



*An Imagery Toolkit for  
Inclusive Visual Storytelling*

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# WOMEN



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## WHY THIS TOOLKIT WAS CREATED

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Getty Images and SeeHer have a joint mission of changing the way women are portrayed in marketing and advertising. We have partnered to create a practical guide to help marketers create and select visual content to create unbiased, inclusive, effective advertising that will lead to measurable results. Join Us.

*If advertising aligned with the real world, imagine the potential.*



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**Getty Images** is the world's foremost visual expert—capturing, creating, and preserving content to elevate visual communications everywhere. By identifying cultural shifts, spearheading trends, and powering the creative economy, Getty Images fuels visual storytelling worldwide.

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## **VisualGPS**

*In 2020, Getty Images introduced VisualGPS, a proprietary methodology for providing deep insight and unparalleled visual guidance using the combination of search and download data from GettyImages.com and iStock.com, regular consumer surveys, and the industry-leading visual expertise of our Creative Insights team. This unique approach to visual analysis helps you make smarter, more thoughtful visual choices that will allow you to tell your stories more effectively, drive deeper connections with your audiences, and inspire more meaningful change for your business and the industry-at-large.*



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Launched by the Association of National Advertisers (ANA) in partnership with The Female Quotient (The FQ), **SeeHer** is the industry-leading movement to increase the representation and accurate portrayals of all women and girls in marketing, media, and entertainment, to reflect culture and transform society.



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## WHY THIS TOOLKIT WAS CREATED

**Media and advertising tend to portray women stereotypically, which reinforces unconscious bias.** Limited visual archetypes fail to reflect the dynamic and multifaceted qualities of women, across their different identities, experiences, and backstories.

Women are made up of a multitude of identities that determine how they are viewed in the world. Some aspects of identity are written into genetic code, while others are rooted in culture, but all interact with history, policy, and social narratives to shape how women are perceived and to dictate their potential. When these identities overlap, they can amplify misrepresentation and discrimination.

nearly  
**60%**  
of ads show women  
in stereotypical  
roles

**Intersectionality:** *The interconnected nature of social categorizations, such as race, class, and gender, create overlapping and interdependent systems of discrimination or disadvantage; a theoretical approach based on such a premise.*

Source: Oxford Dictionaries Online

Source: "Strive for More: Optimizing Predictive Creative Drivers to Improve Gender Equality In Advertising", SeeHer + IPSOS.



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## WHY THIS TOOLKIT WAS CREATED

**Getty Images and SeeHer are working together to help marketers understand the importance of their visual selections and help eliminate one-size-fits-all representation.** This helps women and girls—and marketers—tell their true stories and allows audiences to see women as multifaceted, multidimensional beings.



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53%

of American women experience discrimination or bias because of more than one aspect of their identities



61%

of women of color experience discrimination or bias because of more than one aspect of their identities

Source: Getty Images Visual GPS, 2022



70%

of women of color believe there has been an increase in on-screen representation of race, ethnicity and sexual orientations

Source: Trends in Onscreen Representation, SeeHer Research, 2021

## VISUAL CHOICES ARE IMPORTANT

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Every day, Americans see an average of 10,000 advertisements, nearly all of them containing imagery. As media becomes more visual, interpretation becomes more important. It demands responsibility from the media to **use visual content to advance positive messaging and to authentically represent diverse groups, including women.**

Source: PPC Protect, 2021

## QUESTIONS TO ASK

*How do you make choices about your visual content? Here are some questions to ask yourself when you encounter an image or video:*

- 1 What do you see?
- 2 Who do you see? What do they look like?
- 3 What are they doing? What emotions come to mind?
- 4 Where are they? What are the visual clues you're using to determine location?
- 5 What objects are in the foreground? The background? How do they change or amplify the story you're trying to tell?
- 6 Does this look like an honest depiction of a person? Does this look like someone you might know? What impression do you have of the person in the image?
- 7 How does the image make you feel?

*These questions are just a start. Throughout this guide, you'll find discussion topics as they relate to different tenets of women's identities. When selecting images, use the questions to help you and your teams make more informed and inclusive choices in your visual storytelling.*





# DECONSTRUCTING IDENTITY

*Here are some key tenets of identity that may impact how women are shown and perceived.*

**Gender:** the characteristics, attitudes, feelings, roles, and behaviors that may or may not be aligned with one's biological sex and that are enacted through behavior. Gender typically refers to social conventions that support the man/woman binary.

**Race/Ethnicity:** Race may refer to categories of people who share distinctive physical traits or regions of origin, while ethnicity refers to social groups who share common ancestral, religious, linguistic, or cultural origins and practices. There is no scientific basis for race, which is largely a Western colonial invention, but it has become a broadly accepted social categorization.

**Sexual Orientation:** one's inherent or immutable emotional, romantic, or sexual attraction to other people. The LGBTQ+ acronym is often used to describe people whose sexual orientation is not heterosexual; however, only L, G, B, and Q refer to sexual orientation, while T represents people who identify as transgender.

**Age:** the length of time that a person has lived, which can impact the person's social or cultural experiences.

**Disability:** any condition of the body or mind that challenges the person with the condition to do certain activities and/or interact with the world around them.

