Transition of Gender Roles across Three Generations due to Globalization in Pakistan

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ABSTRACT

This study focused on how gender roles change from traditional to modern society with the impact of globalization by exploring the role of culture, technology, and environment. Globalization is the integration process that may affect human well-being, environment, economic development, and societal prosperity worldwide. A qualitative method was used to conduct in-depth interviews with 12 participants comprising of generation X (1965-1979), generation Y (1980-1994), and generation Z (1995-2004). Participants were sampled purposively. Through thematic analysis 10 major themes were discovered; (i) Perceived traditional gender roles, (ii) Transitional gender roles, (iii) Practicing traditional gender roles, (iv) Socio-cultural and family pressure, (v) Adopting new behavioral characteristics by females, (vi) Technology

paved new ways and convenience, (vii) Negative aspects of Technology, (viii) Sensitized gender concept, (ix) Exposure to a hazardous environment, and (x) Social deconstruction of gender roles. The following information was found with regard to different generations and genders: (i) The element of acceptance and change is more evident in generation Z than in generation X; (ii) The male respondents are more persistent in traditional gender roles; (iii) The influence of technology on changing gender roles is more evident among the female participants; and (iv) Generation X and Y have more stereotypical views on gender roles than generation Z. The implication of this study is that gender roles are changing significantly over time in Pakistan due to globalization and technological development.

Keywords: Globalization, Technology, Culture, Environment, Generation X, Generation Y and Generation Z

INTRODUCTION

The world has transformed into a global village. Globalization is impacting every nation of the world in difference ways, including the society's economy, culture, and technology. However, something less researched is how globalization has had an impact on gender roles. Different aspects of this global phenomenon have a diverse impact on society (Menhas & Afreen, 2015). Gender roles are assigned to human beings as part of their socialization process within the home. A person learns the customs, traditions, cultures and institutions throughout life through gender socialization. In Pakistan, the socialization of men and women is significantly different due to patriarchy and conservative traditions. Whereas men are socialized to be bread-earners and protectors,

women are socialized in domesticity and passivity and are brought up as passive members of society (Nazreen, 2005).

With the advent of the industrial revolution, there has been a shift in gender socialization patterns. Women's roles have now shifted from singularly domestic role to dual roles that include participation in the manufacturing sector and active workforce. Women are available in the labor market to supplement the household income, however men are not usually happy with women taking on roles as the primary breadwinner. Men in Pakistan still do not know how to run a house, though globalization has necessitated that men and women start contributing equally within the family. Young females are now supporting their parents financially. Globalization has shifted gender roles, as women are more concerned about their household sustenance alongside routine household affairs. Some authors have observed that globalization has some adverse impact on gender roles. According to these authors, female vulnerability has increased due to globalization. They are facing more consequences than males, and gender inequality has increased in married relationships. Female degrading is increasing rapidly (Nazreen, 2005).

Hofstede (1980) defined culture as "the collective programming of the mind which distinguishes the members of one group or society or category or nation from another". Our way of thinking, belief, behavior, and attitude are all driven by our minds. Culture is constructed by the values. Values are an important component of a culture. Sets of these core components play a significant role in the development of societies, which further developed into nations. Furthermore, power relation is evident in shaping the different local cultures. The influential cultures have a global impact

which usually alters local cultures. The world is becoming a global stage because nations are dissolving, and societies are ending because the global culture has become more popular (Ritzer, 2010). New identifiable groups or clusters are emerging as a global culture. Globalization made this recognizable group, people around the globe, become part of this new and initial class. According to this view of globalization, all individuals should live the same life. This concept is a threat to local cultural experiences. Relations among different geographical places, as distinct identities, are now becoming weaker. People visit different areas and experience different lifestyles as an opportunity. People are curious about what the other part of the world looks like (Held & McGrew, 2003).

The advancement of technology with globalization is still not appropriately measured. For better development of the economy, technology is the best tool to survive worldwide. Globalization promotes technology on a large scale. There are discrepancies in the way men and women benefit from technology. Women are poorer than men; they usually have no or fewer resources. They are so vulnerable to not being updated about the world due to their limited access or incapability to use technology. Women are not given a chance to attain command over technology or benefits from technology. Men have suffered less from technology's negative impact than their female counterparts. With the advent of modern technology, the quantity and quality of female's work has been affected. According to the latest research, technology has become one of the biggest reasons women lose their jobs, increasing their workload, and stress significantly. Lack of familiarity, awareness, and grip over technology handicaps them. According to 46 Gender analyses of technology, evolution is the need of time in

advancing women in science and technology. It is essential to modernize female knowledge in technology consistently. Developing countries provide cheap labor to boost their capital income and economy. These developing countries do not meet modern requirements, therefore there is a serious urge to meet these latest trends (Robertson and Ayazi, 2019).

A concept closely related with globalization is that of environment. Like globalization, the word environment also has a wide range of meanings; some link environment with trade and some with natural resources. The word environment is not just confined to international trade or natural resources. The environment can also be linked with the surrounding, which makes society. Pakistan is a male-dominated society where males have the prime authority to decide, and women are considered as another half of men. This other half consists of those who need equal rights and opportunities, which men relish. Women's work needs to be valued and their contribution to the economy needs to be recognized. Women hold almost 50% of the population of Pakistan. However, the Pakistani society is primarily male-dominated, which defines that men embrace the power in all important institutions of society and "women are deprived of having access to such designations" (Sultana, 2012).

