

**PORTRAYAL OF GENDER STEREOTYPES AND**  
**BIASES IN SOCIAL MEDIA**  
**(SPECIAL REFERENCE: INSTAGRAM)**



**Academic Session: 2022-23**

**A Dissertation Report  
For the partial fulfilment  
of Paper IV of  
M.A.(J.M.C.) IV SEMESTER**

**Research Supervisor:  
Dr. Anupama Kumari,  
Assistant Professor**

**Submitted by:  
Shakshi Gupta  
M.A.(JMC) IV Sem  
Roll No. 21008119  
Enrollment: GGV/18/0280**

**Department of Journalism and Mass Communication  
Guru Ghasidas University  
Bilaspur (C.G.)**


A handwritten signature in blue ink, appearing to be "Shakshi Gupta", written over a horizontal line.

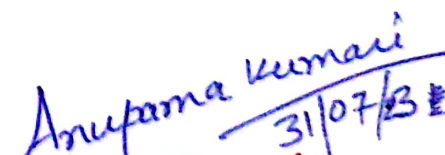


## **CERTIFICATE**

**Department of Journalism and Mass Communication  
Guru Ghasidas University**

This is to certify that SHAKSHI GUPTA, a student in the IV Semester of Master of Arts (M.A.) in Journalism and Mass Communication of Guru Ghasidas University, Bilaspur (C.G.) has successfully completed her dissertation on the title- PORTRAYAL OF GENDER STEREOTYPES AND BIASES IN SOCIAL MEDIA (SPECIAL REFERENCE: INSTAGRAM)

  
**Dr. Dhiraj Shukla**  
Associate Professor, (H.O.D.)  
Journalism & Mass Communication,  
Guru Ghasidas University

  
**Dr. Anupama Kumari**  
Assistant Professor,  
Research Supervisor

# **CHAPTER:1**

## **INTRODUCTION**

**Stereotype:** A stereotype is a widely held and oversimplified belief or idea about a particular group of people or things. It involves generalizations and assumptions based on characteristics or attributes associated with that group. Stereotypes can be based on numerous factors, such as gender, race, ethnicity, nationality, age, occupation, and more.

**Gender Stereotypes:** Gender stereotypes are beliefs or expectations about the behaviors, roles, attributes, and abilities of individuals based on their gender. These stereotypes often reinforce traditional and rigid views of femininity and masculinity, perpetuating biases and inequalities between genders.

**Here are some common gender stereotypes:**

1. **Occupational Stereotypes:** Certain occupations are associated with specific genders. For example, the belief that men are more suited for careers in engineering, while women are better suited for nurturing professions like teaching or nursing.
2. **Domestic Roles:** Stereotypes regarding gender roles at home suggest that women are primarily responsible for housework, child-rearing, and emotional labor, while men are expected to be the primary breadwinners and less involved in household chores.