

**Project**



## Project 1

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GC/MCS 115

# INTRODUCTION

## TOPIC: FREQUENCY OF MEDIA DAILY

### Questions:

- How many hours, on average, do you spend a day on media?
- What specific devices do you use to obtain media?
- Is retrieval of information through the media ever required of you, or is it obtained purely because of your interest? Why or why not?
- What form of media is generally sought after? (Ex.: Pictures, videos, texts, PowerPoints, movies, etc.)

# PROJECT 1

## DEMOGRAPHICS

### Targeted People:

- College Students
  - Full-time (12+ units)
  - 19-25 year old
- Family
  - Siblings (high school)
  - Parental Figures

Target

# PROJECT 1

## DATA (COLLEGE STUDENTS)

### College Student A:

- About 8 Hours
- iPhone, Laptop, Desktop Computer, Television, and Xbox
- It is both required and pursued through interest. For the required portion, it's associated with both school and work. The leisure part is gaming.
- Textual information, graphics, and PowerPoint is mainly correlated with school. The television is used for sometimes watching movies.

### College Student B:

- About 12 Hours
- Smart Phone, Laptop, and Television
- It is both required and through interest due to online classes, necessity of research, checking grades, checking e-mail, and relaxing.
- Majority is textual, but it is sometimes through graphics. In regards to the television, it's usually videos or sometimes YouTube on the phone.

Student

# PROJECT 1

## DATA (FAMILY)

### Family Member A:

- About 13 Hours
- iPhone, Laptop, and Television
- It is required for school, but chooses to play games for the majority of the time.
- Video and Online Games are the most sought after sources.

### Family Member B:

- About 15 Hours
- Both work and personal cell phone, Laptop, Desktop Computer, and Television
- It is required for work primarily. If there is time, the television is used.
- E-Mail, Microsoft Outlook, text found on the Internet, and videos on the television.

Family

# PROJECT 1



## RESULTS

All across the board, media proved to be a requirement. When there was time, media was used in a leisurely way. Common devices used consisted of cell phones, a form of a computer, and the television for leisure purposes. I explored and observed further and found that my family tended to have the television on in the background while they were using their cellular devices and/or laptops, whereas college students didn't have ready access to television, so they compensated with cellular devices and laptops. Regardless of the requirement, there seemed to be a distinct variation as to what form of media.

I would expand my research by compiling data from a bigger population sample. This way my research is more accurate. I would also present some of the data in pie charts to indicate percentages that I would have calculated in order to emphasize my findings.



Results

**Project**



# Introduction

Television is a key way for reaching the rapidly growing Hispanic population. According to 2012 Census data, 17 percent of the total U.S. population or 53 million people are of Hispanic origin. Hispanic presence in the United States continues to grow each year. Access to diverse sources of information is necessary to reach the Hispanic audience. Hispanics are critical to the future of television in America.

# Participants

*The following participants answered a brief survey about their TV viewing habits.*

**A.** American Hispanic Male (age- 24) Graphic Design Professional  
July 3, 2014 @ Palomar College, San Marcos CA

2<sup>nd</sup> GENERATION

**B.** American Hispanic Female (age 45) House Cleaner  
July 2, 2014 @ Private Residence, Carlsbad CA

1<sup>st</sup> GENERATION ADULT

**C.** American Hispanic Female (age 39) Stay at home Mom  
July 9, 2014 @ Private Residence, Poway CA

3<sup>rd</sup> & higher GENERATION

# Question 1

*What type of television programs (genre) do you watch most?  
What is your preferred language?*

**A.** Action, Sports Comedy and Cartoons.

English is preferred, Spanish on rare occasions.

**B.** Reality shows, Mexican Soap Operas, Movies and Farondula, (entertainment news).  
Spanish is preferred. Spanish subtitles are read for English speaking programs.

**C.** Mexican Soap Operas, Entertainment News, Documentaries and Talk Shows.  
English speaking shows only.

# Question 2

*Do you have particular favorite network(s)? If so, which one(s)?*

- A. Did not have particular network.
- B. Univision, TV Asteca and Telemundo.
- C. Mainstream networks, ABC, CBS, NBC, FX, WII and Lifetime.

# Question 3

*Are you a media multi tasker?*

- A.** Yes, watches basketball and football, TV and phone device.
- B.** Yes, sometimes on the phone while watching TV.
- C.** Plays on a phone or iPad (games) and social media while watching TV.

# Question 4

*How do you watch programs?*

**A.** Lying in bed, on a television.

**B.** TV

**C.** TV and sometimes an iPad.

# Question 5

*How many hours a day on average do you watch TV?*

- A. Approximately 4-7 hours daily, plus.
- B. 5/6 hours daily.
- C. TV hardly gets turned off. TV is on before and after work/school.