One can see gender disparity and heterogeneity in terms of social status, economic development, rural-urban divide etc. Other factors for the plight of women include problems with the legal system, religious extremism and abuse of religion. In such a backdrop, the female plight and predicament have different interpretations for women from different strata. However, they do suffer, although may be in different ways.

Institutional and individual violence is not an unknown phenomenon for Pakistani women (United Nations, 2014).

Pakistan is a developing country where gender roles are considered important. It is expected from both males and females to fulfill these assigned roles properly. However, with the passage of time and the advent of globalization, change in these gender roles has been witnessed. Through a study conducted on new gender roles and their implications on families and societies, it has been revealed that many new gender roles are introduced, and women are taking roles that were only associated with men once. Women are becoming economically independent and supported as an earner in the family. Economic responsibilities in families are distributed among both males and females. However, this changing role is still not fully acceptable in many countries (Olah & Kotowska, 2018).

LITERATURE REVIEW

The trend of on-demand work is increasing in Pakistan. A study revealed that employment in non-routine intellectual work has increased up to 2.6 times faster in the last few years. Pakistan is ranked at the 4th position in the world, having the most on-demand workers. Over time, gender roles are shifted a lot. Women are becoming financially independent, and males and females share economic responsibilities. This shift in gender roles increases women's access to male-dominated fields (Olah & Kotowska, 2018). Societies have witnessed changes in expected gender roles, and many of the once unacceptable behavioral traits of both genders are now part of daily life. In Sweden, fathers take leaves to stay home to look after their children and help

with household tasks. Traditional roles have diminished and both males and females work outside and inside home (Evertsson et al., 2015).

In Muzaffargarh Pakistan, it was observed that modernization has had an impact on gender roles. Today women have the power of decision-making, and men provide services at home. Modernization in electronic media and technology emerged as the factors in the transformation of gender roles which also affect the socialization of children, household responsibilities, and decision-making (Hameed et al., 2015). According to the study of Robertson and Ayazi (2019) increase in the use of technology among females promotes gender equality. Women raise their voices to avail fundamental rights and peacefully start many new movements on social media platforms. However, women still need training and access to use technology in a time where almost every individual has access to, and uses, the latest technology according to his/her desire and need.

Modern technology is being accepted by almost every generation. Taylor (2018) scrutinized research to focus on the interest, impact and acceptance of new technological trends. According to the findings, generation Z was more prone towards technological change. At the same time, Gen X, known as baby boomers, adopt technology according to their interests.

Modernization theory

Changes in societies that happen over time are explained through the Modernization Theory. It depicts different phases from pre-modern, traditional, or conventional change to modern society. The roots of this modernization theory belong to the German sociologist Max Weber (1864 – 1920). This theory works on the methodology

of various factors adopted by traditional or pre-modern countries. The theory is based on two variables, i.e., one is social variables, and the second is society development (Rostow, 2018).

Theory of Generations

In 1952, Karl Mannheims suggested the "Theory of Generations", preferably known as "Problems of Generations", which focused on social change among generations. Mannheims theorized how preserved traditional values transform in five stages. (1) New traits introduced in the cultural process, (2) Previous characteristics of the cultural cycle vanished, (3) Participants of a specific generation take part in the cultural process for a specific period, (4) Cultural heritage is transmitted from generation to generation, (5) Generational transitions are continuous (Wang, 2021).

In the present study, the first group was generation X (1965-1979) that are ancestors with rooted cultural values, the second group was generation Y (1980-1994) who have just taken part in that cultural process with introduction of new traits and their adoption, and the third group was generation Z (1995-2004) who have more characteristics of transitional continuity. All the participants shared their views about how a society transforms from traditional to modern.

Research questions

1. What is the impact of culture on changing gender roles?

2. What is the impact of technology on changing gender roles?

3. What is the impact of the environment on changing gender roles?

METHODS

Sampling

Purposive sampling technique was used to gather information from the participants

selected from Lahore, Pakistan. There were twelve participants (n=12), comprising

four participants from generation X (two males and two females), four participants

from generation Y (two males and two females), and four participants from generation

Z (two males and two females).

Instrument

In-depth interviews were conducted with participants of generations X, Y and Z. The

self-constructed questions asked in the interview mainly focused on the technological,

cultural and environmental aspects of globalization. All the ethical areas were taken

care of while designing and phrasing questions.

Analysis

In the present study, thematic analysis of in-depth interviews was carried out. The

themes were extracted to evaluate participants' responses. Interviewees were from

three different age groups. The first group was Generation X (1965-1979), the second

group was generation Y (1980-1994), and the third group was Generation Z (1995-

2004). All the participants shared their views about how a society transforms from

traditional to modern.

RESULTS

The study emphasized the impact of globalization on changing gender roles across the

three different generations, X, Y and Z. Interviews were conducted with the twelve

male and female participants, and a thematic analysis was done for the present study.

Demographic profile of the participants

Both genders (male and female) participated in the interview and shared their thoughts.

Most interviewees were graduates; one female participant had a PhD (Doctor of

Philosophy) degree. As per the marital statuses, there were three married males and

two married females in the study. There was also one male and one female in the study

who were separated or divorced. By profession, participants consisted of teachers, a

counselor, an engineer, a retailer, event managers, HR managers, a Lawyer, a

businessman, and a trainer-consultant (Table 1).