**Body:** all aspects of a person's physical appearance, including everything from weight and height to hair, skin, and complexion.

**Religion:** a set of beliefs that usually involve devotional and ritual observances and that often contain a moral code governing the conduct of human affairs.

**Social Class:** one's status in society, which may be defined by the type of work a person does, the person's income level or assets, or the person's educational background.

*Remember that these identities cannot be looked at in isolation, and that all of these identities are always at play—both in visuals and in real life.*

*Throughout this guide, we'll show you how to look at each of these tenets of identity both in isolation and intersectionally to help you create accurate and inclusive visual representations of women.*

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# GENDER



1 in 5 women say they **experience discrimination due to their gender**. They believe this is based on how they look, act, and express their emotions, or assumptions about their families.

*Attitudes regarding gender roles and gender expression are changing. Most Americans are open to broader visions of what gender can look like.*

81% believe that people should be free to express their gender through clothing, hairstyles, mannerisms, etc.

72% of Americans believe that society should not try to enforce conformity to traditional gender roles

68% believe that people should be free to choose the gender that they want to identify with

Source: Getty Images Visual GPS, 2021 and 2022



1 in 4 women say that there is not enough variety in women's gender identities depicted on screen

Source: "State of Consumer Engagement", SeeHer + Horowitz, 2021

## GENDER

Today, gender goes beyond biological sex to more fluid definitions of the social codes that reinforce ideas of masculinity and femininity.

**As gender identity and expression continue to evolve and intersect with other aspects of identity, so too should their visual representation.**

**Gender Identity:** *The interconnected nature of social categorizations, such as race, class, and gender, regarded as creating overlapping and interdependent systems of discrimination or disadvantage; a theoretical approach based on such a premise.*

**Gender Expression:** *How people show/indicate their gender through mannerisms, self-styling, etc.*



## GENDER IN VISUALS

# INSIGHTS



More than 1 in 5 visuals of women show them in domestic spaces

Gender expression for women in popular visuals is limited.



90% show women with long, naturally colored hair who are wearing feminine, form fitting clothing

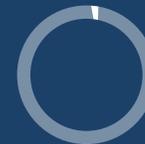
*Transgender people are infrequently seen in visuals, and depictions tend to focus on victimization rather than showing trans people living full lives.*



29% of Americans have seen visuals of transgender people as victims of violence



19% have seen visuals of transgender people in typical, everyday settings



0.02% of women appearing in popular visuals are transgender

## THE IMPORTANCE OF THE INTERSECTIONAL LENS

Women in blue-collar occupations are more likely than other working women to experience bias based on their gender identity.

Transgender women in the US are the group most likely to experience discrimination along multiple lines of identity.

More than 4 in 5 transgender women have faced discrimination in the past year.

Nearly half of transgender, nonbinary, and gender non-conforming Americans report that discrimination has significantly affected their ability to be hired.

*Women are more likely than men to experience discrimination based on their gender, employment status, and disabilities.*

**Highlighting women in a variety of nonstereotypical roles and settings relatable to all gender identities and expressions** will help move the needle forward toward more authentic representation.

## QUESTIONS TO ASK *when visualizing gender*

- 1 Is the image you're looking at reinforcing gender stereotypes?
- 2 When focusing on children, are you choosing colors, clothing styles, and activities that break stereotypes?
- 3 Do the roles depicted in the imagery you choose represent people across the gender spectrum? (e.g., caregiver, executive, construction worker, teacher)
- 4 Are you embracing people of all gender identities for your portrayal of women, including trans and gender nonconforming people?
- 5 Are you showing women with real emotions, and depicting them as people who both give and receive care?
- 6 Are you showing trans women with friends and family, at work, and pursuing recreational activities?
- 7 Are you giving space to the variety of ways that gender can be expressed? Are you depicting diverse gender expressions and presentations in terms of dress, hairstyle, makeup, jewelry, etc.?



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RACE +  
ETHNICITY

## RACE AND ETHNICITY

Race is another social construct that impacts women's daily lives. **BIPOC (Black, Indigenous, and other people of color) women are more likely to experience discrimination than white women**, and BIPOC women may be affected by racially specific stereotypes (Fiery Latina, Sassy Black Woman, Submissive Asian Woman). While race may overshadow ethnicity in the United States, cultural nuances add richness to female identities.



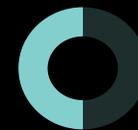
# 17%

of American women experience discrimination or bias due to their race or ethnicity

BIPOC women are almost

# 5x

more likely than white women to experience discrimination based on their race/ethnicity



Nearly half of women who experience discrimination due to race attribute it to their skin color

Source: Getty Images Visual GPS, 2022

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## RACE + ETHNICITY IN VISUALS

# INSIGHTS

**Colorism—discrimination based on skin color—is prevalent in visuals of women.**

Black and South Asian women with lighter skin tones are

2x

more likely to be shown than those with darker skin tones.

**Both Latinx and Native American women are underrepresented** compared with their numbers in the actual population, especially in workplace imagery. Asian, Latinx, and Native American women are less likely to be shown playing sports.

