How would a kid cast a show based on what they’re used to seeing?

Join us as members of Nickelodeon’s researcher team present their study “Shades of Us: The Story of Culture and Identity for Kids and Families”. Learn from this year-long exploration how race and ethnicity impact a child’s development, meet and ask the study’s researchers your questions, and understand follow up investigations currently being undertaken.

How do beliefs and behaviors differ according to race, when do prejudice and bias take hold and how do they inform a child’s identity and aspirations? Nickelodeon has found that 52% of kids would cast a white boy as the “hero,” compared to 19% who cast a Black boy in the same role. Hispanic boys fared worse, with just 12% of kids picking them as the hero. Only 34% of kids cast girls in that role. Asians are typecast as the smart kid or the nerd.

Join us to learn more about these findings and for a discussion about race, bias, and identity development with the researchers of the study.

For confidentiality reasons, this event will NOT be recorded.