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Geena Davis Institute on Gender in Media



# GENDER BIAS WITHOUT BORDERS

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 @MDSCInitiative



U.S.



CHINA



JAPAN



U.K.



AUSTRALIA



INDIA



FRANCE



GERMANY



S. KOREA



RUSSIA



BRAZIL



## GLOBAL Study: Method

- **Sample**

- 11 most profitable territories worldwide
- Australia, Brazil, China, France, Germany, India, Japan, S. Korea, Russia, United Kingdom, United States.
- 129 Films
- January 1st, 2010 and May 1st, 2013
- Roughly equivalent to MPAA G, PG, PG-13
- Produced or Co produced w/in country



## GLOBAL ALERT: *GIRLS ARE NOWHERE TO BE "SCENE"*

- **Prevalence**
  - 30.9% female, 69.1% male
- **Gender Balance**
  - Only 10% of sample ( $n=12$  films)
- **Female Lead/Co Leads**
  - 23.3% of movies



## GLOBAL ALERT: *GIRLS ARE NOWHERE TO BE "SCENE"*

Country	% Female Characters	% of Films w Female Lead/ Co Leads	% of Gender Balanced Casts
UK Indie	37.9%	30%	20%
Brazil	37.1%	20%	20%
So Korea	35.9%	50%	20%
China	35.0%	40%	30%
India	24.9%	0	0
UK/US Collaborations	23.6%	0	0



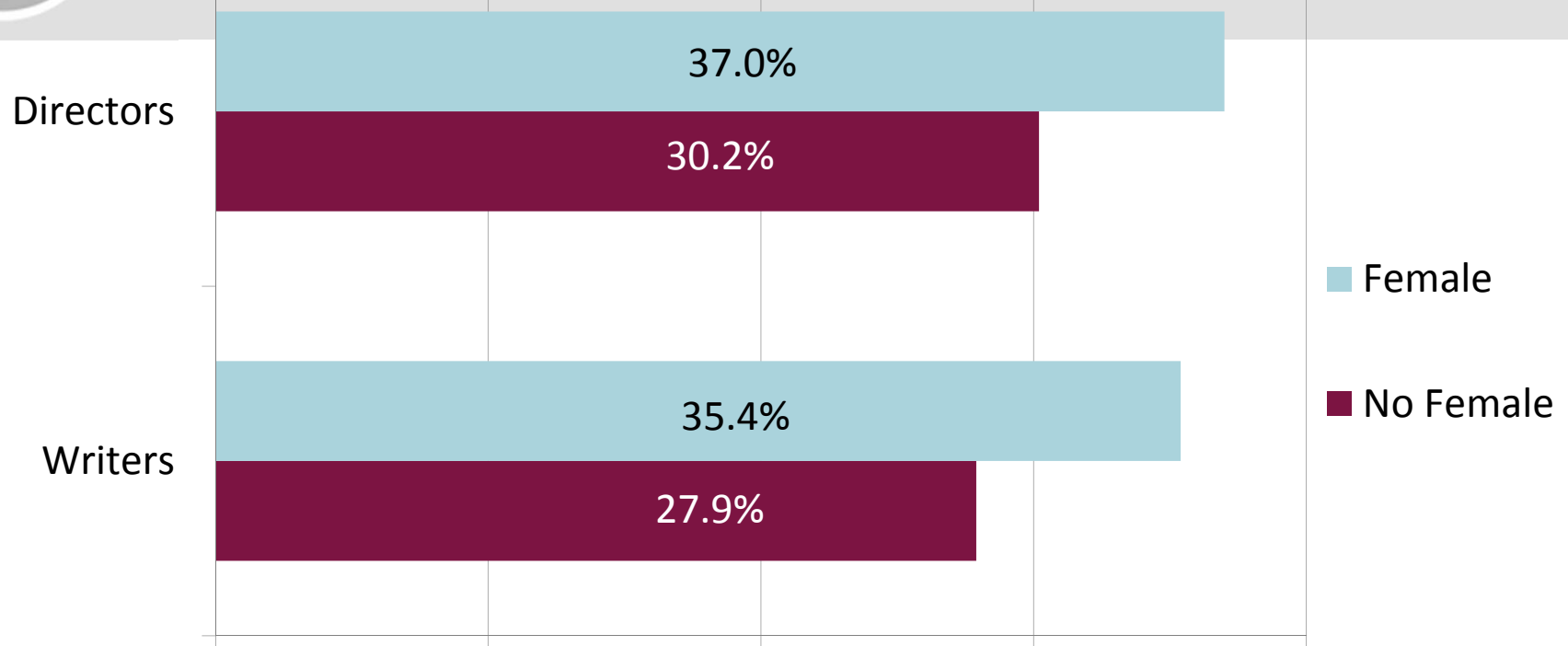
## CONTENT CREATOR GENDER: 20.5% WERE FEMALE