Table 1
Demographics of participants (N=12)

Variables	*f*	*%*
Gender		
Male	6	50.0
Female	6	50.0
Year of age		
Generation X (1965-1979)	4	33.3
Generation Y (1984-1994)	4	33.3
Generation Z (1995-2004)	4	33.3
Education		
Intermediate	3	25.0
Graduation	5	41.6
Masters	3	25.0
PhD	1	8.4
Marital status		
Married	5	41.6
Unmarried	6	50.0
Separated/ Divorce	1	8.4
Profession		
Psychologist	2	16.6
Businessmen	1	8.3
Retailer	1	8.3

Student	2	16.6
Engineer	1	8.3
Teacher	2	16.6
Lawyer	1	8.3
Housewife	2	16.6

Tables 2 and 3 present the themes drawn and the gender difference in perception of gen X, gen Y, and gen Z about the role of globalization, cultural influence and change, role of technology and negative impact, and environmental hazards.

Table 2
Generation of themes

Major Themes	Sub-themes
1. **Perceived traditional gender roles**	Bread-winner Protector Decision-Maker Responsible Supportive and helper Maintain balanced relation Household work Child rearing Domestic responsibility Caring
2. **Transitional gender roles**	Influence of globalization Behavioral change Fluctuating duties
3. **Practicing traditional gender role**	Gender discrimination Restrain women's liberation Cultural norms Dual responsibilities
4. **Socio-cultural and family pressure**	Male dominancy and brainwashing Male stereotypical mentality Physical appearance Fear of failure The prime authority of decision-making is in the hands of males Responsibility of earning Projection of social norms
5. **Adopting new behavioral characteristics by females**	Effects of evolving indigenous culture Become egoistic and confident Professional Change in priorities Self-created competition with males Empowered to compete with their male counterparts Independent Decision-making power The shift from home-based skills to professional skills

6.	Technology paved new ways and convenience	Benefits of technology Opportunities The relegation of gender discrimination Better technical aptitudes Technological advancement associated with balanced work-home life Tech savvy Time-saving Home-based businesses Ended the concept of gender inequality Entertainment
7.	Negative aspects of Technological	Digital scams and fraud Affecting behavior Misuse/excessive use of mobiles and social media
8.	Sensitized gender concept	Awareness of rights Positive thinking Innovation in earning means Providing new ideas Balance gender roles
9.	Exposure to a hazardous environment	Male dominancy Filthy environment Stress (related to traffic) Skin problems High blood pressure Physical and social environment Environmental transition
10.	Social deconstruction of gender roles	Security of rights Allowing women to work outside Positive growth Male support in child nurturing

Table 3 presents the themes identified with respect to each sampled generation, male and female.

Perceived and stereotypical men's role

The first theme was ***perceived traditional gender roles,*** as shown in table 2. One of the participants believes that those women who are nowadays focusing on their careers are all because of male support. In Pakistani society, a female always needs the support of a man; if he does not allow a woman to work, she cannot do anything. Similarly, another interviewee expressed his views that a responsible man always creates balance among his duties and takes care of his family's needs. A respondent said, "*the man who maintains balance and looks after every need of their mother, wife and sister as they all do for him is a complete man."*

It was observed from the interview that changing traditional gender roles are not readily acceptable among generation X (1965-1979) and generation Y (1980-1994). However, the participant from generation Z (1995-2004) had almost the same thoughts regarding the male role in society. Whereas the difference was observed among the views of generation Z, both male and female participants believe that a male can be seen as a helper in their homes.

One of the female respondents from generation Y (1979-1994) said, "*Males are the backbone of society; without their control, our society can't survive*".

The role of man is not just to go outside and earn; he is the principal decision-maker of the family. According to the respondent, he is the prime authority to take significant decisions. Similarly, another interviewee also said that *"He is a decision maker, the main breadwinner and the patronage of his dependent family"*.

A participant from generation Y (1980-1994) said that males are the head of the family, which increases responsibility for any man in our society. If he fails to fulfill the needs of the family members, he (man) is useless. There is always pressure on a man to take the responsibilities of his family. A respondent said that "*the male is responsible for fulfilling the duty of his wife, kids, parents, and siblings; if he couldn't do it, he is failed*".

Every respondent believed that men's responsibility is to feed their family members. One interviewee from Generation Z (1995-2004) said, *"Males provide security to them in society"*. Another respondent said, "*Male is the person who provides security to women, respects her and earns for her as well*".

