

RELATIONSHIP BETWEEN MEDIA FRAMING OF SEXISM AND MARRIAGE STABILITY AMONG EDUCATED COUPLE IN ABEOKUTA METROPOLIS

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Abstract:

The issue of sexism in media has been a persistent concern, with numerous studies highlighting how media portrayals can reinforce gender stereotypes and biases. However, the specific impact of media framing of sexism on marriage stability, particularly among educated couples remains underexplored. Hence, this study examine relationship between media framing of sexism and marriage stability among educated couples in Abeokuta, metropolis. The general objective of the study was to ascertain likely significant relationship between the media framing of sexism and marriage stability among educated couples. The study employed survey research method while 400 educated couples with tertiary to post-graduate educational backgrounds within Abeokuta metropolis covering four local governments were selected as sample size through cluster sampling. A self-administered questionnaire was used to generate data. Inferential statistics was used to analyzed data gathered. Findings showed significant difference exist between sexist media content and traditional gender roles as the ($t\text{-cal.}=32.3$) which is greater than $t\text{-critical}$ ($t\text{-crit.}=1.96$) with mean difference of ($M=2.29$) of sexist media content and traditional gender roles ($M=1.77$). The result also revealed that significant moderation of the level of media literacy on media framing of sexism and marriage stability based ($t\text{-cal.}=32.03$) which is greater than ($t\text{-crit.}=1.90$) with mean difference ($M=2.29$) of media framing of sexism and marriage stability ($M=2.20$). The study concluded that media framing of sexism significantly contributes to reinforcing traditional gender roles, which can lead to conflicts and reduced stability in marriages which further validate the significant relationship that exist between exposure to sexist media content and the perceptions of traditional gender roles among educated couples. Based on the findings it was recommended that there should be continuous public awareness campaigns aimed at promoting gender equality and challenging traditional gender roles.

Keywords: Media, Framing, Sexism, Marriage, Stability, Educated, Couples.

Introduction

Gender disparities in intimate relationships continue despite shifts in gender ideology in liberal democratic cultures (Kan & Gershuny, 2010). According to Davis and Greenstein (2009) and Monahan et al., (2006), the idealized portrayal of a male provider and a female housewife has mostly lost its attractiveness and no longer accurately represents the experiences of many couples and families. It would seem sensible, that more varied gender and intimate relationship performances would follow from current discourses on equality and women's empowerment. However, empirical data indicates that couples are still enacting hierarchical relationships and traditional gender roles (Gerson, 2010; Knudson et al., 2009). There is a growing body of evidence to support the theory that sexism is the reason why gender inequality exists in all civilizations (Brandt, 2011; Ridgeway, 2011; Risman, 2012). Prejudice, stereotyping, or discrimination against individuals based solely on their gender is known as sexism (Bates, 2016). Sexism still mostly targets women (Brinkman & Rickard, 2009). Gender stereotypes are fixed or oversimplified beliefs about traits or predispositions of members of gender groups (e.g., men tend to be less emotional than women), whereas gender prejudice consists of negative attitudes towards women (e.g., women are inferior to, or less worthy than, men). Sexism has evolved in recent years to become more subtle and covert (Becker & Swim, 2012). More benevolent types of sexism, featuring positive but patronizing views e.g., women need men's protection; as moms of children, women need to be treasured (Glick & Fiske, 2011), have supplanted hostile or negative attitudes towards women in public discourse. Women's conformance with conventional gender role behaviors is encouraged by being sexist. It diminishes women's willingness to take on independent roles outside the home, work-related performance, and career aspirations (Barreto et al., 2010). It also portrays women as frail (Overall et al., 2011). Because benevolent ideas are more highly regarded and less likely to be identified as sexist, benevolent sexism is more persistent than hostile sexism and generates less social pressure for change (Glick & Fiske, 2011; Blodorn et al., 2012).

