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Importance of prejudice and stereotypes among different communities has led many scientists, including sociologists and psychologists make extensive research in this field. But mainly, social psychology is a science that has had a major role in the investigation. In the study, researchers are trying to study about prejudice and its Sociological analysis, and to answer the question that how is gender stereotypes among student of Isfahan University.

The survey was conducted using questionnaires and BSRI index. Process of construct validity, sampling validity and face validity was carried out and questionnaire was acceptable. Cronbach's alpha was also calculated and indicates the reliability of the questionnaire is good. The population for this study is 14,507 students of Isfahan University and using Cochran formula, the sample size was 322. The sampling in this survey is quota sampling.

The research findings show that gender stereotypes are moderate and low and stereotypical beliefs of men are more than women. In terms of girls, strong personality and full-bodied is part of the male character. They believe that men should not be ruthless and aggressive. It is good to have an incident investigation and risk and selfishness and individualism is not desirable for men. The male perspective, the girls should be understood. At the next level, Children love being warm and friendly and caring and compassion for a woman is important. Being obedient and head to the sensitive and thin-skinned is not good for a girl.