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The Effect of the Attitude towards Women and Value Orientation on Gender Role Perception Kadınlara Yönelik Tutumun ve Değer Yöneliminin Toplumsal Cinsiyet Rolü Algısına Etkisi

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95.09.2021 discussed, if is historically a social reality that individuals with different social, cultural, political and psychological backgrounds are subject to discrimination due to these differences. Subjects and Methods: This study aims to examine the effect of the attitude towards women and value orientation on gender role perception and it was conducted with 6054 students studying in different departments at Atatirk University Open Education Faculty. The data collection instruments used in this research are personal information form to determine the sociodemographic attributes of the participants, Attitudes Towards Women Scale, Schwartz Value Orientations Scale, Gender Role Perception and attitude towards women, but there is also a negative relationship between gender role perception and attridue towards women. This finding shows that individuals perceptions of gender role are more egalitarian when attitudes towards women are positive. Conclusion: It is considered that it would be beneficial to organize programs aiming at gaining the values of self-direction and universalism instead of the values of traditionality and security to ensure a positive change of attitudes. Makale Bilgisi ÖZ Gelig Tarihi: Amae; Günümüzde cinsiyet eşiiliğinin ve kadının toplumdaki konumunun sıklıkla tartışıldığı hemen hemen tüm toplumlarda, farklı sosyal, ktifurel, politik ve psikolojik geçnişlere sahip bireylerin bu farklılıkları nedeniyle ayrıncılığa maruz kalıkları tarihsel bir toplumsal gerçekliktir. Bu çalışma, kadına yönelik tutum ve değer yönelimin toplumsal cinsiyet rolü algısına erkisini incelemeyi amaqlamaktadır. Orneklem ve Yönetm: Çalışmada Atatır. Guinümüzde sinsyet rolü algısı lekenklura tarihsel bir toplumarda eigiyer viðu espit edilmiştir. Ensiyet rolü algısırı yordayan en etkili değişkenin kadına yönelik tutum arasıdı alişki olmakla birlikt, toplususal cinsiyet rolü alg	Article Information	ABSTRACT
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Introduction

Today, in almost all societies in which the gender equality and the position of women in society are often discussed (Erbay & Tuncay, 2006), it is historically a social reality that individuals with different social, cultural, political and psychological backgrounds are subject to discrimination due to these differences It is known that the political and social structure changing since the 1970s affects attitudes towards women (Twenge, 1997). Cultural values are important factors in shaping and directing our behaviors (Can, 2014) and in this respect, the cultural factor, along with the time factor, affects the attitudes towards women (Zubaroğlu Yanardağ & Özmete, 2016).

Cultural change, which can be accepted as a basis for human development, also points out the change of values from past to present (Sălceanu, 2019) and most social problems in society can be closely associated with values and changes in values (Türkkahraman et al., 2014). Many researchers emphasize that values are seen as a centralized structure in the research of psychological, social and human studies (Sagiv et al., 2017).

Values, which are qualified as ways for people to recognize themselves and the world (Goodale, 2016) are also extremely important for them to live in harmony with their environment (Hazaea et al., 2014). We determine what is important in life according to our values. There are different values of importance for each individual (e.g., achievement, security, benevolence). A value that may be important to a person may not be equally important to another person or not important at all (Schwartz, 2012). It is clear that values are important for the continuity of the social structure as well as explaining and shaping human behavior. In recent years, the discussions that were embodied within the framework of basic human rights and citizenship concepts have highlighted the concept of value education and values have become an important element of education processes (Acar et al., 2016). Schwartz (1994) has determined 10 different value types to measure the value, which is a considerably difficult concept to measure, and argued that the different values of different cultures can be shaped by 10 different types of values (achievement, power, hedonism, stimulation, universalism, self-direction, benevolence, conformity, traditionality and security). They are stated as the main determinants of behaviours, decisions, attitudes, human relationships, superior-subordinate relationships, and many other matters (Cieciuch et al., 2015). Values which are effective in people's interpretation of events constitute the general criteria of judgments that we can make regarding the lives of ourselves and other people (Schwartz, 2006). Values are also stated as an evaluation criterion that answer the question of what and why people do. The values that shape the individual and society can also shape how a person behaves as a woman or a man, and these gender roles are affected by all values of society in parallel with gender perception (Aydın et al., 2016).

