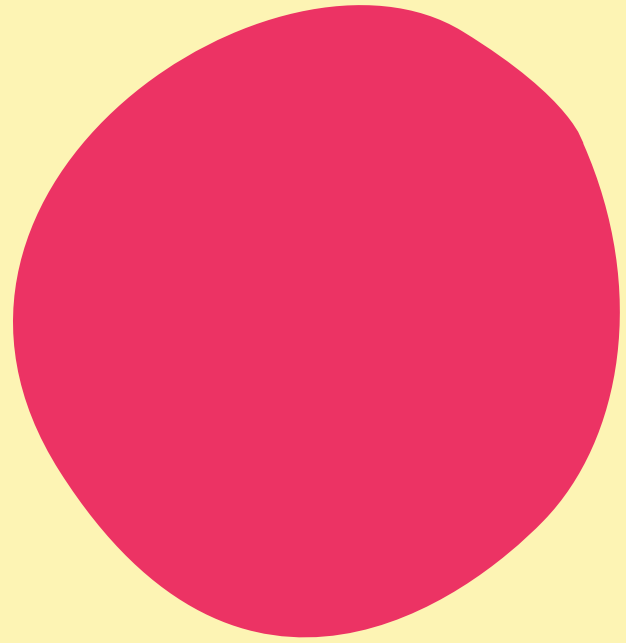


FROM MARGINS TO MAINSTREAM

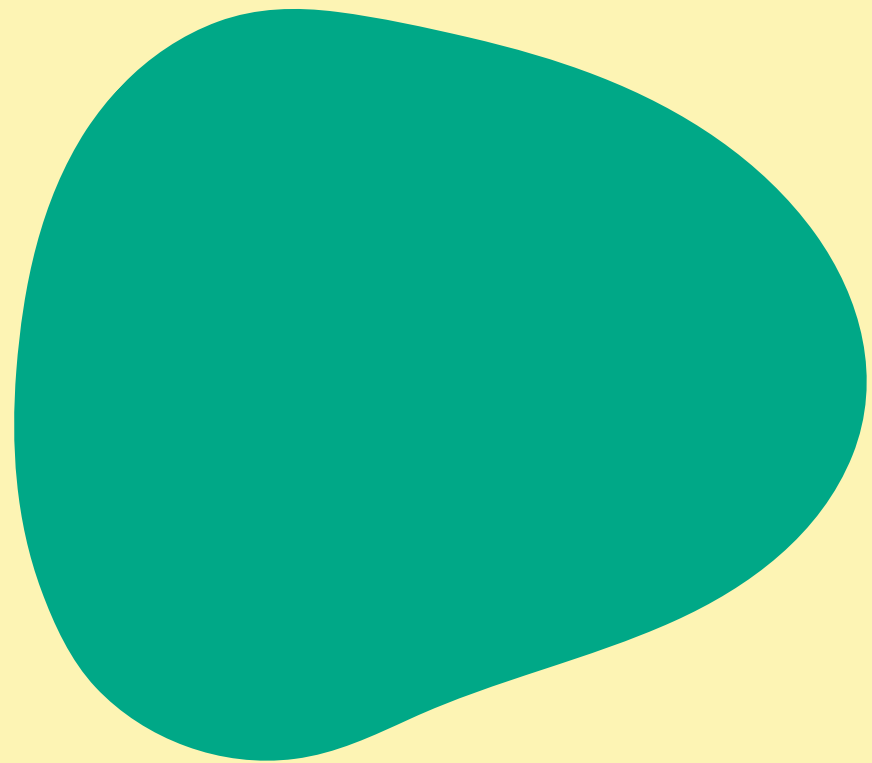
How Creating More Inclusive Content Can Help You
Expand Your Reach and Impact



