



## Barbie Girls versus Sea Monsters: Children Constructing Gender

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## **BARBIE GIRLS VERSUS SEA MONSTERS** *Children Constructing Gender*

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*Recent research on children's worlds has revealed how gender varies in salience across social contexts. Building on this observation, the author examines a highly salient gendered moment of group life among four- and five-year-old children at a youth soccer opening ceremony, where gender boundaries were activated and enforced in ways that constructed an apparently "natural" categorical difference between the girls and the boys. The author employs a multilevel analytical framework to explore (1) how children "do gender" at the level of interaction or performance, (2) how the structured gender regime constrains and enables the actions of children and parents, and (3) how children's gendered immersion in popular culture provides symbolic resources with which children and parents actively create (or disrupt) categorical differences. The article ends with a discussion of how gendered interactions, structure, and cultural meanings are intertwined, in both mutually reinforcing and contradictory ways.*

**I**n the past decade, studies of children and gender have moved toward greater levels of depth and sophistication (e.g., Jordan and Cowan 1995; McGuffey and Rich 1999; Thorne 1993). In her groundbreaking work on children and gender, Thorne (1993) argued that previous theoretical frameworks, although helpful, were limited: The top-down (adult-to-child) approach of socialization theories tended to ignore the extent to which children are active agents in the creation of their worlds—often in direct or partial opposition to values or “roles” to which adult teachers or parents are attempting to socialize them. Developmental theories also had their limits due to their tendency to ignore group and contextual factors while overemphasizing “the constitution and unfolding of *individuals* as boys or girls” (Thorne 1993, 4). In

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her study of grade school children, Thorne demonstrated a dynamic approach that examined the ways in which children actively construct gender in specific social contexts of the classroom and the playground. Working from emergent theories of performativity, Thorne developed the concept of "gender play" to analyze the social processes through which children construct gender. Her level of analysis was not the individual but "*group life*—with social relations, the organization and meanings of social situations, the collective practices through which children and adults create and recreate gender in their daily interactions" (Thorne 1993, 4).

A key insight from Thorne's research is the extent to which gender varies in salience from situation to situation. Sometimes, children engage in "relaxed, cross sex play"; other times—for instance, on the playground during boys' ritual invasions of girls' spaces and games—gender boundaries between boys and girls are activated in ways that variously threaten or (more often) reinforce and clarify these boundaries. However, these varying moments of gender salience are not free-floating; they occur in social contexts such as schools and in which gender is formally and informally built into the division of labor, power structure, rules, and values (Connell 1987).

The purpose of this article is to use an observation of a highly salient gendered moment of group life among four- and five-year-old children as a point of departure for exploring the conditions under which gender boundaries become activated and enforced. I was privy to this moment as I observed my five-year-old son's first season (including weekly games and practices) in organized soccer. Unlike the long-term, systematic ethnographic studies of children conducted by Thorne (1993) or Adler and Adler (1998), this article takes one moment as its point of departure. I do not present this moment as somehow "representative" of what happened throughout the season; instead, I examine this as an example of what Hochschild (1994, 4) calls "magnified moments," which are "episodes of heightened importance, either epiphanies, moments of intense glee or unusual insight, or moments in which things go intensely but meaningfully wrong. In either case, the moment stands out; it is metaphorically rich, unusually elaborate and often echoes [later]." A magnified moment in daily life offers a window into the social construction of reality. It presents researchers with an opportunity to excavate gendered meanings and processes through an analysis of institutional and cultural contexts. The single empirical observation that serves as the point of departure for this article was made during a morning. Immediately after the event, I recorded my observations with detailed notes. I later slightly revised the notes after developing the photographs that I took at the event.

I will first describe the observation—an incident that occurred as a boys' four- and five-year-old soccer team waited next to a girls' four- and five-year-old soccer team for the beginning of the community's American Youth Soccer League (AYSO) season's opening ceremony. I will then examine this moment using three levels of analysis.

*The interactional level:* How do children “do gender,” and what are the contributions and limits of theories of performativity in understanding these interactions?

*The level of structural context:* How does the gender regime, particularly the larger organizational level of formal sex segregation of AYSO, and the concrete, momentary situation of the opening ceremony provide a context that variously constrains and enables the children’s interactions?

*The level of cultural symbol:* How does the children’s shared immersion in popular culture (and their differently gendered locations in this immersion) provide symbolic resources for the creation, in this situation, of apparently categorical differences between the boys and the girls?

Although I will discuss these three levels of analysis separately, I hope to demonstrate that interaction, structural context, and culture are simultaneous and mutually intertwined processes, none of which supersedes the others.

### BARBIE GIRLS VERSUS SEA MONSTERS

It is a warm, sunny Saturday morning. Summer is coming to a close, and schools will soon reopen. As in many communities, this time of year in this small, middle- and professional-class suburb of Los Angeles is marked by the beginning of another soccer season. This morning, 156 teams, with approximately 1,850 players ranging from 4 to 17 years old, along with another 2,000 to 3,000 parents, siblings, friends, and community dignitaries have gathered at the local high school football and track facility for the annual AYSO opening ceremonies. Parents and children wander around the perimeter of the track to find the assigned station for their respective teams. The coaches muster their teams and chat with parents. Eventually, each team will march around the track, behind their new team banner, as they are announced over the loudspeaker system and are applauded by the crowd. For now though, and for the next 45 minutes to an hour, the kids, coaches, and parents must stand, mill around, talk, and kill time as they await the beginning of the ceremony.