**BIPOC women are more likely than white women to appear in multiracial groups—but**

85%

of multiracial groups include at least one white person

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## THE IMPORTANCE OF THE INTERSECTIONAL LENS

AGE, RACE, + GENDER



Nearly half of Gen Z women say they have **experienced discrimination because of their race/ethnicity**

RACE + GENDER

**Black women are more likely to say they have experienced workplace discrimination** than women of other races or men of any race; more than half of Black women say they have experienced workplace discrimination

62% of Latinx people say that having **darker skin hurts their ability to get ahead**

Sources: Getty Images Visual GPS, 2022

**Only 29%** of AAPI women feel they are accurately portrayed in media all of the time.

Source: Pew Research Center, 2017, 2021; Perceptions of Progress, The State of Women's Equality in the US, SeeHer & dentsu, 2021

Showing women across racial backgrounds while **highlighting the nuanced ethnic identities that speak to their cultural upbringings can help deepen visual storytelling**, allowing brands to move past tokenistic representations of BIPOC women.

## QUESTIONS TO ASK *when visualizing race/ethnicity*

- 1 Are you using stereotypes to represent BIPOC women? Are you avoiding stereotypes in terms of setting, behavior, clothing, etc.?
- 2 Are BIPOC women featured in a variety of roles and professions (e.g., employer AND employee, different industries), and are they displaying a variety of hobbies and interests?
- 3 Are you showing women with darker skin tones, a variety of facial features, and different hair styles and textures?
- 4 Are you showing BIPOC women in multiracial groups without centering on white people? Are you including depictions of women in multiracial families?
- 5 Are you reflecting the cultural nuances and traditions of different races/ethnicities (around food, celebrations, activities, etc.)?
- 6 Are you representing women's race/ethnicity alongside other intersections of their identities? (e.g., disabilities, age, body type, etc.)



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# SEXUAL ORIENTATION



## SEXUAL ORIENTATION

Sexual orientation is often described through terms like straight, gay, lesbian, queer, and bisexual, but women also have other sexual identities, including polyamorous, asexual, and pansexual. Despite the growth, acceptance, and representation of the LGBTQ+ community in popular culture, heterosexuality is still seen as the norm, especially in media. In fact, only **1 in 4 Americans regularly see visuals of LGBTQ+ people in everyday situations and as active members of mainstream society**, even though 13% of Americans are attracted to the same sex or equally attracted to both sexes.

**Nonheterosexual people commonly experience discrimination based on their sexual orientation.**

Visual stereotypes about LGBTQ+ people are often reinforced in popular media.



76%

often see visual representations of lesbian women who are shown as masculine, either in the way they dress or behave



52%

often see visual representations of bisexual people shown as engaging in sexual or promiscuous behaviors



29%

often see visual representations of LGBTQ+ people at parades and/or in party settings

Sources: Getty Images Visual GPS, 2021 and GLAAD, 2021

# SEXUAL ORIENTATION IN VISUALS

## INSIGHTS



of queer people report experiencing discrimination based on their sexual orientation or gender identity.

**Queer women** are featured in **< 1%** of popular visuals



and over **half** of those **represented** are **teens or young adults**

**Visuals highlighting romantic relationships are most likely to feature straight, white women.** Images featuring the LGBTQ+ community tend to focus on pride, romance, and lifestyle imagery

**1 in 3** contains a **rainbow flag or symbol** related to orientation or gender identity



Nearly 60% show LGBTQ+ people in couples



Less than 10% of visuals showing LGBTQ+ people are set in workplaces or educational settings

*The majority of visuals are portraits or depict pride celebrations and domestic life.*

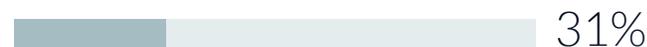


## THE IMPORTANCE OF THE INTERSECTIONAL LENS



Almost **2/3** of lesbian, gay, and bisexual people say they experience discrimination because of multiple aspects of their identity

### SEXUAL ORIENTATION + RACE



LGBTQ+ people of color (43%) are more likely to experience discrimination than their white counterparts (31%)

Showcasing lesbian, bisexual, and queer women in scenarios outside of pride celebrations and romantic relationships can help **normalize and accelerate acceptance of LGBTQ+ people in everyday spaces.**

## QUESTIONS TO ASK

*when visualizing sexual orientation*

- 1 Are you defaulting to visuals of heterosexual couples or focusing on straight women?
- 2 Are you including women of a variety of sexual orientations, including lesbians, bisexuals, polyamorous women, and asexuals?
- 3 Are you representing mature women with different sexual orientations? Are you doing it in a positive way?
- 4 Are you showing LGBTQ+ women of various races/ethnicities?
- 5 Are you showing LGBTQ+ women in romantic stories or as parents vs. single women living full lives, or spending time with friends or families of origin?
- 6 Are you showing LGBTQ+ women living fulfilling, positive lives, and having shared experiences within and outside of their communities? Are you showing LGBTQ+ women in workplaces, or pursuing hobbies?
- 7 Are you depicting LGBTQ+ women with a range of gender identities and expressions, as well as a range of body types?





