% of women and 69% of men – women are more emotional than men; 27% of women and 46% of men – a woman is the guardian of the home, a man – a breadwinner; 24% of women and 48% of men – men have more leadership and management qualities, while women are more inclined to organizational and executive activities; 16% of women and 26% of men are more inclined to the exact sciences, while women are more inclined to the humanities; 7% of women and 20% of men – for a woman the main thing is to be attractive, for a man – smart (see question 26).

At the same time, the majority of respondents believe that women's professional self-realization does not have a negative impact on marital and family relationships: women – 93%, men – 83% (in 2015: women – 87%, men – 85%) (see question 9).

**Conclusions.** The methodology of modern gender research, above all, requires a demarcation line between cultural values and stereotypes, given that the latter is a "frozen" form of values that lose relevance in new cultural realities. Standards of partisan culture are increasingly in conflict [7]

with the realities of life and the new gender culture.

Research over a five-year period is particularly relevant if to speak about the rapid change in the value priorities of modern man, including gender stereotypes, which allows the research model to study the nature of changes in gender perceptions, their direction and coordination with European standards.

Analysis of the results of the study shows that men continue to show a fairly high level of adherence to the standards of patriarchal culture, reproducing and maintaining gender stereotypes about both women and themselves, and suffer more from neosexism than women. In turn, although women show more progressive views and higher gender sensitivity than men in some issues, they themselves are a source of gender inequality, imitating a number of gender stereotypes.

Given the results of the study, we can talk about the need for gender education at all stages of personality development, the formation of its gender competence. At the same time, the traditional system of gender attitudes greatly complicates the process of gender education, as it requires the individual to reproduce gender stereotypes as a social norm, thus contributing to the constant reproduction of gender inequality and marginalization and stigmatization of social groups or individuals who do not meet established norms. Traditional gender stereotypes (such as home caregiver, weak / strong sex, female emotionality and masculine composure, etc.) do not meet the needs of the modern individual in particular or reality in general.

The dissonance of gender stereotypes and Ukrainian realities best highlights the main task of "second wave" feminism – to teach women to accept their equality with men in all spheres of social hierarchy, to get rid of inferiority complex, which is promoted by the patriarchal value system.

Gender stereotypes, unfortunately, limit the opportunities for men and women to develop their personal abilities, to pursue their professional careers, to make choices about their own lives. In addition, it should be noted that gender stereotypes can lead to discrimination, which will result in violations of a wide range of rights and will include, for example, marriage and family relations, freedom of expression, political participation, adequate living standards, education, gender freedom. violence, etc.

The results of the study showed an almost equal degree of stereotypical assessment of the opposite sex by respondents, which indicates the dominance of the influence of gender identity of respondents and their use of stereotypical attributes. Stereotyping understanding of society as a whole becomes a component of gender identity, to



some extent shaping the pattern of young people's behavior, but in addition to the adaptive function, can lead to misjudgment and disregard for unique human characteristics. In addition, changes in the formation and understanding of the social roles of women and men will correlate the extent to which men and women adhere to traditional gender stereotypes. On the other hand, it is possible to argue that gender stereotypes, by influencing the characteristics of oneself and others, allow one to adhere to stereotypes, but not to apply them to oneself.

Based on the results of the survey, in our opinion, it is worth focusing on the high level of gender incompetence of young people and partly their unwillingness to accept information that does not fit into the established, traditional picture of the world. We believe that a comprehensive gender approach in the field of education will be able to move the situation towards the creation of a gender-sensitive and tolerant society.

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### Summary

**Shevchenko Z. V., Vasylenko M. P. Dynamics of changes in gender stereotypes of modern Ukrainian youth on the example of repeated survey of students of Cherkasy National University of Bohdan Khmelnytsky. – Article.**

The methodology of modern gender research, above all, requires a demarcation line between cultural values and stereotypes, given that the latter is a "frozen" form of values that lose relevance in new cultural realities. Standards of partisan culture are increasingly in conflict with the realities of life and the new gender culture.

Research more over a five-year period is particularly relevant if to speak about the rapid change in the value priorities of modern man, including gender stereotypes, which allows the research model to study the nature of changes in gender perceptions, their direction and coordination with European standards.

Stereotypic understanding of society as a whole is, unfortunately, a component of gender identity, to some extent shaping the patterned behavior of a young person. But in addition to the adaptive function, it can lead to a false assessment and disregard for unique human characteristics.

The article is devoted to the study of gender stereotypes of student youth and it presents the results of an online survey of students of Cherkasy National University of Bohdan Khmelnytsky. The results obtained allowed us to compare the dynamics of changes in ideas about traditional value standards of gender culture in the modern Ukrainian youth environment. The repeated study revealed a moderate change in the value priorities of modern young people and their attitude to the standards of patriarchal culture, which are increasingly associated with discriminatory practices, contradict the realities of life and the new gender culture. Analysis of the study results indicates a fairly high level of adherence to the standards of patriarchal culture not only by men, but also by women. The latter, although more progressive, are partly a source of stereotypical gender behavior.

