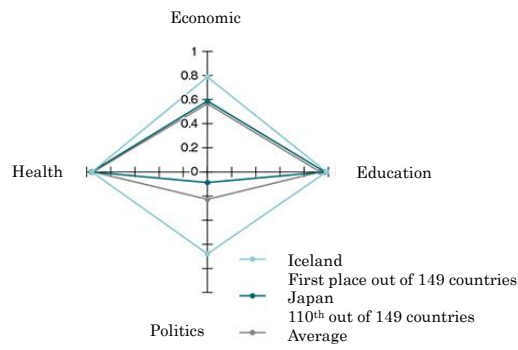


Our Research on Gender Bias That Is Being Created in Japanese Society

The influence on view of gender equality
made by the influence of the TV program on children and their parents' attitudes.



Introduction



「The Global Gender Gap Report 2018」

Gender Gap Index

Economic participation and opportunity: 0.595(117)

Political empowerment: 0.081(125)

Education attainment: 0.994(65)

Health and survival: 0.979(41)



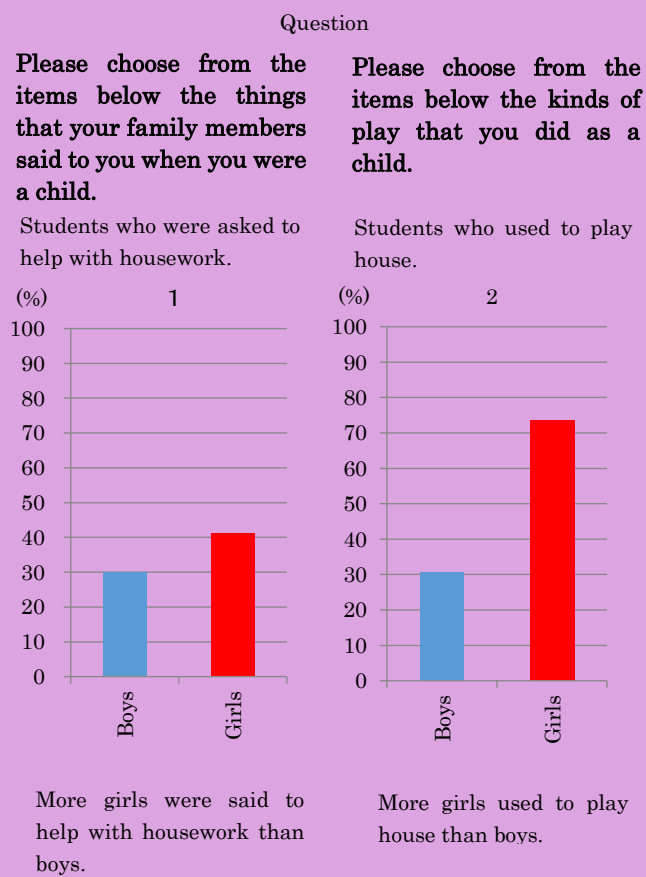
When you give some baby clothes to a baby girl, what color do you choose?



The number of girls who took part in the Japan Future Leader School this year is 1.5 times larger than the number of boys