# Question 6

*How many TV's are in your home?*

- A. 3 TV's
- B. 2 TV's
- C. 3 TV's



# Question 7

*What would you like to see different?*

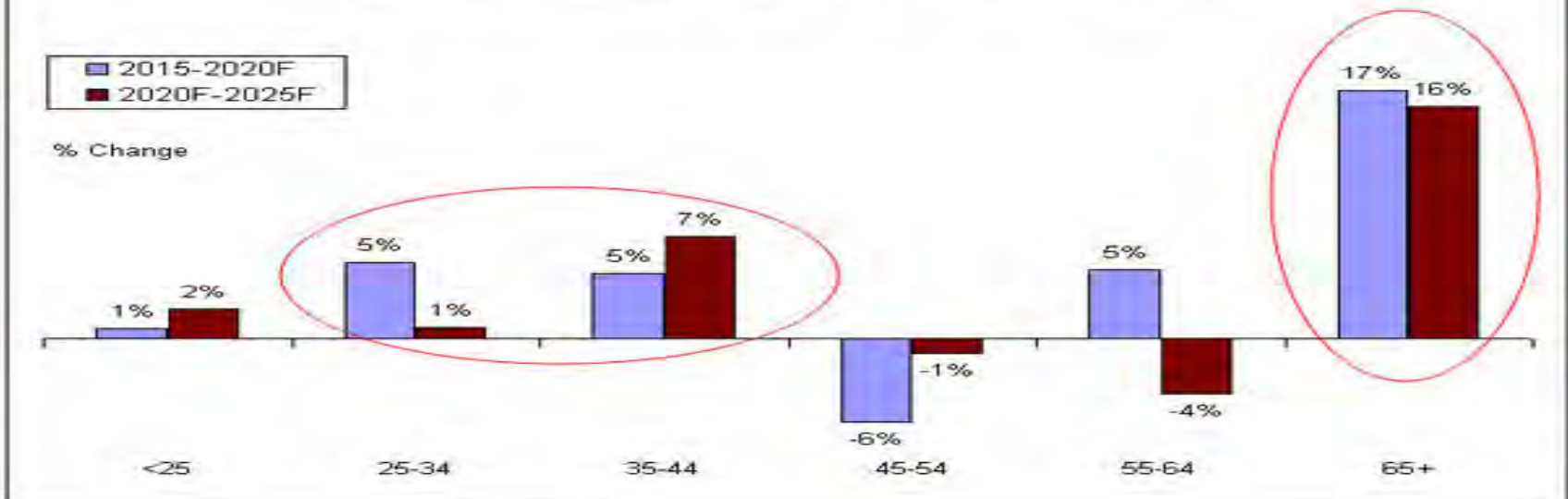
- A. No changes, happy with programs as is.
- B. English speaking movies do not match when dubbed over in Spanish. Also more educational programming in Spanish.
- C. The participant did not have any preference.

# Question 8

*How could your expectations of the programs you watch be met?*

- A. Less commercials.
- B. Documentary shows or Discovery channel would be better in Spanish.
- C. No opinion was expressed regarding expectations.

### U.S. Population Growth by Age - 2015-2020F, 2020F-2025F



Source: CRMTrends.com, U.S. Census Bureau - 2012

### Generations as Percent of the U.S. Population 2020F

Cohort	Dates of Birth	Age in 2020	Population (000s)*	% of Population in 2020*
Matures	Prior to 1946	75 +	23,173	6.9%
Baby Boom	1946 to 1964	56 to 74	75,560	22.6%
Generation X	1965 to 1980	40 to 55	60,836	18.2%
Millenials/Gen Y	1981 to 2001	19 to 39	89,792	26.9%
Gen Z / iGen	Post 2001	< 19	84,537	25.3%

Source: CRMTrends.com, U.S. Census Bureau - 2012

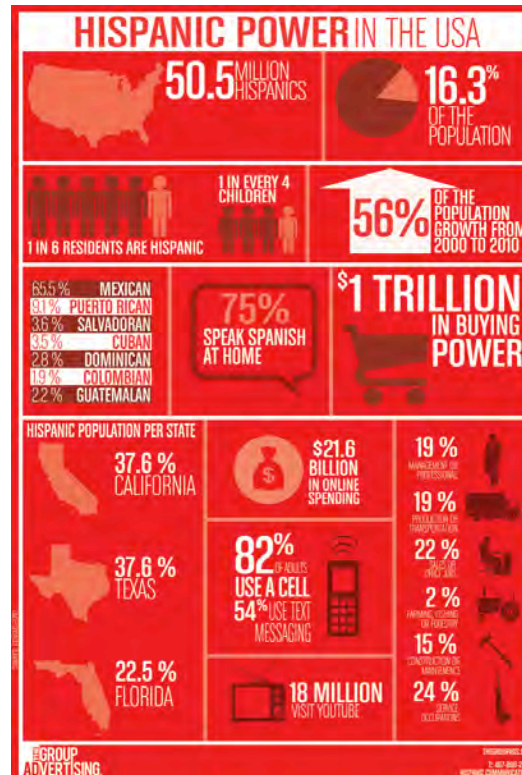
\* Measures are approximate given Census Bureau age group breaks e.g. Census age 40 - 54 vs our 40 - 55 above.