Individuals interact with other individuals in the community in which they live and adopt some norms and value judgments and gender perception is shaped by the social and cultural values of individuals Common beliefs, attitudes, and stereotypes about gender roles affect every individual in the society through interactions within the social network and shape the individual's subjective attitudes through the socialization process (Akkaş, 2019).

The culture of the society determines the socially structuring characteristics for men and women that reveal the expectations regarding how a woman or a man will behave, think and act. Therefore, gender is a social construct that has power over every individual in the society. The concept of gender refers to the social relationships in which the concepts of femininity and masculinity are formed (Burdge, 2007).

Value, attitude, and behavior are the concepts that are related to each other (Öngen & Aytaç, 2013). According to Rokeach (1971), who conducts studies about the relationship between values, attitudes, and behaviors, values affect attitudes, and attitudes affect behaviors if rewarded. A change in value may result in changes in many attitudes and, accordingly, behaviors (Cieciuch et al., 2015). Like the attitudes and values can affect gender perception, gender perception also affects life in every aspect as one of the main factors affecting people's attitudes, directing their behaviors, limiting their actions and establishing control over them (Kahraman et al., 2014). As the university students are considered as the influential professionals of the future, their attitudes towards women and their values regarding gender roles are of high importance. It is important that the factors that affect gender perception in order to develop a positive perception towards gender and to interfere with negative perceptions. Although there are many studies on gender conducted with university students (Aydın et al., 2016), no study is seen evaluating the effects of attitudes and values towards women on gender perception in Turkey. In the light of these discussions, the aim of this study was to examine the effects of university students' attitudes and values (power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, traditionality, conformity and security) towards women on gender role perception of individuals.

Subjects and Methods

This research which was designed with a quantitative correlational survey model was conducted with 6054 students studying in different departments at Atatürk University Open Education Faculty. The sample of the research was selected using purposive sampling one of the non-random sampling method. The research was conducted online and the participants were informed that the information they provided by filling out the scales would be kept confidential and that they could use their right to withdraw from the research if they want.

Data Collection Instruments

The data collection instruments used in this research are personal information form to determine the sociodemographic attributes of the participants, Attitudes Towards Women Scale, Schwartz Value Orientations Scale, Gender Role Perception Scale.

Perception of Gender Role Scale

The scale developed by Altınova & Duyan (2013) is a self-report type assessment tool designed to evaluate the gender role perceptions of adult people. The scale designed as five-point Likert-type design consisting of the options "strongly disagree" to "strongly agree" with 25 items that are considered to represent gender role perceptions of individuals. There are 15 reverse coded items in the scale. Increasing scores indicate an egalitarian gender perception. The scale has a single factor structure. The reliability coefficient that was calculated as the internal consistency measure of the whole scale was found to be 0.87.

Attitudes Towards Women Scale

The scale was developed by Spence & Helmreich (1978) and adapted by Ertuğrul & Duyan (2019) is a one-dimensional assessment tool designed to measure individuals' attitudes towards women. There are 25 items on the scale to determine individuals' attitudes towards women. Individuals are asked to express their opinions about the statements in each item using the four-point Likert-type rating ranging from "strongly disagree" and "strongly agree". The reliability coefficient of the one-dimensional scale was found to be 0.88.

Value Orientations Scale

Schwartz Value Orientations Scale which includes 56 values was used to measure the value orientations of the participants. The evaluation of the scale used in many other studies was made by taking into consideration the research conducted by Kuşdil & Kağıtçıbaşı (2000). A total of 56 values are evaluated by the participants on a scale ranging from 1 (opposed to my values) to 7 (of supreme importance), according to the importance they attribute to them. The scale consists of 10 sub-dimensions including traditionality, power, stimulation, achievement, hedonism, self-direction, conformity, universalism, benevolence, and security. The reliability study showed that the internal consistency coefficients for each sub-dimension ranged from .51 to .77.