The latest identification practice – the freedom to dispose of oneself at one's own discretion, should be adopted by both sexes, which will allow to go beyond the established schemes that no longer resonate with reality. The results of the study indicate the need to form a valued attitude to culture and the introduction of gender education at all stages of personality development. This should be done comprehensively and systematically in the direction of forming a gender-sensitive and tolerant society.

**Key words:** gender, gender stereotype, gender discrimination, gender identity, opinion poll.

### Анотація

**Шевченко З. В., Василенко М. П. Динаміка змін гендерних стереотипів сучасної української молоді на прикладі повторного опитування студентів Черкаського національного університету імені Богдана Хмельницького. – Стаття.**

Методологія сучасних гендерних досліджень, перш за все, вимагає проведення демаркаційної лінії між культурними цінностями і стереотипами, зважаючи

на те, що останні є «застиглою» формою цінностей, які втрачають актуальність в нових культурних реаліях. Стандарти патріархатної культури все частіше вступають у конфлікт з реаліями життя і новою ґендерною культурою.

Дослідження більше ніж у п'ятирічний термін мають особливу актуальність, зважаючи на швидку зміну ціннісних пріоритетів сучасної людини, зокрема ґендерних стереотипів, що дозволяє у дослідницькій моделі вивчати характер змін ґендерних уявлень, їх напрям і координацію відносно європейських стандартів.

Стереотипність розуміння суспільства в цілому є, на жаль, складовою ґендерної ідентичності, певною мірою формуючи шаблонність поведінки молодшої людини. Але окрім адаптаційної функції, вона може привести до помилкової оцінки та неврахування унікальних людських характеристик.

Стаття присвячена вивченню ґендерних стереотипів студентської молоді та презентує результати онлайн-опитування студентів Черкаського національного університету імені Богдана Хмельницького. Отримані результати дозволили порівняти динаміку змін уявлень про традиційні ціннісні стандарти ґендерної культури в сучасному українському молодіжному

середовищі. Повторне дослідження виявило помірну зміну ціннісних пріоритетів сучасної молодшої людини та ставлення до стандартів патріархатної культури, які все більше асоціюються з дискримінаційними практиками, суперечать реаліям життя та новій ґендерній культурі. Аналіз результатів дослідження свідчить про досить високий рівень дотримання стандартів патріархатної культури не лише чоловіками, а й жінками. Останні, хоч і є більш прогресивними, але почасти виступають джерелом стереотипної ґендерної поведінки.

Новітня ідентифікаційна практика – свобода розпоряджатися собою на власний розсуд має бути прийнята обома статями, що дозволить вийти за межі усталених схем, які вже не резонують з реальністю. Результати дослідження свідчать про необхідність формування ціннісного ставлення до культури та впровадження ґендерного виховання на всіх етапах становлення особистості. Це потрібно робити комплексно та системно в напрямку формування ґендерно чутливого та толерантного суспільства.

*Ключові слова:* ґендер, ґендерний стереотип, ґендерна дискримінація, ґендерна ідентичність, опитування.

#### Annex 1. Questionnaire «Gender Stereotypes of Modern Student-Age Young People»

##### 1. Which future prospect is the most important for you today?

- 1). Work and career.
- 2). Founding a family.
- 3). Work and family at the same time.

##### 2. Do you agree that the primary role of a woman is related to her “natural” predestination: family, husband, children?

- 1). Yes.
- 2). No.
- 3). Cannot say.

##### 3. Should a man fully provide for his family?

- 1). Yes.
- 2). Only children.
- 3). Financial responsibility for their family should be equally divided between a husband and wife.
- 4). No.

##### 4. Would you be able to cast your lot with a person who already has a child (children) of previous relationship?

- 1). Yes.
- 2). No.
- 3). Cannot say.
- 4). Your variant \_\_\_\_\_

##### 5. Would you be able to forgive your spouse infidelity?

- 1). Yes.
- 2). No.
- 3). Cannot say.

##### 6. If a single woman bears a baby “for herself”, your attitude to that is:

- 1). Positive.
- 2). Negative.
- 3). Neutral.

##### 7. In which cases, in your opinion, will a divorce be reasonable?

- 1). Physical abuse: resort to force, physical punishments in relation to a spouse or children.
- 2). Psychological abuse: emotional abuse, bullying, insults.
- 3). Economic abuse: severe restriction in material resources preventing one from having an adequate standard of living.
- 4). Sexual abuse.



