The whole paper should be based on the following question: How does culture influence gender roles in society? SCS 100 Project 3 Paper Exemplar My social scientific question is, how do cognitive biases influence our behaviors to adhere to gender stereotypes? Cognitive biases impact our perception of others. I have learned throughout this course that our perception influences the assumptions we make about others, which in turn influences our behavior. My question is important because it begins to question why we do what we do. It is important to me as a member of society because I engage in behaviors that adhere to gender stereotypes and I want to understand the motivation behind these behaviors. I would use this information to make an informed decision about continuing to adhere to these stereotypes. Major developments within the social sciences have changed the way we study individuals. According to the History of Psychology Timeline in Module Three, cognitive psychology, which was created in 1956, is focused on cognitive states and studying concepts such as cognitive biases. It was the development of this subfield that led to key understandings of how our brain processes and perceives. In turn, this led to understanding of how unconscious biases influence our behavior. There have been major developments within the field of social science that have impacted the way groups of people have been studied. Gender inequality within the United States is important, but it is also important to look outside of the United States. In Module Three, we learned that globalization has led to more research being done in other countries and that new technology has led to rapid dissemination of news stories from all over the globe. These advancements have allowed us to read about stories like that of Malala, who was shot because she was a girl who wanted to go to school. These major developments have made it possible for us to see the importance of gender equality research. In the Sociology and Anthropology Timeline in Module Three, we learned that towards the middle of the twentieth century, myths of racial difference were debunked by sociologists and anthropologists in North America. These research findings are major developments that were the foundation for policy change that called for greater equality. The timeline also highlights the current notion that research can be a form of social activism. Social scientific research has changed in the face of globalization and new technology. The Module Three overview describes how neuroimaging techniques have led to advancements in identifying structures of the brain associated with perception, love, altruism, and aggression. Therefore, new neuroimaging technology is a major development within the social sciences that has led to us understanding concepts like prejudice and identifying cognitive biases. An overall general trend toward equality is highlighted in the American Psychological Association’s Guidelines for the Undergraduate Psychology Major Goal 3: Ethical and Social Responsibility in a Diverse World. A trend in social science toward greater equality allows for researchers to focus on important questions like understanding gender inequality. Finding the answer to this question would be beneficial to all members of society because it would create a better understanding of why we do what we do. Without conscious awareness of our own biases and the shortcuts our brain makes, we can jump to conclusions without objective evidence. Understanding why we engage in gender stereotypes might allow us to make changes to our behavior if we do not wish to perpetuate certain stereotypes. This information would be useful to individuals, families, couples, and even businesses. Gender differences continue to be present within leadership positions in businesses. Finding the answer to my question may be useful to understanding why businesses and corporations continue to adhere to gender stereotypes and why women continue to be left out of positions of power. The American Psychological Association’s Guidelines for the Undergraduate Psychology Major Goal 3, guideline 3.3b, describes the importance of recognizing potential for prejudice and discrimination in oneself and others, and 3.3e explains the importance of being able to articulate psychology’s role in developing, designing, and disseminating public policy. These guidelines highlight the importance of studying human behavior. First, studying human behavior leads to recognition of one’s own and others’ prejudices, for example, continuing to behave in ways that perpetuate current stereotypes. Second, studying human behavior can also lead to changing and developing public policy, which means that the information learned about prejudice can be disseminated to inform public policy change and hopefully contribute to the betterment of society.