Rebekka Gorges
Media Diversity Trainer
April 2023

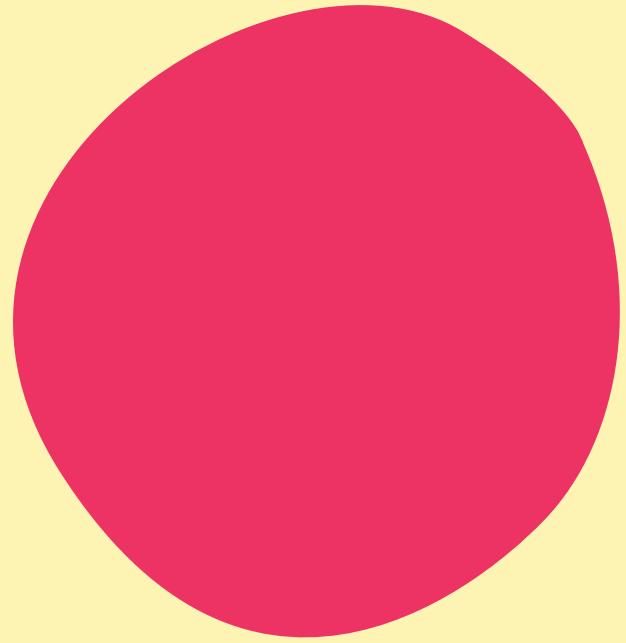


INTRO

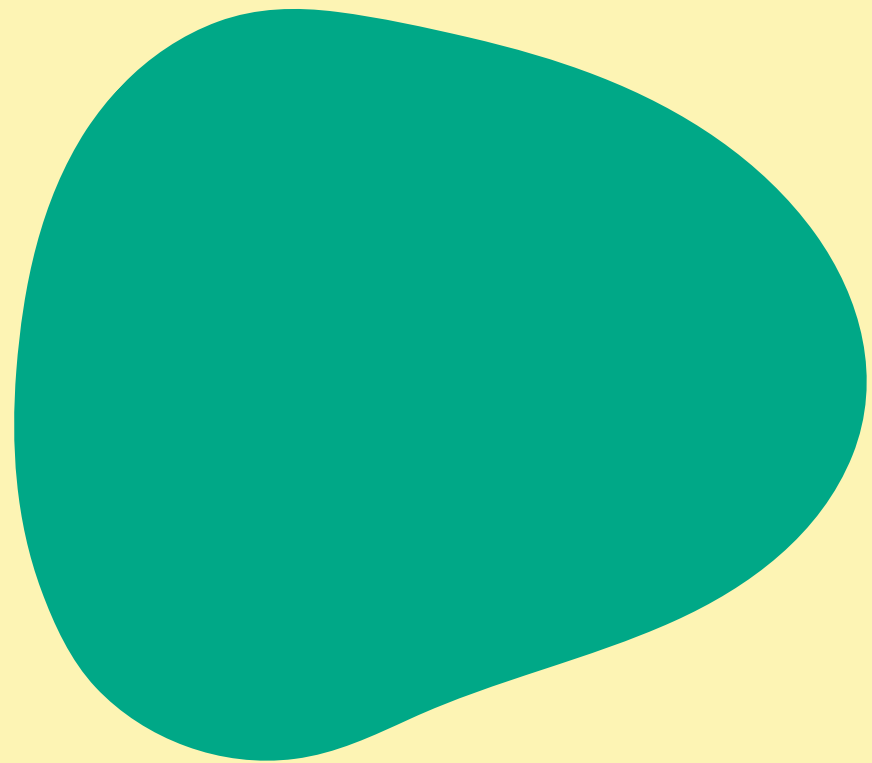


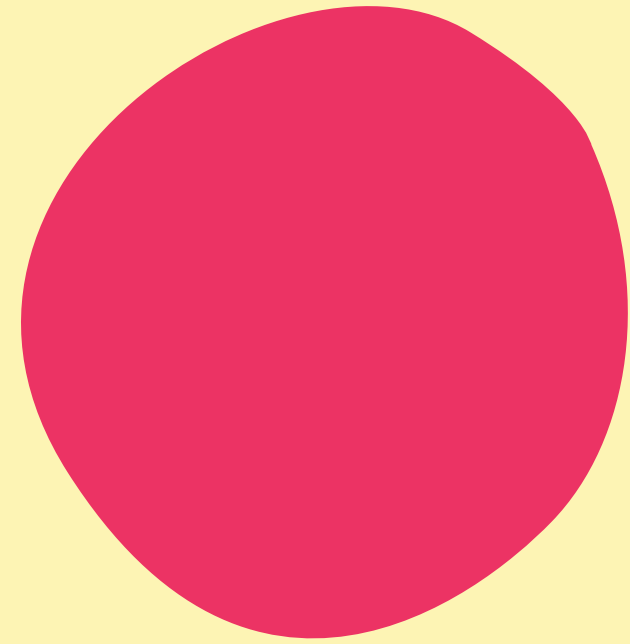
TAKEAWAYS

- Diversity & Intersectionality & Unconscious Bias
- Forms of discrimination in media
- Benefits of creating more inclusive content
- Tips and strategies for creating inclusive content
- Breakout Groups

