Gender stereotypes and representation of female characters in children's picture books

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Abstract
Studies since the 1970s have found that many female characters are stereotyped and underrepresented in children's picture books. This dissertation updated a study by Hamilton, Anderson, Broaddus, and Young (2006) to examine whether stereotyping and female underrepresentation changed over the past decade. The book sample included 3 Caldecott Medal/Honor books and 48 bestselling picture books published in 2010. The study, a quantitative content analysis, utilized 6 library media specialist book raters and the coding schema of Hamilton et al. (2006). Most measures of stereotypes and underrepresentation improved since the Hamilton et al. study; however, measures that declined significantly included more male than female authors and illustrators, more anthropomorphized male main characters and illustrations, and no female characters in assertive/aggressive characterizations.
that books written for boys do tend to fall rapidly into the old stereotypes, and the action figures, baddies etc are generally male, and very straightforward males as well. Liberty University October, 2011. Gender Stereotypes and Representation of Female Characters in Children's Picture Books. By Kelly Crisp Paynter. Approved: committee chair committee members. ABSTRACT Kelly C. Paynter. GENDER STEREOTYPES AND REPRESENTATION OF FEMALE CHARACTERS IN CHILDREN'S PICTURE BOOKS. (under the direction of Dr. Kathie Morgan) School of Education, Liberty University, October, 2011. Studies since the 1970s have found that many female characters are stereotyped and underrepresented in children's picture books.