

## Effect of Culture and Parenting Styles on Ambivalent Sexism in Mexican Population

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**Abstract :** Family, and parents in particular, are the main agents of socialization of children since they transmit values, beliefs, and cultural norms based on their own guidelines, so that children acquire the knowledge on how to interact with others in terms of the interaction with their parents. One way to measure socialization parenting is through parenting styles. Parenting styles are the set of parental behaviors that have a direct effect on the development of specific behaviors of children. The ideal parenting style depends on the cultural characteristics where people develop. In Mexico, the hierarchical structure of the family is built on a model in which men are dominant over women and their power is legitimized. This research explores the effect of parenting styles and the culture of the ambivalent sexism in the Mexican population. 150 men and 150 women participated. The instrument of individualism-collectivism was used to measure culture; participants also answered the instrument of ambivalent sexism and the parenting styles questionnaire. Regression analyses were done using sexism as the dependent variable and individualism-collectivism and parenting styles as independent variables. In addition, an analysis of variance between parental styles and gender of the participants was performed. The results indicate that the permissive style and authoritarian style are predictors of ambivalent sexism and higher levels of collectivism predict higher levels of sexism in both men and women. It is also found that parents tend to use authoritarian parenting style with women and permissive style with males. These results confirm the findings of other studies that indicate that parenting is an important variable that influences the interaction of adults. On the other hand, the effect of collectivism on sexism may be related to the fact that gender Mexican rules are rigid and for people with higher levels of collectivism, the social rules are more important than individual interests. In conclusion, these results indicate that both culture and parenting styles contribute to the maintenance of the status quo and prejudice towards women. Therefore, it is necessary to create proposals that break with this cultural paradigm and to further develop democratic styles of parenting with the aim of reducing prejudice and the legitimization of gender roles.

**Keywords :** culture, gender, parenting style, sexism

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