The Sea Monsters is a team of four- and five-year-old boys. Later this day, they will play their first-ever soccer game. A few of the boys already know each other from preschool, but most are still getting acquainted. They are wearing their new uniforms for the first time. Like other teams, they were assigned team colors—in this case, green and blue—and asked to choose their team name at their first team meeting, which occurred a week ago. Although they preferred “Blue Sharks,” they found that the name was already taken by another team and settled on “Sea Monsters.” A grandmother of one of the boys created the spiffy team banner, which was awarded a prize this morning. As they wait for the ceremony to begin, the boys inspect and then proudly pose for pictures in front of their new award-winning team banner. The parents stand a few feet away—some taking pictures, some just watching. The parents are also getting to know each other, and the common currency of

topics is just how darned cute our kids look, and will they start these ceremonies soon before another boy has to be escorted to the bathroom?

Queued up one group away from the Sea Monsters is a team of four- and five-year-old girls in green and white uniforms. They too will play their first game later today, but for now, they are awaiting the beginning of the opening ceremony. They have chosen the name "Barbie Girls," and they also have a spiffy new team banner. But the girls are pretty much ignoring their banner, for they have created another, more powerful symbol around which to rally. In fact, they are the only team among the 156 marching today with a team float—a red Radio Flyer wagon base, on which sits a Sony boom box playing music, and a 3-foot-plus-tall Barbie doll on a rotating pedestal. Barbie is dressed in the team colors—indeed, she sports a custom-made green-and-white cheerleader-style outfit, with the Barbie Girls' names written on the skirt. Her normally all-blonde hair has been streaked with Barbie Girl green and features a green bow, with white polka dots. Several of the girls on the team also have supplemented their uniforms with green bows in their hair.

The volume on the boom box nudges up and four or five girls begin to sing a Barbie song. Barbie is now slowly rotating on her pedestal, and as the girls sing more gleefully and more loudly, some of them begin to hold hands and walk around the float, in sync with Barbie's rotation. Other same-aged girls from other teams are drawn to the celebration and, eventually, perhaps a dozen girls are singing the Barbie song. The girls are intensely focused on Barbie, on the music, and on their mutual pleasure.

As the Sea Monsters mill around their banner, some of them begin to notice, and then begin to watch and listen as the Barbie Girls rally around their float. At first, the boys are watching as individuals, seemingly unaware of each other's shared interest. Some of them stand with arms at their sides, slack-jawed, as though passively watching a television show. I notice slight smiles on a couple of their faces, as though they are drawn to the Barbie Girls' celebratory fun. Then, with side-glances, some of the boys begin to notice each other's attention on the Barbie Girls. Their faces begin to show signs of distaste. One of them yells out, "NO BARBIE!" Suddenly, they all begin to move—jumping up and down, nudging and bumping one other—and join into a group chant: "NO BARBIE! NO BARBIE! NO BARBIE!" They now appear to be every bit as gleeful as the girls, as they laugh, yell, and chant against the Barbie Girls.

The parents watch the whole scene with rapt attention. Smiles light up the faces of the adults, as our glances sweep back and forth, from the sweetly celebrating Barbie Girls to the aggressively protesting Sea Monsters. "They are SO different!" exclaims one smiling mother approvingly. A male coach offers a more in-depth analysis: "When I was in college," he says, "I took these classes from professors who showed us research that showed that boys and girls are the same. I believed it, until I had my own kids and saw how different they are." "Yeah," another dad responds, "Just look at them! They are so different!"

The girls, meanwhile, show no evidence that they hear, see, or are even aware of the presence of the boys who are now so loudly proclaiming their opposition to the

Barbie Girls' songs and totem. They continue to sing, dance, laugh, and rally around the Barbie for a few more minutes, before they are called to reassemble in their groups for the beginning of the parade.

After the parade, the teams reassemble on the infield of the track but now in a less organized manner. The Sea Monsters once again find themselves in the general vicinity of the Barbie Girls and take up the "NO BARBIE!" chant again. Perhaps put out by the lack of response to their chant, they begin to dash, in twos and threes, invading the girls' space, and yelling menacingly. With this, the Barbie Girls have little choice but to recognize the presence of the boys—some look puzzled and shrink back, some engage the boys and chase them off. The chasing seems only to incite more excitement among the boys. Finally, parents intervene and defuse the situation, leading their children off to their cars, homes, and eventually to their soccer games.

### THE PERFORMANCE OF GENDER

In the past decade, especially since the publication of Judith Butler's highly influential *Gender Trouble* (1990), it has become increasingly fashionable among academic feminists to think of gender not as some "thing" that one "has" (or not) but rather as situationally constructed through the performances of active agents. The idea of gender as performance analytically foregrounds the agency of individuals in the construction of gender, thus highlighting the situational fluidity of gender: here, conservative and reproductive, there, transgressive and disruptive. Surely, the Barbie Girls versus Sea Monsters scene described above can be fruitfully analyzed as a moment of crosscutting and mutually constitutive gender performances: The girls—at least at first glance—appear to be performing (for each other?) a conventional four- to five-year-old version of emphasized femininity. At least on the surface, there appears to be nothing terribly transgressive here. They are just "being girls," together. The boys initially are unwittingly constituted as an audience for the girls' performance but quickly begin to perform (for each other?—for the girls, too?) a masculinity that constructs itself in opposition to Barbie, and to the girls, as not feminine. They aggressively confront—first through loud verbal chanting, eventually through bodily invasions—the girls' ritual space of emphasized femininity, apparently with the intention of disrupting its upsetting influence. The adults are simultaneously constituted as an adoring audience for their children's performances and as parents who perform for each other by sharing and mutually affirming their experience-based narratives concerning the natural differences between boys and girls.

