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„Non-stereotypical" - social campaign project

The impetus for taking up the topic of gender stereotyping of children was the human factor - the social problem observed in the midst of society - the tendency to stereotype on the basis of gender (especially in the case of children). Conditioning (conditioning) of children's personal characteristics, behavior, taking up passions. And also, creating an image and expectations determined by the child's gender.

Project Objective:

The overarching goal of the campaign is to break the stereotypes present in the public consciousness. Smaller goals that will contribute to the main objective are: increasing awareness of gender stigma, popularizing knowledge of gender equality (equal opportunities for both sexes) and changing the way society thinks. In order to make such a transformation in the consciousness of today's society (and future generations), the non-**stereotypical social campaign project was created.**

About the project:

The non-stereotypical social campaign was created as part of an undergraduate thesis. The opportunity to implement the thesis project is made possible by Jan Kochanowski University in Kielce, and its main goal is to create a campaign complete and ready for implementation. The main assumptions of the project are its originality (uniqueness), consistency and completeness. The originator of the initiative must demonstrate knowledge of the key elements of the campaign, distribution channels or marketing tools, as well as creativity.

The non-stereotypical social campaign project is a response to the voice of society, according to which gender stereotypes about children (and subsequently adults) are erroneous and harmful beliefs. At the same time, these stereotypes are still approved (enjoy recognition) and then reproduced by society.

The realization of the goal of the non-stereotyping campaign was planned using diverse campaign distribution channels (tailored to each of the two selected target groups). The campaign involves spreading messages through online as well as offline activities.

Research:

The campaign design was based on a nationwide survey. The results were intended to indicate whether the observed social behavior is an actual problem occurring among those surveyed). The survey coverage included 1,056 surveyed

parents and 317 surveyed students/students without children. The result obtained confirming the problem, served as a source of knowledge to design a social campaign.

Results and conclusions:

The following is a small section of the survey results:

89.3% of the parents surveyed at the time of filling out the questionnaire were of the opinion that gender stereotypes operate in society.

26.7% of surveyed parents were of the opinion that a gender stereotype is the belief that what characterizes one gender does not apply to the other.

75.8% of surveyed parents were of the opinion that the phenomenon of stereotyping is negative.

And also 89.4% of parents said that gender stereotypes can affect adult life.

Parents most often encounter gender stereotypes in public spaces, stores and such places. 68.4% of those surveyed agreed.

In contrast, 86.4% of the students/students surveyed at the time of completing the questionnaire were of the opinion that gender stereotypes operate in society.

In addition, students/pupils most often encounter gender stereotypes in public spaces, stores and such places. 74.7% of those surveyed agreed.

83.2% of the students/students surveyed were of the opinion that the phenomenon of stereotyping is negative.

With the statement that the color pink is more suitable for a girl and blue for a boy, 26.3% of parents and 16.5% of students/students without children agreed.

With the statement that girls rarely talk about their successes, boys like to boast about their achievements, 8.3% of parents and 19.3% of students/students without children agreed.

The above results show, that the problem of gender stereotyping is present in Polish society. It is aware of the presence of stereotypes in modern social reality and their negative nature and possible consequences in the future. Despite this, gender stereotypes are still approved and then reproduced. The space in which stereotypical messages dominate is also not insignificant. Both students and parents identified public space as such a place. It is significant that both the older generation (parents) and the younger generation (students and pupils) have stereotypical gender perceptions ingrained in their consciousness (which, without properly taken action, can affect subsequent generations).

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