

Categorising gender stereotypes: An evaluation tool

Story characteristics	Examples
1. Language and details relating to gender and gender roles	<ul style="list-style-type: none"> • use of gender-specific or neutral names, pronouns or labels • language relating to characters' roles, descriptions and images of physical appearance • occupations (such as postman) • personality traits
2. Illustrations	<ul style="list-style-type: none"> • the clothing worn by characters • characters' physical location or positioning within the book page layout • activities in which characters are engaged • the relationship between characters
3. Emotions, attitudes and needs of characters	<ul style="list-style-type: none"> • passive, weak, emotional female characters needing assistance of males to solve problems and outgoing, strong, competent male characters, rather than representation of universal human emotions and needs
4. Experiences, achievements and values of characters	<ul style="list-style-type: none"> • portrayal of normative 'typical' gendered achievements and values, such as a strong boy winning a football game while passive girls cheer for the boy
5. Activities, roles and relationships of characters	<ul style="list-style-type: none"> • portrayal of a nuclear family with the mother in the home, cooking, cleaning, and caring for the children, and with the father reading the newspaper, working on the car or going to work
6. Story content reinforces, challenges or disrupts gender boundaries and stereotypes	<ul style="list-style-type: none"> • taken as a whole, the storyline reinforces heteronormative representations of masculinity and femininity, through perpetuating stereotypes of characters through language and/or through the characters' emotions, values, experiences, activities, roles and relationships that are portrayed in book illustrations and/or overtly or covertly conveyed within the storyline