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Key concepts	Tribute / Appropriation	Inclusion / Diversity	Wokeness vs wokewashing / Celebration / Educational value / product innovations / genuine social change / profit-driven marketing / question of efficiency of those products to actually drive social change	Relatability / sensitivity players / relevant advocacy groups	Hypocrisy
Key ideas	Honoring / paying tribute to key historical heroic women figures	Mattel's desire to reflect contemporary multicultural societies	Framing Mattel as part of a wider cultural shift in toys toward inclusivity and "woke" responsiveness.	Aim: allow children to see themselves in Barbie, express their identities, and feel part of the community.	The report contrasts the feminist image of Barbie (movie + branding) with the exploitative labor conditions of women producing the dolls. It exposes Mattel's failure to align practice with message, denouncing systemic inaction since 2020, and calls for urgent change.
	Products as role models to inspire	Visual diversity campaigns	Social concerns: gender equality, debts, social inequalities, slavery, discrimination...		
	Encourages children to engage with inspiring, diverse life stories through play		The "woke makeover" trend in toys > Toy companies increasingly redesign products to reflect social awareness and inclusivity = General movement in the industry to adapt games/toys to contemporary debates.		
			Tradition of stereotypical depictions***		
			Public reactions: Some applaud these moves as inclusive and empowering while others dismiss them as "woke-washing" or cynical marketing.		
			Critics question whether changes actually educate or merely provoke online outrage and buzz.		
			Only a commercial move? *** (profit & viral marketing rather genuine empowerment and lasting change?)		
			Honor or sensitivity players' and specialized patterns for authentic representations?		
			Educational components praised (celebrating women's inventions) but mechanics like pay disparity could create "feel-bad moments" for players, reducing enjoyment = counter productive? Inefficient?		
			True impact and accessibility of "limited editions"		
			Symbolic actions vs actual change		
About Mattel	Link Barbie to feminist icons and broaden representation beyond stereotypical beauty ideals > Embeds Barbie in a lineage of feminist empowerment and social justice figures	Visual slogan "We Are Barbie" showing dolls of different skin tones, body types, hairstyles, and abilities.	Introduction of new dolls reflecting different body types, ethnicities, and disabilities.	Two New Inclusive Barbies Released: a Black Barbie with Down syndrome & a blind Barbie doll	Notes the feminist themes of the 2023 Barbie movie, which projected Barbie as an icon of women's empowerment, and was sponsored by Mattel
	Self-promotion on the packaging* and showing themselves as trailblazers by appropriating a black woman activist's quote**	Emphasis on diversity (ex: racial) and inclusivity as a central value of the Barbie brand.	Mattel's Barbie line expanded to include dolls with different body types, skin tones, disabilities, and cultural references (e.g. Día de los Muertos Barbie).	Both created with feedback from relevant advocacy groups to ensure authentic and accurate representation	Highlights how the brand leveraged the cultural momentum of feminist discourses to boost sales > ties Mattel's commercial success directly to its appropriation of inclusive and feminist narratives.
		Inclusion of dolls with disabilities or medical conditions (e.g., Barbie with a prosthetic limb, wheelchair, or vitiligo).	Barbie Fashionistas (Mattel): wheelchairs, prosthetics, diverse hair textures, higher-BMI Ken.	Launched at the close of Disability Pride Month to encourage awareness and inclusion = true commitment or commercial opportunity?	Inspiring women's achievements has been limited to certain categories in the real world (questions of race, class, ethnicity...) and is in contradiction with what is happening in Mattel's own factories in China: working-class, non-White women in China remain exploited
			Barbie Inspiring Women Series (Mattel): dolls modeled on Amelia Earhart, Frida Kahlo, Katherine Johnson, Rosa Parks	Builds on previous year's Barbie with Down syndrome; this time, the doll is Black to increase representation.	Despite repeated exposure, no systemic improvements are made.
			Mattel shows success: its Día de los Muertos Barbie sold out worldwide, indicating strong demand.		Reveals a double standard: Western feminist branding vs. labor realities in the Global South
About others brands			Hasbro's Ms Monopoly: women players earn more than men—presented as flipping gender inequality.		
			Ms Monopoly (Hasbro): new mascot, celebrates female entrepreneurs, highlights women's achievements.		
			Game of Life (Hasbro): "Quarter-Life Crisis" version with student debt		
			Other Monopoly editions: Millennials edition, Socialism edition.		
			*** Monopoly already has thousands of editions; new versions often seen as cash grabs.		
Quotes	* "Barbie recognizes all female role models"		Hasbro insists Ms Monopoly reflects deeper commitments: improving conditions for female workers, expanding parental leave = concrete actions not just symbolic		"We fixed everything in the real world so all women are happy and powerful."
	the way to right a wrong is to turn the light of truth		*** GMT's Scramble for Africa game sparked backlash for trivializing colonization.		
			"Our goal is to enable all children to see themselves in Barbie, while also encouraging children to play with dolls who do not look like themselves."		
			"Can a board game help fix gender equality?"		
			"to make playtime more woke"		
			"If Hasbro is serious about women's empowerment, perhaps the company could start by admitting that a woman invented Monopoly in the first place."		