In this scene, we see children performing gender in ways that constitute themselves as two separate, opposed groups (boys vs. girls) and parents performing gender in ways that give the stamp of adult approval to the children's performances of difference, while constructing their own ideological narrative that naturalizes this categorical difference. In other words, the parents do not seem to read the children's

performances of gender as social constructions of gender. Instead, they interpret them as the inevitable unfolding of natural, internal differences between the sexes. That this moment occurred when it did and where it did is explicable, but not entirely with a theory of performativity. As Walters (1999, 250) argues,

The performance of gender is never a simple voluntary act. . . . Theories of gender as play and performance need to be intimately and systematically connected with the power of gender (really, the power of male power) to constrain, control, violate, and configure. Too often, mere lip service is given to the specific historical, social, and political configurations that make certain conditions possible and others constrained.

Indeed, feminist sociologists operating from the traditions of symbolic interactionism and/or Goffmanian dramaturgical analysis have anticipated the recent interest in looking at gender as a dynamic performance. As early as 1978, Kessler and McKenna developed a sophisticated analysis of gender as an everyday, practical accomplishment of people's interactions. Nearly a decade later, West and Zimmerman (1987) argued that in people's everyday interactions, they were "doing gender" and, in so doing, they were constructing masculine dominance and feminine deference. As these ideas have been taken up in sociology, their tendencies toward a celebration of the "freedom" of agents to transgress and reshape the fluid boundaries of gender have been put into play with theories of social structure (e.g., Lorber 1994; Risman 1998). In these accounts, gender is viewed as enacted or created through everyday interactions, but crucially, as Walters suggested above, within "specific historical, social, and political configurations" that constrain or enable certain interactions.

The parents' response to the Barbie Girls versus Sea Monsters performance suggests one of the main limits and dangers of theories of performativity. Lacking an analysis of structural and cultural context, performances of gender can all too easily be interpreted as free agents' acting out the inevitable surface manifestations of a natural inner essence of sex difference. An examination of structural and cultural contexts, though, reveals that there was nothing inevitable about the girls' choice of Barbie as their totem, nor in the boys' response to it.

### THE STRUCTURE OF GENDER

In the entire subsequent season of weekly games and practices, I never once saw adults point to a moment in which boy and girl soccer players were doing the *same* thing and exclaim to each other, "Look at them! They are *so similar!*" The actual similarity of the boys and the girls, evidenced by nearly all of the kids' routine actions throughout a soccer season—playing the game, crying over a skinned knee, scrambling enthusiastically for their snacks after the games, spacing out on a bird or a flower instead of listening to the coach at practice—is a key to understanding the salience of the Barbie Girls versus Sea Monsters moment for gender relations. In

the face of a multitude of moments that speak to similarity, it was this anomalous Barbie Girls versus Sea Monsters moment—where the boundaries of gender were so clearly enacted—that the adults seized to affirm their commitment to difference. It is the kind of moment—to use Lorber’s (1994, 37) phrase—where “believing is seeing,” where we selectively “see” aspects of social reality that tell us a truth that we prefer to believe, such as the belief in categorical sex difference. No matter that our eyes do not see evidence of this truth most of the rest of the time.

In fact, it was not so easy for adults to actually “see” the empirical reality of sex similarity in everyday observations of soccer throughout the season. That is due to one overdetermining factor: an institutional context that is characterized by informally structured sex segregation among the parent coaches and team managers, and by formally structured sex segregation among the children. The structural analysis developed here is indebted to Acker’s (1990) observation that organizations, even while appearing “gender neutral,” tend to reflect, re-create, and naturalize a hierarchical ordering of gender. Following Connell’s (1987, 98-99) method of structural analysis, I will examine the “gender regime”—that is, the current “state of play of sexual politics”—within the local AYSO organization by conducting a “structural inventory” of the formal and informal sexual divisions of labor and power.<sup>1</sup>

#### **Adult Divisions of Labor and Power**

There was a clear—although not absolute—sexual division of labor and power among the adult volunteers in the AYSO organization. The Board of Directors consisted of 21 men and 9 women, with the top two positions—commissioner and assistant commissioner—held by men. Among the league’s head coaches, 133 were men and 23 women. The division among the league’s assistant coaches was similarly skewed. Each team also had a team manager who was responsible for organizing snacks, making reminder calls about games and practices, organizing team parties and the end-of-the-year present for the coach. The vast majority of team managers were women. A common slippage in the language of coaches and parents revealed the ideological assumptions underlying this position: I often noticed people describe a team manager as the “team mom.” In short, as Table 1 shows, the vast majority of the time, the formal authority of the head coach and assistant coach was in the hands of a man, while the backup, support role of team manager was in the hands of a woman.

These data illustrate Connell’s (1987, 97) assertion that sexual divisions of labor are interwoven with, and mutually supportive of, divisions of power and authority among women and men. They also suggest how people’s choices to volunteer for certain positions are shaped and constrained by previous institutional practices. There is no formal AYSO rule that men must be the leaders, women the supportive followers. And there are, after all, *some* women coaches and *some* men team managers.<sup>2</sup> So, it may appear that the division of labor among adult volunteers simply manifests an accumulation of individual choices and preferences. When analyzed structurally, though, individual men’s apparently free choices to volunteer



**TABLE 1: Adult Volunteers as Coaches and Team Managers, by Gender (in percentages) (N = 156 teams)**

	<i>Head Coaches</i>	<i>Assistant Coaches</i>	<i>Team Managers</i>
Women	15	21	86
Men	85	79	14

disproportionately for coaching jobs, alongside individual women's apparently free choices to volunteer disproportionately for team manager jobs, can be seen as a logical collective result of the ways that the institutional structure of sport has differentially constrained and enabled women's and men's previous options and experiences (Messner 1992). Since boys and men have had far more opportunities to play organized sports and thus to gain skills and knowledge, it subsequently appears rational for adult men to serve in positions of knowledgeable authority, with women serving in a support capacity (Boyle and McKay 1995). Structure—in this case, the historically constituted division of labor and power in sport—constrains current practice. In turn, structure becomes an object of practice, as the choices and actions of today's parents re-create divisions of labor and power similar to those that they experienced in their youth.

