

## Toys R Us Scavenger Hunt

**Your Task:** You are an anthropologist who is researching the gendering process through the toys, games, and items that are targeted to Canadian youth. In pairs or small groups, explore the store in order to answer the following questions.

1. What toy displays do you see as you first enter the store?
  - a) Are these displays gendered or gender-neutral? How do you know?
  
2. Find the section of the store with toys targeted to girls. What colours, symbols, packaging and signs made this apparent? Give examples.
  - a) List examples of the kinds of toys you see marketed to girls in this section
    1. 5.
    2. 6.
    3. 7.
    4. 8.
  
2. Do some of these toys help prepare children for female gender roles in their adult lives? If so, how?
  
3. Find the section of the store with toys targeted to boys. What colours, symbols, packaging and signs made this apparent? Give examples.
  - a) List examples of the kinds of toys you see marketed to boys in this section

- 1. 5.
- 2. 6.
- 3. 7.
- 4. 8.

1. Do some of these toys help prepare children for male gender roles in their adult lives? If so, how?

4. Does the layout of the store reinforce oppositional gender categories? Explain why or why not.

5. Does one section contain more toys that require active participation (i.e. "hands on", direct physical involvement) vs. toys that require passive participation (i.e. use of imagination, less physical involvement) than the other? Explain.

6. Find the section of the store that displays board games. Are there games directly targeted to girls? To boys? Give examples (you may not find an equal amount in all categories).

Girls	Boys	Gender Neutral

1. When a game is targeted to a girl, how is it different from the gender-neutral games?
  
  
  
  
  
  
  
  
  
  
2. If you found less of one target category, why do you suspect that is?
  
  
  
  
  
  
  
  
  
  
7. Find the sporting goods section of the store. Record your observations about the following:
  - a) What does a "boy bike" look like?
  
  
  
  
  
  
  
  - b) What does a "girl bike" look like?
  
  
  
  
  
  
  
  
  
  
2. Does some sporting equipment target girls specifically? If so, how do you know? What does that suggest about the main target for sporting equipment?