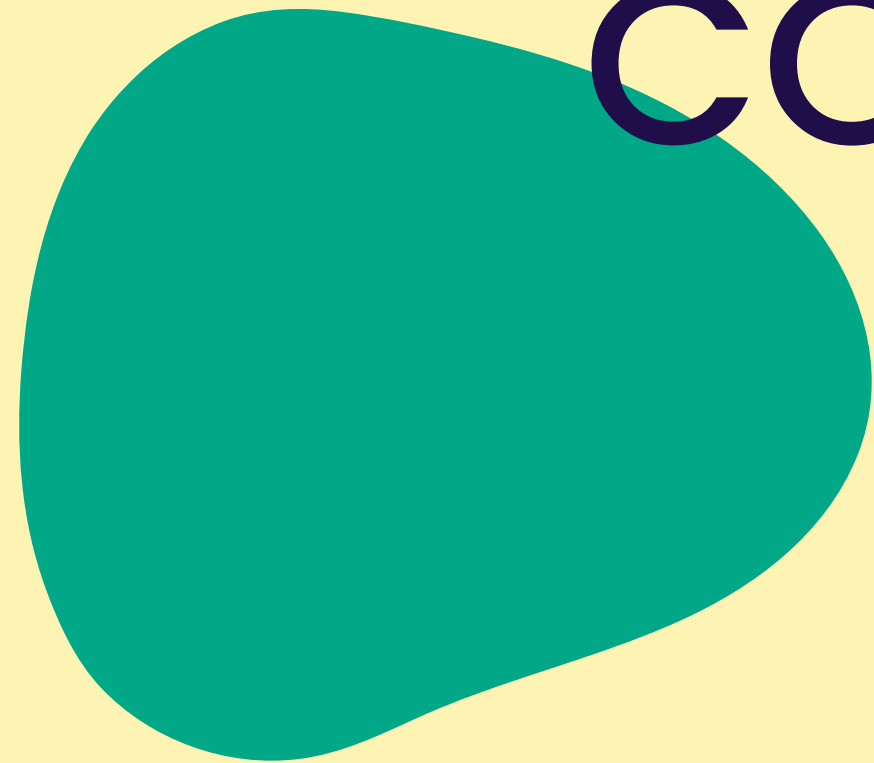


MEDITATION





DIVERSITY & INTERSECTIONALITY IN CONTENT CREATION

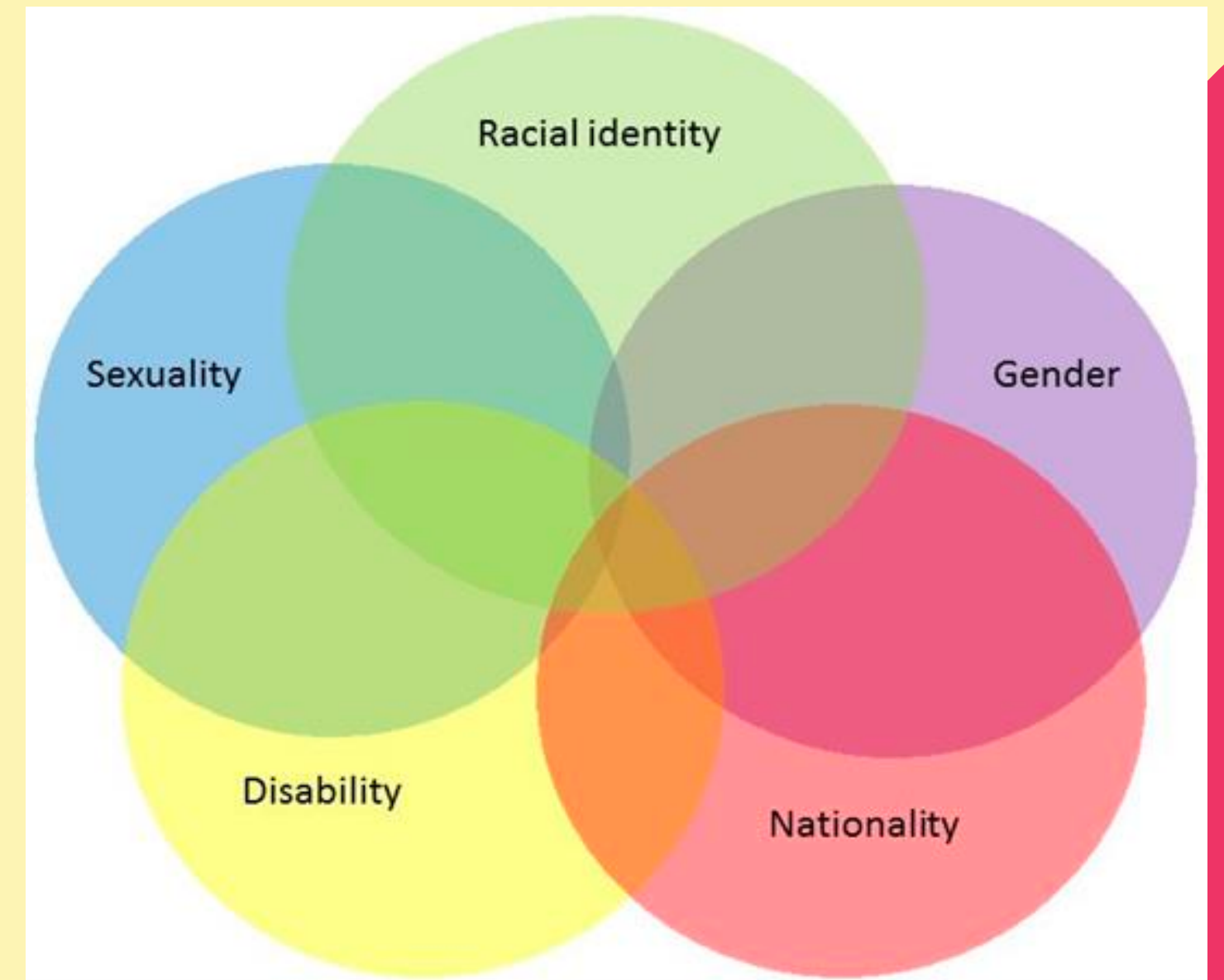


THE DIVERSITY DIMENSIONS



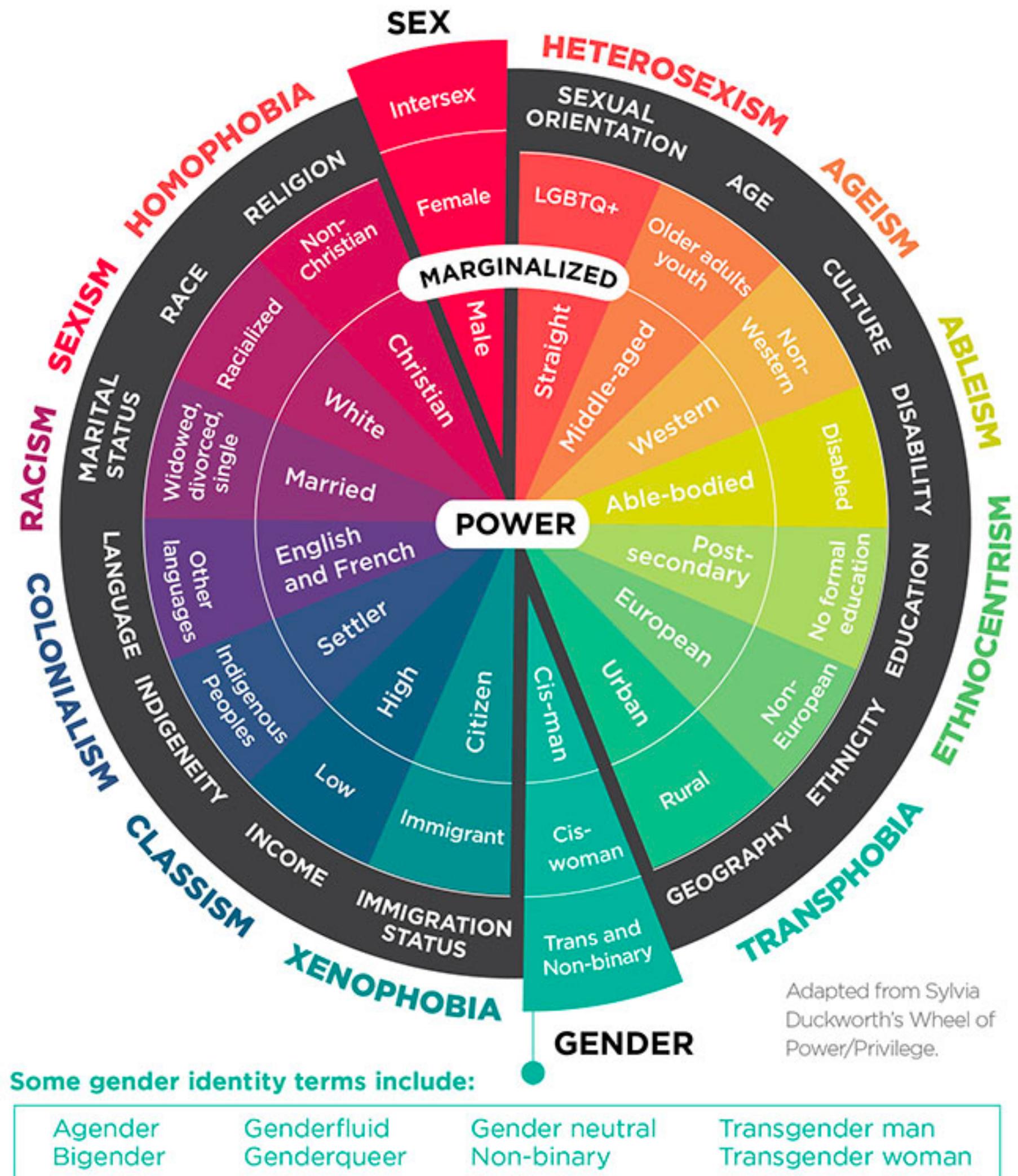
INTERSECTIONALITY

- intersectionality is the concept that all oppression is linked
- “the interconnected nature of social categorisations such as race, class, and gender, regarded as creating overlapping and interdependent systems of discrimination or disadvantage” (Oxford Dict.)



INTERSECTIONALITY

- Term first coined in 1989 by American civil rights advocate and leading scholar of critical race theory, Kimberlé Williams Crenshaw.
- In essence, intersectionality is “a way of thinking about identity and its relationship to power.”
– Kimberlé Crenshaw, 2015





UNCONSCIOUS BIAS



Affinity Bias

One shows a preference for people displaying the same characteristics as them.



Attribution Bias

One refuses to understand the factors that people might experience, especially when they haven't experienced the same.



Beauty Bias

One forms their opinion based on looks.



Confirmation Bias

One refuses to acknowledge factors that do not match the initial impressions of that person.



Conformity Bias

One takes cues from others to voice their opinion, rather than exercise their own judgment.



Gender Bias

One makes decisions based on the gender of the other person due to preconceived notions.



