

# Changing households: social, psychological and economic consequences of wives outearning their husbands

Dr Joanna Syrda  
Lecturer in Business Economics  
School of Management, MBS Division

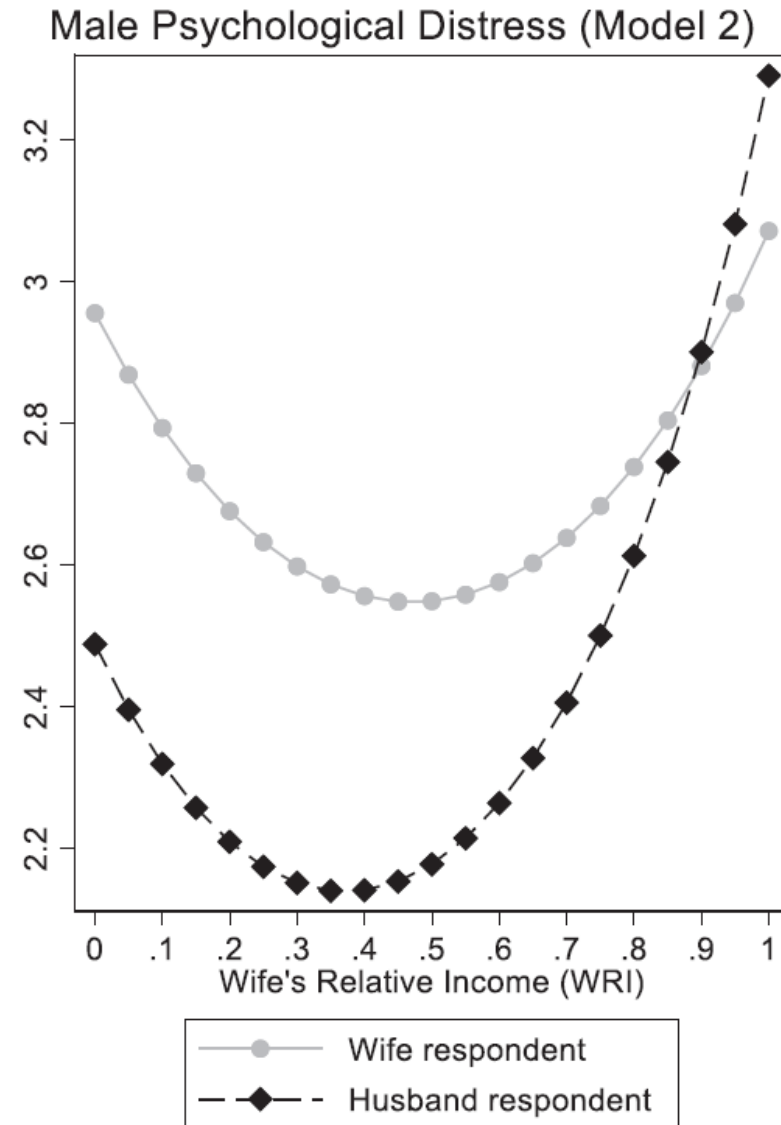
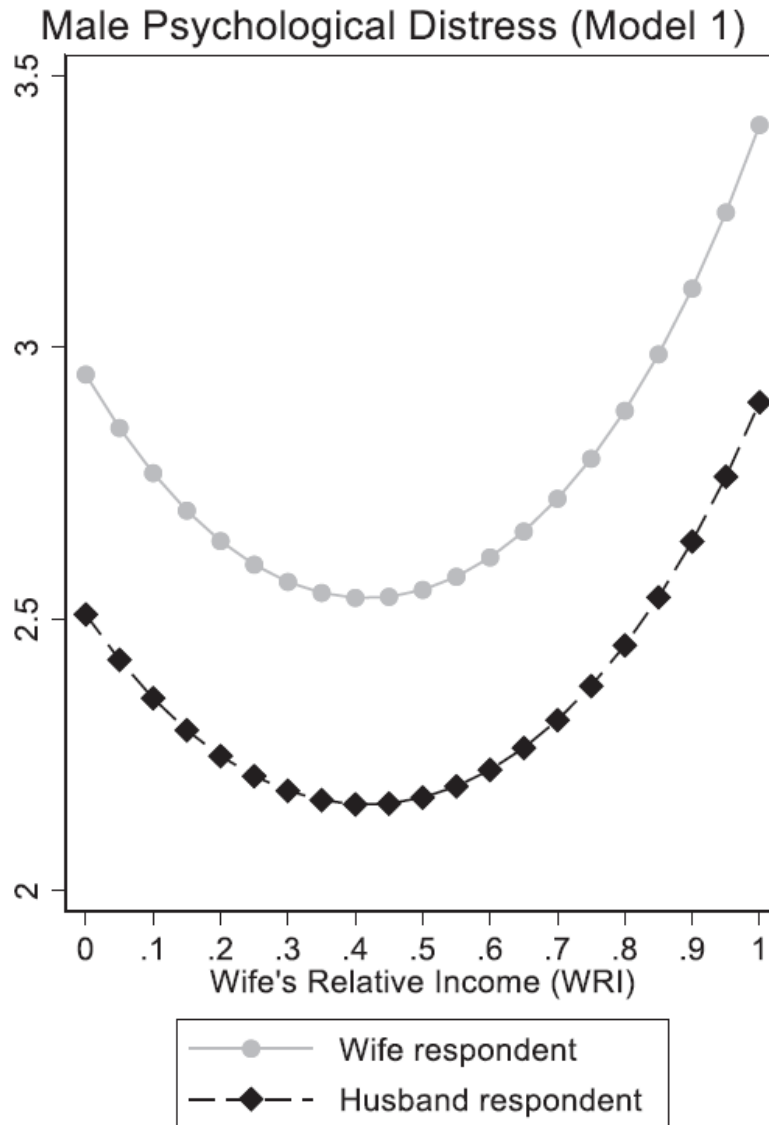
Institute for Digital Security and Behaviour  
Centre for Governance, Regulation, and Industrial Strategy  
Centre for Business, Organisations, and Society