AGE

# AGE

Although the US population is aging, American culture has a love affair with youth, celebrating young women while older women are often overlooked. **In fact, 95% of mature women experience discrimination because they're perceived as too old.** According to the most recent census data, nearly 25% of American women are over 60, and women make up nearly half the workforce. While advertising often relies on stereotypes about activities associated with different life stages, the richness of day-to-day life for older women is rarely seen.

*Our youth-oriented culture tends to ignore mature women, which means there are fewer positive and realistic portrayals of older women in media.*

## DISCRIMINATION + AGE

  
23% of women say they experience bias/discrimination due to their age

  
31% of older women say they experience bias based on age

  
64% of women say they have experienced age discrimination in the workplace

  
62% of Americans above age 50 say that they wish ads had more realistic images of people their age

Sources: Getty Images Visual GPS, 2021 and 2022, and US Census Bureau, 2019; AARP, 2021 and EBN, 2021



**69%**  
say that images in ads featuring women their age reinforce outdated stereotypes.



## AGE IN VISUALS

### INSIGHTS



Young adults (20-29 years old) are featured in nearly half of popular visuals



Senior women (60+ years old) appear in just 15% of images

**Children and seniors are more frequently shown as white than as BIPOC.**

#### AGE + IMAGES INVOLVING HEALTHCARE



More than 33% of images of seniors show them in healthcare settings (vs. just 18% of visuals of young adults)

## THE IMPORTANCE OF THE INTERSECTIONAL LENS

**Younger** women are more likely than older women to experience discrimination along multiple lines of identity.

**BIPOC** women are more likely to experience age discrimination than white women.



## QUESTIONS TO ASK *when visualizing age*

- 1 Are you showing a multidimensional experience of what it means to be an older woman?
- 2 Are you showing women over 40 as contented, active, and fulfilled?
- 3 Are you showing older women as leaders and in workplaces of all kinds?
- 4 Are you showing older women successfully using technology by themselves, whether at work or during leisure time?
- 5 Have you considered the “sandwich generation,” older women caring for both children and parents?
- 6 Are you representing older women alongside other intersections of their identities (e.g., race/ethnicity, body type, etc.)?

**Showing different kinds of relationships, activities, and ambitions for women of all ages—especially older women—can provide a more honest reflection of the active lives that women lead, and the changes they make over their lifetimes.**

**DISABILITY**



## DISABILITY

Disabilities affect women of all ages, races, and gender expressions, but images of women with disabilities are rarely included in popular media. **Stigmas against disabilities—both visible and invisible—impact impressions**, and women with disabilities experience discrimination based on perceptions of their strength/weakness, their differences, and for how they look.



**Women with disabilities participate actively in society, but they are often excluded from areas that are most visible—such as work, fashion, or entertainment.**



1 in 5 adult women have a disability of some kind



44% of women above the age of 65 have a disability.

While disability impacts older women more acutely, **14%** of all public-school students have disabilities, as well.



92% believe that people with disabilities have as much to contribute to society as people without disabilities



36% of women age 25-54 with disabilities are employed

### DISABILITY + EDUCATION



20% vs.



41%

Nearly 20% of women with disabilities have a bachelor's degree or higher — compared with 41% of women overall

Sources: Getty Images Visual GPS, 2021; CC, National Center for Education Statistics; US Department of Labor, 2021

## DISABILITY IN VISUALS

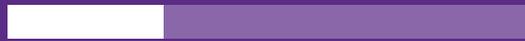
# INSIGHTS

Women with disabilities appear in less than **<2%** of popular visuals.

Of those:



**50%** feature senior women in wheelchairs



**> 1/3** focus on physical disabilities: auditory or visual impairments are rarely shown



Nearly **3 in 4** images of women with disabilities are set in white-collar workplaces



Nearly **4 in 5** show women with disabilities in healthcare settings



**White women are seen in more than half of visuals featuring people with disabilities;** Native American and Latinx women are underrepresented.

**27%** of women experience bias/discrimination due to their disabilities, including ongoing mental health or health issues



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## THE IMPORTANCE OF THE INTERSECTIONAL LENS

### **People with disabilities experience the highest incidences of compounding bias**

#### DISABILITY + RACE

**1 in 3** also say they experience bias due to their race

#### DISABILITY + AGE

**1 in 2** also say they experience bias due to their age

Younger women are more likely than older women to experience discrimination based on their mental health issues.

***More than half of American women with disabilities have a mental illness.***



## QUESTIONS TO ASK *when visualizing disability*

- 1 Are you focusing on a woman's disability rather than on her whole identity?
- 2 Are you showing women with disabilities only being helped, cared for, or trying to overcome their challenges?
- 3 Are you featuring only women in wheelchairs or with other easily identifiable differences? What about women with cognitive challenges or invisible disabilities?
- 4 Are you conveying positive messages, such as love, friendship, or achievement?
- 5 Have you considered the camera angle? Is the viewer looking down at the subject?
- 6 Are you showing women with disabilities as active members of society?
- 7 Are you showing the whole range of life experiences that a person with disabilities may have?
- 8 Are you representing women with disabilities alongside other intersections of their identities (e.g., race/ethnicity, gender identity or expression, age, etc.)?