# HISPANIC LANGUAGE PREFERENCES

By generation and activity.

RESPONSES BY PERCENT	PERCENT OF ALL	GENERATION 1	GENERATION 2	GENERATION 3
<b>Language spoken by Hispanic adults in the home by generation, 2011</b>				
English only	14%	2%	17%	45%
Mostly English, but some Spanish	24	12	46	34
Mostly Spanish, but some English	30	42	18	6
Only Spanish	20	33	5	1
Both Spanish & English equally	12	11	13	16
<b>Language spoken by Hispanic adults outside the home by generation, 2011</b>				
English only	17	6	18	51
Mostly English, but some Spanish	40	29	65	40
Mostly Spanish, but some English	24	37	9	4
Only Spanish	13	21	4	<1
Both Spanish & English equally	5	6	4	5
<b>Language preferred when watching TV by Hispanic adults by generation, 2011</b>				
English only	28	10	41	67
Mostly English, but some Spanish	34	31	44	31
Mostly Spanish, but some English	22	34	11	2
Only Spanish	15	24	4	<1
<b>Language preferred when online by Hispanic adults by generation, 2011</b>				
English only	49	23	68	93
Mostly English, but some Spanish	22	27	25	7
Mostly Spanish, but some English	13	22	6	<1
Only Spanish	16	28	<1	<1

Generation 1: Born outside of the U.S. Generation 2: Born in the U.S., but with at least one foreign-born parent. Generation 3: Born in the U.S. with two U.S.-born parents. Base: Hispanics who indicated a language preference. Numbers may not add to 100 due to rounding. Source: Experian Simmons, National Hispanic Consumer Study, Feb. 2010-March 2011. More info: [experian.com/simmons](http://experian.com/simmons).



## Hispanic audiences are critical to the future of US media and marketing.

Are networks increasing their Spanish-language programs? Could English-language TV be declining? The growing Hispanic population are becoming the majority. Corporations follow the trends. The Hispanic population are setting the trends.

**Project**

### *Adults and Magazines*

Print is dead! At least it will be in the following years to come. This project was to initially see how many adult readers of printed magazines there were in today's society. Print is slowly dying out due to an increase in online productions and programs. People can now read their newspaper, magazines, reports, and articles through an online source. Before starting the project, I hypothesized that many of my subjects would tell me that they didn't have time to read magazines or that they just didn't want to read them. I figured it was much more convenient to just go online from their phone or home computer to read instead of going to the store and buying it. However, by the conclusion of my project, I realized that I was wrong. Maybe magazines, or print in general, isn't dying out as fast as I initially thought it was.

I did a two part project: The first portion was studied on a group of ten people to get a general basis on who read, what they read, and how often they read magazines. I conducted this survey through [facebook.com](https://www.facebook.com) with willing participants. They were family and friends fitting into the two different age categories: 18-29 and 30-50. I suspected that the younger age group were more inclined to use an online source for their information feed rather than print as compared to their older counterparts. Within the survey, they were allowed to pick more than one option for the applicable questions. For this reason, the percentages for the results will not be equal to

100%. The second portion was a more in-depth study by one of the participants from the group in the first portion. The willing participant was within the age group of 30-50 years old. This person's survey was on a more personal level where they could use their own words. I expected this person to be more technologically inclined than most others in this age group.

### **Group Study:**

#### Demographics of participants

- Gender:
  - Female: 8/10
  - Male: 2/10
- Age:
  - 18-29: 5/10
  - 30-50: 5/10

#### Interview:

- Where - The survey was conducted through [facebook.com](https://www.facebook.com)
- When - The survey was in progress from 6/25/14 - 6/30/14



*Interview Questions:*

I.

Do you read magazines?

	YES	NO	SOMETIMES
MALE	2/2		
FEMALE	5/8	1/8	2/8

If no, why not?

	NO TIME FOR IT	TOO MANY ADS	NOT INTERESTED	RATHER GET INFORMATION ELSEWHERE	OTHER
MALE					
FEMALE				1/1	

II.

