The Rise of Feminism
Second and third wave feminism have given girls higher aspirations in society as a whole. The expectation of girls marrying and staying home to raise children is a thing of the past. KEY STUDY: Sue Sharpe Just Like a Girl
HOWEVER, the gender pay gap still exists.

Female Role Models
With more women working than ever before, young girls are seeing their mothers as role models for their own careers. There is now an increasing expectation on girls to do well in school in order to compete in the job market. HOWEVER there are still further demands placed on women such as childcare and housework.

Gender Socialisation and Literacy
Girls, through their socialisation, develop better literacy skills than boys and this puts them at an early advantage in education. It can also be seen to be why girls are pushed into subjects with higher levels of literacy than boys. HOWEVER, this assumes fixed gender socialisation.

Changes to Law
Over the past 40 years there has been important legislation that has impacted on the position of women in society. From the Equal Pay and Sexual Discrimination Acts to the Equality and Diversity Act – each of these has encouraged women into employment and acted as motivation for girls to do well in school. HOWEVER there is still not equality in jobs.

Changes to the Job Market
Changes to employment patterns have meant that many of the traditionally male jobs such as manufacturing and manual labour have been replaced with service sector and customer facing jobs which favour women’s employment opportunities and career progression. HOWEVER, women are over-represented in lowest paid jobs.

For girl’s improvements in educational achievement