In some it is shared, but in no societies is it the mainly the role of the male. 

Williams and Best tested over 2000 students in 37 countries using a 300 word adjective list.

- For each adjective participants had to choose whether it was mainly associated with men or women.
- Across countries men seemed to be seen as more dominant, aggressive and autonomous.
- Whereas women were seen as nurturing, deferent and interested in affiliation.
- This suggests that there are universal gender stereotypes.
- The task however, can be criticised as all adjectives had only the male or female choice, no choice not to answer or ‘cannot say’.
- This could been that the division between genders is exaggerated.
- The task also related to stereotypes not behaviours.
- In addition, all participants were uni students who would share similar attributes e.g. financial background, educated, cultural influences.

Sugihara and Katsurada found that Japanese men do not seek to be ‘macho’ like Americans, rather they seek to be well-rounded in the arts, normally seen as a feminine trait.

- Their labour divisions are the same as other cultures but their characteristics vary.

Schlegel and Barry in societies where women contribute a lot to food accumulation they are highly valued, allowed more freedom and less likely to be seen as objects. They are also more likely to be in positions of power and therefore don’t need to conform to stereotypes.