

SPARK-It Guidelines

For this assignment, you are required to visit a retail store with a toy/children's section and call attention to gender stereotypes and sexism following the protocol set up by the SPARK-it campaign (see PDF for more details on the campaign). In addition to contributing to the campaign, you are required to write a short analysis and reflection paper. Detailed instructions regarding the format of your paper will be posted online.

NOTE: You will need a camera to complete this assignment (a cell phone camera is fine). I have one camera that can be signed-out to members of the class who do not have access to a camera. Please be advised that if you wait until the last minute, you may not have time to borrow the class camera.

Submitting your photograph...

- Make sure to cc me (jgusrang@ccp.edu) when you send your picture to sparkteam@sparksummit.com. If you'd like, you can submit your picture via Twitter @SparkSummit, just make sure to include me (@drgusrang).

After you SPARKed-It...

Write a short (no more than two page) reflection in which you do the following:

- Identify and briefly *describe* the item you selected for Spark-it. Be sure to discuss the ways in which the item contributes to *gender socialization* and your reasons for selecting that particular item.
- Discuss your Post-it Message: How did you decide on your message for the Post-It? What did you hope to convey through your message?
- Reflect: How did you feel while Sparking-It?
- Analyze and discuss: Do you think movements like Spark-It are effective in helping people to recognize gender socialization? Why or why not? What other things can be done to alter the way people think about gender?