However, media plays a crucial role in shaping societal norms and perceptions, including those surrounding gender roles and marriage. The framing of sexism in media can significantly impact the stability of marriages, particularly among educated couples who might be more attuned to these narratives. Media framing refers to the way information is presented to audiences, influencing their perception and interpretation of that information (Keles-Muli, 2020). Therefore, framing sexism can either perpetuate gender stereotypes or challenge them. For instance, the portrayal of women in domestic roles reinforces traditional gender norms, whereas showcasing women in leadership positions can promote gender equality. Educated individuals are likely to consume a diverse array of media sources, including news, social media, and academic publications, making them more susceptible to varied framing effects. However, this exposure also means they are better equipped to critically analyze media content. This duality creates a complex interaction between media framing and their personal and marital beliefs about gender roles. According to Mwati (2014) media framing of sexism can shape the expectations that educated couples have of each other in a marriage. Traditional media portrayals that emphasize men as breadwinners and women as caretakers can lead to conflicts when both partners have careers and aspire for equal roles within the household (Khan, 2022). Studies have shown that discrepancies in gender role expectations can lead to marital dissatisfaction and instability (Kluwer, 2010). Like Amato & Rogers (1997) noted educated couples often value open communication and egalitarian relationships. Media narratives that depict sexist attitudes or unequal partnerships can influence their perceptions and behaviors. For example, if the media frequently portrays men as dominant decision-makers, this can affect how couples negotiate and resolve conflicts. Research suggests that couples who embrace egalitarian values and practice effective communication are more likely to experience marital stability (Sutherland, et al., 2017; Amato & Rogers, 1997). Social media platforms amplify media framing effects by allowing individuals to share and discuss sexist content. Educated couples who are active on social media may encounter more diverse opinions and become more aware of sexism in media. This awareness can lead to heightened sensitivity towards gender inequalities in their relationships, potentially causing tension but also encouraging proactive efforts to address these issues (Hertlein & Webster, 2008). The issue of sexism in media has been a persistent concern, with numerous studies highlighting how media portrayals can reinforce gender stereotypes and biases. However, the specific impact of media framing of sexism on marriage stability, particularly among educated couples remains underexplored. In Abeokuta Metropolis, where education levels are generally high among couples, understanding how media influences their perceptions and relationships is important. This study aims to fill the gap by examining the relationship between media framing of sexism and marriage stability among educated couples in Abeokuta Metropolis. It seeks to understand whether media portrayals of gender roles and sexism contribute to marital conflicts, dissatisfaction, or stability in this context. Furthermore, in all of the previous studies, they considered the need to establish a relationship that may exist between media framing and sexism among educated couples. For instance, Pessin (2018), Schwartz & Han (2014), Sutherland et al. (2017) and Ojukwu, et al (2016) considered marriage dynamics, reversal of the gender gap, new sexism therapy, education attainment on marital stability, respectively. Only Keles-Muli (2020) considered gender framing on women's career progress. Given the lacuna, the primary objective of this study is to investigate the relationship between media framing of sexism and marriage stability among educated couples in Abeokuta Metropolis. The hypotheses were tested with 0.5 level of significance. There is no significant relationship between exposure to sexist media content and the perceptions of traditional gender roles among educated couples in Abeokuta Metropolis. Increased exposure to sexist media content is not negatively associated with marital satisfaction among educated couples in Abeokuta Metropolis. The relationship between media framing of sexism and marriage stability is not moderated by the level of media literacy among educated couples.

Background Study

It is a complicated matter of how sexism and marital security are framed in the minds of educated spouses. Numerous researches demonstrate how media framing affects marital outcomes. For instance, Roberts and Klein (2003) discovered a correlation between media viewing habits and opinions regarding gender roles in marriage. Compared to couples exposed to traditional gender norms, educated couples who consumed media with egalitarian gender roles reported better levels of marital satisfaction. Scharrer (2013) looked at the impact of sexist humour in the media in another study and discovered that it can make people less sensitive to sexism, which could cause problems in relationships if one partner finds the humour offensive. A healthy marriage's foundation of mutual respect may be undermined by this desensitization. According to Pessin (2018), gender norms have an effect on the dynamics of marriage; women without college degrees are more likely to marry when egalitarian gender norms are more prevalent. Nonetheless, when gender equality was the rule, the relationship between gender norms and the formation of marriages grew favourable for women with college degrees. In Imo State, Nigeria, Ojukwu et al. (2016) investigated the effect of educational attainment on married individuals' marital stability. They discovered a positive correlation between married individuals' high and low levels of educational attainment and their marital stability, but no significant correlation between those with a medium level of educational attainment and their marital stability. The relationship between spouses' relative education and marital breakup has changed, according to Schwartz and Han (2014), with marriages between educational equals showing a greater degree of relative stability. Sutherland (2017) drew attention to the fact that gender inequality in relationships continues even when partners support egalitarian standards, raising the possibility that modern sexism is involved. A theoretical framework that connects the spread of gender-egalitarian norms to a reversal of the drop in reproduction and couple instability was put forth by Esping-Andersen (2015).

