Gender Stereotype: Fashion Fix on Negative Thinking by Influencers

Since ancient times, there have been many people like Marie Antoinette who have a lot of clothes, spend a long time deciding what to wear, and enjoy fashion. Clothing can also give various impressions such as masculinity or femininity, which means that there are gender stereotypes. These days, the number of schools which students can choose to wear skirt or pants, whichever uniform they like, is increasing greatly. According to Nihon Keizai newspaper (2020, 12, 7), the number is 639 in November, 2020. This is because some people have been bothered by the fact that their mental and physical sexes are different, and have been hurt by other's prejudice that they are different from those around them. Since women were not allowed to wear pants as a symbol of female domination in the male-dominated societies of Europe, there are gender stereotypes about clothes, so today more influencers should change the misconception of gender clothes by wearing whatever they want as a symbol of their individuality.

In order to prove influencers can change gender clothing misconceptions by expressing their personality, on Instagram. Influencers are defined as students at Funairi High School who have 400 or more followers on their own Instagram account. 11 of them posted photos wearing sustainable fashion on an account, mainly to community of second-year students of the school at the time. The number of likes for the number of times people viewed the photos were used an indicator of the trends. In addition, to see the impact of the postings, questionnaires were distributed to all the second-year students of the school before and after the postings, and asked the number of people who answered "Yes" to the question "Are you interested in sustainable fashion?" was used as an indicator of the impact on people. At that time, it was presupposed that people who did not watch the posts would were impacted by rumors of people who did watch them. For example, some people who did not watch the posts appreciated about them by questionnaires.

Twelve submissions were made between December 20, 2020 and December 24, 2020, and the results were released at 1:50 p.m. on January 9, 2021. The collected data was analyzed by

calculating the ratio of the number of likes to the number of times people viewed the post and the

ratio of the number of people interested in sustainable fashion for each post. The graphs are created

for each.

Graph 1: shows the trend indicator

The percentage of people who were interested in used clothing
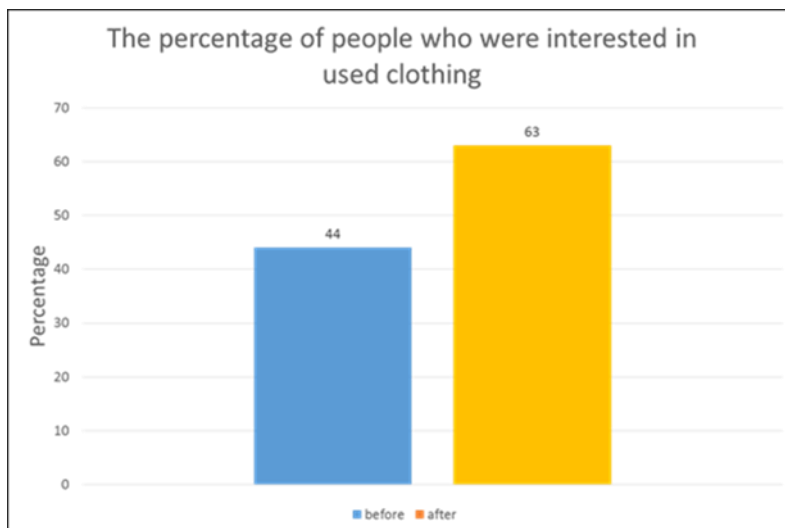
The ratio of the number of likes to the number of times people viewed the post. The number

is gradually increasing from the first time: 14%, 11%, 13%, 18%, 14%, 16%, 17%, 19%, 16%, 19%,

and 20%.Graph 2: shows the indicators of influence

The number of likes on Instagram
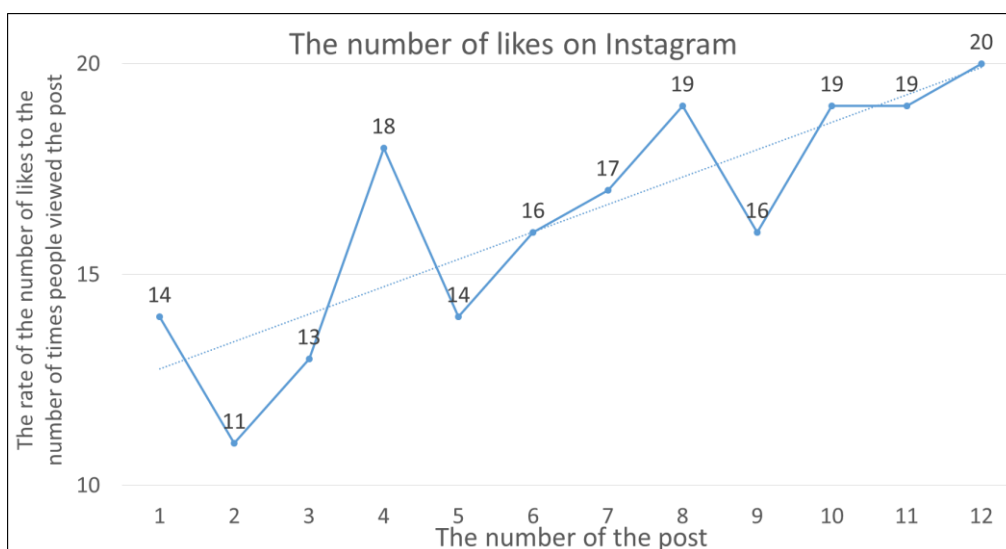
The percentage of people interested in sustainable fashion increased from 123 out of 282, or

about 43.617%, before posting to 147 out of 232, or about 63.362%, after posting, an increase of

about 19.745%.

Analysis:

The results of this experiment show that influencers were able to start a trend for vintage clothing through Instagram among the community of second-year students at Funairi High School. It make clear that in today's world, when influencers use Instagram to send out trends, people's consciousness slowly changes and they become interested in the trend. Applying this to gender stereotypes in clothing, influencers freely transmit their own gender identities on Instagram and people will gradually become were familiar with non-gendered trends.

Conducting the experiment in a small community and being able to hear the opinions of the people involved through questionnaires, and knowing firsthand the actual responses, improved the correctness of the analysis. However, there is a possibility that people who do not regularly look at SNS may be less affected. Especially people in Generation Z* consider that people in their 50s are also less dependent on the Internet (Ministry of Internal Affairs and Communications) are less directly affected. Nevertheless they need improvement the most. Applying this to gender stereotypes in clothing, we can speculate that as influencers freely disseminate their gender identities on Instagram, they will gradually fit in with the population. For example, Harry Styles who is an English singer has already become an icon of genderless fashion by posting photos of himself wearing flared pants and pearl necklaces on Instagram. (VOUGE, 2020) In this way, more people can be expected to have a greater impact as influencers.

*the generation born after the mid-1990s (SMBC Nikko Securities)

Currently, there are gender stereotypes about clothes, which should be improved because some people feel uncomfortable. The results of the experiment showed that influencers can gradually change people's attitudes and it can be applied to their attitudes about clothes. Sexual discrimination in clothing not only prevents people from enjoying fashion, but also hurts some people's feelings, but they simply want to be free to dress how they want. Therefore I think many people should be aware

of the fact that there has always been, in a near unconscious way, sexual discrimination clothing and the fascinating point that clothing options are expanding and everyone is equally free to enjoy fashion.

Word count (847 words)

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