Trump toys for tots: Cultural identification in MAGA Blocks

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Preview

- Historical Context
- MAGA Blocks’ Importance
- Findings
- Discussion
Historical Context

● 2018 Midterm Elections
  ○ Trump administration emphasized a caravan of migrants leading up to elections
  ○ Approximately 6,000 soldiers were deployed to the U.S.-Mexico border

● The Republican Legion
  ○ Company that sells conservative merchandise, including children’s items
Why These Toys?

- The toys are advertised for children
- MAGA Blocks are overtly political
- Two research questions were posed:
  - How can children’s toys communicate political identities?
  - How can children’s toys impact political socialization?
“Build the Wall”

Note: Illegal aliens not included; they are, however, available in the Border Patrol MAGA Block kit, sold separately.
“History’s Legends 6-pack”

Collect all 6 of our legendary figurines!

Includes:

- President Trump
- Hillary Clinton
- Lady Liberty
- Chuck Norris
- William Wallace (Braveheart)
- Crusader
“Trump sends Hillary to Prison!”
“The Border Patrol Kit”

- Border Patrol Canines
- Barbed Wire Barrier
- Tasty Snack
- Illegal Aliens

- Border Guards

Lego minifigures depict a border patrol scene with border patrol guards, canine units, a barbed wire barrier, and representations of illegal aliens.
Discussion

- Children’s toys communicate political beliefs by oversimplifying the complexity that exists within political issues
- Real political identities can form through playing with the toys
- Exposure to one political viewpoint can impact children’s political knowledge and socialization
Thank you!

Questions?

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