

Blonde Women are Dumb

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Abstract

American society has shaped social media and to think all blonde women are dumb and all they do is spend money and party. Throughout history the dumb blonde stereotype has evolved and is still here today. As humans we draw conclusions and make snap judgments that make us think a certain way about a particular group whether or not they're true. We are consumed but what others think and that causes us to think a certain way. Dumb blonde stereotype is long lived through films like *Gentlemen Prefer Blondes* and *Peoples Magazine*. Through analyzing the media and real world today it is apparent that the stereotype still exists in modern day America. The experiment we conducted shows that there is in fact a correlation with blondes spending more money and brunettes spending more time on class work. These findings suggest that this stereotype will continue to linger in today's age.

Keywords: *society, snap judgements, stereotype*

Blonde Women are Dumb

Blonde women are dumb is a stereotype of the past but it continues to live on in modern day. Often blonde women are looked down upon as being unintelligent housewives that clean, take care of the kids, and prepare dinner for the man. Women who only care about their looks and would rather be spending money rather than studying for their upcoming final exam. Blonde women usually choose to invest less than others in education and other forms of human capital (Frank, 2007). Throughout history the dumb blonde stereotype has evolved much, it has been displayed in films, radio and now social media. Slowly diminishing, the dumb blonde stereotype is one that fires at both individuals and the group as a whole.

The dumb blonde stereotype has existed in the United States for decades. In the early 1900s young women were referred to as a “dumb dora” or someone who was not very intelligent. Soon this name would evolve into dumb blonde thanks to Anita Loos (Conger, 2014). The dumb dora role would be taken on by many beautiful blondes in new upcoming films. Many people looked at blonde women as beautiful, but unconcerned with education. For decades blonde women have been perceived as more attractive, which can create more opportunities that do not require education and training (Frank, 2007). This means that beautiful blonde women normally end up marrying well educated men and plain women would marry men with limited education. If it's that easy, all girls would be dying their hair blonde. Scores on hair color confirm that men and women alike tend to judge blondes as more incompetent and needier than dark haired girls (Conger, 2014). This shows that blonde women are looked upon as dumb and they only care for their appearance. Often worrying more about their golden locks and not so much how to do

calculus. Brunettes on the other hand are much more intelligent and not as spoiled, like the other girls with blonde hair. The original dumb blonde joke dates back to the 18-Century when Rosalie Duthe, a famous babe, was acted out in a play. She was famous for her beauty, famous and slow-witted. The play made many people talk and think amongst themselves, and the stereotype was born. Blonde hair women would now be looked at for their appearance rather than intelligence.

The dumb, blonde, women stereotype continues to live in modern day. One example in the media is the TV series *Three's Company*. Suzanne Somers, known as as Chrissy Snow plays the “dumb blonde” role throughout the show that aired from 1976-1984. Her personality was very exaggerated. Repeated misunderstandings, malapropism and girly behavior would convey she was the dumb one of the group. She is continuously making mistakes but reeling in men with her overpowering looks. Somehow all the men tend to get distracted by her beauty and ignore her arrogance. Another example is the film *Gentlemen Prefer Blondes* in 1953. Marilyn Monroe plays the part of Lorelei Lee, a beautiful blonde american showgirl. Lorelei has a passion for precious diamonds and believes finding herself a rich man is the only way she can succeed. She finds a man named Gus that will do anything to get her attention; including spoiling her with all his money from his father. Marilyn acts as the beautiful housewives, what men really want. This shows that her blonde-self was relying on on the intelligence of her husband and she was just there for the beauty and affection. A final example we found through the media on the dumb blonde stereotype was the movie *Legally Blonde*. Elle Woods, a fashionable queen is dating her super intelligent boyfriend. She believes throughout the

beginning of the movie that all there is to it is the looks. Only worried about her appearance, things take a turn for the worse and they're broken up. And forget about the part when she chases him back to law school to get him back. Overall Chrissy, Lorelei and Elle all play the stereotype as very feminine, very peppy, very dumb and very blonde. The media today is why the dumb blonde stereotype still exists. What was once a joke is now an opinion that many people believes is true because of their surroundings.

Now it was time to put the dumb, blonde women stereotype to the test. In order to conduct the experiment we gathered blondes and brunettes. We created a survey asking their age, their natural hair color, how often they spent money on themselves, the amount of time they spent going out and partying compared to staying home and studying academics. Going out, spending money was considered to be the "blonde way" and staying home, chilling, and studying for school was considered the "brunette way". Everyone loves to have a good time and spend money which led us to hypothesize that both blondes and brunettes would love to go out and spend money. Who doesn't love going out to the mall with your friends and buying the hottest new shoes. After gathering a group of individuals it was clear that blondes spent money a few times a week to almost everyday and brunettes spent money only once or twice a week. We also found that brunettes often stay home during their free time and chill rather unlike the blondes who are getting wasted during the weekdays. In many cases, the blonde variable of spending money leads to more fun, but that doesn't mean brunettes don't like to have fun. Most of the time women said they had more fun because they felt sexy and immodestly egotistic (Schlueter, 2015). Overall based on social trends and the research we have conducted through these surveys,

our stereotype that all blonde women are dumb is changing a little each decade. The birth of the stereotype starting in the 18-century as a joke has become a common belief. More rapidly blonde housewives are getting a better name for themselves. Research shows that blondes are in fact are more intelligent. A study out of the University of Ohio State shows that blondes had an average IQ of 103.2 compared to brunettes with an average IQ of 102.7 (Grabmeier, 2016). This shows that blondes aren't the dumb ones of the friend group. This long lived joke could a cover up to all the other groups of individuals who aren't discriminated against. Eventually people will get their heads of the gutter and start asking blondes for the answers. This also shows that blondes are pushing forward to fight the stereotype that will one day be gone forever.