According to Bavel et al. (2018), the majority of the data suggests that aversion to relationships in which the woman has the upper hand and gender preferences are becoming less pronounced. Wives with greater education than their husbands now make up a larger percentage of marriages than husbands with greater education. Even so, in the past, these kinds of marriages were more unstable. The study states that current research suggests this is no longer the case. Furthermore, when wives have a better status than their husbands, there is less evidence of gender display in housekeeping, according to recent studies. Despite these changes, other research shows that the breadwinner-homemaker form of marriage is still very much in use. According to Tzeng (1992), couples who only have one full-time job and who do not adhere to the most conventional work arrangement—having heterogamous education—are more likely to experience marital instability. Nemoto (2008) examined the paradoxes and emotional ambivalence in women's decisions to put off marriage. Whether on purpose or by accident, the women under discussion have cut ties with (1) marriage in general, which they see as restricting their autonomy, (2) marriage to a sexist man, (3) marriage to a man who has rejected them, and (4) marriage to a man who earns less money or is less educated than they are. The degree to which spouses differ in terms of wealth and educational attainment does not have an impact on marital status (Tzeng & Mare, 1995). Stability, but the likelihood of disturbance increases with the amount of labour ladies do in comparison to their husbands. The likelihood of marital discord rises when wives' socioeconomic and labour force attributes improve during their marriages. All of this research points to a complicated interaction between gender norms, education, and the continuation of gender inequality that shapes how educated couples see sexism and marital stability.

In communication and media studies, framing theory is a key idea that emphasizes how the way information is presented can influence public opinion and attitudes. These frames affect people's perceptions of reality and direct how they react to situations and problems. How viewers understand and respond to the information offered is influenced by its choice and importance. Gender inequality may become more accepted in society when sexism is minimized or normalized. However, sexist actions can be critically framed in a way that challenges and modifies society norms. But according to Bandura's Social Learning Theory, people pick up social norms and behaviors by watching and copying others, especially through media (Bandura, 1977). Couples with education, who frequently consume media on a regular basis, have the ability to emulate the attitudes and behaviors portrayed in media. The way people interact and set expectations in marriage might be influenced by the media's constant reinforcement of sexist behaviors as normal or acceptable. The theories apply to the study in that they show how media outlets either emphasizes, highlight, or minimize concerns pertaining to gender roles, discrimination, and stereotypes. This is known as media framing of sexism. Progressive gender norms, for example, can increase understanding and encourage gender-sensitive behaviour. On the other hand, through exposure to and imitation by the educated couple, media that promotes sexist stereotypes can perpetuate discrimination and negative gender norms. In addition, the city of Abeokuta, like many other cities, has a sizable population of educated couples who are probably big media consumers. The way sexism is framed in the media may have a significant impact on how stable marriages are for more educated couples. When they are exposed to a variety of media outlets, including those that present diverse and international viewpoints on gender roles, they may be more likely to adopt equitable and well-balanced marital practices. But if Abeokuta's media mostly presents gender roles in a conventional manner, it could perpetuate outmoded notions and spark arguments if one couple aspires to more progressive standards. Furthermore, while negative media framing can exacerbate conflicts by reinforcing sexist attitudes, positive media framing can empower educated couples to use the media as a resource for learning effective communication and conflict resolution strategies, as well as address and resolve conflicts related to gender expectations. This makes it more difficult for couples to navigate disagreements constructively.

Methodology

To investigate the subject under investigation, this study used a survey research approach. The study's participants were educated couples living in Ogun State's Abeokuta city, Nigeria. As a result, the four local government units that make up Abeokuta metropolis are Abeokuta South and North, as well as certain sections in Odeda and Obafemi Owode. According to citypopulation.de/en/Nigeria, the estimated populations for these councils were 425,700, 338,100, 186,300, and 399,800, respectively. A sample size of 400 respondents—couples with at least tertiary education—was chosen by a cluster sampling process. The respondents' tertiary to post-graduate educational backgrounds served as the basis for the adoption's justification. The self-administered questionnaire used to gather primary data was created with the study's particular goals in mind. There were two components to the data gathering equipment. The demographic characteristics were covered in Part A. Portion B focused on the analytical variable and the respondents while SPSS (Version 21) was utilized for inferential statistics.