Media stories about people with disabilities tend to highlight remarkable tales of overcoming obstacles, but they rarely depict the day-to-day lives of people with a variety of disabilities, from cognitive disabilities to deafness to arthritis. **Showing women and girls with disabilities living full lives, through story-first visuals, can help honestly reflect reality.**



**BODY**



## BODY

Even as the language of body positivity, body inclusivity, and body neutrality has become more mainstream, advertising still emphasizes thin, young, clear-skinned women with luxurious hair and without any discernible imperfections. **Body discrimination impacts people differently, depending on their race, gender, and age**—but weight remains the primary cause of body bias.

31% OF WOMEN SAY THEY EXPERIENCE BIAS/DISCRIMINATION DUE TO THEIR BODY SHAPE/SIZE/TYPE



THE MAJORITY OF YOUNG WOMEN SAY THEY EXPERIENCE BIAS/DISCRIMINATION DUE TO SOME ASPECT OF THEIR PHYSICAL BODIES



29% of women who experience bias based on disabilities cite how they look as the reason for bias

*While weight is the primary cause of body discrimination, nearly a third of women who experience body bias attribute it to skin imperfections like birthmarks, scars, stretch marks, acne, etc.*



## BODIES IN VISUALS

# INSIGHTS

Women with larger bodies are seen in just

1%

of popular visuals, and these tend to show Black and Latinx women



Nearly half of visuals of people with larger bodies are focused on **exercise**



Less than 5% show women in **workplaces**

Pregnant women appear in

1% of popular visuals, and these primarily show domestic environments or healthcare scenarios

People with skin conditions are seen in <1% of visuals; when shown, the images tend to focus on the condition—shown on light skin—rather than on the person

## THE IMPORTANCE OF THE INTERSECTIONAL LENS

### BODIES + RACE

**BIPOC** women are more likely to say they have experienced discrimination based on body type than white women (36% vs. 28%)

### BODIES + SEXUAL ORIENTATION

More than 50% of **LGBTQ+** women experience bias on social media due to their body shape/size/height/weight

Source: Getty Images Visual GPS, 2021



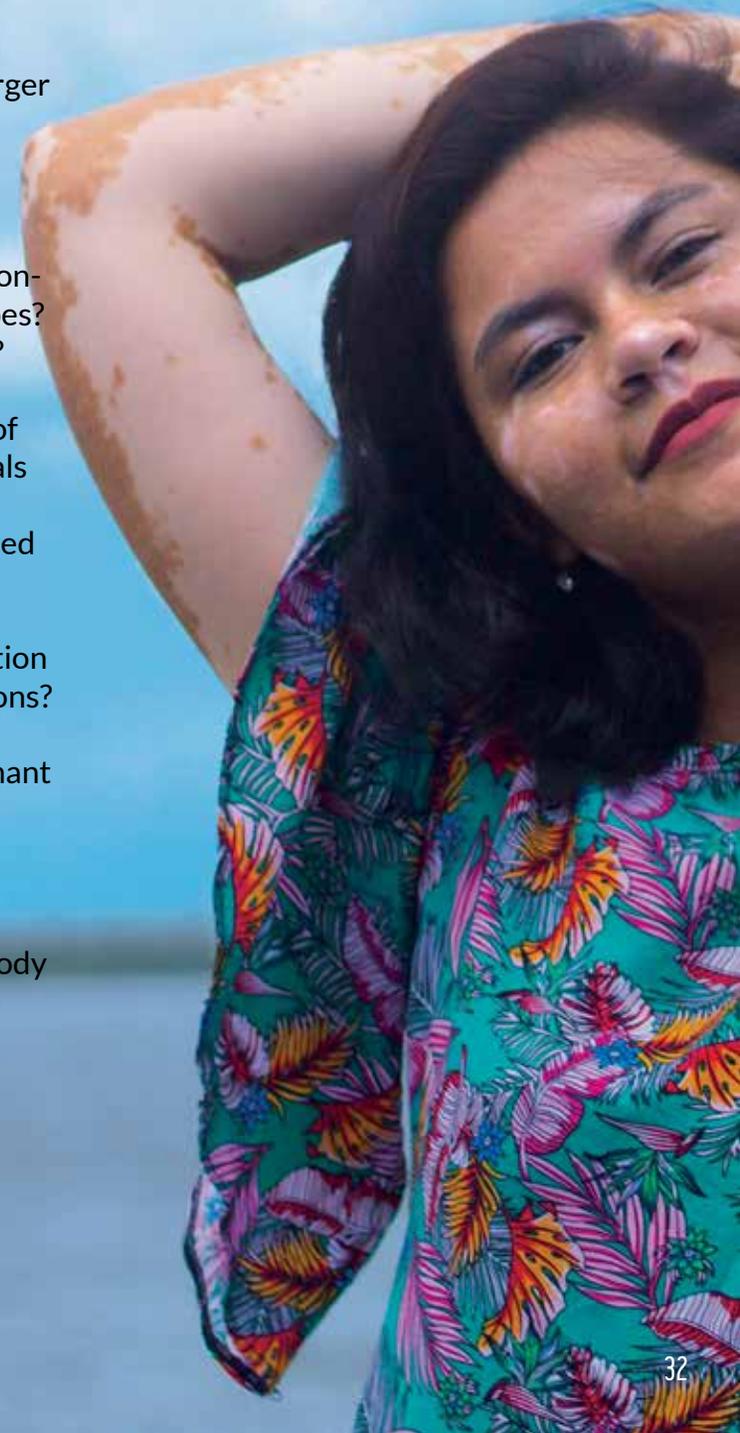
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While the body positivity movement has overwhelmingly focused on weight, other bodily aspects can lead to negative (self-) perceptions: curviness, bust size, skin imperfections, cellulite, hair color/texture/thickness/style, etc.

