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| **Girl/ Boy Toy Ad** | **Ad Number** | **Product being marketed** | **Stereotypes Tally** |
| **(What is the ad for?)** | Female | Male |
| Girl | 1 | Domestic kitchen toys |  2 -  |  1 |
| Girl | 2 | Dolls |  1 - |  0 |
| Girl | 3 | Dolls |  1 -  |  1 |
| Girl | 4 | Lego toys |  2 -  | 0 |
| Mean: 1.3 - 0.5 |
| Boy | 1 | Toy cars |  0 -  | 1 |
| Boy | 2 | Lego toys |  0 - 2  |  |
| Boy | 3 | Puzzle toys |  1 - | 2 |
| Boy | 4 | Movie based toys |  0 - 2  |  |
| Mean: 0.25 - 1.75 |

Examples of the Stereotypes

Female Male

1. Predominantly female actors and narrating voices 1.Predominantly male actors and male narrating voices.

2. Bright and colourful themes. 2. Dark colored themes.

3. Girls appear bashful and shy in commercials. 3. Men are proactive and demonstrate the toys.

4. Girls are not involved in the demonstration of 4.Boys are not involved in domestic toys and dolls.

toys such as cars and movie based toys.