Which magazine do you typically read? (Pick all that apply)

	BETTER HOMES AND GARDENS	GOOD HOUSEKEEPING	READER'S DIGEST	FAMILY CIRCLE	NATIONAL GEOGRAPHIC
MALE					
FEMALE	4/8	2/8	1/8	1/8	1/8

	PEOPLE	WOMAN'S DAY	TIME	LADIES HOME JOURNAL	SPORTS ILLUSTRATED
MALE	1/2				
FEMALE	4/8	1/8	1/8	1/8	

	COSMOPOLITAN	TASTE OF HOME	SOUTHERN LIVING	O MAGAZINE	OTHER
MALE					1/2
FEMALE	2/8			1/8	4/8

If other, please list:

	THIS OLD HOUSE	RACHEL RAY	CAR CRAFT	PSYCHOLOGY TODAY
MALE			1/1	
FEMALE	2/4	1/4		1/4

IV.

How do you receive your magazine? (Pick all that apply)

	SUBSCRIPTION: WEEKLY	SUBSCRIPTION: MONTHLY	BUY AT STORE: IMPULSE	BUY AT STORE: NON-IMPULSE	BORROWED	OTHER
MALE		1/2	1/2			1/2
FEMALE		4/8	3/8	1/8	2/8	1/2

OTHER:	LIBRARY	PHONE			
MALE	1/1				
FEMALE		1/1			

V. Are you brand loyal? In other words, do you only buy from one publisher?

Are you brand loyal? In other words, do you only buy from one publisher?

	YES	NO
MALE		2/2
FEMALE		8/8

VI.

Why do you buy your magazine? (Pick all that apply)

	READ INFORMATIVE ARTICLES	GOSSIP	RECIPES	COUPONS	PICTURES
MALE	1/2	1/2		1/2	
FEMALE	4/8	4/8	3/8	1/8	2/8

	BEAUTY, HEALTH SECRETS	HOME IMPROVEMENT	GAMES	EYE-CATCHING
MALE				
FEMALE	1/8	3/8	1/8	1/8

**Individual Study:**

Demographic of participant:

- Female
- Age group: 30-50

Interview:

- Where - The interview was conducted through [facebook.com](https://www.facebook.com)
- When - The interview was conducted on 6/30/14

*Interview Questions:*

I. You stated how you read your magazines by purchasing them through subscriptions. Do you have any internet subscriptions?

**-Response:** “No”

II. Do you know of anyone who utilizes online magazine subscriptions?

**-Response:** “No”

III.

Which are you most influenced by? (Pick all that apply)

	TV	INTERNET	MAGAZINE	RADIO
GOSSIP				
NEWS	YES	YES		YES
ANNOUNCEMENTS				YES
RECIPES		YES	YES	
PICTURES		YES	YES	

IV. Do you sporadically read magazines while in the waiting room, waiting in line, etc.?

**-Response:** “Yes!”

V. Why do you grab that particular magazine?

**-Response:** “Usually because of the type of magazine and the articles cited on the cover.”

VI. What do you feel that the producers could do more/less of with their magazines?

**-Response:** “Fewer ads!”

VII. Anything Else?

**-Response:** “I think that's it.”

As a conclusion to this project, my original hypothesis was wrong. More people read that I had originally imagined. According to the results, 70% said they read and 20% said sometimes. Another surprising fact was that only 10% read their magazines online. I had imagined, with the increase in technology, that there would be more people getting their information online. There was also a very wide variety of magazines that were read. Within the 10 people surveyed, there was a total of 16 different magazines that were regularly read! That means that each magazine has something different to offer than the others. Something different to capture the interests of the readers. A very large percentage of the people bought the book to read it for informative purposes. I had figured there would have been more people buying a magazine for the games or pictures. Out of all the things that were very surprising to me, the one thing that was not very shocking was the brand loyalty. Nobody was brand loyal in this survey. Each magazine offers such different topics and categories that it would be hard for someone to only read one magazine.

If I were to do another project, I would make sure to study online versus print. It would

be interesting to see which poll ends up being higher. I would do the same demographics: male vs. female, younger generation vs. older generation. However, I would definitely survey a lot more people and probably add a third age category: 18-28, 29-39, 40-50. That way, it would be easier to see the different technology usages among the different generations. I would also change the focus to a wider topic. Instead of just magazines, I would ask “How do you regularly get your information for reports, news, gossip, recipes, DIY projects, etc...”, or “Where do you go when you want to learn something? Internet, library, book, magazine, etc...”. That way, it would give me a better idea of how often the internet is used more than print. It would also be interesting to compare usage of a home computer versus a cellphone. I know that I personally use my phone a lot more than my computer - I wonder if other people are the same.