A slight difference was witnessed in the views of generation Z (1995-2004)—t*he expected role of men.* According to one of the female interviewees*, "men can also do stuff at home to help the family members".*

Transition in the practice of male duties

The second theme generated was ***Transitional gender roles*** (Table 2). Participants from generation X believe that our culture has changed with time. As new cultures invade our society, the personality of men is damaged. The element of self-respect is somehow getting faded. Our traditional culture is male-dominated. No matter how much interference is made by other world cultures, the male remains the final decision maker. But now, few males are observed as helpers in their homes. The male participant from generation X (1965-1979) said, *"Change in globalization, gender role may also be changed, few males don't take it on ego, their behaviors changed, and just a few participate in household chores".*

A female participant from generation X (1965-1979) thinks that whatever changes are made in the Pakistani culture, the main controlling body remains male as she said; *"Our indigenous culture is patriarchal and despite the globalization, the major role of the men remains that of the main decision-maker, breadwinner and protector of the family."*

Over time now, more females are seen in the role of men. Somehow it is considered a taboo in society. Today, a male provides independence and personal space by reducing restrictions over a female. Man is giving women the space for decision-making, which should be considered a positive change. A female

participant from generation X (1965-1979) said, "*Male is giving female freedom, right to speech and make a decision.*"

The third theme identified **is *practicing traditional gender roles*** (Table 2). It was elaborated during the interviews that generation Z participants saw that our society's culture promotes gender discrimination by hindering female emancipation. However, one of the male participants from generation X (1965-1979) shared his views that; "*Basically, our culture pivots on strong gender discrimination. It fully supports men and curtails women's liberation in most of our society's segments. While maintaining the cultural norms, we have reached such a brink of a wall where women replacing men is taken as taboo*".

Generations and societal pressure

According to the participants from generation Y, culture has guided a man towards right and wrong despite their (males) own sense of distinguishing. With the introduction of new cultural norms thinking of a male is changed, but still, society and our culture are driven by males. A male interviewee from generation Y (1980-1994) said, "*Culture tells men what's right and wrong even though they can differentiate it. Society has changed our generation so much that they do things to please them and accordingly. In short* ", *they have been brainwashed by the society*".

One of the female participants from generation Y (1980-1994) shared her views; "*Culture plays an important role of men in our society. We live in a dominating society, now a male's stereotypical mentality is getting changed, but they still have pressures*".

Generation Z participants believe that men are breadwinners in our culture; they earn to fulfill the basic needs of their families. With time, new norms are introduced in the culture, which creates pressure on male members of society. The men who don't earn are considered a failure. Today many females work outside their homes to feed the males in the family. One of the female participants says that now many males are becoming female-dependent. It is also evident that males also help with household chores. One of the male interviewees of generation Z (1994-2004) sees males as breadwinners. He says, *"The culture sees the men supply the necessities and luxuries. The ones who fail to comply with the norms are outcasts and not accepted by the culture and society"*. Female participants from generation Z (1994-2004) thought that new norms in the culture are endorsing more complications for males; according to her; *"Our culture has made men's life more difficult than before by establishing new norms that they have to look well dressed and good looking"*.

Today both males and females earn in many households, and people allow females to work, but our society shows less favorable behavior towards such males. One more female interviewee from generation Z (1994-2004) said that man is now becoming female-dependent, *"Nowadays it's been noticed that boys depend on girls like they are earning and support their system"*.

Males are not only seen as earning hands, but they (men) are becoming house helpers. As one of the male participants from generation Z (1994-2004) added, "In our society, men are expected to be responsible for *taking care of the family and*

supporting the family financially and morally. But men can also do stuff at home to help the family members".

Adoption and globalization

When the participants were asked about how technology affected the role of men and women in our society over the years, the fourth major theme as showed in (Table 2)**,** *Adopting new behavioral characteristics* emerged following initial codes and sub-themes**.** Participants from generation X (1964-1979) said," Changing culture has both negative and positive affect on women to compete with the modern society they are trying to *advance. "Somehow the behavior of females is affected as they become egoistic. One positive change is that women have become confident to speak up for themselves".*

Now the culture of our society is mixed with other cultures of the world. Due to this, traditional roles are transforming into more outward roles, which also affects the appearance of females. A female interviewee from generation X (1964-1979) shared her thoughts regarding the question, *"With the advent of globalization, our indigenous culture has evolved as a global culture where the traditional gender roles have compounded, leading to more outward roles and outlook of women, especially among the more educated ones."*

Still, society focuses on traditional roles that have been going on in the past. The emphasis on traditional roles rejects the idea of gender equality, which makes women more submissive and dependent on males. If the female wants to achieve any milestone, she always needs male support or help. As one of the female participants from generation X (1964-1979) said, *"Generally our society refers past precedencies,*

and this causes denies/ shuts up the idea of gender equality. Most of the women surrender and quit their struggle to fulfill their dreams. Only a few achieve their goals, but their success relies on available male support".

Further, participants of generation Y (19964-1979) elaborated that females are always guided to take care of their home and family. Similarly, the society, the job market is also led by a male. But change has been observed over the past few years; females are becoming empowered and self-conscious due to today's culture. Another male participant from generation Y said, " *From a cultural point of view, women are mostly restricted to looking after household affairs. Moreover, the job market is not women dominant, although they have entered a professional field".*

Transition in female obligations

Changed views towards the traditional role of women were found as Participants from generation Y (1980-1994) shared their views that now women are more independent. Old views also changed that females are delicate and dependent. But in the same way, they (females) are ignoring their priorities. In the race to become empowered and independent, they are not giving any importance to their families. A female interviewee said, "*Women have become more independent, especially in the last few years or so, which is good and amazing, but at the same time, they are forgetting their priorities to stay shoulder to shoulder with men but rather forget their priorities such as family etc".*

However, the male interviewee from generation Y (1980-1994) added, *"It's a presumption that women are delicate creatures and cannot work with males side by side, which is wrong."* One respondent talks about the change in culture with time.