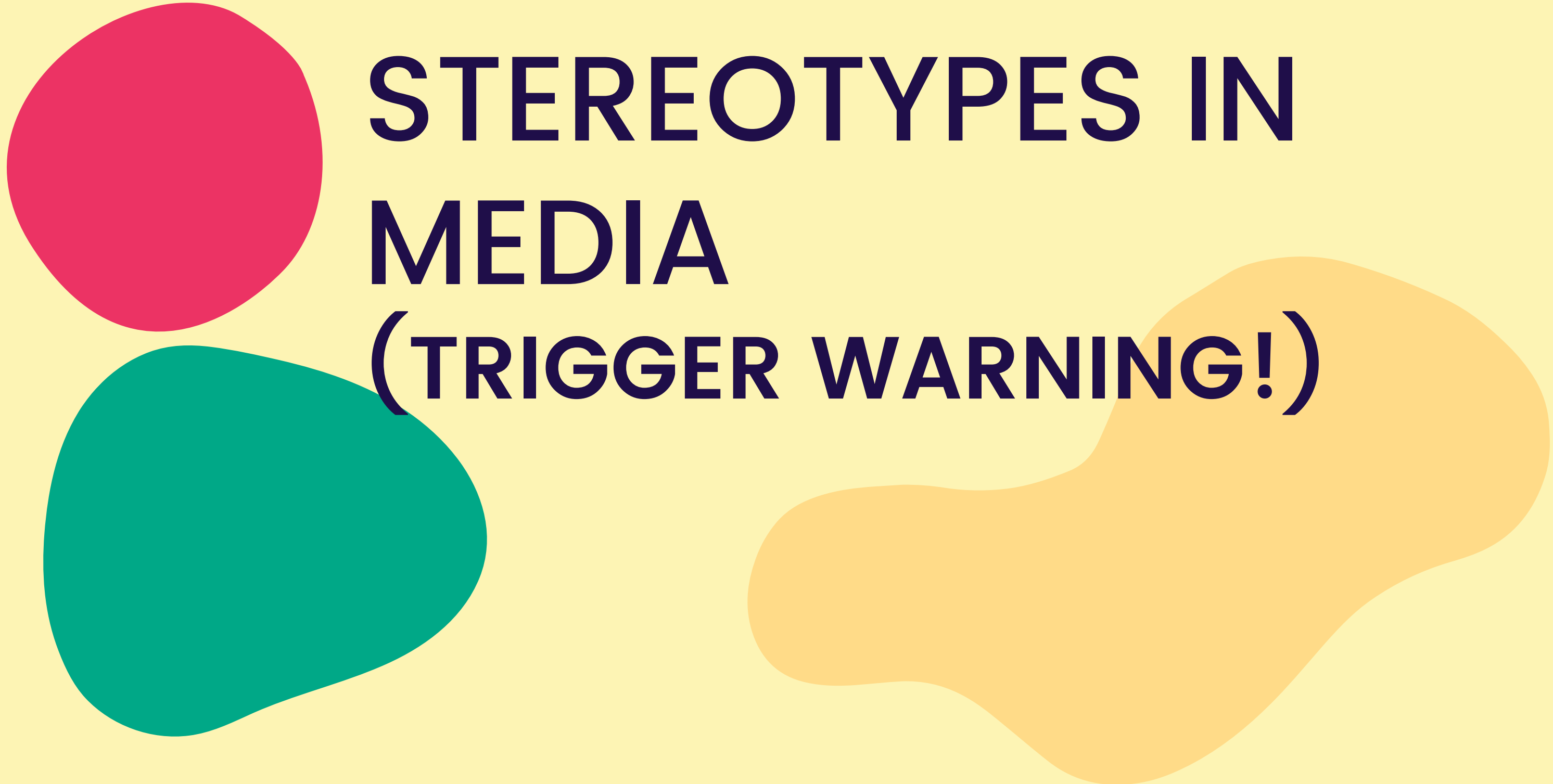
Halo and Horns Bias

One thinks very highly of another person and thus refuses to think negatively of them. Horns bias is the exact opposite of Halo Bias.

Source: <https://humancapitalonline.com/industrypractice/details/551/how-to-fight-unconscious-bias-at-workplace>



WHY IS IT IMPORTANT TO BE AWARE OF THE UNCONSCIOUS?

The slide features three decorative elements: a solid pink circle in the upper left, a teal-colored organic blob shape in the lower left, and a yellow-colored organic blob shape in the lower right. The text is centered in the upper right area.

STEREOTYPES IN MEDIA (TRIGGER WARNING!)



WHICH STEREOTYPES IN MEDIA DO YOU KNOW?

STEREOTYPES IN MEDIA

The lazy fat
person

The incompetent,
depressed person with
disabilities

The hysterical
black woman

The mentally ill killer

The sexy helpless
white woman

The edgy gay guy

The autistic person
with an high IQ and
without emotions

The black gangster

The hard working
Asians

The mom and
hauswife that cares
for everybody

The white hero

The colorful overly
loud trans-person

THE STRONGEST REPRESENTED STEREOTYPE

The norm on screens is:

- white heteronormative
- abled bodied
- cisgender
- male.

Challenge: Marginalized people learn from early on to identify with this norm



The background features three abstract shapes: a solid pink circle on the left, a teal organic blob below it, and a yellow organic blob on the right side of the page.