Results and Discussion

The number of respondents per local government is presented in Figure 1. In addition to this, the results of the relationship between sexist media content and traditional gender roles are presented in Table 1 while the significant association between sexist media content and marital satisfaction are presented in Table 2 and finally the media framing of sexism and marriage stability are presented in Table 3.

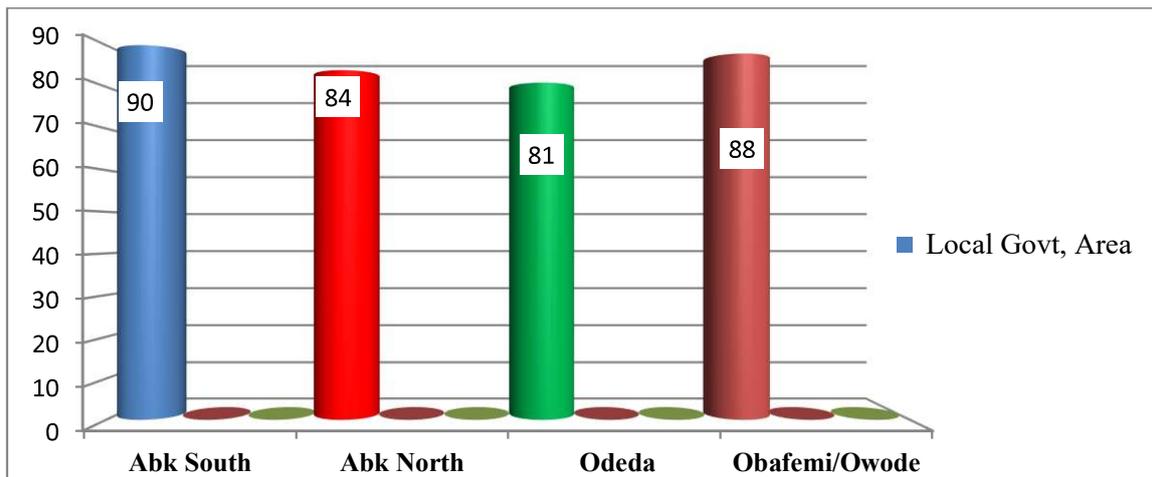


Figure 1: Respondents; Distribution per LGA

Source: Researchers' 2024 Computation from SPSS output

The above chart indicates numbers of the respondents per local government area that constitutes Abeokuta metropolis, in Ogun State, Nigeria.

H01: There is no significant relationship between exposure to sexist media content and the perceptions of traditional gender roles among educated couples in Abeokuta Metropolis

Table 1: Relationship between sexist media content and traditional gender roles (n=343)

Variable	N	M	SD	df	t-cal	t-crit	Decision
Sexist Media Content	343	2.29	1.035	342	32.03	1.96	Significant relationship
Traditional Gender Roles	343	1.77	0.850	342	27.58	1.18	

The result in the above table (Table 1) shows that significant difference exist between sexist media content and traditional gender roles as the t-calculated (t-cal.=32.3) which is greater than t-critical (t-crit.=1.96) with mean difference of (M=2.29) of sexist media content and traditional gender roles (M=1.77). This implied that there is significant relationship between exposure to sexist media content and the perceptions of traditional gender roles among educated couples in Abeokuta Metropolis.

H02: Increased exposure to sexist media content is not negatively associated with marital satisfaction among educated couples in Abeokuta Metropolis.

Table 2: Significant Association between sexist media content and marital satisfaction

Variable	N	M	SD	df	t-cal	t-crit	Decision
Sexist Media Content	343	2.22	.913	342	34.91	1.82	No Significant Association
Marital Satisfaction	343	1.97	1.041		26.11	1.58	

The result in the above table (Table 2) shows no significant association exist between sexist media content and marital satisfaction as the t-calculated (t-cal. =34.9) which is greater than sig (t-crit.=1.82) with mean difference of (M=2.22) of sexist media content and marital satisfaction (M=1.97). This implied that increased exposure to sexist media content is negatively associated with marital satisfaction among educated couples in Abeokuta Metropolis.

