The media that boys and girls consume is training them from the beginning to have unconscious gender bias.
– Geena Davis

The Geena Davis Institute on Gender in Media is the only research-based organization working within the Entertainment Industry to dramatically increase the percentage of female characters, improve the quality of gender portrayals — and reduce the negative gender stereotyping — in family media.

THE ISSUE

Geena Davis noticed something 12 years ago that changed her life forever: the TV programs and the videos she was showing her daughter were profoundly lacking in female characters. And the female characters that were there were decidedly not doing half of the interesting and important things. As a mother, she thought that surely in the 21st century we should be showing children that boys and girls share the sandbox equally.

Through what we assume to be harmless entertainment, we are unwittingly teaching children from the youngest age that women and girls are profoundly less important than men and boys.

WHY IT MATTERS

o   Children are engaging with media up to 7 hours a day.

o   We judge our value by seeing ourselves reflected in the culture: "There's someone like me. I must matter."

o   The more hours of television a girl watches, the fewer options she thinks she has in life.

o   The more hours a boy watches, the more sexist his views become.

THE SOLUTION

Our data-led research, education, and advocacy empowers and inspires content creators to reimagine the media landscape to reflect our current society. Data redefines the creative process in media and entertainment, and the Institute has sponsored the largest amount of research ever done on children's entertainment media – covering over a 20-year span.

Before the Institute commissioned the research, everyone in the industry was positive there was no more gender inequality in children's media; they all confidently said it had been "fixed." However, the magic bullet for creating change is: numbers.

o   The purpose of the research is not to educate the public; we take the data directly to the creators of children's media and share it in a private, collegial way. And at every studio, work, and production company we visit, the reaction is the same: they are stunned. They had no idea how profoundly they were shortchanging women and girls.

o   We have yet to leave a presentation without someone saying, "You just changed my project."

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WHAT'S OUR PROCESS?

Our data led-research, education, and advocacy empowers and inspires content creators to reimagine the media landscape to reflect our current society.

Our method is to take the data directly to the creators of children's media and share it in a private, collegial way.

o   We present our research at large and/or small-scale meetings.

o   We follow the presentation with a workshop/training discussion.

o   We will also provide a private benchmarking study for each content creator's content.

o   We are also available for project-based consulting.

o   Our goal is to embed our research and tools into the creative process from beginning to end, in order to systemically drive change, one content creator/company at a time.

o   We have yet to leave a presentation without someone saying, "You just changed my project."

INTRODUCING GD-IQ

Using data, not assumptions, to evaluate unconscious bias in Media.

GD-IQ was developed to more accurately measure gender representation in film, television, and advertising content. Through its application, we have found that female characters are not only unrepresented and stereotyped, but when they are present, females have far less screen time and speaking time. This means that simply adding more female characters into the content is not enough. To truly address gender inequity, female characters need to be seen and heard as often as their male character counterparts.

GD-IQ is a Machine-Based Learning tool developed by the Institute in partnership with the USC Viterbi School of Engineering and Google.org. GD-IQ provides content creators and decisions makers with end-to-end, real-time data analytics and insights on gender and diversity disparities in media and entertainment using Audio and Video recognition software.

The women missing from the silver screen and the technology used to find them

www.google.com/intl/en/about/main/gender-equality-films

GD-IQ goes beyond measuring unconscious bias and stereotypes.

o   Provides end-to-end tools to evaluate and assess gender bias for Advertising, Film, and Television media.

o   Reveals hidden trends and offers rich insights on unconscious biases for on-screen portrayals of female and male characters.

o   Enables real-time big data analysis.

o   Automatically identifies screen and speaking time for gender, and screen time for race.

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UPCOMING FEATURES

2019

o   Age: Identify age from audio and video

o   Background Characters/Group Scenes: Identify gender of background from audio and video

o   International Language Content: Gender, Screen, Speaking Time, and Race

o   Text: "Spellcheck for Gender Bias" in Scripts, Creative Briefs, Job Descriptions

We welcome the opportunity to collaborate with companies, foundations, and social entrepreneurs to support our path-breaking research.

Should you be interested, please contact
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OUR PARTNERS