- 5). Pernicious habits of a spouse.
- 6). Conjugal infidelity.
- 7). Reluctance of a spouse to work.
- 8). Your variant \_\_\_\_\_

**8. Which of the below duties are purely women's in your opinion?**

- 1). Staying on a parental leave.
- 2). Childrearing.
- 3). Cooking.
- 4). Keeping the house tidy, comfortable and cozy.
- 5). Care for the looks of all family members.
- 6). Care for the health of all family members.
- 7). Financial contribution to formation of the family's budget.
- 8). None of the above duties is purely women's.

**9. In your opinion, if a woman works, it has:**

- 1). Negative influence on her marriage.
- 2). Negative influence on her children.
- 3). Negative influence on her family in general.
- 4). Work doesn't have any negative influence on her family.

**10. Do men and women actually have equal chances of career growth and advancement in your opinion?**

- 1). The chances are not equal.
- 2). The chances are equal.
- 3). Cannot say.

**11. If you were offered a choice under whose command to work, of a woman or a man, what would your answer be?**

- 1). Of a woman.
- 2). Of a man.
- 3). I see no difference.
- 4). Cannot say.

**12. For whom it's easier to enter a high-paying job in your opinion?**

- 1). For a man.
- 2). For a woman.
- 3). I see no difference.

**13. Did you know that statistically average salary of women in Ukraine is by 30% lower than that of men?**

- 1). Yes.
- 2). No.

**14. If a work doesn't provide psychic income, is it worth changing it even for the one with a smaller salary?**

- 1). Yes.
- 2). No.
- 3). Cannot say.

**15. Would you abandon your work if you had an opportunity to stay at home and keep the house?**

- 1). Yes.
- 2). No.
- 3). Cannot say.

**16. When choosing a place of employment to what will you pay attention in the first place?**

- 1). Salary amount.
- 2). Distance from home.
- 3). Duration of leaves.
- 4). Prospects for advancement.
- 5). Your variant \_\_\_\_\_

**17. The concept of "success" is closely associated with the gender of a person in the contemporary Ukrainian society. A woman is considered to be successful only if she has fulfilled herself as a wife and mother. Whereas a man is considered to be successful if he has fulfilled himself in terms of career and has prospects for advancement. Do you share such opinion?**

- 1). Yes.
- 2). No.

3). Cannot say.

**18. Are women discriminated in professional (career) progression today in your opinion?**

1). Yes.

2). No.

3). Cannot say.

**19. Name the primary features of a modern woman in your opinion (3 to 5 qualities):** \_\_\_\_\_

**20. Name the primary features of a modern man in your opinion (3 to 5 qualities):** \_\_\_\_\_

**21. Choose several features out of those offered which describe a perfect woman in your opinion:**

1). Wit. 2). Outer beauty. 3). Kindness. 4). Meekness. 5). Diligence. 6). Generosity. 7). Emotional sensitivity. 8). Ability to keep the house. 9). Charisma. 10). Resoluteness. 11). Reliability.

12). Responsibility. 13). Timidity. 14). Unpredictability. 15). Thoughtfulness. 16). Financial independence. 17). Fidelity. 18). Bravery. 19). Ambitiousness. 20). Lack of bad habits.

**22. Choose several features out of those offered which describe a perfect man in your opinion:**

1). Wit. 2). Outer beauty. 3). Kindness. 4). Meekness. 5). Diligence. 6). Generosity. 7). Emotional sensitivity. 8). Ability to keep the house. 9). Charisma. 10). Resoluteness. 11). Reliability.

12). Responsibility. 13). Timidity. 14). Unpredictability. 15). Thoughtfulness. 16). Financial independence. 17). Fidelity. 18). Bravery. 19). Ambitiousness. 20). Lack of bad habits.

**23. How much important is the gender of a person providing professional services to you (seller, teacher, doctor, hairdresser, etc.)? (Ring in the degree of importance in the scale):**

of no significance very important \_\_\_\_\_ 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_

**24. Name the occupations, which in your opinion are strictly men's:** \_\_\_\_\_

**25. Name the occupations, which in your opinion are strictly women's:** \_\_\_\_\_

**26. Select statements with which you agree:**

1). The crucial thing for a woman is to be attractive and for a man to be clever.

2). Men are more apt to exact sciences, whereas women to humanities.

3). Women are more emotional than men.

4). Men are more pragmatic than women

5). Leadership and managerial skills are more common in men, whereas women are more apt to organizational and execution activities.

6). Women's reason differs from that of men's.

7). The most important thing for a woman is to get married successfully.

8). Woman is the preserver of the hearth and man is the breadwinner.

9). Women (men) are made rather than born.

10). The majority of differences between men and women are of social, rather than natural origin.

11). Men are polygamous by nature, whereas women are monogamous.

**27. Your sex:**

**28. Age (specify in figures):** \_\_\_\_\_

**29. Year of study:** \_\_\_\_\_