H03: The relationship between media framing of sexism and marriage stability is not moderated by the level of media literacy among educated couples.

Table 3: Media Framing of Sexism and Marriage Stability

Variable	N	M	SD	df	t-cal	t-crit	Decision
Media Framing of Sexism	343	2.29	1.035	342	32.03	1.90	Significant Moderation
Marriage Stability	343	2.20	1.180		26.617	1.82	

The Table 3 above shows result which indicated significant moderation of the level of media literacy on media framing of sexism and marriage stability as the t-calculated (t-cal. =32.03) which is greater than (t-crit.=1.90) with mean difference (M=2.29) of media framing of sexism and marriage stability (M=2.20). Based on the result it could be concluded that the relationship between media framing of sexism and marriage stability is significantly moderated by the level of media literacy among educated couples.

Findings revealed that there was a significant relationship between exposure to sexist media content and the perceptions of traditional gender roles among educated couples in Abeokuta Metropolis. The findings supported by the work of Roberts and Klein (2003) who found that media consumption patterns are correlated with attitudes towards gender roles in marriage. Likewise, Tzeng (1992) found that the risk of marital instability is highest among couples who have heterogamous education and who do not follow the most traditional working arrangement where only the husband is employed full-time in the labor market. The result also aligned with Tzeng & Mare (1995) who found that the degree to which husbands and wives differ on educational attainment and income does not affect marital stability, but the more that wives work relative to their husbands, the greater the chances of disruption. The implication of the findings was that exposure to sexist media content and the perception of traditional gender roles among educated couples in Abeokuta metropolis has a significant relationship. Furthermore, the result indicated that increased exposure to sexist media content was negatively associated with marital satisfaction among educated couples in Abeokuta Metropolis. This implied that the more the educated couples exposed to sexist media content, the more it would have negative effect on their marital satisfaction. The result was validated by Roberts and Klein (2003) that educated couples who consumed media with egalitarian portrayals of gender roles reported higher levels of marital satisfaction compared to those exposed to traditional portrayals. Additionally, Scharrer (2013) found that such content can desensitize individuals to sexism, potentially leading to conflicts in marriages where one partner perceives such humor as offensive. This desensitization can erode mutual respect, a cornerstone of stable marriages. The findings also agreed with Pessin (2018) who found that gender norms can impact marriage dynamics, with a higher prevalence of egalitarian gender norms predicting a decline in marriage formation for women without a college degree. This study has provided support for the premise that inequalities persist because of partners’ continued reliance on gender prejudice and stereotypes (Brandt 2011; Ridgeway 2011; Risman 2012). More importantly, it shows how sexism is reproduced through everyday social interaction, thus revealing the relationship between media framing of sexism and marriage stability which is significantly moderated by the level of media literacy among educated couples. Implication of these findings was that media literacy has something meaningful in the marriage stability of the educated couples by moderating it when it comes to media framing of sexism. The findings however supported by Ojukwu, et al. (2016) who found that a positive relationship between married persons’ low and high levels of educational attainment and marital stability while there was no significant relationship between those with medium level of educational attainment and their marital stability. Similarly, Sutherland (2017) highlighted the persistence of gender inequality in couples despite their endorsement of egalitarian norms, suggesting that contemporary forms of sexism may be at play.

Conclusion

The study concludes that media framing of sexism significantly contributes to reinforcing traditional gender roles, which can lead to conflicts and reduced stability in marriages which further validate the significant relationship that exist between exposure to sexist media content and the perceptions of traditional gender roles among educated couples. The study also concluded that increased exposure to sexist media content was negatively associated with marital satisfaction among educated couples while the relationship between media framing of sexism and marriage stability was significantly moderated by the level of media literacy among educated couples. However, critical awareness and a commitment to gender equality can help mitigate these negative effects. Based on the above findings and conclusions, it is recommended that an implementation of media literacy programmes aimed at helping individuals, especially couples, to critically analyze and challenge sexist media content should be done. There should be continuous public awareness campaigns aimed at promoting gender equality and challenging traditional gender roles as well as provision of counseling service and workshops for couples to discuss the impact of media framing on their relationship and develop strategies to counteract negative influences.



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