

Gender Roles: 1970-1989 Dating & Relationship Advice Literature Timeline

Introduction

My timeline and accompanying wordpress site present various dating advice literature from the early 1970s-1989. The popularity of the literature is unknown but what can be deduced is the significance of various social values and gender role characteristics deemed important during the year of each publication. From there, exploring the shifts in advice published to aid the development of heterosexual romantic relationships illustrates changes in relationship practices and gender role norms from the 1970s to the 1980s.

Method

I used Knight Lab Timeline JS to construct a digital timeline. Within it I highlight the advice literature I analyze at its year of publication to create a visual for the passage of time between the type of advice given along with an accompanying image of the book cover.

Additionally I created a wordpress website to include the full extent of my research for those wishing to dive deeper into the analysis.



[Timeline Link](#)

[Wordpress Site Link](#)

Organization

In reading the advice literatures, I discovered five key relationship topics that were highly discussed.

These are as follows:

1. Women's Looks Versus Personality
2. Who Initiates/ Leads Relationships
3. Who Pays/ Handles Money
4. Men's Versus Women's Needs
5. Respect and Consent

I identify quotes to highlight the literatures' advice and perspective on each topic, which in turn demonstrates a shift in practices when comparing early 1970s to mid and late 1980s advice.

Results

I found striking differences between relationship advice in the early 1970s to the mid and late 1980s. The advice trended toward more equitable relationship practices and increasingly flexible gender roles.

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