X/Twitter: @joannasyrda



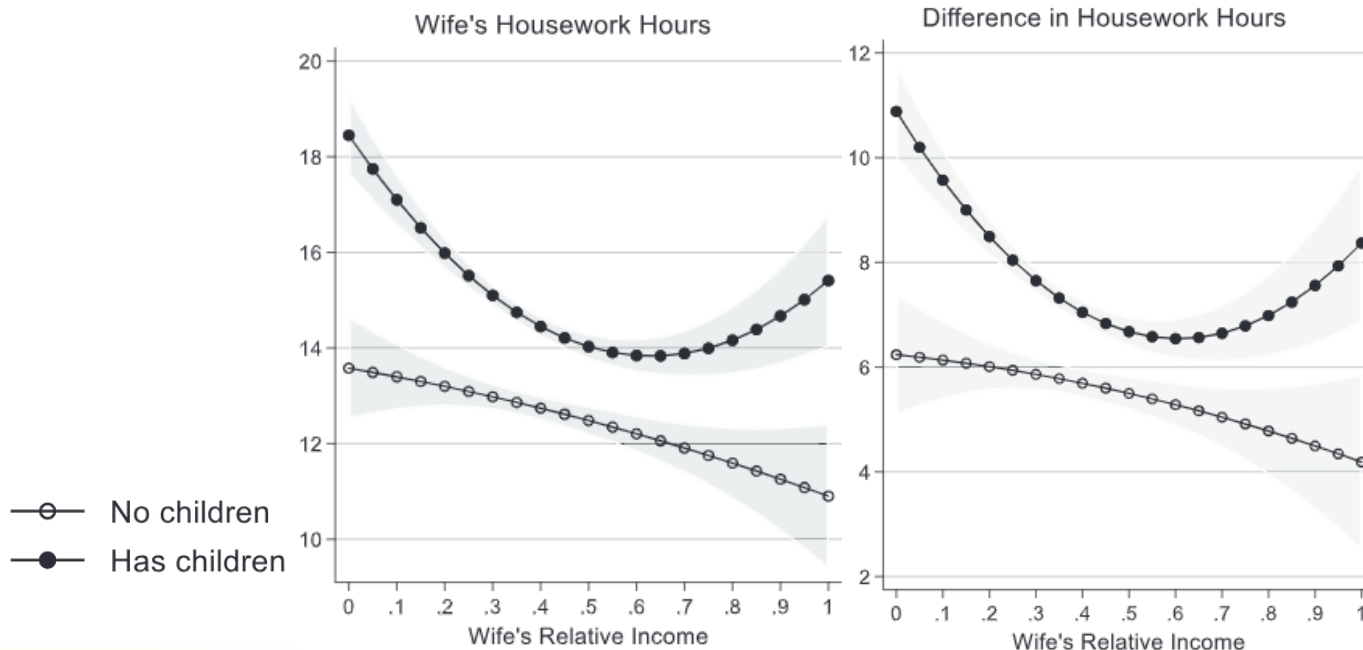
## Active Research Areas in Applied Economics:

