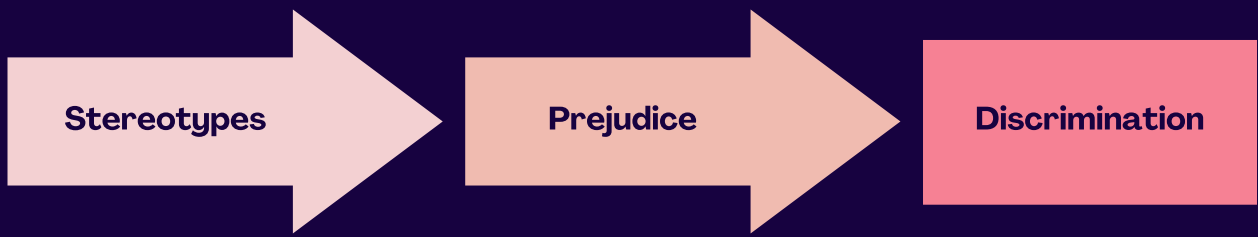


# Impact of Gender Stereotypes on Women & The Contact Theory



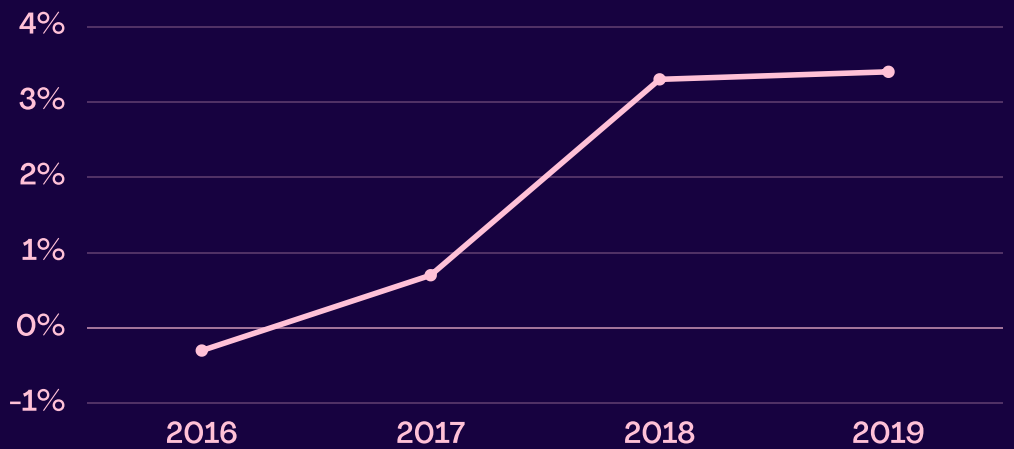
In 2015, 83% of the social workers employed were females as reported by the Bureau of Labor Statistics.



The stereotype that women are relatively ineffective at handling money than men is given incentive when women are probed to choose female-stereotyped professions like social work and discouraged from professions like finance. Even in female-dominated industries like social work, women still earn less than men.

This stereotype ultimately leads to cognitive deterioration, thus negatively impacting a woman's performance, as was proven in Stroop tests.

Average gender pay gap in social work over the years



Interaction of multiple stereotypes can put individuals at a greater disadvantage  
 Pictured: The Racial Wage Gap (2021)



## Reducing prejudice via application of contact theory

Establishing contact between non-stereotypical models and the stereotyped can help reduce prejudice.

For example, exposure (imaginary or in-person) to women working in normatively "male-dominated" fields like construction, science, law, mathematics, among others, can eliminate prejudice.