**Project**

No, I Don't Know Kung Fu:  
An Analysis of Asian Stereotypes in Movies  
and Their Subsequent Effects on Society

**Introduction and Summary:**

Westerners have long had a fascination with Eastern culture, as shown through such movies as *Mulan*, *Kill Bill*, and the *Karate Kid*. But fascinations have led to assumptions, and assumptions have led to stereotypes. Because of this, I wanted to explore how people of the Asian community view these stereotypes and the potential effects that can be wrought on outsiders' viewpoints of them. Especially in California, the land of Hollywood, great sushi, and a large Asian population, it is all the more important to try not to offend people and to seek to understand how negative portrayals can make them feel. My goal was to find the weak-points in the Hollywood movie industry and to discover directly from the source how movies should be changed to best appeal to Asian audiences.

To effectively do this, I interviewed two Asian college students. Both participants were 18 year old women born in America. Participant A was Filipino while Participant B was Chinese and Taiwanese. I specifically choose young students who attend my college, because it is well-known that young adults are the most frequent purveyors of movies. It seemed likely, therefore, that two college-aged girls would have seen enough movies to provide accurate responses. I interviewed them separately through e-mail, in order to give them the freedom to write as much or as little as they felt necessary and to have the ability to provide accurate quotes of moderate length. I copied and pasted the answers from the e-mails, leaving them mostly unedited for the sake of raw impact and to preserve their exact words.



In many respects, the results were as anticipated. Obviously, the purpose of this project, to find the downfall of Hollywood movies, predicts a negative reaction to stereotypes. What I was less prepared for was the fact that it didn't always change the way that people were treated in public. That while Participant B definitely did feel the pressure to act like girls from the movies or excel academically, Participant A really didn't notice it as much (Question 3). Part of this might stem from the fact that Participant A stated that she had become accustomed to ignoring and coping with stereotyping. Both, however, agreed that nonetheless, there is little good that can come from stereotyping, particularly when a Caucasian actor or actress plays the role. Not surprisingly, since both participants were women, both found the archetype of the meek yet exotic and sensual Asian girl to be most offensive. In what should come as no surprise but rather a reality check, neither named a Hollywood movie as containing their favorite portrayal of Asians in film. Instead, they named *Elementary*, a show created by CBS, and foreign films, both chosen for their ability to show Asian people as individuals with unique personalities and above all, normal people.

### **Interviews:**

I asked them seven questions. Here are their responses:

1. Is there any potential good that can come from stereotypes or are the effects only negative?

Participant A: In my opinion stereotypes (at least those of Asians in western media) only produce negative effects. They have largely contributed to the acceptance of Asian stereotypes in Western/American culture.

Participant B: Stereotyping is dangerous and volatile, even if it is used to point out the negativity in racial profiling. The difficulty with all satire is that the target audience (generally those who often stereotype others) may not understand the irony or get offended as a result. (E.g. videos like If Asians Said the Stuff White People Say, Sh\*t White People Say to Asians...)

2. What Asian stereotypes present in movies are the most offensive to you and why?

Participant A: The stereotype of Asian women being submissive and sensual (perfect example would be the hot springs/massage salons in the Rush Hour movie series) is the most offensive to me. I am a 1<sup>st</sup> generation Filipino and the women in my family could not be farther from that stereotype. My grandmothers, great-aunts, mother, and aunts are all educated and hard-working; they are driving force that keeps our family together. They taught me to value my education and my body, and to never settle for a man who did not hold a high respect for both. The Asian women I grew up with (and plan to grow up to be) are strong and have sacrificed so much for the success of their children, and I believe they ought to be portrayed in the media as such.

Participant B: The stereotype of the demure, meek Asian girl who can't speak fluent English. These girls are just tools -- tools to make the white protagonist look dashing or "heroic" as he charms them off their feet and often, into his bed. (Memoirs of a Geisha, Madame Butterfly, even HARRY POTTER.) Asians are often stereotyped to be associated with crime or prostitution. I have seen far too many movies and TV show episodes where the bad guy is the Cantonese dude in a smoky mahjong parlor. The movie Lucy particularly stands out to me, since the Taiwanese are portrayed as non-English speaking (and therefore idiotic), violent brutes toward the beautiful white girl played by Scarlett Johansson. In the trailer, she asks a man, "Do you speak English?" and when the answer is no, she beats him up with her superhuman strength. I am tired of seeing Asian people in generic roles like "weak girl who falls for white guy" "sex slave " and "bald gambler".

Of course, possibly one of the most damaging and pervasive Asian stereotype in society (which would be just as offensive in cinema) is the "smart Asian kid" stereotype. We're not smart because of our genes. We're smart because we work for it.

3. Do you feel like you are treated differently because of the stereotypes?

Participant A: I don't believe I was treated differently because of stereotypes. I received the occasional comment about being good at something (grades or piano) because of my heritage, but I've never been subject to a *negative* stereotype.

