Introduction to Sociology
Instructor: Slusser

Toy Store Project (50 pts.) Doing Sociology Assignment #2
Due: Thursday, September 29 at the beginning of class

This project will allow you to apply what you have learned about the socialization of girls and boys. For this project you will be required to visit a toy store and observe the differences and similarities in how the boys’ and girls’ toys are displayed and marketed. Please structure your paper in the following format.

All papers must be typed double spaced using 12 point, Times New Roman font. Laptops can be checked out at the student union and the library.

**Paragraph one: (9 pts.)**
After reading the chapter on gender what differences or similarities did you expect to find in girls’ and boys’ toys? What store did you study? What were your initial impressions of the toy store?

**Paragraph two: (6 pts.)**
Explain the visual arrangement of the toy store. What toys were grouped together?

**Paragraph three: (10 pts.)**
Explain the differences in the toys that are marketed to boys and those marketed to girls. How do you know that these toys are for different genders? What are the differences in the colors or presentation of the toys? What are the differences in the uses of the toys? Are there any toys that were marketed to both boys and girls (gender neutral)? What types of toys are these? What colors were used on the toys and their boxes?

**Paragraph four: (9 pts.)**
What implications might these gendered toys have for the socialization of boys and girls? What social roles are girls and boys learning through playing with these toys?

**Paragraph five: (10 pts.)**
Compare children’s toys to products marketed to adults. What products are specifically marketed to men and what products to women? Are these products for adults also different visually for men and women? Describe (in detail) an advertisement either in print or on television that is gendered (marketing to either men or women). What makes this advertisement gendered, in other words, what about the advertisement helps you to know that the product is being marketed to men or women? How do these products continue the gender socialization that begins in childhood with toys?

**Extra credit: (2 pt.)**
How do corporations such as Mary Kay and the Anheuser Busch Company benefit from using and reinforcing gender stereotypes?

**Grammar and organization: (6 pts.)**

*Assignment adapted from Jodi Ross, University of Akron*