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The Evolution of Women's Opportunities in the Workplace: A Look at the Past to Interpret the Present

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Recommended Citation

Milich, Emily, "The Evolution of Women's Opportunities in the Workplace: A Look at the Past to Interpret the Present" (2021). *Senior Honors Projects*. Paper 901.

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EMILY MILICH (Marketing)

The Evolution of Women's Opportunities in the Workplace: A Look at the Past to Interpret the Present

Sponsor: Art Mead (Economics)

Women's roles in the workplace have seen drastic developments in the last century and they are still changing today. We see this in their participation in the labor force, and the nature of their work that have coincided with changes in the structure of the economy, public policies, and technological advancements. Today, we see the environment transform again with the introduction of new technological advances including social media. By analyzing the way these factors have affected women's roles regarding work in the past, we can better understand more about these differences today. The technological changes that brought about social media are changing the roles and opportunities for women in work, and one of the areas that we see this is with social media influencing.

The concept of the influencer is defined through this project in both a factual manner and a perceptual one. This project then goes into gender comparison and touches on the misconceptions associated with the high visibility of women in influencing. Not only will the current situation of influencing and the role of women be analyzed, but the future of it as well. For my project I created an Instagram account, utilizing one of social media influencers' biggest platforms, to share a story that encapsulates the past, present, and future. This platform is by far one of the most notable ones used by female influencers, therefore, it would be the best way to convey this story. By utilizing all the features that Instagram offers to users to paint a picture to an audience, the utilization of text, images, curated story highlights, and clips presented through Reels will help share the information collected and compiled throughout the course of this project in an informative and engaging manner.