Data Analyses

The data were analyzed using SPSS 22.0 package program. The data obtained from the participants were presented using descriptive statistics, and the relationship between gender role perception, attitudes towards women and values was evaluated using Pearson Correlation coefficient. Additionally, multiple regression analysis was conducted to determine to what extent the attitudes and values towards women predict gender role perception. Data were tested at a significance level of 0.05. After the determination of the extreme values, 1561 values were extracted before the analysis. It was found that the "linearity" and "multivariate normality" assumptions of regression analysis were confirmed.

Research Sample

The study group consisted of 6054 students studying in different departments at Atatürk University Open Education Faculty. 4110 (67.9%) of the participants were women and 1944 (32.1%) were men. The age average of the participants was 29 and participants reported that their monthly income was 2076 TL on average. Socio-Demographic Characteristics of Participants were shown in Table1.

Properties		Number (n)	Rate (%)
C	Woman	4110	67.9
Sex	Man	1944	32.1
M	Married	2747	45.4
Marital Status	Single	3307	54.6
	Metropolis	3294	54.4
	City	1352	22.3
Place of residence	Country	1082	17.9
	Village	326	5.4
a 1	1	2421	40.0
	2	2478	40.9
Grade	3	521	8.6
	4	634	10.5
Do you have children?	Yes	2269	37.5
	No	3785	62.5
Total		6054	

Table 1. Socio-Demographic Characteristics of Participants

Ethical Approval of the Study

The study protocol was approved by Atatürk University Ethics Committee of Social Sciences and Humanities (No:10/145, 2021).

Results

The average scores of the participants obtained from the scales and the highest and lowest values are shown in the Table 2.

Table 2. Distribution of	f Scale	Scores
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Scales	Mean ± Standard Deviation	Range (Min-Max) 35-125		
Gender Role Perception	97.35 ± 18.50			
Attitude towards women	53 ± 10.93	16-75		
Power	26.12 ± 6.11	6-35		
Achievement	30.14 ± 4.03	16-35		
Hedonism	12.64 ± 1.84	6-14		
Stimulation	16.07 ± 3.85	3-21		
Self-direction	38.28 ± 3.86	24-42		
Universalism	59.34 ± 4.63	40-63		
Benevolence	56.81 ± 5.20	37-63		
Traditionality	29.09 ± 4.25	9-47		
Conformity	24.65 ± 3.08	14-28		
Security	43.90 ± 4.39	28-49		

As Table 2 is examined, it is seen that gender role perception and attitude towards women scores of the participants were above the average.

Findings Relating to Correlations of Variables

The relationships between gender role perception, attitudes towards women and value orientations are shown in Table 3.

Variables	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
(1) Gender	1											
(2) Attitude towards women	0.74**	1										
(3) Power	-0.11**	-0.14**	1									
(4) Achievement	0.01*	-0.03*	0.59**	1								
(5) Hedonism	0.17**	0.17**	0.26**	0.37**	1							
(6) Stimulation	0.04*	0.02*	.35**	0.44**	0.38**	1						
(7) Self-direction	0.22**	0.22**	0.23**	0.53**	0.46**	0.47**	1					
(8) Universalism	0.17**	0.17**	0.13**	0.43**	0.42**	0.32**	0.65**	1				
(9) Benevolence	-0.05*	-0.07*	0.27**	0.42**	0.32**	0.32**	0.45**	0.59**	1			
(10) Traditionality	-0.35**	-0.39**	0.29**	0.22**	0.05*	0.17**	0.10*	0.18**	0.45**	1		
(11) Conformity	-0.14**	-0.17**	0.28**	0.38**	0.23**	0.23**	0.33**	0.49**	0.54**	0.46**	1	
(12) Security	-0.12**	-0.13**	0.38**	0.44**	0.33*	0.26**	0.36**	0.47**	0.57**	0.42**	0.50**	1

Table 3. The Relationship between the Variables of the Research

N=6054 *p<.05, **p<.01

As it is seen in the table, when the relationships between the scores of gender role perception, attitude towards women and power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, conformity and security subdimensions of value orientations were examined, it is seen that all relationships are significant at level of p < .05 and p < .01. These results show that there is a significant relationship between perception of gender role and attitude towards women. But also, a negative relationship is seen between perception of gender role, attitude towards women and traditionality subdimension of the Value Orientations Scale.

