

# Gender Inequality in Film: Examining On-Screen Portrayals and Behind-the-Scenes Employment Patterns

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# Method

- Sample
  - 100 top-grossing domestic films per year
  - 2007, 2008, 2009, 2010, 2012
- Units of Analysis
  - On screen speaking characters
- Measures
  - Demographics & Hypersexuality
- Training & Reliability
  - 6 weeks, diagnostics, 3 students code films independently
  - Reliability computed per film on unitizing & variable



# ***#1 Females are Still Sidelined in Popular Top-Grossing Films***



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## *Females' Employment Patterns On Screen*

Prevalence	2007	2008	2009	2010	2012
% of female characters	29.9%	32.8%	32.8%	30.3%	28.4%
male to female ratio	2.35 to 1	2.05 to 1	2.05 to 1	2.3 to 1	2.51 to 1
% w/gender balanced casts	11.9%	15%	16.8%	4%	6%
Total # of speaking characters	4,379	4,370	4,342	4,153	4,475

*Note:* ASCJ study examining character demographics and hypersexuality across 500 films from 2007 to 2012.



## *Females' Employment Patterns Behind the Camera*

Prevalence	2007	2008	2009	2010	2012
% of female directors	2.7%	8%	3.6%	2.7%	4.1%
% of female writers	11.2%	13.6%	13.5%	11.1%	12.2%
% of female producers	20.5%	19.1%	21.6%	18.3%	20%
gender ratio	5 to 1	4.9 to 1	4.5 to 1	5.5 to 1	5 to 1

*Note:* ASCJ study examining character demographics and hypersexuality across 500 films from 2007 to 2012.



# ***#2 Females are Still Sexualized in Popular Top-Grossing Films***



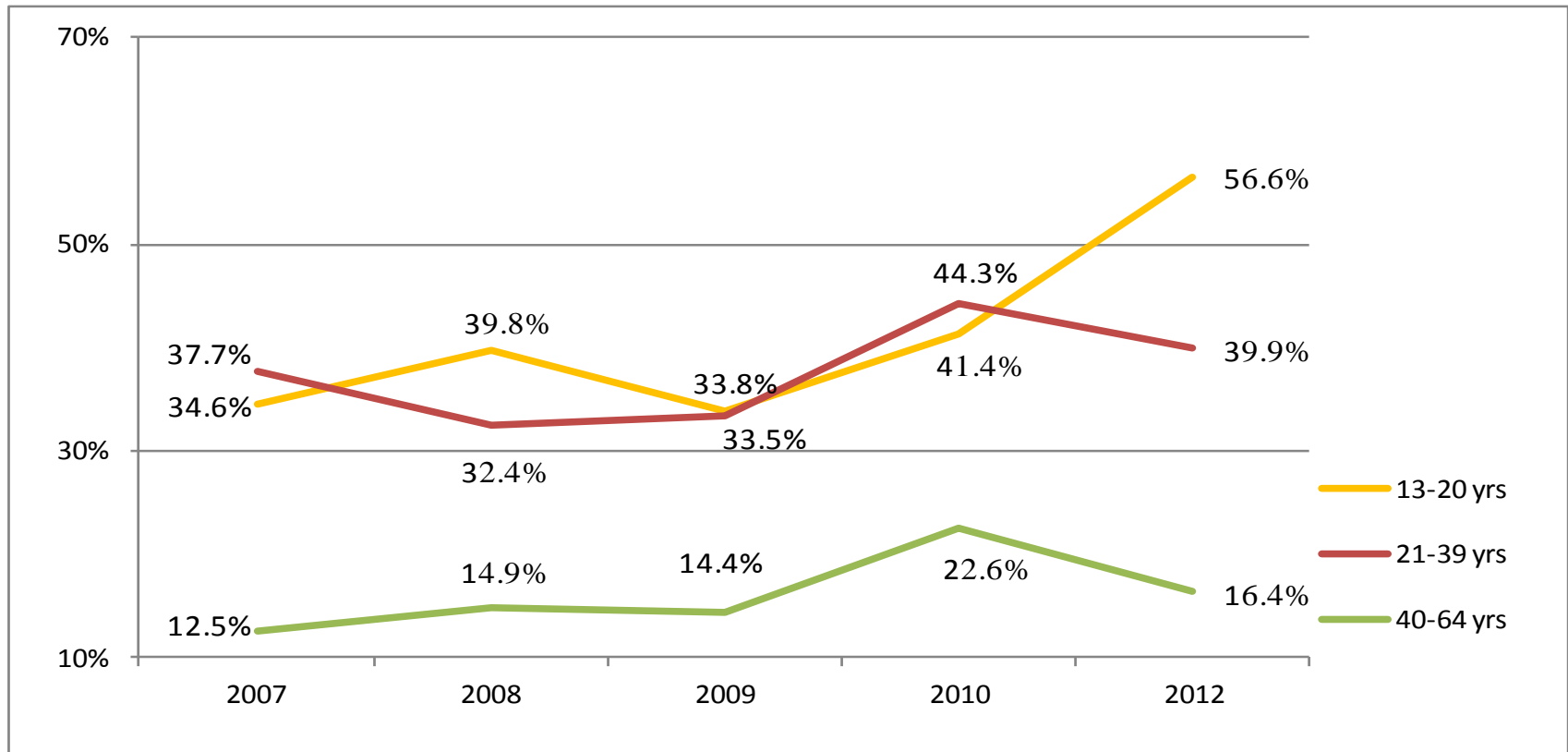
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## *Female Sexualization in Entertainment*