Participant B: Absolutely. My work ethic and my grades are considered "normal" for my race. People see it as a "given" rather than a product of my hard work, and when I don't deliver perfect results, they take it upon themselves to point it out and shame me for "dishonoring my family." It's not fun being treated as the "model minority", nor is it fun to hear people make fun of Asian people speaking poor English. I don't like being approached by men expecting me to act like the women in the movies: quiet and submissive.

Furthermore, the line "Where are you from? No, where are you REALLY from?" and the constant guesswork of "what kind of Asian are you" is extremely tiresome. Oh, not to mention -- eye size is not universal throughout a large racial group.

4. How do you feel when a Caucasian actor uses make-up to play an Asian role?

Participant A: I think it's really stupid/annoying when a Caucasian actor uses make-up to play an Asian role. Asian stereotypes/teasing is generally accepted in America, and as a result I think I have been conditioned to just *deal* with it.

Participant B: That shouldn't even be a question. Self-deprecation is one thing, but using an entire race/ethnic group as the butt of a joke is NEVER funny.

5. Do stereotypes in movies seem less offensive when an Asian actor is playing the role?

Participant A: Stereotypes in movies seem less offensive when an Asian actor is playing a role (i.e. I'm still a big fan of the Rush Hour movies and anything with Ziyi Zhang, Vanessa Minnillo, etc)

Participant B: Depends. Asian comedians often use Asian stereotypes as a launching board for their comedy. If they use it based off of their own life, then it's considered self-deprecation for humor, which is FINE...as long as non-Asian people don't interpret it to think that they now have permission to make the same jokes. The blow is lessened when an actor on screen says the words because it may seem like it applies to him -- the question to ask is who exactly the screenplay was written by.

6. What is your favorite movie portrayal of Asian culture and why?

Participant A: My favorite movie portrayal of Asian culture is from all movies that are created by Asian directors in their own respective language in their own respective country. I have no favorites from western media.

Participant B: I enjoy Lucy Liu's role as Joan Watson in the series Elementary very much. She functions as her own unique character, is extremely intelligent but goes through her slumps. She is treated as a human, her culture is never emphasized, she is never sexualized for viewership or any reason, really, and she is just as much an equal to Sherlock Holmes. I have yet to see a movie that doesn't stereotype Asians in major roles (as major as you can get in Hollywood.)

7. How would you like Asians to be portrayed in movies?

Participant A: I would like Asians to be portrayed as normal people, because we are normal people.

Participant B: Well, I know this is very hard for people in Hollywood to do, considering that they have a hard time handling women and people of color, but having a female Asian heroine (played by a person of appropriate heritage) would be nice. Treating them like normal people would also be a great start. And maybe even in a movie not related to kung fu!

## **Conclusion and Analysis:**

If I were ever given the opportunity to repeat this project, I believe that it would be beneficial to interview members of the opposite sex. Due to a certain lack of connections, I was unable to find any young men who wished to participate in this study. However, I would still be interested in hearing their opinions. As both of my participants were female, they were particularly offended by stereotypes concerning Asian women. It would be interesting to see if the same stereotypes stand out to men or if others are more noticeable. In continuing to research this topic, I would also be interested in comparing different age groups as well. I initially chose a younger participant group, as young adults and teenagers are the main consumers of movies and thereby have the most expansive knowledge, but there is still obvious merit in hearing the opinions of different groups. The Asian community is also divided into many countries and cultures. Another study might be able to show whether or not any viewpoints are regionalized or if any particular country appears on screen more than another. Further, I would like to know whether it makes a difference if a person was born in America versus another country. As I finished this project, I began to wonder just how many people have simply been conditioned to “deal with the stereotyping” as a result of living and being forced to bear with American societal pressures, as Participant A pointed out.

Obviously, my participants were similar in many respects, namely age and gender, and it follows that their answers do overlap quite a bit. However, their feelings mirrored those that have already been expressed by many in the Asian community. What I found in my research is that stereotypes, especially those portrayed by Caucasian actors in yellow face, are almost always offensive. As Participant B noticed, when an Asian actor plays a role, they often laugh at their own life experiences and draw-upon their own personal memories. The act becomes

personal, in contrast to how a Caucasian actor generalizes an entire race of people and puts forth the “cookie-cutter” pre-conceived image that many audience members already hold. Not to mention what is perhaps an even more important question brought up by Participant B, who wrote the screenplay? Was it written based on memories or from already present generalizations in the media?