### **The Children: Formal Sex Segregation**

As adult authority patterns are informally structured along gendered lines, the children's leagues are formally segregated by AYSO along lines of age and sex. In each age-group, there are separate boys' and girls' leagues. The AYSO in this community included 87 boys' teams and 69 girls' teams. Although the four- to five-year-old boys often played their games on a field that was contiguous with games being played by four- to five-year-old girls, there was never a formal opportunity for cross-sex play. Thus, both the girls' and the boys' teams could conceivably proceed through an entire season of games and practices in entirely homosocial contexts.<sup>3</sup> In the all-male contexts that I observed throughout the season, gender never appeared to be overtly salient among the children, coaches, or parents. It is against this backdrop that I might suggest a working hypothesis about structure and the variable salience of gender: The formal sex segregation of children does not, in and of itself, make gender overtly salient. In fact, when children are absolutely segregated, with no opportunity for cross-sex interactions, gender may appear to disappear as an overtly salient organizing principle. However, when formally sex-segregated children are placed into immediately contiguous locations, such as during the opening ceremony, highly charged gendered interactions between the groups (including invasions and other kinds of border work) become more possible.

Although it might appear to some that formal sex segregation in children's sports is a natural fact, it has not always been so for the youngest age-groups in AYSO. As recently as 1995, when my older son signed up to play as a five-year-old, I had been told that he would play in a coed league. But when he arrived to his first practice and I saw that he was on an all-boys team, I was told by the coach that AYSO had decided this year to begin sex segregating all age-groups, because "during half-times and practices, the boys and girls tend to separate into separate groups. So the league thought it would be better for team unity if we split the boys and girls into separate leagues." I suggested to some coaches that a similar dynamic among racial ethnic groups (say, Latino kids and white kids clustering as separate groups during halftimes) would not similarly result in a decision to create racially segregated leagues. That this comment appeared to fall on deaf ears illustrates the extent to which many adults' belief in the need for sex segregation—at least in the context of sport—is grounded in a mutually agreed-upon notion of boys' and girls' "separate worlds," perhaps based in ideologies of natural sex difference.

The gender regime of AYSO, then, is structured by formal and informal sexual divisions of labor and power. This social structure sets ranges, limits, and possibilities for the children's and parents' interactions and performances of gender, but it does not determine them. Put another way, the formal and informal gender regime of AYSO made the Barbie Girls versus Sea Monsters moment possible, but it did not make it inevitable. It was the agency of the children and the parents within that structure that made the moment happen. But why did this moment take on the symbolic forms that it did? How and why do the girls, boys, and parents construct and derive meanings from this moment, and how can we interpret these meanings? These questions are best grappled within in the realm of cultural analysis.

## THE CULTURE OF GENDER

The difference between what is "structural" and what is "cultural" is not clear-cut. For instance, the AYSO assignment of team colors and choice of team names (cultural symbols) seem to follow logically from, and in turn reinforce, the sex segregation of the leagues (social structure). These cultural symbols such as team colors, uniforms, songs, team names, and banners often carried encoded gendered meanings that were then available to be taken up by the children in ways that constructed (or potentially contested) gender divisions and boundaries.

### Team Names

Each team was issued two team colors. It is notable that across the various age-groups, several girls' teams were issued pink uniforms—a color commonly recognized as encoding feminine meanings—while no boys' teams were issued pink uniforms. Children, in consultation with their coaches, were asked to choose

**TABLE 2: Team Names, by Age-Groups and Gender**

	4-5		6-7		8-13		14-17		Total	
	n	%	n	%	n	%	n	%	n	%
<b>Girls</b>										
Sweet names	5	42	3	17	2	7	0	0	10	15
Neutral/ paradoxical	5	42	6	33	7	25	5	45	23	32
Power names	2	17	9	50	19	68	6	55	36	52
<b>Boys</b>										
Sweet names	0	0	0	0	1	4	0	0	1	1
Neutral/ paradoxical	1	7	4	15	4	12	4	31	13	15
Power names	13	93	22	85	29	85	9	69	73	82

their own team names and were encouraged to use their assigned team colors as cues to theme of the team name (e.g., among the boys, the "Red Flashes," the "Green Pythons," and the blue-and-green "Sea Monsters"). When I analyzed the team names of the 156 teams by age-group and by sex, three categories emerged:

1. Sweet names: These are cutesy team names that communicate small stature, cuteness, and/or vulnerability. These kinds of names would most likely be widely read as encoded with feminine meanings (e.g., "Blue Butterflies," "Beanie Babes," "Sunflowers," "Pink Flamingos," and "Barbie Girls").
2. Neutral or paradoxical names: Neutral names are team names that carry no obvious gendered meaning (e.g., "Blue and Green Lizards," "Team Flubber," "Galaxy," "Blue Ice"). Paradoxical names are girls' team names that carry mixed (simultaneously vulnerable *and* powerful) messages (e.g., "Pink Panthers," "Flower Power," "Little Tigers").
3. Power names: These are team names that invoke images of unambiguous strength, aggression, and raw power (e.g., "Shooting Stars," "Killer Whales," "Shark Attack," "Raptor Attack," and "Sea Monsters").