<b>Country</b>	<b>% of Female Directors in Film</b>	<b>% of Female Writers in Film</b>	<b>% of Female Producers in Film</b>
Australia	8.3%	33.3%	29.4%
Brazil	9.1%	30.8%	47.2%
China	16.7%	21.4%	25.3%
France	0	6.7%	13.6%
Germany	7.1%	22.2%	23.8%
India	9.1%	12.1%	15.2%
Japan	0	22.7%	7.5%
So. Korea	0	15.4%	20%
Russia	0	13.6%	17.7%
U.K.	27.3%	58.8%	21.8%
U.K./U.S.	9.1%	9.1%	21.6%
U.S.	0	11.8%	30.2%

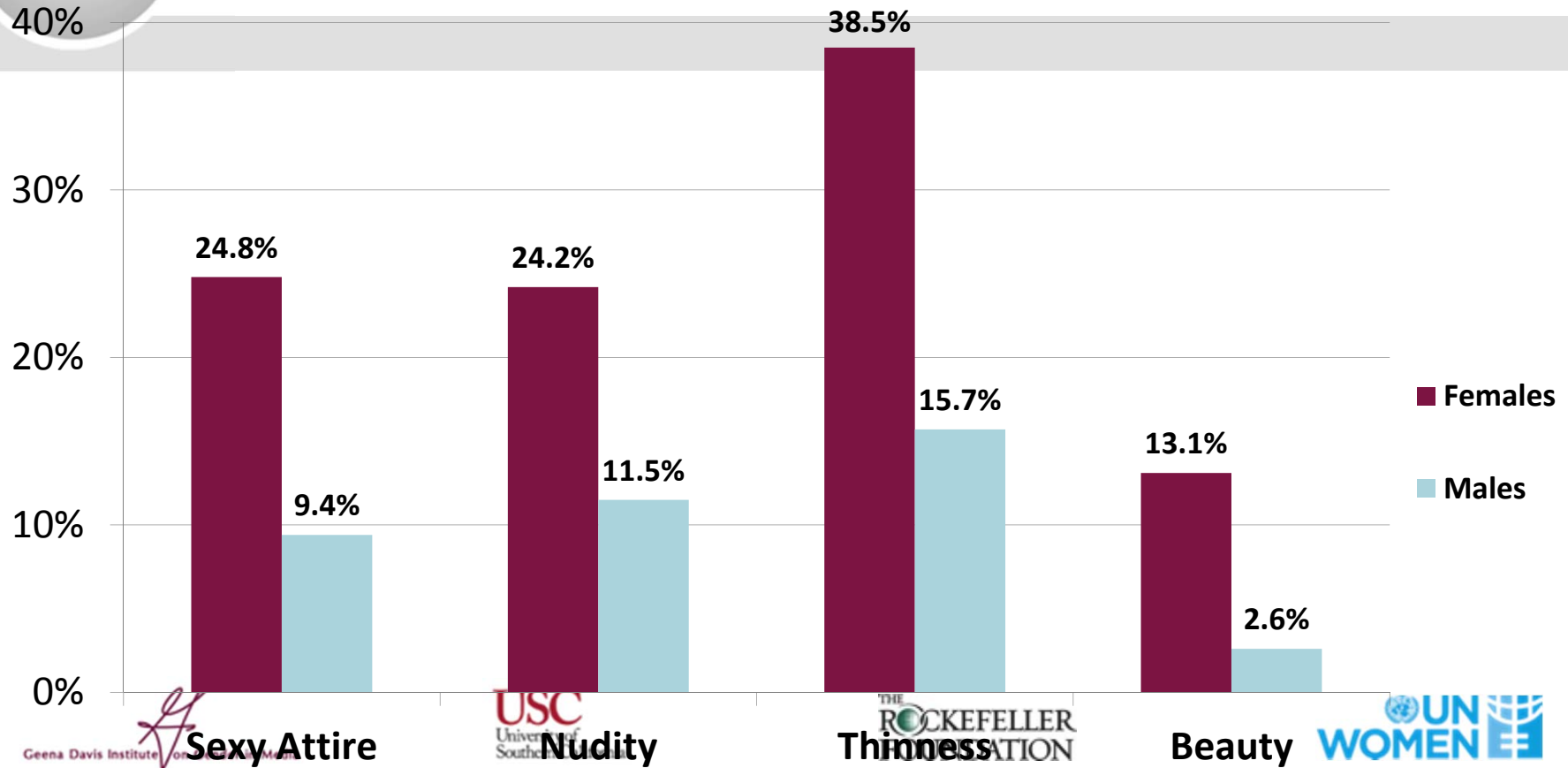


## A RAY OF HOPE? MORE FEMALE FILMMAKERS, MORE FEMALE CHARACTERS ON SCREEN





## NO MATTER THE TERRITORY, FEMALE CHARACTERS CANNOT ESCAPE AN EMPHASIS ON APPEARANCE







## THE LEERING LENS: FEMALES BETWEEN THE AGES OF 13-39 ARE EQUALLY SEXUALIZED

Measures	Teen Females (13-20 yrs)	Adult Females (21-39 yrs)	Middle Aged Females (40-64 yrs)
% in sexy attire	35.6%	32.4%	14.9%
% w/some nudity	33.3%	31.7%	14.9%
% referenced beautiful	20.1%	16.8%	4.8%
% shown thin	55%	45.9%	11.3%



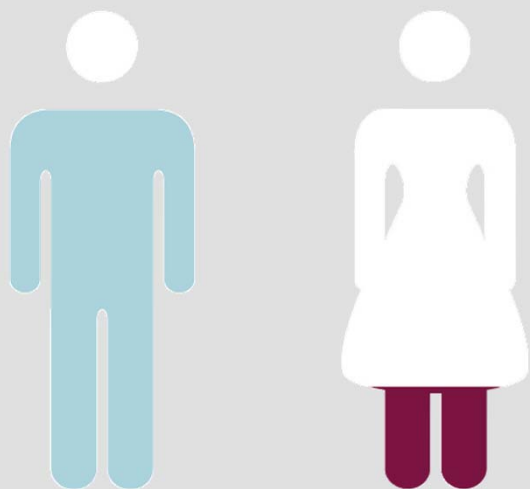
## WINDOW TO THE WORLD OF **WORK**

- **Occupation**
  - Verbal, nonverbal, or textual references
  - 3,306 characters shown with a job
- **Workforce by Gender**
  - 22.5% females; 77.5% males

Country	% of Working Females in Film	% of Working Females in Real World	Difference
Australia	22.8%	45.5%	-22.7
Brazil	25.4%	43.7%	-18.3
China	27.8%	43.6%	-15.8
France	18.8%	47.4%	-28.6
Germany	24.2%	45.9%	-21.7
India	15.6%	25.3%	-9.7
Japan	23.7%	42.2%	-18.5
So. Korea	26.3%	41.6%	-15.3
Russia	20.8%	49.2%	-28.4
U.K.	27.9%	45.9%	-18