BENEFITS OF CREATING DIVERSE AND INCLUSIVE CONTENT



REALITY CHECK

Our societies become more plural

- Demographic change
- Social change through immigration/migration
- Minorities have no lobby
- Diversity, Equity and Inclusion means participation
- -> Content creators and target groups are becoming more diverse

DEMOGRAPHICS UK

50 : 18 : 12

50% Women

18% BiPOC,
Asian and
other
ethnicities

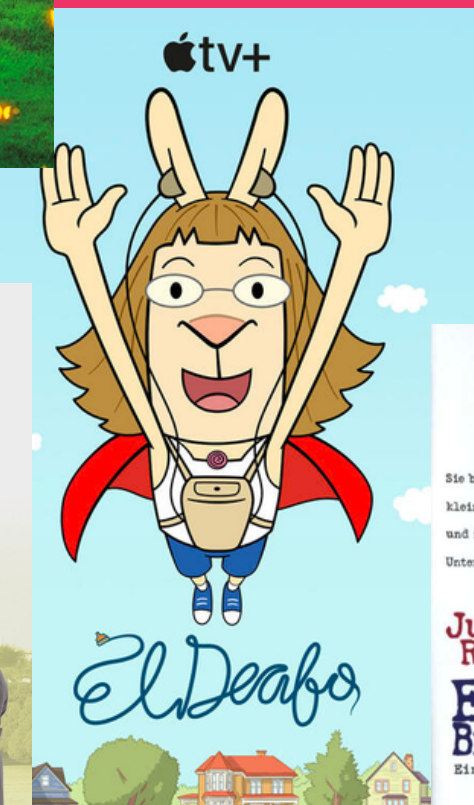
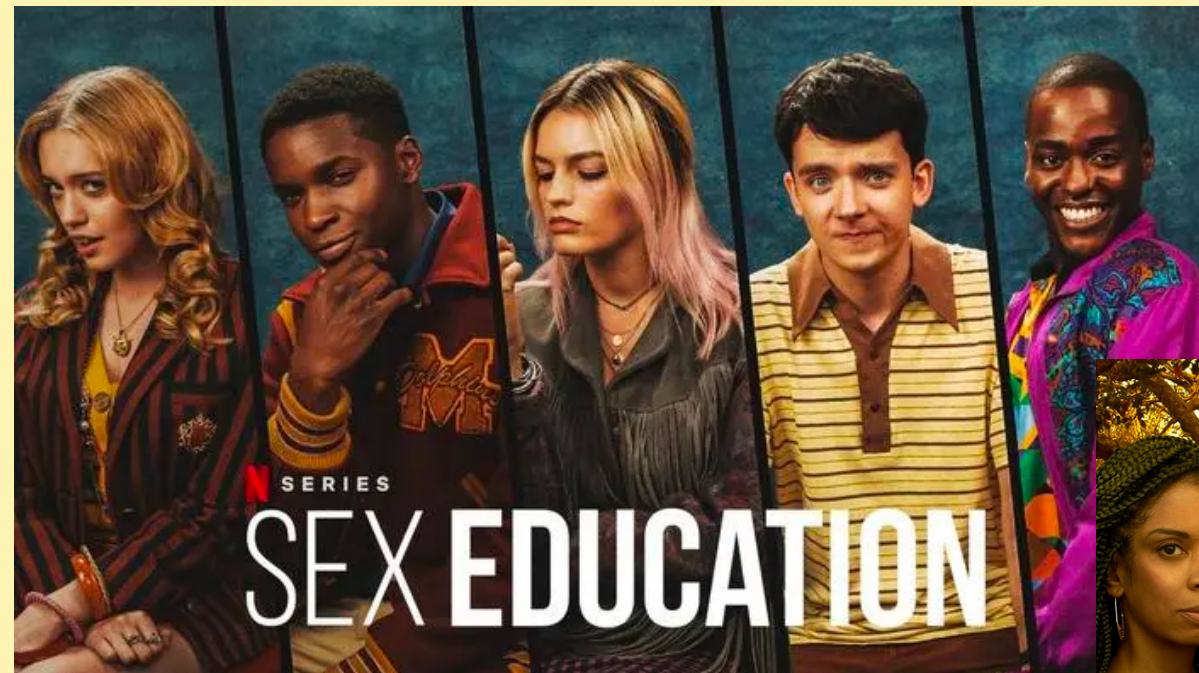
12% People
with
disabilities