- Economics of digital security & privacy, political economy of security
  - Co-I at EPSRC grant Cyber Statecraft in an Era of Systemic Competition <https://riscs.org.uk/research/epsrc-dstl-project-cyber-statecraft-in-an-era-of-systemic-competition/>
  - Co-I and WP co-lead at ESRC DiscribeHub+ <https://www.discribehub.org/>, part of wider Digital Security by Design (DSbD), Threats & Trade-offs board game: <https://ttradeoffs.org/>
  - Expert at World Economic Forum (WEF) Cybersecurity of Electricity Sector
- **Gender inclusiveness and policy implications: Advisory Board Member at HE CLIMABOROUGH Building Green and Climate Neutral City-Hubs**
- Impact of peer comparisons on behaviour and choices
- Search, social learning, herd behaviour and reputation concerns
- **Marriage market, spousal relative income and intrahousehold production and allocation decisions**

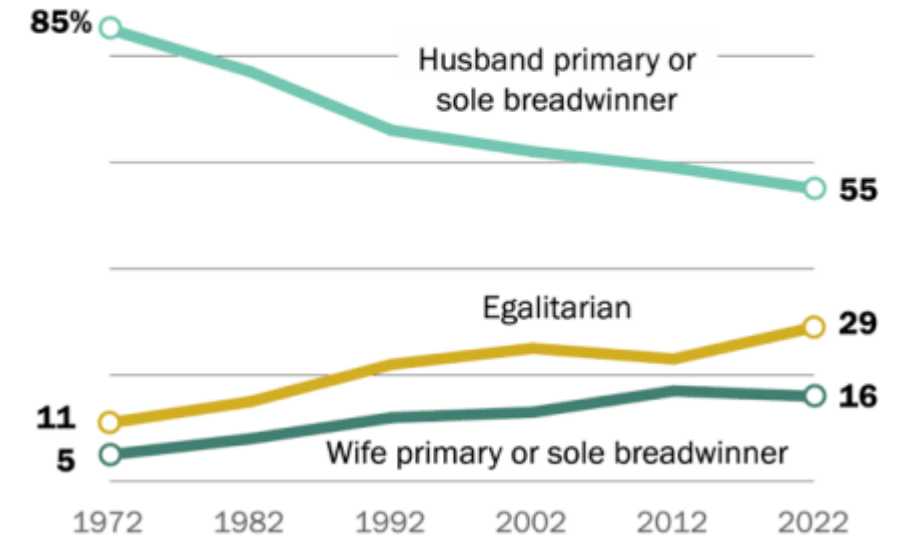


# What we know:

- Traditional gender identify norms introduce an aversion to a situation when a wife earns more than the husband
- Gender deviance neutralization in housework
- Parenthood strengthens traditional gender norms



% of opposite-sex marriages with each type of earnings arrangement



**Timely topics:** over 800 articles across 6 continents reaching a potential readership of over 1.6 billion globally. Highlights include The Times and Times of India, Forbes, Fortune, The Washington Post, MIT Technology Review, Fox News, Daily Mail, The Sun, Metro, Die Welt, Spiegel, Le Figaro, Huffington Post, New York Post, VICE, BBC Radio and four pieces in The Conversation.

## Research Agenda and Questions:

- Household Production and Intrahousehold Production and Allocation, changing specialization, exchange, bargaining power vs traditional gender norms
  - Labour market decisions: will husbands try new risky work projects?
  - Housework division: is gender deviance neutralization here to stay?
  - Charitable giving: do households give differently or to different causes?
  - Consumption: will we see different preferences manifest?
  - Intergenerational norm transfer: trajectory of change? gendered impact?
- Marriage market and Assortative Mating:
  - Reversal of the beauty-exchange hypothesis?
  - Changing habits and consumption in response to new incentives
  - Spousal relative income and spouses' BMI: marriage selection and marriage market incentives