**Depicting women of all body types in visual storytelling embraces women of all kinds, across racial backgrounds, ages, skin tones, and abilities.**

## QUESTIONS TO ASK *when visualizing bodies*

- 1 Are you representing women with larger bodies? Shorter bodies? Are you selecting imagery that features them living full lives?
- 2 Are you being conscious of the positioning of women with different body types? Do they look comfortable and proud?
- 3 Are you considering how the bodies of women of all sizes appear in the visuals you choose? Can their positioning be interpreted as unnecessarily sexualized or objectified?
- 4 Have you considered the representation of women with different skin conditions?
- 5 Have you considered images of pregnant women or women with postpartum bodies? Are they being portrayed as active, dynamic individuals?
- 6 Are you showing a diverse range of body types across multiple intersections of identity, including race, sexual orientation, or gender expression?





RELIGION

**Women are more likely than men to say that religion is important in their lives**

## RELIGION

Religion and spiritual beliefs impact people's daily lives, and people practice their faith in ways that are personal, community-oriented, and institutional. However, 1 in 3 women say there are not enough portrayals of women across different religions in media. While younger women are less likely to be religious than older women, **women of all ages observe spirituality through diverse rituals.**

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## America's religious makeup is expanding beyond its white Christian origins

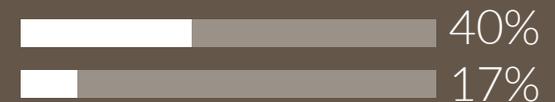
Religions other than Christianity are practiced by more than **1/3** of the US population



There are **3.85** million Muslims in the US

**Americans believe that Muslims and Jewish people face the most religious discrimination.**

## Religious affiliation and spiritual practices vary based on generation.

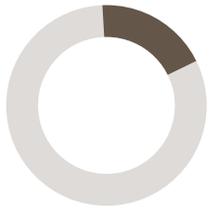


40% of millennials vs. 17% of baby boomers see themselves as religiously unaffiliated

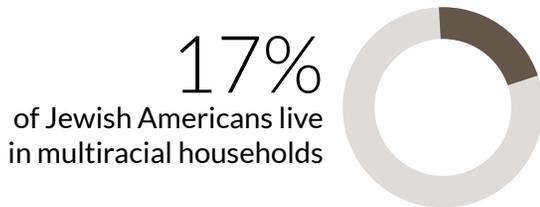
Over half of young people engage in forms of divination or spiritual practice outside of organized religion, such as tarot, astrology, and use of crystals.

Source: Springtide Research Institute, 2021

## THE IMPORTANCE OF THE INTERSECTIONAL LENS



**15%** of women say they have experienced discrimination due to their religion. This bias especially impacts young women, as well as queer and Latinx women



**17%** of Jewish Americans live in multiracial households



**34%** of lower-income Americans say the pandemic has strengthened their faith

## RELIGION IN VISUALS

### INSIGHTS

Religion is seen in just **1%** of popular visuals, and limited images exist showing how faith fits into people's daily lives, from praying at home to attending religious services to practicing spirituality in groups



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**A truly inclusive depiction of women of different religions means avoiding stereotypes and showing them in a variety of contexts**—including ones that don't overtly depict religious objects or environments.

## QUESTIONS TO ASK *when visualizing religion*

- 1 Are you focusing on the individual or their faith?
- 2 Are you showing a range of women from different religious backgrounds?
- 3 Are you showing women with people from other religious or nonreligious backgrounds?
- 4 Are you using tokenistic iconography to visually speak to a faith, or are you showing religion solely through the celebration of holidays?
- 5 Are you depicting everyday forms of spiritual practice, including syncretic practices that blend multiple religious or spiritual traditions?
- 6 Are you representing women of different faiths alongside other intersections of their identities (e.g., race/ethnicity, body type, age, etc.)?

