

# Gender Roles and How They are Perceived in Armenia

## Sexist Norms,

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# Outline

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# Introduction

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- “Sexism goes so deep that at first, it is hard to see; you think it’s just reality.” Alix Kates Shulman.
- Armenian people often either do not see sexism or they perceive it as something normal and natural.
- This research focuses on finding out the present opinion of Armenian people about sexism, if they find some sexist behaviors to be normal and what are some of the things that they perceive to be sexist.

# Literature Review

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- “Manifestation of Women’s Movement in Armenia” Nazik Armenakyan (2015) conducted eight focus groups that were held in Yerevan and Vanadzor to find out what factors contribute to sexism and gender inequality.
- Vladimir Osipov and Jina Sargizova’s Men and Gender Equality in Armenia ( 2016) article has conducted a survey with various question to find out the state of gender inequality in Armenia. The results of their survey are compared to this research’s results.

# Key Terms and Definitions

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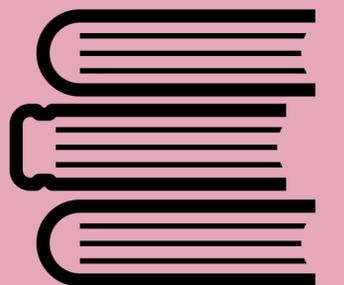
- **Sexism:** Sexism is a prejudice or discrimination based on sex. Behavior, conditions, or attitudes that foster stereotypes of social roles based on sex.
- **Gender Equality:** is the state of having the same rights, status, and opportunities as others, regardless of one's gender.
- **Gender Roles:** Gender-Role ideology (GRI) refers to an individual's attitudes and beliefs about the proper roles of men and women.

# Research Questions

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These are the main questions of this research:

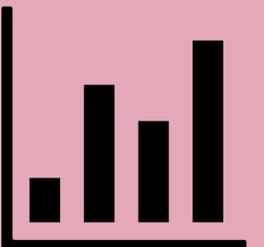
- “How do men and women in Armenia each perceive sexism, gender inequality and gender stereotypes?”
- “To what extent do men and women in Armenia each view sexism as a serious problem in the country?”



# Methodology

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- **Focus Groups:** One all male and one all female focus groups were conducted. Each consisted of 5 participants and lasted for 30 minutes.
- **Survey:** A survey was distributed consisting of 29 questions and 211 people participated in the survey.



# Research Findings and Analysis

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## *Online Survey:*

- Out of the 211 participants, only 19% were male.
- To the statement “sexism is prominent in our society” 78,7% of participants agreed and 21,3% disagreed.
- Furthermore, 86,7% of participants believe in the existence of “sexism” as an issue, while the other 13,3% do not believe that “sexism” exists.

# Research Findings and Analysis

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## *Online Survey:*

- “There is a need for more work to promote gender equality” 78,7% agreed
- “Men have the main responsibility for providing for the family” 53,6% agreed
- “Women have the main responsibility for taking care of the children” 53,8% agreed
- “Men’s role in caring for children is mostly as a helper” 57,3% agreed
- “Women should do the house chores” 51,2% disagreed, while the other 48,8% agreed.

# Research Findings and Analysis

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## *Focus Groups:*

- The participants believe that some women turn feminism into hating men rather than fighting for equality.
- A male participant responded that gender inequality does not affect them much and they are okay with the way things are.
- Some people thought that sexism was prominent in Armenia not because of our culture or traditions, but because of illiberal thinking of some Armenian people.
- Female participants shared that their parents' attitude towards them and their brothers is very different.

# Research Findings and Analysis

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*The Results Show:*

- The majority believe in the existence of gender inequality.
- Gender roles are widely accepted in the Armenian society.
- Society's attitude is very different towards men and women.
- Men are not willing to fight for gender inequality, as it does not harm them personally.

# Limitations and Future Research

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## *Limitations:*

- The data that was collected through the surveys should not be considered to be the exact opinion of the Armenian society, as the number of people who were surveyed was very limited.
- Certain people may not be comfortable or confident enough to share their true opinions publicly on certain issues, for fear of being judged.
- Because of the current situation with COVID-19, it was impossible to do face to face surveys. Thus, it was very difficult to survey a large number of people.

# Limitations and Future Research

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*Idea for Future Research:*

- Giving people certain sexist scenarios or sexist actions and asking the participants whether they have done those things. This could give an idea of how many people may have been sexist towards someone in their life.

# Conclusion

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- After comparing the answers of this study's survey to the answers of a survey that was conducted in 2016, it became apparent that through the years Armenian people may have started to have a more open-minded and progressive mentality on gender issues
- The results of the surveys also showed that even though there are people who are aware of the existence of gender inequality, they are still not willing to strive for gender equality.
- It also became obvious that gender roles are widely spread and normalized in Armenia. Most people accept gender roles and do not see it as "sexism".

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*Thank You*