Prevalence	2007	2008	2009	2010	2012
% in sexy attire	27%	25.7%	25.8%	33.8%	31.6%
% w/some exposed skin	21.8%	23.7%	23.6%	30.8%	31%
% referenced attractive	18.5%	15.1%	10.9%	14.7%	Not Measured

*Note:* ASCJ study examining character demographics and hypersexuality across 500 films from 2007 to 2012.

## Percentages of Females in Sexy Attire by Age: 2007-2012



Note: ASCJ study examining character demographics and hypersexuality across 500 films from 2007 to 2012.



# *#3 Few Females Find Work in STEM Fields*



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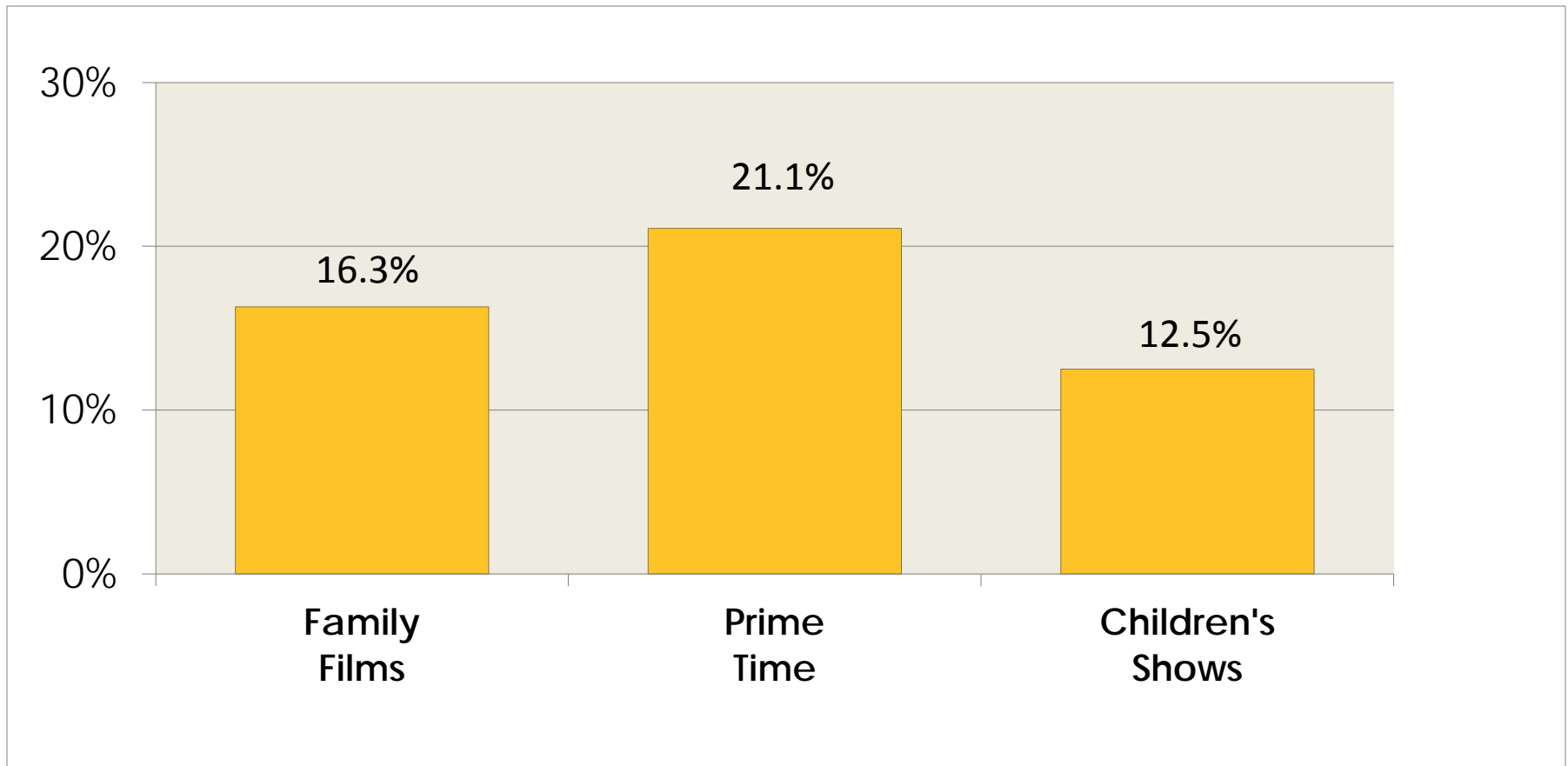
# Method

- Sample
  - 129 G, PG, & PG-13 rated films
  - 275 prime-time shows airing across 10 Channels Spring of 2012
  - 36 popular children's shows from 2011
- Units of Analysis
  - On screen speaking characters
- Measures
  - Demographics, Hypersexuality, Occupations, & STEM\*

*Note:* \*A modified list of STEM occupations from the U.S. Department of Commerce, Economics and Statistics Administration (August, 2011) was used in this study. This study was funded by the Geena Davis Institute for Gender and Media.



## *% of Females in STEM Workforce by Media*



*Note:* A modified list of STEM occupations from the U.S. Department of Commerce, Economics and Statistics Administration (August, 2011) was used in this study. This study was funded by the Geena Davis Institute for Gender and Media.

STEM Field	Family Films		Prime Time	
	Males	Females	Males	Females
% Life or Physical Sciences	49.3% (66)	65.4% (17)	46.4% (26)	66.7% (10)
% in Computer Sciences	23.1% (31)	7.7% (2)	32.1% (18)	33.3% (5)
% in Engineering	19.4% (26)	7.7% (2)	16.1% (9)	0
% in Other	8.2% (11)	19.2% (5)	5.4% (3)	0
<b>Total</b>	<b>100%</b> (n=134)	<b>100%</b> (n=26)	<b>100%</b> (n=56)	<b>100%</b> (n=15)

*Note:* This study was funded by the Geena Davis Institute for Gender and Media.