As Table 2 illustrates, across all age-groups of boys, there was only one team name coded as a sweet name—"The Smurfs," in the 10- to 11-year-old league. Across all age categories, the boys were far more likely to choose a power name than anything else, and this was nowhere more true than in the youngest age-groups, where 35 of 40 (87 percent) of boys' teams in the four-to-five and six-to-seven age-groups took on power names. A different pattern appears in the girls' team name choices, especially among the youngest girls. Only 2 of the 12 four-to-five-year-old girls' teams chose power names, while 5 chose sweet names and 5 chose neutral/paradoxical names. At age six to seven, the numbers begin to tip toward the boys' numbers but still remain different, with half of the girls' teams now choosing power names. In the middle and older girls' groups, the sweet names

all but disappear, with power names dominating, but still a higher proportion of neutral/paradoxical names than among boys in those age-groups.

### Barbie Narrative versus Warrior Narrative

How do we make sense of the obviously powerful spark that Barbie provided in the opening ceremony scene described above? Barbie is likely one of the most immediately identifiable symbols of femininity in the world. More conservatively oriented parents tend to happily buy Barbie dolls for their daughters, while perhaps deflecting their sons' interest in Barbie toward more sex-appropriate "action toys." Feminist parents, on the other hand, have often expressed open contempt—or at least uncomfortable ambivalence—toward Barbie. This is because both conservative and feminist parents see dominant cultural meanings of emphasized femininity as condensed in Barbie and assume that these meanings will be imitated by their daughters. Recent developments in cultural studies, though, should warn us against simplistic readings of Barbie as simply conveying hegemonic messages about gender to unwitting children (Attfield 1996; Seiter 1995). In addition to critically analyzing the cultural values (or "preferred meanings") that may be encoded in Barbie or other children's toys, feminist scholars of cultural studies point to the necessity of examining "reception, pleasure, and agency," and especially "the fullness of reception contexts" (Walters 1999, 246). The Barbie Girls versus Sea Monsters moment can be analyzed as a "reception context," in which differently situated boys, girls, and parents variously used Barbie to construct pleasurable intergroup bonds, as well as boundaries between groups.

Barbie is plastic both in form and in terms of cultural meanings children and adults create around her (Rogers 1999). It is not that there are not hegemonic meanings encoded in Barbie: Since its introduction in 1959, Mattel has been successful in selling millions<sup>4</sup> of this doll that "was recognized as a model of ideal teenhood" (Rand 1998, 383) and "an icon—perhaps *the* icon—of true white womanhood and femininity" (DuCille 1994, 50). However, Rand (1998) argues that "we condescend to children when we analyze Barbie's content and then presume that it passes untransformed into their minds, where, dwelling beneath the control of consciousness or counterargument, it generates self-image, feelings, and other ideological constructs." In fact, people who are situated differently (by age, gender, sexual orientation, social class, race/ethnicity, and national origin) tend to consume and construct meanings around Barbie variously. For instance, some adult women (including many feminists) tell retrospective stories of having rejected (or even mutilated) their Barbies in favor of boys' toys, and some adult lesbians tell stories of transforming Barbie "into an object of dyke desire" (Rand 1998, 386).

Mattel, in fact, clearly strategizes its marketing of Barbie not around the imposition of a singular notion of what a girl or woman should be but around "hegemonic discourse strategies" that attempt to incorporate consumers' range of possible interpretations and criticisms of the limits of Barbie. For instance, the recent marketing of "multicultural Barbie" features dolls with different skin colors and

culturally coded wardrobes (DuCille 1994). This strategy broadens the Barbie market, deflects potential criticism of racism, but still “does not boot blond, white Barbie from center stage” (Rand 1998, 391). Similarly, Mattel’s marketing of Barbie (since the 1970s) as a career woman raises issues concerning the feminist critique of Barbie’s supposedly negative effect on girls. When the AAUW recently criticized Barbie, adult collectors defended Barbie, asserting that “Barbie, in fact, is a wonderful role model for women. She has been a veterinarian, an astronaut, and a soldier—and even before real women had a chance to enter such occupations” (Spigel forthcoming). And when the magazine *Barbie Bazaar* ran a cover photo of its new “Gulf War Barbie,” it served “as a reminder of Mattel’s marketing slogan: ‘We Girls Can Do Anything’” (Spigel forthcoming). The following year, Mattel unveiled its “Presidential Candidate Barbie” with the statement “It is time for a woman president, and Barbie had the credentials for the job.” Spigel observes that these liberal feminist messages of empowerment for girls run—apparently unambiguously—alongside a continued unspoken understanding that Barbie must be beautiful, with an ultraskinny waist and long, thin legs that taper to feet that appear deformed so that they may fit (only?) into high heels.<sup>5</sup> “Mattel does not mind equating beauty with intellect. In fact, so long as the 11½ inch Barbie body remains intact, Mattel is willing to accessorize her with a number of fashionable perspectives—including feminism itself” (Spigel forthcoming).