Findings Relating to Prediction of Gender Role Perception

Multiple regression analysis was conducted to determine to what extent the values of power, achievement, hedonism, stimulation, self-direction, traditionality, conformity, security, universalism and benevolence predict gender role perception. The results are presented in Table 4.

	В	SH	β	t	р
Attitude towards women	1.16	0.01	0.68	70.36	0.00
Traditionality	-0.22	0.03	-0.08	-7.63	0.00
Self-direction	0.20	0.05	0.04	3.70	0.00
Universalism	0.20	0.04	0.05	4.18	0.00
Security	-0.19	0.04	-0.04	-4.39	0.00
$\begin{array}{ccc} R=0.75 & R^2=0.57 \\ F=1690 & p=0.000 \end{array}$					

The results of the regression analysis showed that attitudes towards women and the values of traditionality, self-direction, universalism and security significantly predicted the gender role perception on a significant level (R^2 = .57, F(6048) = 1690, p<.05). In terms of the values entered into the regression equation, it was seen that gender role perception was positively predicted by attitude towards women (β =.68, p>.05), self-direction (β =.04, p<.05), universality (β = .04 p<.05) and negatively predicted by traditionalism (β = -.08 p<.05) and security (β = -.04 p<.05). It was seen that the other variables including power, achievement, hedonism, stimulation, benevolence and conformity were not significant in predicting gender role perception. This finding shows that individuals' gender role perception is attitude towards women. In addition, as the universalism and self-direction values of individuals increase, their gender role perceptions increase. On the other hand, as traditionality and security values of individuals increase, their gender role perceptions become less egalitarian and more sexist.

Discussion

Interest in evaluating attitudes towards women began with the feminist movement. With the development of the Attitudes Towards Women Scale in 1972 several studies have been conducted that measure attitudes towards women (Spence & Helmreich, 1972). Especially, the differentiation of attitude towards women between East and West has been discussed within the context of individualistic and collectivistic cultures. A common approach in collectivistic cultures which is the marginalization of what is different from the group may be a compelling situation for men and women who do not conform to traditional gender roles and are not similar to others. Referring to Turkey that is increasingly influenced by the values, attitudes and behaviors of individualistic cultures by turning away from collectivistic culture to individualistic culture, it can be said that gender role perception is increasingly egalitarian and attitude towards women is more positive when regional differences are ignored.

Values, which are the principles guiding the lives of people and communities along with attitude towards women, may affect the determination of gender role perceptions. The values shaping the individuals, their lives and relationships also affect social order, relationships between countries and environmental policies. Although there are many studies in the literature about the values of individualistic and collectivistic cultures and their relation to being male and female, it was seen that there are fewer studies on how values shape gender roles.

The findings are evaluated in terms of gender roles and values, it is seen that individuals who adopt the egalitarian gender roles have the values of universalism and self-direction which are among the basic values of self-development and self-improvement that emphasize individualism. Schwartz (1994) stated that the value of universalism includes features such as understanding, valuing and protecting people, having indulgence, wanting the good for people and protecting nature. He explained the self-direction with the sub-values including independent thought and action preference, exploration and examination. Similarly, Schwartz & Rubel-Lifschitz (2009) found that the values of benevolence, universalism, hedonism, power and achievement are seen more in communities with egalitarian gender roles, Sirin et al. (2004) found that women who do not adopt gender roles have fewer common values with those in the collectivistic cultures. In this context, it can be emphasized that to develop an egalitarian gender role perception, the individual should have characteristics such as understanding and valuing women and their rights.

One of the findings of the study is that the values of traditionality and security negatively predict egalitarian gender roles. These two values reflecting the belief that the traditions and ideas of traditional culture should be protected and continued and the social order should be maintained as usual are also among the values of collectivistic cultures. Two studies that support the findings of this study were conducted in Kuwait, Qatar and the United Arab Emirates which are conservative Arab countries. These studies showed that men have a negative attitude towards women and women's employment, but this negative attitude is found to be less common in the younger generation (Mostafa, 2005).

