

# CENTURY OF GENDER ROLE INVERSION

## Timeline of Cultural Drivers Shaping Masculinity & Femininity (1900-2025)

1968-1976 Wang Jing / 王静 / 1980-1985 Wang Jing / 王静 / Dressing & 'New Man'

female teachers planning for caregivers.

## 2020 — Remote Work & Care Burden

Pandemic spotlights domestic labor division;  
paternity leave expands in policy discourse.

## 2013 — Social Media Validation Loops

Instagram era intensifies performative gender; beauty/status metrics globalize expectations.

## 2003 — Women Surpass Men in Degrees

In many countries, women earn more bachelor's degrees, reshaping labor markets and family roles.

## 1968 — Paris May '68

Student/worker revolt merges political and sexual liberation; dorm segregation and taboos challenged.

## 1939 — World War II

Rosie-the-Riveter era; women in industry and military support; proof-of-competence in 'men's work'.

## 1920 — Flappers & Urban Modernity

Short bobs, jazz clubs, public smoking/drinking; sexual experimentation enters mainstream culture in some cities.

## 1900 — Early Suffrage & 'New Woman'

Women's rights movements gain momentum; education access rises; challenges to Victorian domesticity begin.

## 1914 — World War I

Women enter factories and services en masse;  
public roles expand while men are at war.

## 1950 — Domestic Revival & Consumerism

Suburban housewife ideal; mass advertising targets women; paternal authority idealized in media.

## 1990 — Girl Power & Media Dads

Female autonomy celebrated; sitcom trope of bumbling father normalizes maternal dominance at home.

## 2022 — Non-Binary Visibility

Youth embrace fluid identity labels;  
mainstream challenges to binary roles  
accelerate.

## 1930 — Depression-Era Strain

Economic shock reshapes labor; many women work for family survival while norms remain conservative.

## 1964 — Second-Wave Feminism Rises

Civil rights era catalyzes women's equality laws; workplace access expands.

## 2008 — Smartphones & App Dating

Hookup culture scales; women gain greater mate-choice filtering; norms around casual sex converge.

## 2017 — #MeToo Globalizes

Digital activism challenges abusive power;  
'toxic masculinity' discourse reshapes male  
norms.

**1967-1970** **Kenneth B. Deane**, **Biology Department**

Leg Chad Foster's *Walden* is a digital text designed with a broader-based 1970s print page format. It links the digital text to the print model pathways.