**Title:** Toy Advertising and Gender Stereotypes

**Type of Activity:** Video/Small group discussion

**Time Required:** 10-15 mins.

**Learning Outcome Applied:** Describe how gender stereotypes are activated automatically and unintentionally. Practice how to respond to and reduce instances of gender bias.

**Overview:** This learning activity uses a comedic video that displays a young girl’s frustration with the gender stereotypes seen in toy advertising. It asks students in small groups to reflect on the toys they played with, asks what gender stereotypes those toys represent, and then asks students to share ideas on how they would market a new toy without relying on gender stereotypes to sell. All questions within this activity are suggestions so feel free to skip around or add any questions of your own that come up during your discussion.

**Step 1:** Open the video [Riley Rants](https://youtu.be/srnaXW9ZgZc?si=87bSaygunBGbAUKO)

**Step 2:** Before watching the video have the students talk in groups of 3-4 about what type of toys they played with as a child. Have them elect one person from each group to share out to the class.

**Step 3:** Ask each group to share what toys they played with growing up and jot down the examples on the board

**Step 4:** Once all examples are on the board ask the students the following questions to respond in class discussion

1. Looking at the list of toys on the board what stereotypes are shown with “girl toys”? What about “boy toys”?

**Step 5:** Ask students to again form groups of 3-4 and ask them as a group to reflect on the following scenario/question. Have each group elect one student to share out their group’s strategies with the class. Ask each group to share and note their ideas.

1. Ask the students to imagine that they are creating and marketing a new toy. How would they avoid stereotypes for girls and boys? How would you advertise the toy so it appeals to girls and boys?

**Step 6:** After the discussion- what gems emerged from the discussion? Write down any insights that the students brought.

**For Canvas (and other LMS) here is a video description to add for students:**

This video depicts the rant of a little girl who does not understand why toys are gendered. She talks about how girls like superheroes and boys can like princesses, but the princesses are always pink while the boy toys are other colors. She talks about how it is unfair and that she does not understand why this happens.