

Conclusion

Throughout this investigation into the extent the feminist movement has failed to deconstruct household gender roles; it can be concluded the 4 waves of feminism have been unsuccessful in completely deconstructing stigmas around traditional feminine and masculine household stereotypes and is a result of 1st and 2nd wave feminism not attacking the sources of these role within media and education sources. However as 3rd and 4th wave feminism emerged with the power of technology and social media, positive consequences arose. Male participation rates in household labour tasks have increased, the presentation of women in advertisements have shifted and a rise in education of gender-neutrality have all occurred due to 3rd and 4th wave feminism and are each examples of how feminism attempts to deconstruct household gender roles stereotypes has succeeded.

This investigation into "*To What Extent has the Feminist Movement Failed to Deconstruct Traditional Household Gender Role Stereotypes?*" has gained insight into the feminist movement having a higher failure rate rather than success rate in relation to deconstructing household gender stereotypes. When examining the results of 3rd and 4th wave feminism in particular we can see not the deconstruction of the gender roles within the household, but rather the expansion of the female gender role; empowering women to define their own definitions of their role and encourage men to accept these individual definitions. Continuity in the male gender role remains; however perspective on this continuity is being challenged and the male gender role could expand in the years to come.

Chosen primary research methods of; a questionnaire, content analysis, interview and personal reflection gathered both qualitative and quantitative results expanding my understanding of the topic. The questionnaire was distributed to members of the public by social media with no age, gender or ethnicity restraints and gained insights into the Australian public's opinions on the investigation, furthermore expressing the reality of this research. The content analysis extracted perspectives from the media from 1946 – 2019; distributed to the general public with bias to current affairs at date of publication. The content analysis created a timeline for how advertisement changed through the effects of the feminist movement. An interview with Christine Armstrong; author of "The Mother of all Jobs" gained an academic and professional viewpoint to this investigation. Armstrong offered responses which complimented other primary and secondary research results, prompting synthesis between all forms of research...

The conducted investigation has contributed to a wider understanding of society and culture as each civilisation and its culture operate on gender roles; specifically household gender role stereotypes. Other ethnicities are incarcerated within stricter gender role stereotypes and have not been blessed with the expanded gender roles stereotypes western cultures have gained due to 3rd and 4th wave feminism. Furthermore there are more progressive counties including the Nordic regions examined within the cross-cultural component which have surpassed effects of 3rd and 4th wave feminism. This investigation

has increased my social and cultural literacy and expanded my understanding of the importance of gender roles within and outside the household, what the feminist movement has and has not achieved as well as raising awareness of the power media forms have to influence and construct idealistic models thereby reinforcing stereotypes. My personal interest project has shown me household gender roles are and will remain living and dynamic post 4th wave feminism.