It is this apparently paradoxical encoding of the all-too-familiar oppressive bodily requirements of feminine beauty alongside the career woman role modeling and empowering message that “we girls can do anything” that may inform how and why the Barbie Girls appropriated Barbie as their team symbol. Emphasized femininity—Connell’s (1987) term for the current form of femininity that articulates with hegemonic masculinity—as many Second Wave feminists have experienced and criticized it, has been characterized by girls’ and women’s embodiments of oppressive conceptions of feminine beauty that symbolize and reify a thoroughly disempowered stance vis-à-vis men. To many Second Wave feminists, Barbie seemed to symbolize all that was oppressive about this femininity—the bodily self-surveillance, accompanying eating disorders, slavery to the dictates of the fashion industry, and compulsory heterosexuality. But Rogers (1999, 14) suggests that rather than representing an unambiguous image of emphasized femininity, perhaps Barbie represents a more paradoxical image of “emphatic femininity” that

takes feminine appearances and demeanor to unsustainable extremes. Nothing about Barbie ever looks masculine, even when she is on the police force. . . . Consistently, Barbie manages impressions so as to come across as a proper feminine creature even when she crosses boundaries usually dividing women from men. Barbie the firefighter is in no danger, then, of being seen as “one of the boys.” Kids know that; parents and teachers know that; Mattel designers know that too.

Recent Third Wave feminist theory sheds light on the different sensibilities of younger generations of girls and women concerning their willingness to display

and play with this apparently paradoxical relationship between bodily experience (including “feminine” displays) and public empowerment. In Third Wave feminist texts, displays of feminine physical attractiveness and empowerment are not viewed as mutually exclusive or necessarily opposed realities, but as lived (if often paradoxical) aspects of the same reality (Heywood and Drake 1997). This embracing of the paradoxes of post-Second Wave femininity is manifested in many punk, or Riot Grrrl, subcultures (Klein 1997) and in popular culture in the resounding late 1990s’ success of the Spice Girls’ mantra of “Girl Power.” This generational expression of “girl power” may today be part of “the pleasures of girl culture that Barbie stands for” (Spigel forthcoming). Indeed, as the Barbie Girls rallied around Barbie, their obvious pleasure did not appear to be based on a celebration of quiet passivity (as feminist parents might fear). Rather, it was a statement that they—the Barbie Girls—were here in this public space. They were not silenced by the boys’ oppositional chanting. To the contrary, they ignored the boys, who seemed irrelevant to their celebration. And, when the boys later physically invaded their space, some of the girls responded by chasing the boys off. In short, when I pay attention to what the girls *did* (rather than imposing on the situation what I *think* Barbie “should” mean to the girls), I see a public moment of celebratory “girl power.”

And this may give us better basis from which to analyze the boys’ oppositional response. First, the boys may have been responding to the threat of displacement they may have felt while viewing the girls’ moment of celebratory girl power. Second, the boys may simultaneously have been responding to the fears of feminine pollution that Barbie had come to symbolize to them. But why might Barbie symbolize feminine pollution to little boys? A brief example from my older son is instructive. When he was about three, following a fun day of play with the five-year-old girl next door, he enthusiastically asked me to buy him a Barbie like hers. He was gleeful when I took him to the store and bought him one. When we arrived home, his feet had barely hit the pavement getting out of the car before an eight-year-old neighbor boy laughed at and ridiculed him: “A *Barbie*? Don’t you know that Barbie is a *girl’s toy*?” No amount of parental intervention could counter this devastating peer-induced injunction against boys’ playing with Barbie. My son’s pleasurable desire for Barbie appeared almost overnight to transform itself into shame and rejection. The doll ended up at the bottom of a heap of toys in the closet, and my son soon became infatuated, along with other boys in his preschool, with Ninja Turtles and Power Rangers.

Research indicates that there is widespread agreement as to which toys are appropriate for one sex and polluting, dangerous, or inappropriate for the other sex. When Campenni (1999) asked adults to rate the gender appropriateness of children’s toys, the toys considered most appropriate to girls were those pertaining to domestic tasks, beauty enhancement, or child rearing. Of the 206 toys rated, Barbie was rated second only to Makeup Kit as a female-only toy. Toys considered most appropriate to boys were those pertaining to sports gear (football gear was the most masculine-rated toy, while boxing gloves were third), vehicles, action figures (G. I.

Joe was rated second only to football gear), and other war-related toys. This research on parents' gender stereotyping of toys reflects similar findings in research on children's toy preferences (Bradbard 1985; Robinson and Morris 1986). Children tend to avoid cross-sex toys, with boys' avoidance of feminine-coded toys appearing to be stronger than girls' avoidance of masculine-coded toys (Etaugh and Liss 1992). Moreover, preschool-age boys who perceive their fathers to be opposed to cross-gender-typed play are more likely than girls or other boys to think that it is "bad" for boys to play with toys that are labeled as "for girls" (Raag and Rackliff 1998).

By kindergarten, most boys appear to have learned—either through experiences similar to my son's, where other male persons police the boundaries of gender-appropriate play and fantasy and/or by watching the clearly gendered messages of television advertising—that Barbie dolls are not appropriate toys for boys (Rogers 1999, 30). To avoid ridicule, they learn to hide their desire for Barbie, either through denial and oppositional/pollution discourse and/or through sublimation of their desire for Barbie into play with male-appropriate "action figures" (Pope et al. 1999). In their study of a kindergarten classroom, Jordan and Cowan (1995, 728) identified "warrior narratives . . . that assume that violence is legitimate and justified when it occurs within a struggle between good and evil" to be the most commonly agreed-upon currency for boys' fantasy play. They observe that the boys seem commonly to adapt story lines that they have seen on television. Popular culture—film, video, computer games, television, and comic books—provides boys with a seemingly endless stream of Good Guys versus Bad Guys characters and stories—from cowboy movies, Superman and Spiderman to Ninja Turtles, Star Wars, and Pokémon—that are available for the boys to appropriate as the raw materials for the construction of their own warrior play.

