

Representation within Content

Presented by Yasmin Asare-Anderson





**We must be the
voice of all.**

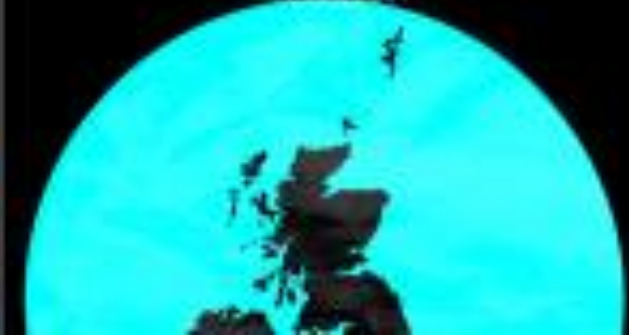
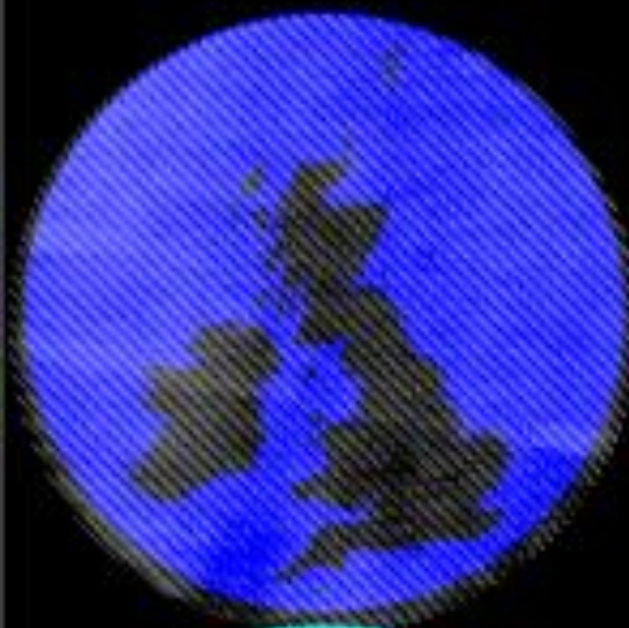


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B B C CREATIVE
DIVERSITY
REPORT

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“We have to get to a place of balance. The default in media is non-disabled, white, heterosexual, middle class.

In that context, you get nuanced portrayal.

But we don’t have this with other audience groups. When we do represent underserved, it needs to be as well-rounded and balanced as possible. But we need to understand the stereotypes in place so as not to fall back on them.”

June Sarpong, Head of Creative Diversity

What stereotypes exist and how can we understand them, to avoid reinforcing them?

What are the changing perceptions of portrayal and acceptability, how can we illuminate these to ensure more balanced, varied and appropriate representation within content?

How are identities defined and are media portrayals accurate? What are the facets of identity that are overlooked and should be portrayed to give a well-rounded depiction?

What is the impact of certain terms, what language is appropriate, and how can media brands educate audiences through leading by example?

**Cultural Insights
Network**

**Semiotic
Analysis**

**Stakeholder
Workshops**

**Online Qualitative
Exploration**

**Quantitative
Scoping**

Those with disabilities identified with...





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“Black men are normally seen as thugs or people who engage in rowdy behaviour.

For me this couldn't be further from the truth; I'm actually more quiet than I am outspoken. I also don't particularly like confrontation.

It ends up creating a disconnect with me and the people who would view me as a threat to them just based on stereotypes about black men.”