She thinks that females now have male support, which makes them independent. She says, *"Our culture is now empowering women and helping them get independent over the past few years"*.

However, participants of generation Z (1995-2004) think that women are now more open-minded. Traditional roles are also being shifted due to cultural change. Now they are allowed to take decisions for her. But culture also limited the job options for women. Taking care of household duties is still considered the first preference for every female in our culture.

The female participant from generation Z said, *"Women are becoming more liberal and have the right to decide for themselves"*.

From generation Z (1995-2004) the male interviewee talked about how perceptions have been shifted. He said that now, females are not only seen as housewives; they are allowed to focus on their career too. But still job market is limited for females, and e-tech jobs are still considered unsuitable for women. *"In our culture, women are considered as just required for taking care of a home, which is wrong as women should be allowed to do jobs of their choice. Culture restricts women to a few jobs like knitting, cooking and, to a smaller extent, teaching."*

Another participant from generation Z (1995-2004) said, *"Our culture has emphasized that women are responsible for taking care of the household"*.

Gender Equality and technological awareness

The fifth theme that emerged was, ***Technology paved new ways and convenience*** (Table 2). The participants of generation X said that "technology is an essential aspect of the world these days. They firmly believed that many more opportunities

are increasing, and work has become more accessible at home and outside for males due to technology. However, there are negative impacts also, but it depends on the user and how the technology is consumed.

Whereas female participants of generation X (1964-1979) said that; *"Technology has benefits for men in playing their roles more efficiently at the workplace, yet I believe it's not the technology itself, but the way men or women use it determines positive or negative effect on proficiency and effectiveness of gender roles."*

It has also been observed through the words delivered by the interviewees belonging to generation X (1964-1979) that opportunities provided by technology are beneficial for every age or gender. The essential thing in this scenario is to know how to use and properly utilize technology.

The participants were asked how the environment affected the role of men and women in our society over the years. Females are getting benefited from the technology significantly. As participants of generation X believe that females take advantage of technology as they become able to promote their businesses. Working females get able to create work-life balance by using the latest gadgets. One of the female participants, Generation X (1965-1979), shared how technology benefited a female: "*For working women, technology adoption and acquisition has been a bliss. Homemakers have generally become more tech-savvy, and we are observing an increased number of women-owned home-based businesses these days. Yet, the house-making and parenting role of the women in our society has somehow been damaged by the misuse/excessive use of mobiles and social media."*

One of the male participants from generation X added how positively technology impacts a female life. Now females are not only a housewife. The role is shifted because technology makes women efficient enough to earn and look after their duties equally. He thought, " It has become *a prime success booster for women. Technology, especially IT-based technology, has tremendously ended gender inequality. Perhaps, it has shifted the dice in women's favor".* However, another male participant from generation Y (1980-1994) said that *"technology creates ease in household chores for the women, and they can give time to themselves"*

The participants of generation Z think that technology is impacting a woman's life much, as she has time-saving gadgets which make their (female) work easier and more efficient. A woman is now attaining entertainment through technology. A female interviewee said, *"Technology is a low consumption of time."*

In the past, women were primarily involved in house duties, so they had less time for themselves. But today, a woman has the latest appliances, which make her work easier; she has become efficient enough to do a task in a shorter time. One of the male participants believed that *"Technology has made their role easier by providing better equipment to be used at home that can reduce the activity time. Technology provided entertainment activities for women."*

The interviewees of generation Y believe that where technology is creating new ways, it is also keeping the user away from his loved ones. As the user becomes so busy exploring new opportunities, he ignores the person who cares about him. Technology is also helpful in maintaining a work-life balance. One of the female

participants said, "Technology creates so many opportunities" One respondent said, *"Beauty of technology lies in the relegation of gender discrimination concept. A technology tool is equally suitable for a man or a woman. The one with better technical aptitude produces better results irrespective of age, gender or any other irrelevant personality or cultural trait.*

However, another male participant from generation Y (1980-1994) maintained that *"Technology brings positive aspects in life. Work activities have been more accurate and shortened in time duration due to advancement in technologies. Now I can more easily manage my home and work".*

Technology affects differently to everyone. Participants from generation Z share their views. It depends on the user and how they utilize it. The role of men becomes more creative or changed. Somehow it is also making a man jobless, as the participant thinks that males are wasting their time misusing technology. As the males are the primary earner in their homes with the advantage of technology, new paths and ways become clear. The male participant from generation Z (1995-2004) said, "*Technology has led men to improvise in their roles. Both positive and negative impacts can be seen. Now men are more up-to-date than before and on the other hand negative usage of technology has also been increased"*

Another female participant from generation Z (1995-2004) thinks that males lose their jobs by spending more time on social media applications. *"Jobless as they are playing more video games and using social media apps."*

One of the male interviewees from generation Z (1995-2004) added that *"As men mainly provide a living for the family so that role is benefiting from technology as*

technology has made business processes faster and smoother, and many new opportunities are being availed in the form of E-commerce".