In the kindergarten that Jordan and Cowan studied, the boys initially attempted to import their warrior narratives into the domestic setting of the "Doll Corner." Teachers eventually drove the boys' warrior play outdoors, while the Doll Corner was used by the girls for the "appropriate" domestic play for which it was originally intended. Jordan and Cowan argue that kindergarten teachers' outlawing of boys' warrior narratives inside the classroom contributed to boys' defining schools as a feminine environment, to which they responded with a resistant, underground continuation of masculine warrior play. Eventually though, boys who acquiesce and successfully sublimate warrior play into fantasy or sport are more successful in constructing what Connell (1989, 291) calls "a masculinity organized around themes of rationality and responsibility [that is] closely connected with the 'certification' function of the upper levels of the education system and to a key form of masculinity among professionals."

In contrast to the "rational/professional" masculinity constructed in schools, the institution of sport historically constructs hegemonic masculinity as *bodily superiority* over femininity and nonathletic masculinities (Messner 1992). Here, warrior narratives are allowed to publicly thrive—indeed, are openly celebrated (witness,

for instance, the commentary of a televised NFL [National Football League] football game or especially the spectacle of televised professional wrestling). Preschool boys and kindergartners seem already to know this, easily adopting aggressively competitive team names and an us-versus-them attitude. By contrast, many of the youngest girls appear to take two or three years in organized soccer before they adopt, or partially accommodate themselves to, aggressively competitive discourse, indicated by the 10-year-old girls' shifting away from the use of sweet names toward more power names. In short, where the gender regime of preschool and grade school may be experienced as an environment in which mostly women leaders enforce rules that are hostile to masculine fantasy play and physicality, the gender regime of sport is experienced as a place where masculine styles and values of physicality, aggression, and competition are enforced and celebrated by mostly male coaches.

A cultural analysis suggests that the boys' and the girls' previous immersion in differently gendered cultural experiences shaped the likelihood that they would derive and construct different meanings from Barbie—the girls through pleasurable and symbolically empowering identification with “girl power” narratives; the boys through oppositional fears of feminine pollution (and fears of displacement by girl power?) and with aggressively verbal, and eventually physical, invasions of the girls' ritual space. The boys' collective response thus constituted them differently, *as boys*, in opposition to the girls' constitution of themselves *as girls*. An individual girl or boy, in this moment, who may have felt an inclination to dissent from the dominant feelings of the group (say, the Latina Barbie Girl who, her mother later told me, did not want the group to be identified with Barbie, or a boy whose immediate inner response to the Barbie Girls' joyful celebration might be to join in) is most likely silenced into complicity in this powerful moment of border work.

What meanings did this highly gendered moment carry for the boys' and girls' teams in the ensuing soccer season? Although I did not observe the Barbie Girls after the opening ceremony, I did continue to observe the Sea Monsters' weekly practices and games. During the boys' ensuing season, gender never reached this “magnified” level of salience again—indeed, gender was rarely raised verbally or performed overtly by the boys. On two occasions, though, I observed the coach jokingly chiding the boys during practice that “if you don't watch out, I'm going to get the Barbie Girls here to play against you!” This warning was followed by gleeful screams of agony and fear, and nervous hopping around and hugging by some of the boys. Normally, though, in this sex-segregated, all-male context, if boundaries were invoked, they were not boundaries between boys and girls but boundaries between the Sea Monsters and other boys' teams, or sometimes age boundaries between the Sea Monsters and a small group of dads and older brothers who would engage them in a mock scrimmage during practice. But it was also evident that when the coach was having trouble getting the boys to act together, as a group, his strategic and humorous invocation of the dreaded Barbie Girls once again served symbolically to affirm their group status. They were a team. They were the boys.



## CONCLUSION

The overarching goal of this article has been to take one empirical observation from everyday life and demonstrate how a multilevel (interactionist, structural, cultural) analysis might reveal various layers of meaning that give insight into the everyday social construction of gender. This article builds on observations made by Thorne (1993) concerning ways to approach sociological analyses of children's worlds. The most fruitful approach is not to ask why boys and girls are so different but rather to ask how and under what conditions boys and girls constitute themselves as separate, oppositional groups. Sociologists need not debate whether gender is "there"—clearly, gender is always already there, built as it is into the structures, situations, culture, and consciousness of children and adults. The key issue is under what conditions gender is activated as a salient organizing principle in social life and under what conditions it may be less salient. These are important questions, especially since the social organization of categorical gender difference has always been so clearly tied to gender hierarchy (Acker 1990; Lorber 1994). In the Barbie Girls versus Sea Monsters moment, the performance of gendered boundaries and the construction of boys' and girls' groups as categorically different occurred in the context of a situation systematically structured by sex segregation, sparked by the imposing presence of a shared cultural symbol that is saturated with gendered meanings, and actively supported and applauded by adults who basked in the pleasure of difference, reaffirmed.<sup>6</sup>

I have suggested that a useful approach to the study of such "how" and "under what conditions" questions is to employ multiple levels of analysis. At the most general level, this project supports the following working propositions.

*Interactionist theoretical frameworks* that emphasize the ways that social agents "perform" or "do" gender are most useful in describing how groups of people actively create (or at times disrupt) the boundaries that delineate seemingly categorical differences between male persons and female persons. In this case, we saw how the children and the parents interactively performed gender in a way that constructed an apparently natural boundary between the two separate worlds of the girls and the boys.

*Structural theoretical frameworks* that emphasize the ways that gender is built into institutions through hierarchical sexual divisions of labor are most useful in explaining under what conditions social agents mobilize variously to disrupt or to affirm gender differences and inequalities. In this case, we saw how the sexual division of labor among parent volunteers (grounded in their own histories in the gender regime of sport), the formal sex segregation of the children's leagues, and the structured context of the opening ceremony created conditions for possible interactions between girls' teams and boys' teams.