The concept of gender that is being one of the numerous socially produced products in the historical process (Bingöl, 2014; Giddens, 2017) affects individuals in many aspects throughout their lives and is affected by many factors such as traditions, customs, norms, values, and judgments in different ways (Akkaş, 2019). Unlike the concept of sex which is used to describe the biological differences between men and women, the concept of gender is used to indicate the psychological, social and cultural differences between men and women (Giddens, 2017). This distinction plays the leading role in the formation of many inequalities against women (Bingöl, 2014; Akkaş, 2019). While the concept of gender, which is a socio-cultural concept, changes in the process, the concept of sex does not change (Akkaş, 2019). Although there has been a lot of progress on women's access to education, the labor market, and politics, gender inequalities are still continuing today. According to the report of the Global Gender Inequality Index 2020 that evaluates the inequality between men and women based on the criteria of equal opportunities such as women's participation in the economy, opportunities in education and health systems, and political empowerment, Turkey ranks 130th among 153 countries (World Economic Forum, 2020). From this point of view, it is necessary to conduct a multi-dimensional examination of the values, attitudes, perceptions, and attitudes of individuals regarding gender in our country. To this end, this study intended to evaluate the effect of the attitude towards women and value orientation on gender role perception.

It is known that as the values allow us to make anticipation for attitudes and behaviors, they also provide an opportunity to evaluate not only individuals but also groups and cultures in a healthy way (Özcan & Erol, 2017). Values can significantly affect individuals' attitudes and behaviors. In this study, a moderately negative correlation was found between the "Traditionality" sub-dimension of the Value Orientations Scale and gender perception and attitude towards women. One of the main sources of gender discrimination is considered as patriarchal traditional (Bingöl, 2014). Patriarchy is a traditional social order based on male authority and Ökten (2009) argues that traditional societies are highly inclined to form gender stereotypes. It is stated that the roles attributed to men are more important because of the values in the patriarchal system (Esen et al., 2017). Particularly in developing societies such as Turkey in which traditional patriarchal structures still be effective, substantial pressure of the patriarchal order reinforcing the gender inequality in women's decisions and behaviours is being felt. Traditional roles bring along many different forms of perception that keep women away from work, social life, and education and prevent them from expressing themselves freely, and consequently, in societies where traditional roles are dominant, women suffer seriously from social status inequalities and remain disadvantaged in many areas of life (Kahraman et al., 2014).

Another important finding of the study is that the values of traditionality and security predict gender perception negatively, while the values of universalism and self-direction predict gender perception positively. Self-direction means independence in thoughts and ideas; universalism means understanding, tolerance, and caring for the well-being of all people and nature; traditionality means respect and adherence to cultural or religious traditions and ideas; security means peace and continuity of the society, the existing relationships and the person (Schwartz, 1994; Kuşdil & Kağıtçıbaşı, 2000). Similar to the findings of this study, Siddiqi & Shafiq (2017) revealed that the value orientation is a strong predictor of gender equality in a particular society. In their study on cultural values and their relationships with equality of gender, Dohi & Fooladi (2008) argued that the collectivistic (traditional) values adopted by Japanese society contribute to existing gender inequalities. Similarly, Kitayama & Cohen (2007) stated that individualistic (non-traditional) cultures tend to adopt gender equality more than collectivistic cultures. And also, Johnson (2015) stated that collectivistic cultures tend to promote gender inequalities and put up stronger resistance to gender equality. Lane & Wagschal (2012) stated that the cultures, in which the collectivistic family systems are more common in their cultural and political practices, are less likely to support the idea of gender equality. Siddiqi & Shafiq (2017) argued that cultures that have individualistic family structures are more likely to support gender equality. In their study that they evaluated the differences between gender and value orientations in America and Japan, Levey & Silver (2006) reported that traditional orientation affects woman's presence in the business life which is one of the important criteria in evaluating the gender inequality in both societies. In their study, Siddiqi & Shafiq (2017) argued that lack of independence and sense of individuality in women leads to gender inequalities. As a result of their research, Cicek & Copur (2018) reported that individuals who exposed to traditional messages during the formation of gender roles in the socialization process in their childhood have a traditional attitude towards gender roles in their adult lives. According to Osamor & Grady (2016), in many low-income societies, the roles of women and men are coded with religious and social traditions. In traditional societies, the wishes and purpose of the society are important rather than the wishes, freedom, and purpose of the individuals and individual freedom and independence are not supported (Acar et al., 2016). The values of self-direction and universalism that positively predict gender perception according to the research findings go against this structure which is supported and expected from the individual in traditional societies.