Participants of Generation Y added that technology is creating many new problems. The sixth theme formulated was the ***Negative aspect of technology*** (Table 2)***.*** People nowadays are so engaged in using the internet, especially social media, that they start ignoring their loved ones. People sit together, but their affection and love are diminished. He said that; it *"Keeps them busy and gives them more ideas to ignore the loved ones that truly matter, but they are too stupid to realize that."* According to another participant, where technology benefits its users simultaneously, many individuals use it for the wrong deeds. The use of technology is totally in the hands of the user. *"Many people use the internet for fraudulent purposes. Digital scams and frauds are prevalent now".*

It was observed from the interviews that where technology is making life easier, males can now earn money and help with tasks in their homes. Technology provides an optimistic vision to the male gender that the man starts accepting the female in a different role. At the same time, the harmful use of technology is creating many difficulties. Similarly, technology has both negative and positive aspects; it is up to the individual how he consumes it.

However, using technology has led to some other negative aspects too, as perceived by some people, in the way women's behaviors have changed. Excessive use of mobile phones has also affected parenting roles by shifting priorities. Mainly, the male participant from generation X believes that technology has more negative

effects than positive ones. A respondent said that*" some females took advantage by starting a business, and some got exploited by following western styles".*

The other male interviewee from generation Z thought that technology also introduces new trends and behavioral aspects that were considered taboo in the past. The concept of honor is mainly affiliated with a woman in Pakistani society; over time, many different characteristics become part of female life, making her shameless. He said, "Added aspects of behaviors and attitudes that were *previously unacceptable. Females do many things to follow the trends, like smoking and wearing fitted clothes."*

From the words of the interview participants, it was concluded that technology is a cluster of positive and negative impacts on society. Females benefit from the use of technology by earning money and fulfilling their household chores at the same time. They have time to entertain themselves because of the time saved from the house chores. Females gets empowered and aware of sharing their views about any discrimination in society. While some participants added a positive attitude towards technology, many participants consider technology is creating flaws in the expected role of a woman in society.

Awareness and gender sensitization of transitional gender roles

The next theme that emerged was, *sensitized gender concept.* The generation Y participant shares that technology has dramatically changed our thinking. Our thinking towards women has become positive. Traditional trends have changed. Now that a woman can earn independently, online mediums have made this possible. The trend of freelancing has increased among women, and another

positivity of technology is that women are doing household tasks in a limited time. The latest machinery helps a woman to pay attention to herself. A female participant from generation Y thought, *"Technology gives a bright insight towards women, and now trends are changing via social media."*

Another participant from generation Y (1980-1994) said that in the past, females were only seen as persons whose prime responsibility was to take care of the family members and nourish their children. He considers that technology helps a woman to earn also; providing necessities to the house members is not just for males. Now with the help and proper use of technology, a woman can also generate income. The respondent said, *"Technology does allow women to earn through freelancing activities and other online mediums as far as income is concerned".*

A female respondent of generation Z says that social media is a platform where a woman can share her thoughts and raise her voice regarding any issue or topic. She believes that time has changed; a woman knows the difference between right and wrong. Whenever female witnesses the violation of her rights, she speaks up via social media platforms. A respondent said, *"Women get a platform where they can speak for themselves and be heard" Women get more significant achievements and the concept of gender imbalance vanishes* slowly.

Socially constructed roles and environmental degradation

The next theme was ***the social deconstruction of gender roles.*** Generation X (1965-1979) believed that many elements affect our environment, whether TV or social media. These platforms are influencing freedom incorrectly, which is not good. Similarly, our surroundings are getting filthy whereas today more people are

educated. The participant of generation X said, *"due to media influence, people have become liberal and bold. Although people are educated, they are spreading dirt in the environment without considering their health"*.

Exposure to a hazardous environment

Exposure to a hazardous environment was the ninth major theme. Participants in generation X shared their thoughts on whether men are most affected by the polluted environment. The body and the brain are also distressed by such environment. Males do not look after their skin like females, damaging their (man) skin. One of the female interviewees from generation X thinks that changing the environment is also reshaping gender roles and behaviors separately in urban and rural areas. According to one of the female participants from generation X (1965-1979), *"The physical environment and social environment both have transformed the role of men in our society, but it varies drastically when it comes to men in rural areas or urban"*. In response to the topic under discussion, one of the female participants from generation X shares that changing environment introduces many new needs, changing a woman's thinking. Somehow the proclamation of new needs is good as it is aware of women's safety, space and mobility. On the other hand, unwanted competition is increased among women. As the female participant from generation X said, *"Environmental change has led to identification and proclamation of new social needs among women related to mobility, space, safety and achievement"*.

However, the participant of generation Y (1980-1994) says that a positive environment significantly impacts our lives. This positivity in our environment creates change. Participants of Generation Y thought*; that a* working woman could

bring prosperity to the household by sharing expenses. The woman who earns has positive impacts on her personality and behavior. *"Positive environment brings positive changes economically as well as in their household life. Positive changes do impact the personnel aspects of life".* Female participants of generation Y share their thoughts that the current environment is a pressure on women, affecting their behavior and making it difficult for women to survive in such an environment*.* As a woman, she is expected to manage work and family independently. One of the positive impacts of today's environment is that a woman knows what is good or wrong. She is aware enough to raise her point. Whereas female participant from generation Y says that a man controls the environment in which we live. Another female participant from Generation Y thinks that; *"Basically, it's a male dominating society, and men make the environment".*

The words of one of the male participants from generation Z (1995-2004) regarding the changing environment were; *"As men are the main ones who go out for work and other necessities, they face pollution much more than women. It has affected their physical and mental health by causing stress of traffic etc., and most importantly their skin since they don't take care of their skin like women".*

