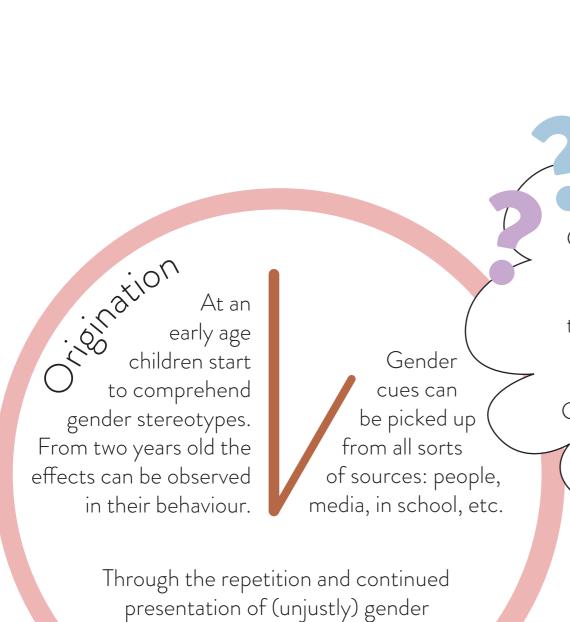
GENDER stereotypes



stereotypes, they maintain their

existence and impact on

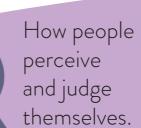
people.

Gender stereotypes have an impact on:

Wait what?!

Gender stereotypes are the concepts stored in our minds associated with aspects of gender. Stereotypes help to categorise information and people, and enable comprehension of the (social) environment around us.

Gender stereotypes do not necessarily represent reality.





How people perceive and judge others.

A better understanding of gender stereotypes and their impact might help people to minimise the negative effects of these beliefs, norms and expectations.

Project goal:

Increasing awareness of gender stereotypes

That means that people adjust their own behaviour according to what they think is expected from them. And simultaneously, people have expectations about the behaviour and expression of others. When these expectations aren't met, this can cause backlash.

Target group: Dutch high school students

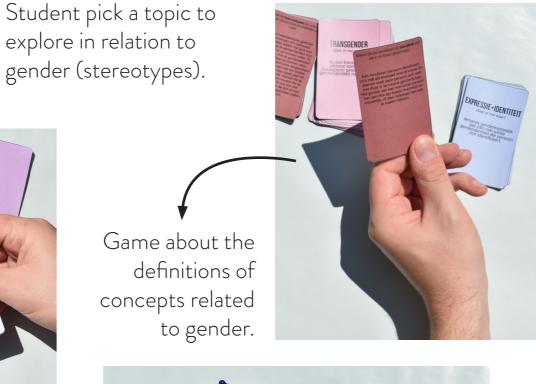
Teaching method

Why: to introduce perspectives
+ initiate conversation
Where: 5 classroom sessions
How: games, worksheets,
quiz, assignments



Some of the teaching materials.







Target group: Academic professionals at TU Delft

Dialogue session



Why: to introduce perspectives + facilitate conversation
Where: six-step group session
How: instruction cards, game,
role cards, sheet





First card of 10, introducing the session.





Some of the materials of the dialogue session.



Jill van Remundt

Increasing awareness about gender stereotypes 4 July 2023

Design for Interaction & Communication Design for Innovation

Committee

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