

Toys, Tots, and Gender

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With the holidays nearly upon us, parents are thinking more seriously about Yuletide gifts for their children. From shopping malls to online retailers, marketing and product placements often fall along clearly defined lines: certain toys for boys and certain toys for girls. To tell us what this means for children and childhood development, we have Campbell Leaper with UC Santa Cruz, a developmental and social psychologist who investigates gender and sexism during childhood, adolescence, and adulthood.