

Sex-role Stereotyping in the Infant Learners' Picture Book

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ABSTRACT This instrumental case study analysed gender-stereotyping of occupations in a pre-school book. The pictures sample (n=37) were from a book for the age group 5 to 7 years that was selected for its widespread use by a department of education. The pictures were analysed for several aspects of gender stereotyping, including occupational variations of the pictures and gender representation in each occupation. Data were analysed thematically. The picture book presented with males as active and directing events mostly outdoors. Females were portrayed performing mainly child and family care responsibilities.