

Abstract

This thesis deals with the issue of gender stereotypes in the context of parental upbringing. This paper is based on qualitative research and analysis of eleven semi-structured interviews with parents who bring up at least two children of different sex. I focus on the relation between identified gender stereotypes in upbringing and parenting style. I also focus on gender stereotyped attitudes of fathers and mothers within individual families. On the basis of the interviews analysis I conclude that gender stereotypes in upbringing and overall optics of gender stereotypes are present in all families, regardless of parenting style. I am finding that differences among families with diverse parenting styles are primarily in the degree of awareness of gender stereotyped attitudes and the degree of active transmission of these attitudes to their children.