One of the participants from generation Z said a woman knows about their security and rights. She can now fight for her safety. Here are the words of the participant; *"Our environment has affected the role of women because there is much suffocation in it; now she has to work outside as it is the need of time. Similarly, she has to take care of their children. Much pressure is put on a female."*

Whereas a male participant from generation Z talks about the negative changes developed in the environment, that is, the increase of unnecessary competition in today's environment. Everyone wants to get ahead of each other. Pointless needs are raised, and everyone is in the race to get such things. However, another participant of generation Y thinks that every individual plays a part in creating an environment, not just a person's effort that positively impacts the environment. A male interviewee from generation Z (1995-2004) shares his views; *"It has affected their peace of mind. There is a lot of competition between females for their better appearance, and they have become brand conscious and overly occupied with workload".*

The social deconstruction of gender roles

The last major theme was **the** *social deconstruction of gender roles* (Table 2)**.** One female participant from generation Z talks about positive change introduced for a woman in the environment. Today women have become empowered enough to talk about their rights; they get the security of their rights. There was a time when women were seen in submissive roles, but the trend is changed now that she knows right and wrong. *"Security of rights. Females have awareness about what is good or wrong for them, and they can raise their voice for their rights; males help women in child nurturing".*

The participant's responses added that a woman should have the right to live in a secure environment so she can avail her basic needs without any fear. Participant of generation Y says if women get protection, they will better adjust to the outside environment. Today women are aware that they should live in a secure

environment to participate in the job market like their male counterparts. A

participant said, "*Positive and negative environmental aspects impact women's*

personnel and professional life. Every person plays their part in making a good or

bad environment, and if females get safety to grow positively".

The findings of the interviews highlighted that every respondent defines the

word environment differently. The impact of the environment on a female was

mainly measured in the sense of our surroundings in society. Participants thought

that female has been facing suffocation because she (female) is overburdened, but a

transition has been made in the traditional female roles. Now she has become aware

of differentiating between society's positive and negative aspects.

Table 3

Gender perception for cultural, technological, and environmental influences

	Generation X (1965-1979)		Generation Y (1984-1994)		Generation Z (1995-2004)	
	Male	Female	Male	Female	Male	Female
Perceived and stereotypic men's role	Protector Breadwinner Decision maker Supporter	Decision maker Bread winner Responsible	Control behavior Brain washed Male dominancy Reinforce gender roles	Reinforce traditional gender roles	Stereo-typical beliefs Fear of failure Patriarchal society	Establishing new norms Dependency on female earner
Transition in the practice male duties Generations and societal pressure	Affecting Behavior Becoming bold Personality change Dependent Reinforce traditional roles Su Struggler	Accepting outward roles Changing behaviors	Getting independent Forgetting priorities Less opportunities	Stereotypical beliefs	Reinforcing traditional gender roles Become decision maker	Reinforcing Norms Stereotypical belief Becoming liberal Empowering women
Adoption and globalizati Transition in female obligations	New opportunities Affecting behavior Relegation of gender discrimination Provide success	Easy means of earning Proficiency of gender roles	Creates opportunities Provide new ideas Ignore loved ones Facilitate Advancement in job	Create opportunities Awareness towa trends	Changing roles Creating opportunities Changing views	Changing roles Creating opportunities Wa sting time
Gender Equality and technological awareness	Affecting Behavior New opportunities Economic stability	Blessing Damaging gender roles Tech-savvy Home based business	Provide opportunities Keep them busy Ignore love ones Increase job mean	Bright insight Changing trend	Time saving Provide Entertainment Diminish traditional roles	Time saving Become empowered

	Success booster Relegation of gender discrimination Support	Damaging gender roles				
Awareness and gender sensitization of transition gender roles	Increase work load Impact of media Poor health	Transformed gender roles	Affect personality Affect professional life	Controlling behavior patriarchy	Health issues Skin problem Affecting mental peace	Traffic related stress
Socially constructed roles and environmental degradation	Affecting household chores	Ignoring Priorities Creating Opt bad habits	Dual burden	Suffocation stre	Affect peace of mind	Increase work load Awareness of rights

DISCUSSION

The current research tried to explore the impact of globalization on changing gender roles. Three generations were included who had their views regarding traditional and transitional gender roles and the impact of the environment and technology due to globalization. In Pakistan, the traditional roles of men and women are still persistent. However, new roles are also being accepted with time, like males helping with household chores and females taking steps to earn a livelihood. After analyzing data, 10 major themes emerged, followed by numerous codes and sub-themes; Perceived traditional gender roles, Transitional gender roles, practicing traditional gender roles, Socio-cultural and family pressure, Adopting new behavioral characteristics by females, Technology paved new ways and convenience, Negative aspects of Technology, Sensitized gender concept, Exposure to a hazardous environment, and Social deconstruction of gender roles. It was found that generation X (often called Baby Boomers) have more traditional values and views on gender roles. According to Goldscheider et al. (2015), there are two stages of gender roles. The first phase is defined as the double-burden model, which considers the number of females in the professional market.