Regardless, the fact is that many times, Asians are portrayed as exotic or weird by Western media. They are treated as clowns to be made fun of, sex symbols and the token natural genius, but almost never as regular human beings. Sometimes, they are treated differently by the general public because of this. Any hard work or achievement accomplished by Participant B was often brushed off as simply a result of genetics, a clear stereotype: the overachieving, naturally brilliant Asian, which Hollywood promotes. Sometimes, she was approached by men who expected her to act like the demure and quiet women they had seen in movies. As Participant A stated, because the stereotyping is accepted in America, many have to adjust to such behavior and become “conditioned to just *deal* with it”. No one should ever have to tune-out or simply accept mistreatment. Moreover, no one should ever become conditioned to it.

There is no good that comes from these stereotypes. As stated by both participants, they can be dangerous, even with the best of intentions. Because of the data that I have collected, I conclude that Hollywood needs to change their presentations of Asians in movies. These people are part of a very vibrant and growing population, and in order to best make motion pictures that appeal to them, consideration and efforts must be taken to avoid using outdated characters such as the kung-fu fighter or the exotic female sex object. It shouldn’t be hard. What Asians desire most can best be summed by the words of Participant A, “I would like Asians to be portrayed as normal people, because we are normal people.”

Many thanks are given to my willing friends and participants, without whom, none of this would have been possible. Gratitude is also given to Ms. Lillian Payne, for teaching this class and encouraging her students to expand their horizons.

**Project**

## **Stereotypes of African-Americans in the Media**

### **Introduction**

The subject of this project is the prevalence of cultural stereotypes in media, specifically related to African Americans and their portrayal by media outlets. During the interview I hope to gather information from an African American guest who I will question about concerning stereotypes. These will include common examples used in mass media.

**1. What stereotypes of African Americans in media (TV, Movies, and Music) bothers you the most?**

Well, I am not a fan of BET. I do not care for Tyler Perry movies. The most detrimental of stereotypes in the media pertain to the criminalization of the African-American male in the news media. If you ever turn on your TV, before the end of the night, you will have seen at least one mug shot, or police sketch of a black male.

**2. Why do these stereotypes bother you the most?**

They establish beliefs or ideas about me or other black men. We are born criminals with a low IQ and baggy jeans according to the media. This affects black people in society on multiple levels.

**3. Do you think African American media figures actually promote stereotypes, such as rappers and comedians?**

Yes, as I said, Tyler Perry has commercialized “Mammy” for profit in playing Madea. BET is overly dramatized for my taste and depicts an overly emotional culture. Each individual in the black community is independently impacted by the color of their skin like any other community.

**4. What stereotypes do you see when companies advertise using African American characters and spokespeople?**

Mammy, the independent black woman with an attitude and sambo. The suspect on the news station is a big portrayal that pisses me off. The depiction of the athlete as the pinnacle of achievement in the black community.



**5. Why do you think stereotypes of African Americans in the media are so prevalent? Do you believe its Institutional Racism or profit motive (stereotypes are entertaining and they sell)?**

Institutional racism is usually the more naïve aspects of these portrayals. Meanwhile, profit driven media outlets drive the perpetual growth and continuance of such horrible and insensitive depictions of a whole community.

## **Interview participant profile**

**Age:**  
29

**Gender:**  
Male

**Education:**  
PhD candidate in biochemistry

**Occupation:**  
Research scientist

**Residence:**  
Renting an apartment

**Background:**  
Black, Hispanic, Thai, Irish, French American

## Conclusions

During my interview had objected to several stereotypes prevalent in media portrayals of Black-Americans. My interviewee felt “the most detrimental of stereotypes in the media pertain to criminalization of the African-American male in the news media. My interviewee, a Ph.D. candidate, strongly objected to the stereotypes of black males as “born criminals with a low IQ and baggy jeans according to the media.” He stated that it “affects black people in society on multiple levels.” It must be frustrating to be thought of as a potential criminal by passers-by when one happens to be an educated professional. I feel that this stereotype also could make the successful black male feel he must choose between his culture and his career if society only assigns negative attributes to young African-American males.

Before my interview I had constructed a list of five questions to present to my interviewee. The first question I chose was “What stereotypes of African Americans in media (TV, Movies, and Music) bother you the most”? Second, then leads into the detail of “Why do these stereotypes bother you the most”? The third question was “Do you think African American media figures actually promote stereotypes, such as rappers and comedians?” I wanted to know whether this was perceived or factual. The Fourth question I asked was “What stereotypes do you see when companies advertise using African American characters and

spokespeople?” I considered this question because I wanted to know what really annoyed African Americans in advertisement culture. The last question I presented was “Why do you think stereotypes of African Americans in the media are so prevalent? I wanted to know whether these stereotypes were based on Institutional Racism or profit motive (stereotypes are entertaining and they sell).