# SOCIAL CLASS

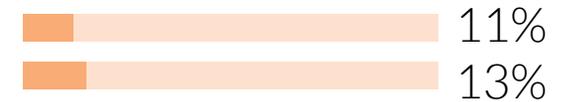


## SOCIAL CLASS

Women are more likely than men to struggle due to their socioeconomic status. Despite higher rates of education, women—and especially women of color—experience class-based discrimination. **Aspirational visions of upper-middle-class lifestyles rarely reflect the lived realities of the majority of American women.**



**Gender discrimination in the workplace, and assumptions based on socioeconomic status, reproduce a hierarchy in which women are more likely to live in poverty than men.**



**11%** of women say they have experienced discrimination due to their income or socioeconomic level

**13%** of women say they have experienced discrimination due to their employment status



42%

of working women say they've experienced gender discrimination at work, and women with postgraduate degrees are more likely to say they experience discrimination than women with less than a college degree



In **40.5%** of households with children under 18, mothers are equal, primary, or sole earners

**56%** of people living in poverty are women—not only because of a wage gap, but also because of a wealth gap: women are more likely to be victims of predatory lending, hold significant debt, and be denied mortgages than men



Sources: Getty Images Visual GPS, 2022; Pew Research Center 2017; US Department of Labor, 2020; Center for American Progress, 2020

## THE IMPORTANCE OF THE INTERSECTIONAL LENS

### CLASS + RACE

**BIPOC** people are more likely to be employed in the gig economy than white people, which affects their earnings potential and workplace protections.

**Black and Latinx** women are more likely than Asian or white women to work in lower-paying service occupations.

**BIPOC** women are more likely to be unemployed than white women.



Nearly **1 in 4** Native American women live in poverty



more than **1 in 5** Black women live in poverty

Sources: Pew Research Center, 2021; Center for American Progress, 2021, 2020; Bureau of Labor Statistics, 2022



## SOCIAL CLASS IN VISUALS

### INSIGHTS

Nearly half of visuals of women show them working, but they overwhelmingly focus on white-collar work and **rarely picture women in service-sector or industrial jobs.**

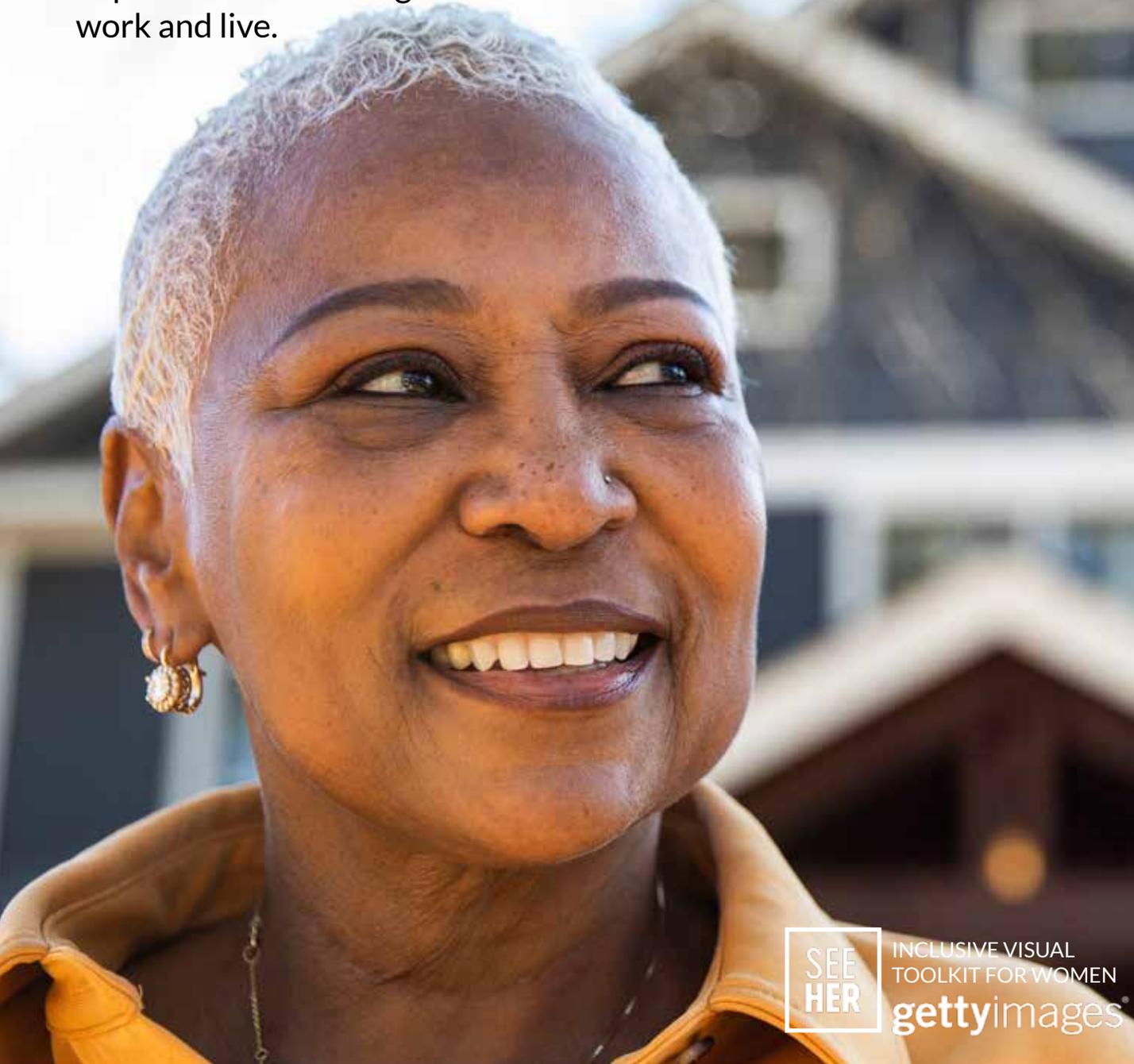
**Latinx women** are more likely than other women to be depicted in service-sector jobs, or as blue-collar workers.