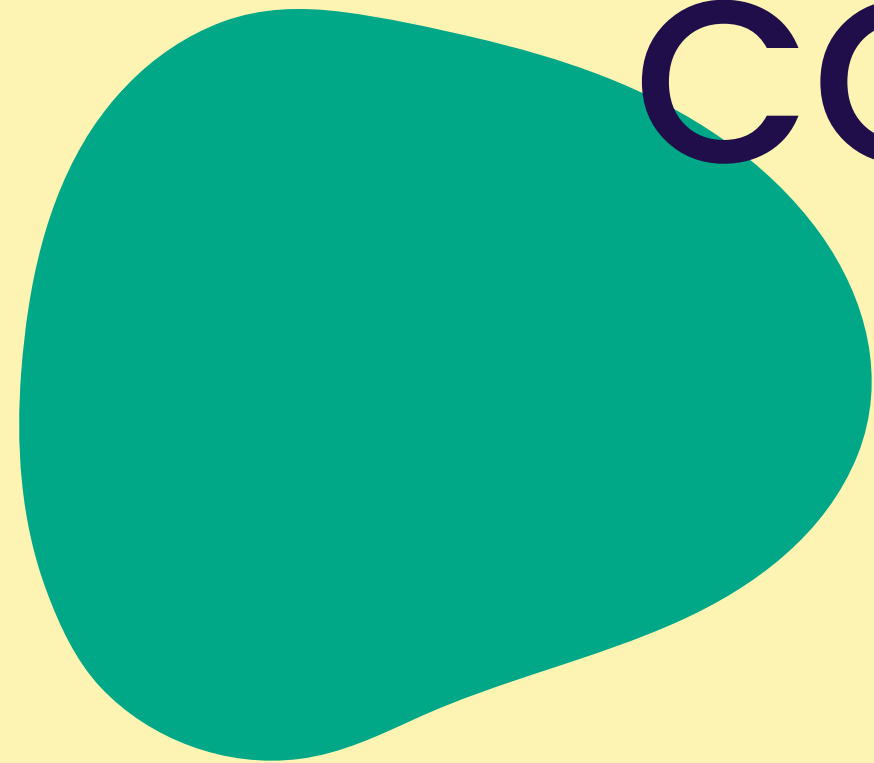
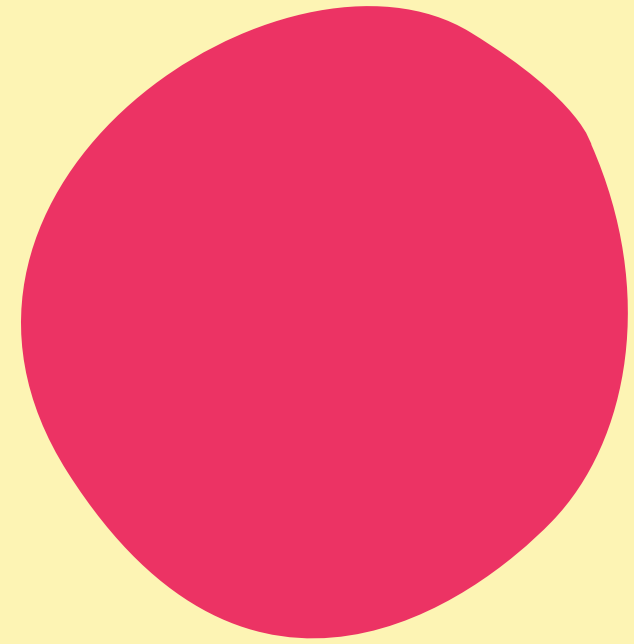
WHY CREATING MORE DIVERSE AND INCLUSIVE CONTENT?

1. Ethically – Social Justice, Impact
2. Reach new target groups
3. Get deals with Brands that look more and more for DEI Content

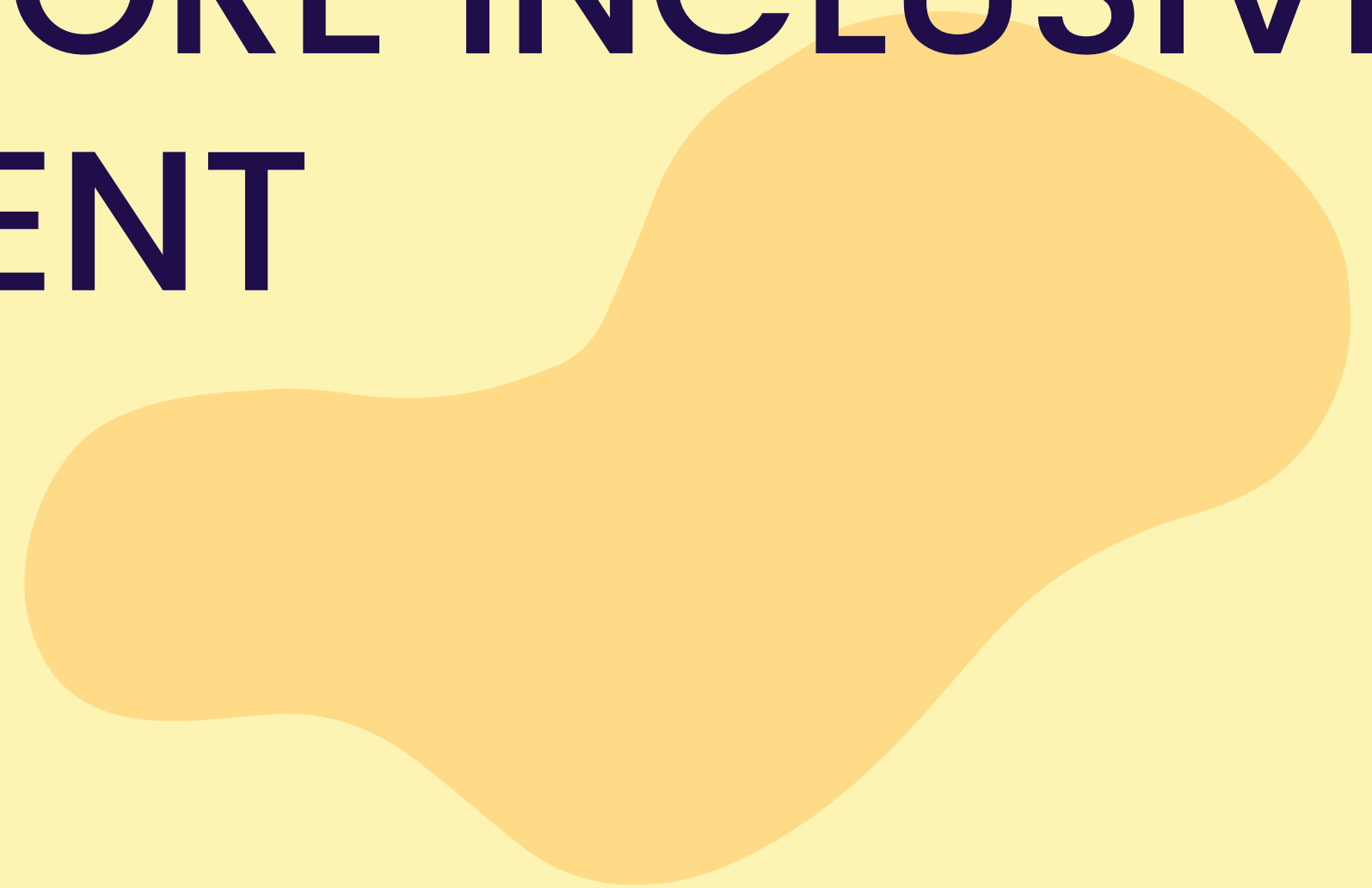


DIVERSITY BRINGS NEW PERSPECTIVES





TIPS AND TRICKS FOR MORE INCLUSIVE CONTENT





REPRESENTATION MATTERS

Translation:

First scene

- That's me, Mom, that's me!
- What?
- That's me!
- That's you? Look at me so I can see if it's you.

Second scene

- I've grown up!
- Show me where? Wow! So pretty!



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**FOR ALL CREATORS OUT OF
MARGINALIZED GROUPS:
IT'S YOUR TIME NOW**

LANGUAGE MATTERS

Use inclusive language that doesn't exclude or offend any particular group. Be conscious of the language you use when talking about race, gender, sexual orientation, disability, and other sensitive topics.

Instead of: Hey guys

Use: Hey Folk, hello everybody

Instead of: Camera Man

Use: Camera person

Instead of: My wife, my husband

Use: My partner



PARTNERSHIPS

Incorporate diverse voices and perspectives into your content. Seek out and feature contributors who come from a variety of backgrounds and experiences.

Collaborate with:

- Other divers creators
- Build a diverse team
- Choose brands that work with DEI Approaches



HOW TO AVOID DISCRIMINATION WITHIN YOUR CONTENT



1. Be mindful of stereotypes and avoid perpetuating them in your content. Instead, strive for authentic representation of diverse groups.
2. Consider the impact of your content on different communities. Think about how different people might interpret or react to your content based on their experiences and identities.
3. Avoid tokenism by giving diverse characters or perspectives meaningful roles in your content. Don't simply include a diverse character for the sake of appearing inclusive.
4. Pay attention to accessibility. Make sure your content is accessible to people with disabilities, such as by including captions or transcripts for videos.

HOW TO AVOID DISCRIMINATION WITHIN YOUR CONTENT



5. Use visuals and graphics that accurately represent diverse groups. Avoid using stock photos that perpetuate stereotypes or that are not reflective of the diversity within a group.
6. Use content warnings and trigger warnings when appropriate. This allows people to make informed decisions about whether to engage with your content.
7. Avoid cultural appropriation by being respectful and thoughtful when drawing inspiration from other cultures.
8. Challenge your own biases and assumptions. Recognize that everyone has biases, and actively work to identify and address yours.

HOW TO AVOID DISCRIMINATION WITHIN YOUR CONTENT



9. Make space for feedback and criticism. Encourage people to share their thoughts on your content, even if it's negative or critical. Learn to handle and question your own defense mechanisms.

10. Educate yourself about different cultures and experiences. Research and read up on topics you may not be familiar with.

11. Create content that speaks to a variety of experiences and identities. Think beyond your own perspective and consider the experiences of others.

HOW TO CREATE MORE DEI CONTENT



Summary: Use your platform to amplify marginalized voices. Share content created by and with people from underrepresented groups and use your platform to give them more visibility.

Embracing diversity and inclusion as creators is much more than just window dressing to keep your community happy.

If you create an environment where all your brandpartners, team members, fans and followers feel welcome and safe, they'll feel happier.

This will translate into an improved performance which will lead to higher reach and impact.