Social Learning Theory
Extra Credit Project

Directions: Social Learning Theory believes that children engage in gender-typing as they grow up when learning the traits, roles, behaviors, and preferences of what it means to be a typical “male” or “female” gender via their interaction with society. We explored a couple examples of this in class (remember the “Battleship” cardboard box, “Van Heusen” dress shirt advertisement, and “I’m Glad I’m a Boy / I’m Glad I’m a Girl” children’s book?) and now your job is to find other examples in popular media today as well. Try exploring magazines, television, movies, social media, and elsewhere to find examples. Copy and paste or print out the pictures you found and explain why they serve as an example of social learning theory. .1 points per answer.

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