*Cultural theoretical perspectives* that examine how popular symbols that are injected into circulation by the culture industry are variously taken up by differently situated people are most useful in analyzing how the meanings of cultural symbols, in a given institutional context, might trigger or be taken up by social agents and

used as resources to reproduce, disrupt, or contest binary conceptions of sex difference and gendered relations of power. In this case, we saw how a girls' team appropriated a large Barbie around which to construct a pleasurable and empowering sense of group identity and how the boys' team responded with aggressive denunciations of Barbie and invasions.

Utilizing any one of the above theoretical perspectives by itself will lead to a limited, even distorted, analysis of the social construction of gender. Together, they can illuminate the complex, multileveled architecture of the social construction of gender in everyday life. For heuristic reasons, I have falsely separated structure, interaction, and culture. In fact, we need to explore their constant interrelationships, continuities, and contradictions. For instance, we cannot understand the boys' aggressive denunciations and invasions of the girls' space and the eventual clarification of categorical boundaries between the girls and the boys without first understanding how these boys and girls have already internalized four or five years of "gendering" experiences that have shaped their interactional tendencies and how they are already immersed in a culture of gendered symbols, including Barbie and sports media imagery. Although "only" preschoolers, they are already skilled in collectively taking up symbols from popular culture as resources to be used in their own group dynamics—building individual and group identities, sharing the pleasures of play, clarifying boundaries between in-group and out-group members, and constructing hierarchies in their worlds.

Furthermore, we cannot understand the reason that the girls first chose "Barbie Girls" as their team name without first understanding the fact that a particular institutional structure of AYSO soccer preexisted the girls' entrée into the league. The informal sexual division of labor among adults, and the formal sex segregation of children's teams, is a preexisting gender regime that constrains and enables the ways that the children enact gender relations and construct identities. One concrete manifestation of this constraining nature of sex segregated teams is the choice of team names. It is reasonable to speculate that if the four- and five-year-old children were still sex integrated, as in the pre-1995 era, no team would have chosen "Barbie Girls" as its team name, with Barbie as its symbol. In other words, the formal sex segregation created the conditions under which the girls were enabled—perhaps encouraged—to choose a "sweet" team name that is widely read as encoding feminine meanings. The eventual interactions between the boys and the girls were made possible—although by no means fully determined—by the structure of the gender regime and by the cultural resources that the children variously drew on.

On the other hand, the gendered division of labor in youth soccer is not seamless, static, or immune to resistance. One of the few woman head coaches, a very active athlete in her own right, told me that she is "challenging the sexism" in AYSO by becoming the head of her son's league. As post-Title IX women increasingly become mothers and as media images of competent, heroic female athletes become more a part of the cultural landscape for children, the gender regimes of children's sports may be increasingly challenged (Dworkin and Messner 1999). Put another way, the dramatically shifting opportunity structure and cultural imagery of

post–Title IX sports have created opportunities for new kinds of interactions, which will inevitably challenge and further shift institutional structures. Social structures simultaneously constrain and enable, while agency is simultaneously reproductive and resistant.

## NOTES

1. Most of the structural inventory presented here is from a content analysis of the 1998–99 regional American Youth Soccer League (AYSO) yearbook, which features photos and names of all of the teams, coaches, and managers. I counted the number of adult men and women occupying various positions. In the three cases where the sex category of a name was not immediately obvious (e.g., Rene or Terry), or in the five cases where simply a last name was listed, I did not count it. I also used the AYSO yearbook for my analysis of the children's team names. To check for reliability, another sociologist independently read and coded the list of team names. There was disagreement on how to categorize only 2 of the 156 team names.

2. The existence of some women coaches and some men team managers in this AYSO organization manifests a less extreme sexual division of labor than that of the same community's Little League baseball organization, in which there are proportionally far fewer women coaches. Similarly, Saltzman Chafetz and Kotarba's (1999, 52) study of parental labor in support of Little League baseball in a middle-class Houston community revealed an apparently absolute sexual division of labor, where nearly all of the supportive "activities off the field were conducted by the women in the total absence of men, while activities on the field were conducted by men and boys in the absence of women." Perhaps youth soccer, because of its more recent (mostly post–Title IX) history in the United States, is a more contested gender regime than the more patriarchally entrenched youth sports like Little League baseball or youth football.

3. The four- and five-year-old kids' games and practices were absolutely homosocial in terms of the kids, due to the formal structural sex segregation. However, 8 of the 12 girls' teams at this age level had male coaches, and 2 of the 14 boys' teams had female coaches.

4. By 1994, more than 800 million Barbies had been sold worldwide. More than \$1 billion was spent on Barbies and accessories in 1992 alone. Two Barbie dolls were purchased every second in 1994, half of which were sold in the United States (DuCille 1994, 49).

5. Rogers (1999, 23) notes that if one extrapolates Barbie's bodily proportions to "real woman ones," she would be "33-18-31.5 and stand five feet nine inches tall, with fully half of her height accounted for by her 'shapely legs.'"

6. My trilevel analysis of structure, interaction, and culture may not be fully adequate to plumb the emotional depths of the magnified Barbie Girls versus Sea Monsters moment. Although it is beyond the purview of this article, an adequate rendering of the depths of pleasure and revulsion, attachment and separation, and commitment to ideologies of categorical sex difference may involve the integration of a fourth level of analysis: gender at the level of personality (Chodorow 1999). Object relations theory has fallen out of vogue in feminist sociology in recent years, but as Williams (1993) has argued, it might be most useful in revealing the mostly hidden social power of gender to shape people's unconscious predispositions to various structural contexts, cultural symbols, and interactional moments.

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