Similarly, the second phase is called the dual-earner model, where males can be seen as performing household duties. The present study showed no significant differences between generation X and Gen Y (Millennials). However, Gen Z (1995-2004), the youngest generation among all participants, showed more acceptance of changing gender roles due to globalization. Most participants reject the idea that women should stick to their traditional roles. But still, many of the participants think that mothers should focus on their children rather than entering the labor force. The reason for taking data from different age groups was that every generation has unique values and attitudes. People of the same age group have the same behavioral traits. Research conducted in the Netherlands supported that Generation Z is more lenient towards change in gender roles which increases well-being compared to generation X. However, males of generation two are still rigid towards traditional gender roles and do not favor transformation in the roles (Vijver, 2007).

Findings revealed that Pakistani society gives men a prime position of control, and a woman is expected to be submissive. However, for women of Pakistan, it is still expected that they should prioritize their homes and children rather than their careers. Only in the hour of need is she allowed to step out from their houses to earn (Ali et al., 2011). However, many changes have occurred with time, and now men are supporting their women. In the past, male dominance suppressed women, but now women are getting empowered and liberal. Technology has also altered our way of living. New earning opportunities have emerged for both males and females. Household tasks have become less strenuous and time-consuming, and females have time to get entertained and groom themselves. Technology is prominent in every aspect of life. Both genders

get influenced differently because of access to technology. Still, women are struggling

for their rights in society, not benefiting justly as they have less access and knowledge

to practical resources of the latest technology. Policies should be made to empower

females equally (World Bank, 2011). Social media turned out as a platform that has

been providing women freedom of speech. The negative effect of technology was also

highlighted. Many participants said that excessive use of technology is taking apart a

person from their loved ones. There are many benefits of change in traditional gender

roles; at the same time, childcare responsibility gets neglected. Females are becoming

career oriented and give less attention to the household. At the same time, male

counterparts are taking over the role of child upbringing (Bergmann, 2005).

Every participant had given their meaning to the word environment. Some

engaged the environment with the patriarchy, and some with climate change. Now

society has supported women's empowerment, and they are more aware of their rights.

The findings showed that many new aspects had been introduced to the environment as

males are closer to hazardous pollutants and traffic-related stress. Interviewees added

that males do not care for their skin like females. The environment is one of the

significant factors of globalization that is still not fully discovered in Pakistan.

Educated people are more concerned about their surroundings and cleanliness. Many

researchers support the fact that there is a link between education and awareness

towards a clean environment (Anonyms, 2015).

Every citizen should take responsibility for their role in society. In developing

countries, most data are vague due to a lack of information. It is considered harder to

achieve the goal of a neat and clean environment. Similarly, the idea of a clean

environment is only possible when citizens ensure involvement regarding their responsibilities (World Bank, 2019).

Globalization is a complex phenomenon; the present study only covered this meaningful change's cultural and technological side. Minimal literature in Pakistan has focused on the change and influence of globalization. Globalization can be observed as a game changer for females. Today financial empowerment makes a woman run her own business and become knowledgeable enough to understand her rights. Women started working for their freedom which altered the existing gender roles.

This research highlighted the perception of people about the transition in gender roles and gender-sensitized insight and behaviors towards technology, environment, and culture concerning globalization. The present study highlighted why change happens in any culture and transmission of values from one generation to another is different. Technology is not just providing ways of earning but also making women aware of their rights. Females are using technology to promote gender equality. The latest technology can be seen as a helpful component in increasing awareness of women's fundamental rights. In this regard, social media platforms help raise suppressed women's voices. However, it also resulted in women needing more training and access to technology (Robertson and Ayazi, 2019).

Limitations

In Pakistan, less supporting literature on the environmental aspect of globalization was found relevant to the present study.

CONCLUSION

In Pakistani society, the traditional role of both genders is still persistent. However, over time new roles are also accepted, like male involvement in household chores and female encouragement to earn a livelihood. Findings revealed that Pakistani society gives men a prime position of control, and a woman is expected to be submissive. However, with time much change has occurred; now, men are supporting females. In the past, male dominance suppressed females, but now, women are getting empowered and liberal. Different factors are contributing to this change. Technology being one has also altered the way of living. New earning opportunities have emerged for both males and females. Household tasks have become limited, and females have time to entertain and groom. Social media turned out as a platform which provides women freedom of speech. The negative effect of technology was also highlighted by many participants that excessive use of technology is taking apart a person from their loved ones.

The participants had given their meaning to the word environment; some related environment with the patriarchy and some with climate change. The environment is supporting women's empowerment now. Females have gotten aware of their rights. When the word environment is linked with males, findings showed that males are closer to hazardous pollutants. This study has brought up many new factors that need to be explored for a better outcome. Especially environment is one of those factors of globalization still not fully uncovered in Pakistan. Globalization and its impact on society is evident; culture, technology, and environment are the core elements of any society. All these aspects of globalization are connected; modernization and culture are now mixed, and every culture has a specific aspect that influences society. That is why every culture takes the impact of globalization

differently. The consequences and impact vary from culture to culture. More research

is required to explore gender differences, the transitional impact of the environment,

and different aspects of globalization from socio-cultural perspectives in Pakistan.

Various socio-demographic factors that might bring social change should also be

addressed in detail in future.

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UAK supervised the project, RZ contributed to the writeup and collected the data. MZ
contributed to drafting the paper and formatting it. SN planned the study with UAK
and did the proofreading. All authors approved the submission of the final paper.

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