Male, Black Caribbean, 21

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Ensure you are well placed to create the stories you are telling

I UNDERSTAND

THAT I WILL
NEVER

UNDERSTAND

BUT I STAND

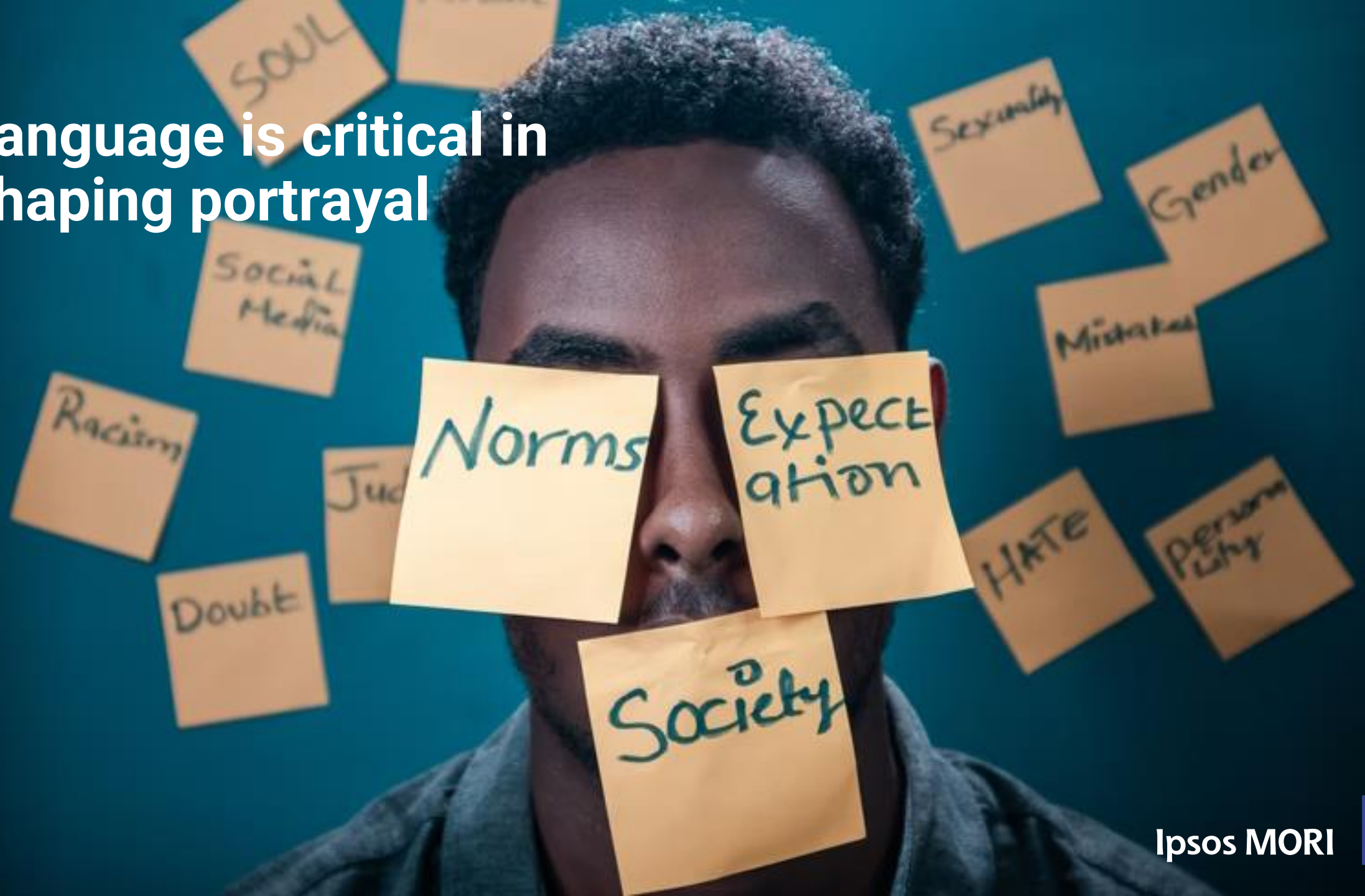
WITH


**Depict characters with
layers, reflecting how
they define themselves**

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Language is critical in shaping portrayal



A photograph of four young women of diverse ethnicities standing in a line on a beach at sunset. They are shown in profile, looking towards the right. The background is a soft, hazy sky with a mix of purple, blue, and orange tones. The women are wearing dark-colored clothing. The overall mood is contemplative and serene.

**Consider the
collective of stories
that already exist
about a particular
group**

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Thank you.

Contact
yas.asareanderson@ipsos.com

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