Another finding of this study is that the sub-dimension of conformity is negatively and weakly correlated with gender perception and attitude towards women and does not predict gender perception. Conformity is defined by Schwartz (1994)

as "limiting movements, tendencies and impulses that will harm the social expectations and rules of society". According to the classification of values by Schwartz, conformity and traditionality are two contiguous values that emphasize shared motives and they are expressed both together as "complying with social expectations". According to Mill (2017) people has a common belief that everything that is customary is natural, and a historical consequence of this belief justifies our natural acceptance of women being dependent on men and strengthens gender discrimination making it almost universal. Similarly, Goncalo & Staw (2006) stated that individualistic cultures put up resistance to the pressures of conformity and encourage innovation, while collectivistic cultures support the value of conformity and are reluctant to deviate from social norms. According to Sıddıqi & Shafiq (2017) collectivistic cultures attach greater importance to conform to traditional cultural norms and to maintain the status quo, and there is a strong relationship between conformity and gender equality in individualistic societies in which conformity is less seen. As a result of their research, David-Barrett et al. (2015) reported that women maintain their current relationships in terms of ease of access to resources, professional dignity, and visibility and also build strong relationships by means of good communication. Hence, it can be said that women who are more affected by gender inequalities unintentionally internalize and amplify existing gender inequalities in order to protect and strengthen themselves. Similarly, this can be associated with the fact that women who negatively affected by this inequality conform to rules to avoid being sanctioned by the society for this inequality when they deviate from their gender roles, while men conform to these rules to protect the gains of these roles that give them privileges. Because, the more severe the deviation from social roles, the more severe its sanction -of course depending on the society (Akkas, 2019).

Conclusions and Recommendations

Values, which are the principles guiding the lives of people and communities along with attitude towards women, may affect the determination of gender role perceptions. The values shaping the individuals, their lives and relationships also affect social order, relationships between countries and environmental policies. Although there are many studies in the literature about the values of individualistic and collectivistic cultures and their relation to being male and female, it was seen that there are fewer studies on how values shape gender roles. It is considered that it would be beneficial to organize programs aiming at gaining the values of self-direction and universalism instead of the values of traditionality and security to ensure a positive change of attitudes towards women. In addition to this, it is considered that there is a need for longitudinal studies to change those attitudes.

The current study has a few limitations which focuses on value and gender equality in university students populations whereas it will be useful to focuses on large samples of different educational level and socio-economic status of the society. Another limitation is using cross-sectional data, which limits our ability to draw conclusions about causal relationships and cultural changes in the years. In addition, we could not assess potential cultural influences and gender differences on the subject of study. Despite its limitations, this study contributes to our understanding about values of individuals and gender equality. These findings also provide support for the Turkish society reanalyze gender equality in different social area. We hope that other researchers will conduct further investigations of these relationships to assess generalizability of the findings and clarify causal relationships. Future studies should use samples of participants from each socio economic status, education level and different areas of country so that researchers can contribute comparing different groups.

Ethical Approval of the Study

The study protocol was approved by Atatürk University Ethics Committee of Social Sciences and Humanities (No:10/145, 2021).

Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Limitations

This study has a few limitations. A limitation of this study is that it focuses on young adult university students, it is can be generalized only that age group. It is recommended that this scales are used with individuals in different age and educational groups. Another limitation is that there is a need for longitudinal studies to understand how change those attitudes. The opinion of participants' couldn't be understood in detailed so qualitative research method can be used further research.

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