

Mayfair Visit- What Messages are Stores Selling?

Name:

/12

Psychology 12 students will be participating in a real world observational experiment. We will be analyzing the messages promoted around gender and gender stereotypes.

For this assignment we will walk to Mayfair Mall then you will be observing a variety of stores and merchandise. Please keep in mind that you are representing Reynolds school so **be on your best behavior** 😊

This assignment does not require 2 blocks- **you are expected to attend your other afternoon class on Wednesday.**

Meeting Times and Place: **Meet at class 12:10pm and then we will leave from there.**

Searching for gender messages scavenger hunt:

1. Walk around Toy R Us- how is the store organized? What colours/ displays etc... do you notice?
2. Find the "girl" toys and describe what they look like. What types of activities do they promote? What characteristics would they appeal to?
3. Find the "boy" toys and describe what they look like. What types of activities do they promote? What characteristics would they appeal to?
4. Can you find any gender neutral toys? What do they look like? What types of activities do they promote? What characteristics would they appeal to?
5. Find a store that sells children's clothing.
6. Describe what the "boy" clothes look like. What types of behaviours or characteristics do they promote or imply?

7. Describe what the “girl” clothes look like. What types of behaviours or characteristics do they promote or imply?
8. Find a store that targets female customers. How do you know that women are the target customers? What advertising or marketing strategies are used?
9. Find a store that targets male customers. How do you know that men are the target customers? What advertising or marketing strategies are used? What is the difference between this store and the store above?
10. Find a store that sells both female and male clothing. What differences do you notice in terms of price/ materials etc...
11. Who do you notice commonly works at the stores that you visited? Think about age/ gender/ style etc...
12. Did you see any men in “female” stores or women in “male” stores? How did they act in these spaces? Did they appear comfortable?
13. How do sports stores promote their products for girls vs. boys?
14. Take a look at a variety of different stores. What overall messages are sent about what it means to be a man or a woman in our culture?
15. What are some positive aspects of the messages above?
16. Can you find any negative or limiting aspects of the messages? Explain.