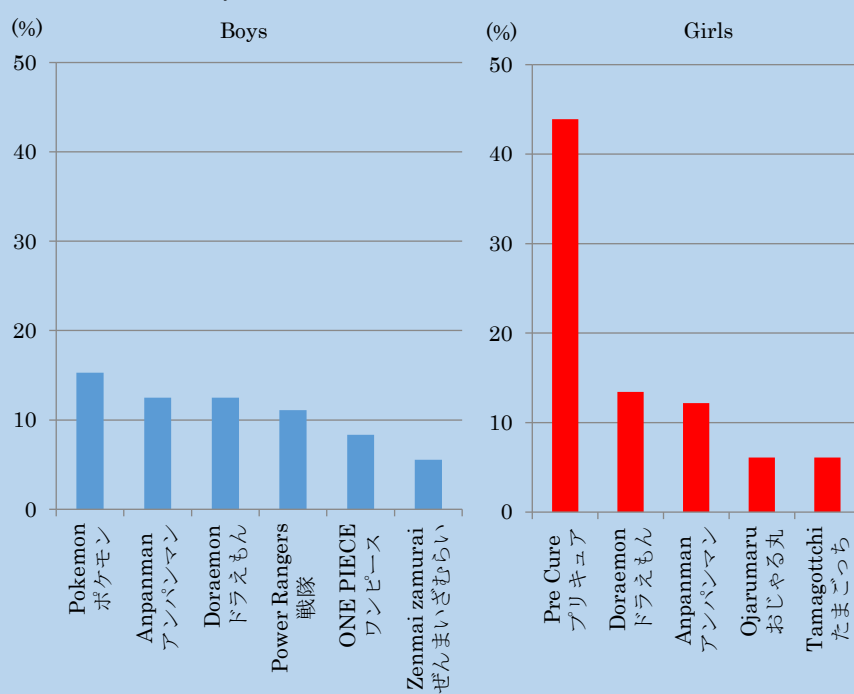
Results

1 Parents encourage girls to follow traditional gender roles more than they do boys

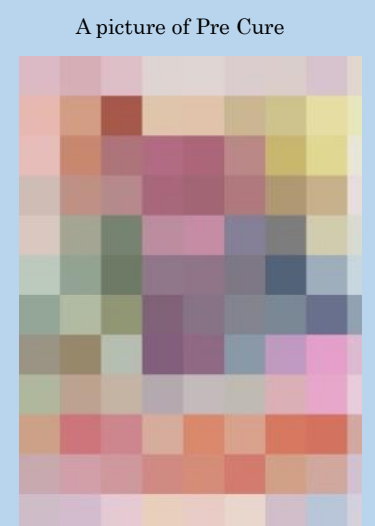


2 TV programs may encourage boys and girls to have stereotypical gender tastes

Question: What is the most memorable animation program you watched when you were in kindergarten to elementary school?



The largest number of boys watched "Pokemon", and the largest number of girls watched "Pre Cure".



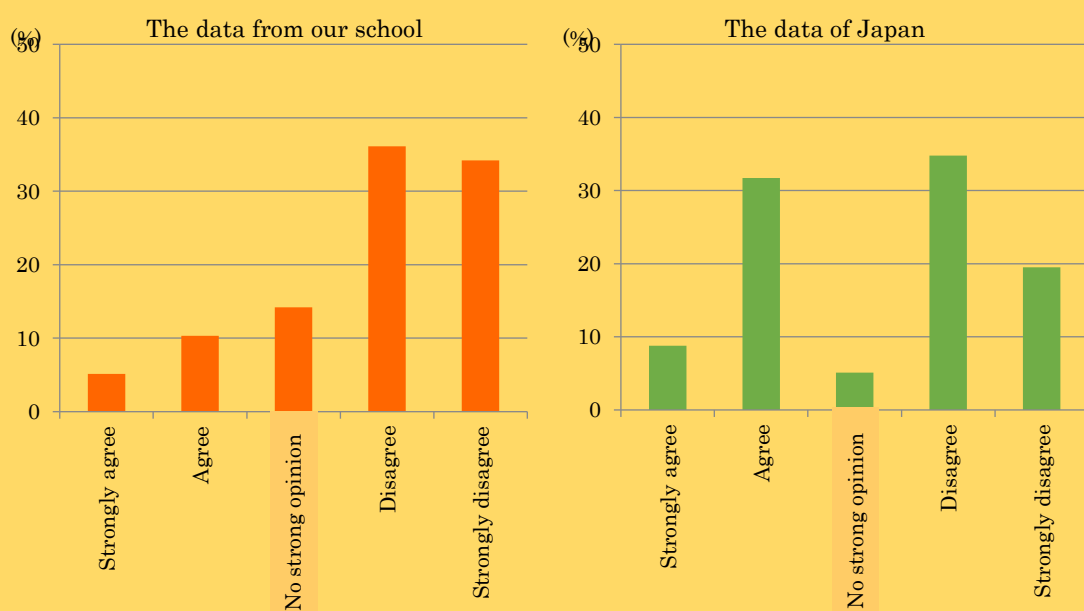
We counted the number of cells.
(): the number of cells

1st pink(22)
2nd green(20)
3rd purple(16)

Pre Cure uses a lot of pink in its animation.

3 Our students have a more progressive attitude towards gender roles than the average Japanese adult

Question: What do you think of the idea "Men should work and women should take care of the home"?



Students at our school disagreed with that idea more than the average Japanese adult.

4 Both girls and boys are becoming less influenced by traditional gender roles

Question: (For the girls) If you get married and/or have children, would you like your wife to keep working?
(For the boys) Would you like your wife to keep working?



About 60% of boys who answered "No strong opinion" gave the reason for this as "I want my wife to decide on that."

Most girls want to keep working.

Conclusion

- The root of gender inequality lies in an on-going traditional way of thinking about gender roles that children are exposed to when they are young.
- The younger generation has a relatively positive view of gender equality.
- We are encouraged that attitudes among young people are changing, and we hope that this may lead to a world where men and women live in equally.



Let's create a world where no one will be left behind!