Overall it is clear that the dumb, blonde women stereotype lives on in our modern day.. Most of the time it's to get attention and start conversation. Stereotypes are made by what we hear around us and make us think a certain way about a group or individual. We may not know if it's true or not but it gets us thinking and builds an image in our head. When we interact with the real world these images pop into our mind and cause us to act irrationally. Snap judgements make us think spontaneously and bring up the stereotype that all blonde women are dumb/ What started as a joke has evolved into a role in many famous movies, tv shows, and social media today. An opinion that continues to linger based on interactions we heard growing up in today's era. The dumb blonde stereotype is already being proven wrong through simple research and one day might just be a joke again.

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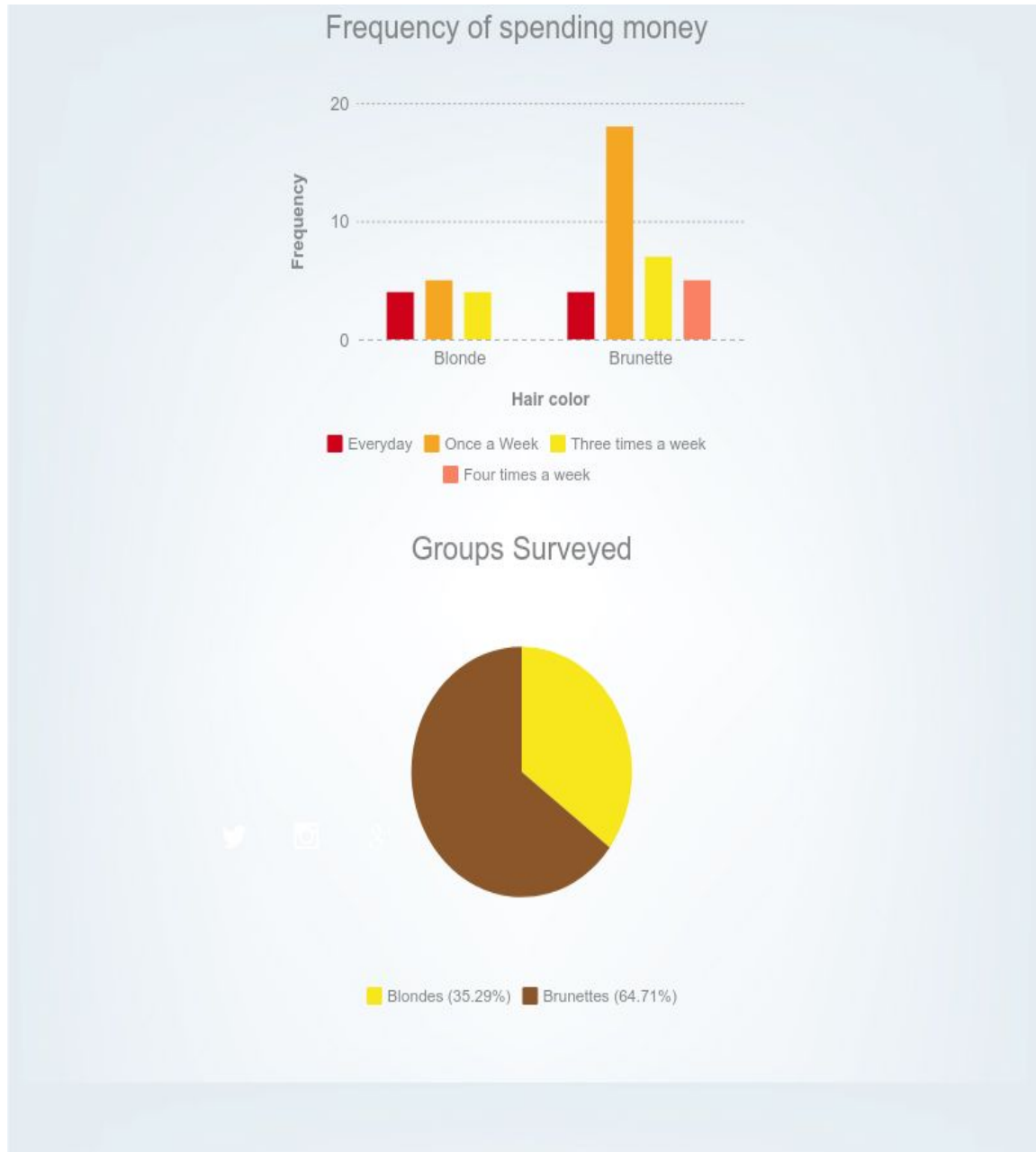


Figure 1: