

**FEMALE  
(SELF-)  
REPRESENTATION  
IN SOCIAL  
NETWORKS**

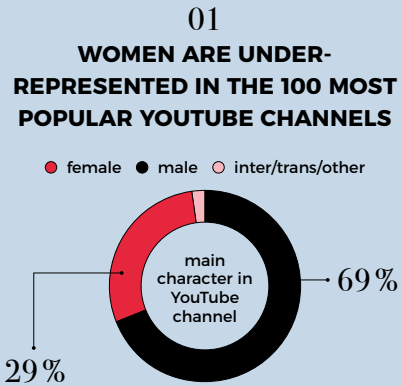


malisa  
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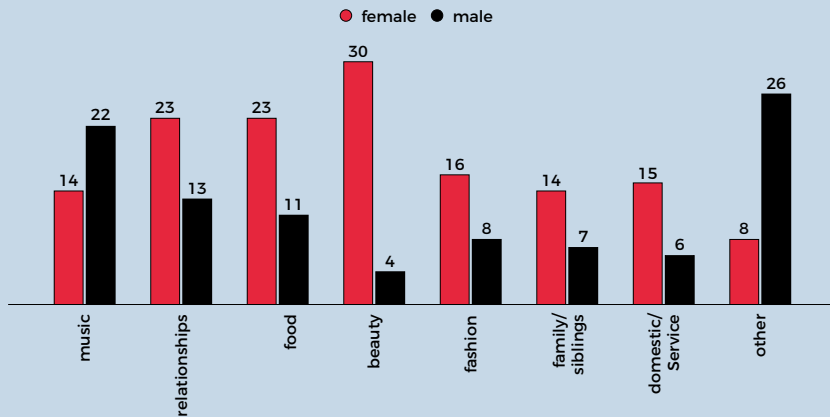
# VISIBILITY OF GENDER ON YOUTUBE

The study was conducted by the University of Rostock and the Film University Babelsberg led by PROF. ELIZABETH PROMMER and PROF. CLAUDIA WEGENER. The top 1000 YouTube channels were analysed, 2000 videos were examined in great detail and 14 in depth interviews were conducted with female YouTubers.

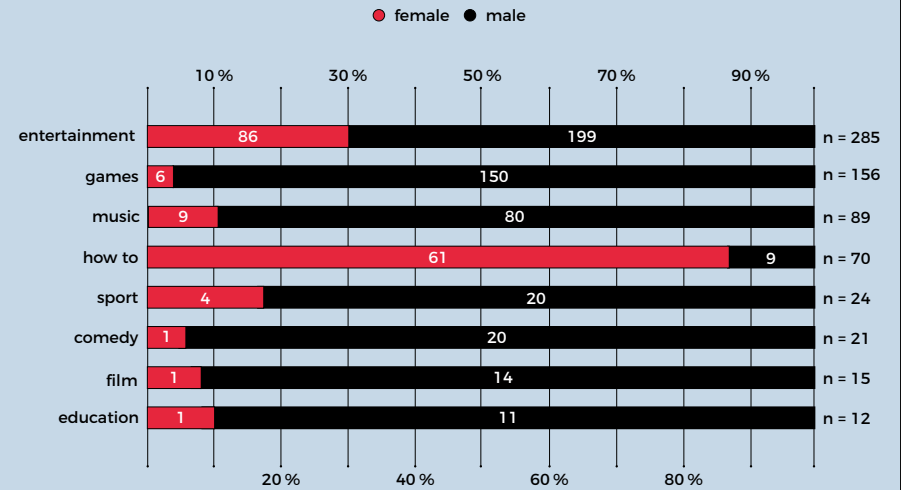
Source: Linke/Wegener/Prommer/Hannemann (2018). Zur Sichtbarkeit von Gender in YouTube. Im Auftrag der Film- und Medienstiftung NRW und der MaLisa Stiftung



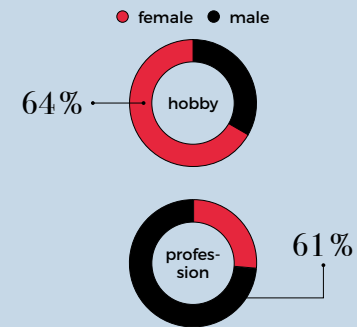
**02**  
**FEMALE YOUTUBERS ARE VISIBLE WITH TRADITIONAL FEMALE TOPICS AND FORMATS SUCH AS BEAUTY, RELATIONSHIPS AND FOOD**



**03**  
**MALE YOUTUBERS ARE VISIBLE WITH A BROADER RANGE OF TOPICS AND GENRES**



**04**  
**WHILE MALE YOUTUBERS OPERATE THEIR CHANNELS AS A PROFESSION, FEMALE YOUTUBERS OFTEN DESCRIBE THEIRS AS A PASSION OR HOBBY**



**05**  
**WOMEN OFTEN PRESENT THEMSELVES IN THEIR PERSONAL SURROUNDINGS, MEN USE PUBLIC SPACES MORE OFTEN**

**71**  
percent of female YouTubers shoot their videos in their homes

06

**FEMALE YOUTUBERS OFTEN PRESENT THEMSELVES AS MORE EMOTIONAL AND PERSONAL IN THEIR VIDEOS THAN THEIR MALE COLLEAGUES**

67

percent of female YouTubers talk about their personal feelings in their videos. Only 44 percent of male YouTubers do the same

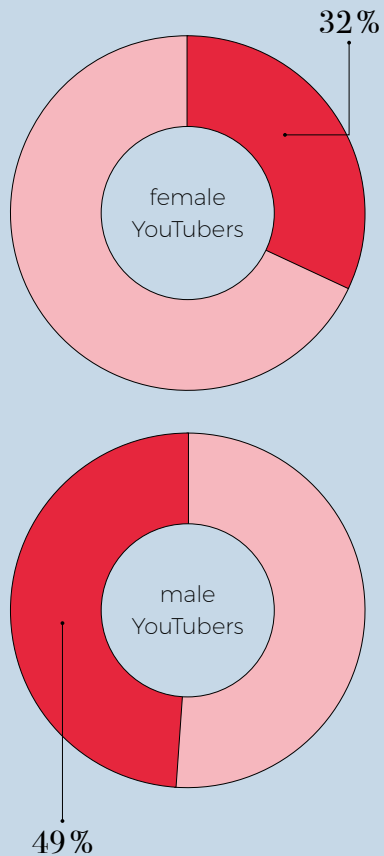
07

**THE STRUCTURES OF THE PLATFORM YOUTUBE (ALGORITHM, VIEWER EXPECTATION, ECONOMIC EFFICIENCY) HAVE AN IMPACT ON THE CONTENT THAT IS UPLOADED**

08

**DIVERSITY IS FAR MORE VISIBLE IN POPULAR YOUTUBE CHANNELS THAN IN GERMAN TV OR ON THE CINEMA SCREEN. NEARLY HALF OF THE MALE YOUTUBERS IN THE TOP 100 ARE FROM AN ETHNIC MINORITY**

● from an ethnic minority



# SELF-PORTRAYAL OF GIRLS ON INSTAGRAM

01

**BEAUTY AND FASHION INFLUENCERS ON INSTAGRAM USE A RECURRING SET OF POSES AND SETTINGS FOR THEIR IMAGES**

## Typical Poses

01

The One Leg Turned Outwards

02

The Incidentally Crossed Legs

03

The Hair Touch

04

The Back Arch

05

The "Spontaneous" Over-the-Shoulder Look

A series of studies by the International Central Institute for Youth and Educational Television (IZI) led by DR. MAYA GÖTZ focused on the self-representation of girls on Instagram. Social networking sites and Instagram in particular have become a platform for girls to express themselves and call for comments on their self-presentation. Seven individual case studies investigated what is important to young girls when they create and edit their posts. Furthermore, 300 posts by successful influencers were screened for recurring themes and poses. Subsequently, 300 pictures by influencers were compared to 300 pictures from the case studies. Finally, a representatively selected sample of 846 adolescents (aged 12 to 19 years) was questioned about their active and passive use of the platform.

Source: Maya Götz: Selbstinszenierung von Mädchen auf Instagram. München

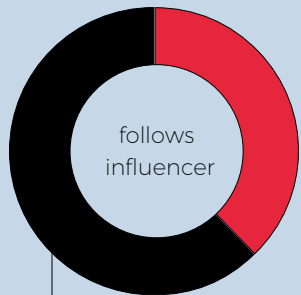
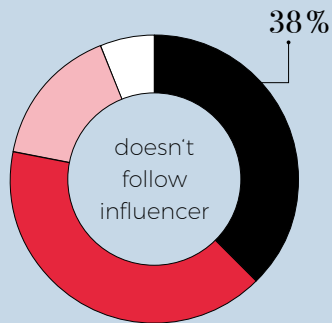
02

**GIRLS CAREFULLY COPY THE LOOKS, GESTURES AND POSES OF INFLUENCERS AND EVEN REENACT THEIR FAVOURITE IMAGES IN GREAT DETAIL**

03

**GIRLS WHO FOLLOW INFLUENCERS ATTACH MORE IMPORTANCE TO BEING THIN**

● very important ● important  
○ not that important ○ not important



04

**GIRLS AS WELL AS BOYS USE STEREOTYPICAL BEAUTY STANDARDS WHEN EDITING THEIR PICTURES FOR INSTAGRAM**

Girls	Boys
<b>21%</b> enlarge breasts	<b>40%</b> broaden shoulders
<b>19%</b> make hips smaller	<b>39%</b> make arms more muscular
<b>19%</b> make waist thinner	<b>23%</b> add sixpack
<b>14%</b> make legs longer	<b>22%</b> make legs more muscular
<b>13%</b> enhance their bum	<b>17%</b> change beard

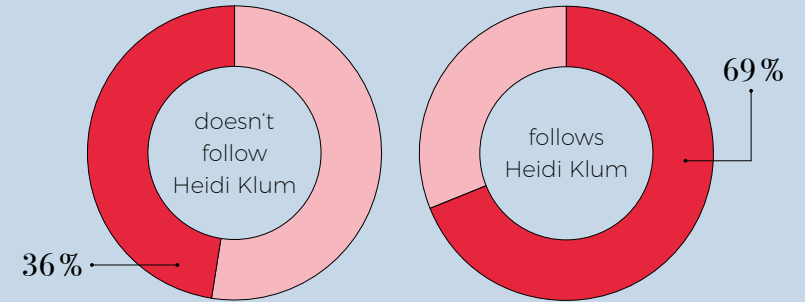
05

**MANY GIRLS WHO POST PICTURES OF THEMSELVES ON INSTAGRAM ARE VERY CRITICAL TOWARDS THEIR NATURAL LOOKS**

06

**GIRLS WHO FOLLOW BEAUTY AND FASHION INFLUENCERS EDIT THEIR PICTURES EVEN MORE**

● whiten their teeth ○ don't whiten their teeth



07

If their own natural appearance doesn't match the high standards set by influencers, many girls use body editing apps, filters and special poses to optimize their pictures and make them look professional. The notion of what is "natural" and "spontaneous" gets more and more distorted

**100**

percent of girls following "Dagi Bee" enhance their skintone

08

**THIS LEADS TO THE FACT, THAT THE CONTENT OF ORDINARY YOUNG GIRLS ALIGNS MORE AND MORE WITH THAT OF SUCCESSFUL INFLUENCERS. INDIVIDUALITY AND DIVERSITY IS LOST**

# REPRESENTATION OF GENDER IN POPULAR MUSIC VIDEOS

A series of studies by the International Central Institute for Youth and Educational Television (IZI) led by DR. MAYA GÖTZ focused on gender representations in popular music videos. The imagery and lyrics of the top 100 music videos in the USA and Germany were analysed with a quantitative content analysis with a code book of 63 variables in video and lyrics by five independent, trained coders. For adolescents, and especially for those in the younger group, music videos are a format used extremely often. YouTube is by far the source used most frequently to watch music videos. As a next step the reception and use of music videos was surveyed among 738 representatively selected adolescents (aged 13 to 19) in Germany. The qualitative study revealed the extent to which the girls and boys recognise the sexualisation in the videos.

Source: Maya Götz & Ana Eckhardt Rodriguez: Geschlechterdarstellungen in Musikvideos. München

01  
**WOMEN ARE OFTEN HIGHLY SEXUALISED AND OBJECTIFIED IN MUSIC VIDEOS AND OFTEN APPEAR AS ACCESSORIES TO THE MEN DEPICTED IN THE VIDEOS**

3/4

of the girls consider the female artists in the music videos as role models and want to look like them

of the boys want to have a girlfriend that looks like the female artists in the music videos

02  
**WOMEN WEAR SEXUALIZED OUTFITS IN EVERY OTHER VIDEO WHILE MEN ARE DRESSED IN SUCH A MANNER IN ONLY 21 PERCENT OF THE VIDEOS**

03  
**CAMERA SHOT TYPES ARE USED DIFFERENTLY ON MEN AND WOMEN IN MUSIC VIDEOS. MEN ARE OFTEN SHOWN IN A FULL SHOT, WHEREAS THE CAMERA LIKES TO FOCUS ON CLOSE-UPS OF WOMEN'S BODIES**

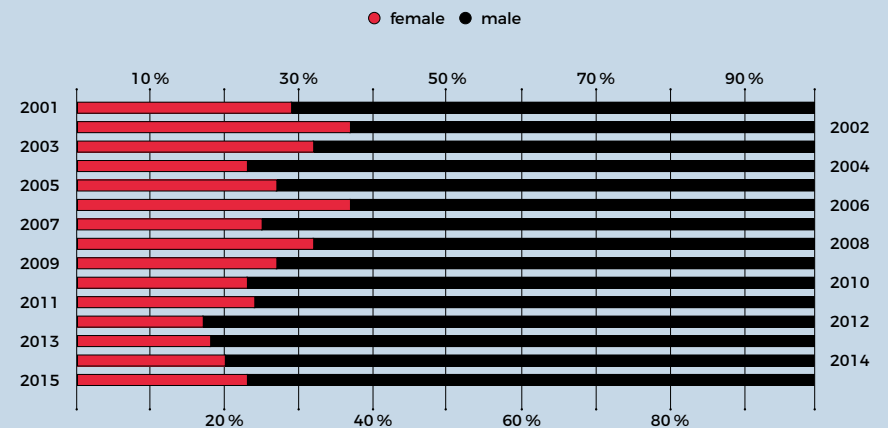
53

percent of music videos show women without a head

80

percent of the boys and girls think that there is parity when it comes to the gender ratio in the popular videos. However, the ratio of male to female singers in the Top 100 has been 2:1 for years

04  
**ONLY ONE THIRD OF THE ARTISTS IN THE TOP 100 SINGLE CHARTS ARE FEMALE**



**“YOU NEED THE PERFECT PICTURE AND SOMETIMES THAT TAKES 20 ATTEMPTS. AND THAT CAN BE REALLY ANNOYING. IT’S JUST NOT FUN TO WAIT AROUND FOR SO LONG WITH SO MUCH MAKE UP ON SIMPLY BECAUSE YOU NEED TO TAKE SO MANY PICTURES...”**

Female Instagram user

“A strong opinion is detrimental to your economic worth. Certain advertising customers might not want to be associated with you.”

Female YouTuber

“You get more clicks if your content is stereotypical. The more you conform to a certain beauty standard or expectation the easier it is to make money.”

Female YouTuber

**“I SAW THAT IN THE PICTURES OF THE FASHION INFLUENCERS I FOLLOW. IF YOU GET UP ON YOUR TOES AND CROSS YOUR LEGS, YOUR LEGS SEEM LONGER AND YOU LOOK SO MUCH THINNER.”**

Female Instagram user



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