Domestic images tend to be biased toward showing **upper-middle-class domestic spaces**, as seen through home types, fixtures, décor, appliances, and furniture.



INCLUSIVE VISUAL  
TOOLKIT FOR WOMEN  
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**Showing women across social classes requires empathetic, honest imagery.** Social class is often reflected in details, like styles of dress and home décor, as well as the range of professions and neighborhoods in which women work and live.



## QUESTIONS TO ASK *when visualizing social class*

- 1 Are you showing women working in a wide range of professions, including service-sector and industrial jobs?
- 2 Are you showing women in stereotypical professions, or are you breaking stereotypes by highlighting them in fields in which they are under-represented?
- 3 Are you depicting working-class women in a positive light?
- 4 Are you showing women in domestic spaces or social environments that honestly reflect their class status?
- 5 Are you elevating BIPOC women in imagery related to luxury lifestyles?
- 6 Are you considering how social class may intersect with other lenses of identity, such as sexual orientation, race, or disability?



# WHAT DOES IMPROVING PORTRAYALS OF WOMEN MEAN FOR MEDIA AND MARKETERS?

**When brands accurately represent women across identities, they are more likely to be positively viewed by consumers.**



**72%** of consumers believe that brands can drive social change.



**52%** of consumers say media has a lot of responsibility to improve equality.

**For women, the #1 type of diversity advertisers can show that positively impacts their decision to buy from a brand is showing women in nontraditional roles.**

**Paying special attention to intersectional representation—highlighting women with impacted identities—also impacts purchasing intent.**



**50%** of Black women feel that showing women in real life situations is the most impactful way brands and companies can increase the accuracy and authenticity of their portrayal of women



**50%** of young adults say having LGBTQ+ people in a company's advertising has a positive impact on their decision to purchase from a company



**57%** of consumers say that when brands show people with disabilities in their ads for products not related to their disability, it positively impacts their decision to buy from that brand

To help benchmark success, in 2016 SeeHer developed the **Gender Equality Measure (GEM®)**, the first research methodology that quantifies gender bias in ads and programming. There is positive short and long-term impact when women are accurately portrayed in advertising:

Ads that perform in the top third of GEM®-tested ads score **24%** higher on choice intent, and **28%** higher on brand relationship

High GEM®-scoring ads increase sales by **5X** for advertisers

Showing a woman challenging stereotypes, leads to **56%** of such ads being in the top third for GEM®-tested ads and drives positive perceptions of women

Sources: "Strive for More: Optimizing Predictive Creative Drivers to Improve Gender Equality In Advertising", SeeHer + IPSOS; SeeHer GEMLift Study, 2021, with IRI Worldwide

Sources: "Perceptions of Progress: The State of Women's Equality in the US" SeeHer & Dentsu, 2021; State of Consumer Engagement, SeeHer + Horowitz, 2021





## IN SUMMARY

*“Effective resources to guide the development of accurate and inclusive visual storytelling was a big gap for us that SeeHer and Getty filled. It was a true partnership to help us understand the guidelines and how to apply them. Their teams put on custom workshops to help roll out the guidelines with our marketing groups and agencies, taking a fully hands-on approach that made the guidelines relatable and actionable for BlackRock marketers. Thank you, SeeHer and Getty!”*

—Grace Christus, Director iShares Partnerships Marketing at BlackRock



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**Conscious visualization is the direct result of mindful inquiry. Questioning preconceived stereotypes and using insights to change perceptions is not only righteous; it goes a long way toward changing the way women are reflected in society and in media.**

**When creating or sourcing images for your stories and messages, ask yourself:**

- 1 Does this perpetuate stereotypes?
- 2 Have I done my research?
- 3 Does this tell an authentic story?
- 4 Am I placing visuals in a context where they may be misconstrued?
- 5 Am I applying my visual literacy skills and checking my biases?



## HOW DO YOU DRIVE ACTION NOW?

Visuals can create immediate impact. Partner with Getty Images and SeeHer to understand how positive visual storytelling can help change the narrative for women of all identities and how to put that knowledge to work for your brand.

### ***Change the Image, Change Perceptions***

Getty Images is proud to create and promote powerful, relevant imagery that increases awareness, breaks stereotypes, and drives engagement.

#### **Let us help you drive insights into action:**

[Curate visuals based on the toolkit](#)

[Create inclusive and exclusive brand library:](#)

Bring the engine behind Getty Images' content production and operations to your brand.

Tap into our global network of 488,000+ creators to develop exclusive content.

[Visual Toolkit for Women Search Guide](#)

[Manage and Distribute across Your Teams](#)

Customized Visual Workshops with SeeHer and Getty Images

[SeeHer's Gender Equality Measure](#)

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