Children are often regarded as human becomings – passive vessels of socialization who are of interest primarily as future adults – but current childhood research focuses instead on children as human beings – active, creative agents with distinct positions in the social structure. Despite being the fastest growing group amongst children in the United States, Latino/as are often left out of this research. In an attempt to redress this imbalance, I am in the midst of a qualitative study of ten and eleven year olds’ media use and everyday life in a rural area of northern New Mexico. In this talk I will discuss sand play, an innovative research method I borrowed from clinical psychology, and present findings from early stages of data analysis. I will touch upon everyday school life (largely concerned with standing in line and shutting up) and how it contrasts with Harry Potter and other fictional characters equipped with empowering magic wands; and boy bands: why are little girls so enthralled by pretty older boys? I look forward to hearing my colleagues’ perspectives on these topics as well as a quandary I currently face: how does one study children’s ethnic identities without resorting to stereotypes or imposing adult, academic meanings on their words and actions?