U.K./U.S.	17.6%	n/a	n/a
U.S.	23.2%	46.3%	-23.1



## FEMALE EXECUTIVES ARE AN ENDANGERED SPECIES IN INTERNATIONAL FILMS



### *Executives in C-Suite*

- 86.1% ( $n=68$ ) Male
- 13.9% ( $n=11$ ) Female

### *High Level Politicians*

- 90.5% ( $n=115$ ) Male
- 9.5% ( $n=12$ ) Female



## NO JUSTICE FOR FICTIONAL FEMALES IN LAW, ACADEMIA, OR MEDICINE

PROFESSIONAL CAREER	MALES	FEMALES
% in Law (judges, lawyers)	93% ( <i>n</i> =39)	7% ( <i>n</i> =3)
% in Academia (professors)	94% ( <i>n</i> =16)	6% ( <i>n</i> =1)
% in Medicine (doctors)	85% ( <i>n</i> =69)	15% ( <i>n</i> =12)
% in Sports	96% ( <i>n</i> =117)	4% ( <i>n</i> =5)
% in Religion	95% ( <i>n</i> =37)	5% ( <i>n</i> =2)



## NO SEEDS BEING PLANTED FOR WOMEN AND GIRLS IN STEM



### STEM Workforce

- 3.5% of jobs
- Gendered:
  - 88.4% Males
  - 11.6% Females
- Ratio: 7.6 to 1



## NO SEEDS BEING PLANTED FOR WOMEN AND GIRLS IN STEM

Measures	Males	Females
% in life or physical science	88.4% ( <i>n</i> =38)	11.6% ( <i>n</i> =5)
% in computer science/technology	82.8% ( <i>n</i> =24)	17.2% ( <i>n</i> =5)
% in engineering	91.1% ( <i>n</i> =41)	8.9% ( <i>n</i> =4)
% in math	100% ( <i>n</i> =1)	0
% in other (hybrid STEM jobs)	100% ( <i>n</i> =3)	0

# Making An Impact?

Based on what you have learned, will this information influence how you perceive gender balance and stereotypes in your body of work?

*90.2% = Yes!*

How many projects have you changed because of the research?

*68% = 2 or more*

*41% = 4 or more*