One thing I learned about this project is that my interviewee is bothered by stereotypes, even if they are humorous. He stated, “Well, I am not a fan of Black Entertainment Television (BET). I do not care for Tyler Perry movies.” He felt BET is overly dramatized for his taste and depicts an overly emotional culture. It is a common negative stereotype that persists that African-Americans are ruled by emotion rather than reason. Tyler Perry’s Diary of a Mad Black Woman series of movies have been criticized by many for the Madea character who critics say reflects a racist “Mammy” stereotype of black women. My interview seemed to agree stating, “ Tyler Perry has commercialized “Mammy” for profit in playing Madea.” Another stereotype the interviewee mentioned was the common depiction of the athlete as the pinnacle of achievement in the black community, rather than leaders in business, education, government, medicine and other fields.

From studying this topic “Stereotypes of African Americans Portrayed in The Media” and questioning the interviewee I have learned a lot from all the information that was given to me. If I were to conduct further research on this

topic, I would first bring together 200 adult African American interviewees, 100 male and 100 female. Second I would break them down further by education, whether they have a college degree or no college degree. Next I would start by asking a variety of new questions based on their opinions about, "Stereotypes of African Americans Portrayed on The Media". The reason I want to do this more detailed study is because from my interview research I had chosen a highly educated African American man and I did not study a non-college educated African American person. I do not want to assume, but I have a hypothesis that education is a large factor when seeing through stereotypes. I believe that an educated person would give a different answer than the non-educated person. It is possible that the educated person might be more offended by the stereotypes than the non-educated. This is one of many possible considerations, if I were to take this project to the next level.

## ACCEPTANCE -- A NEW LOOK ON GENDER FLUIDITY

### I. Introduction:

It is important for all walks of life to understand the importance of acceptance. Although humans are uncertain about things that are labeled as “different,” we are a growing nation and it is time to look past the past ideas and morals of our past generations. We are meant to grow and evolve and in order to do so, we need to accept. Gender differences have existed for as long as humans have walked the earth and it wasn't until more recent years that this different way of thinking has caused a stir in many communities and even in nations.

The preconceived ideas of gender come down to two main genres of people. Male and female. There was no in between, no half and half, no differences, nor any neutral, but there are. Some females feel more masculine, and some males feel more feminine. Biologically they may identify as one or the other, but gender is much bigger than that.

The purpose of this group of interviews and post-interview discussion is to enlighten the current generations reading that gender neutrality is important because gender and sexuality are heavily linked and just because you are biologically one gender, does not mean you are required to identify as such. You are supposed to identify yourself based off your own ideals and understanding of the vague idea of gender and sexuality.

My interviews were conducted online, to ensure digital copies of my notes. My participants had no relation or previous friendship, nor affiliation with the topic of this project. All participants are white males and females in their mid to late twenties. I have known all three participants on a personal level for many years, which would be why they were so open with sharing their personal information and life-lessons.

Before my interviews, I had expected to get very similar results due to the importance and gravity of this topic. Due to religious, social, and communal persecution, many people from all walks of life, heterosexual included, tend to have a very hard time coming to terms with their own selves because of the strict, taboo, requirements created by society as a unit. If we learn gender acceptance, sexual equality will soon come.

**II. The Questions** -- The order of my questions make sense to me and my interviewees.

- A. When did you figure out what your gender orientation was?
- B. Were you able to come to terms with it? If not, what made it hard to accept?
- C1. Was there anything that stood out to you as you were figuring out who you were during this time? If so, what?
- C2. Did social media, culture, or beliefs play a role in your acceptance/denial of your own orientation?
- D1. When, if ever, did you come out to your friends? What about to your family?
- D2. What were their initial reactions? How did you cope with these reactions (regardless of positive or negative).
- E. Was there anything that made it especially difficult on you as you grew up? If so, may I ask what it was?
- F. Final question, promise, what would you pass on to future generations about gender orientation, and why? --- Anything else you want to add?

### III. Participants

#### A. Participant One

Name: Theron (Alias)

Where: Via Skype Call

When: June 27th, 2014 (scheduled, planned, awaiting)

\*\* Theron is a 27 year old white male, living the to-be-wed life with his male fiancé somewhere in CA. He follows the traditions of the Jewish faith. I've known him for about one year.

#### B. Participant Two

Name: Aisha Tharp

Where: Via Join.me live stream (private) session

When: July 1st, 2014 (scheduled, planned, awaiting)

\*\* Aisha is a 26 year old heterosexual white female, married to Jeff Tharp, has three kids, and lives in Delaware, CA. She follows the traditions of the Christian faith. (Loosely). I've known her for two years.

#### C. Participant Three

Name: Gibby Gilbertson

Where: Via phone call

When: June 28th, 2014 (scheduled, planned, awaiting)

\*\* Gibby is a 28 year old homosexual white male, living the single life in Seattle Washington. He follows no direct traditions of any known religion, but is not atheist. I've known him for just over a year and a half.

#### IV. The Interviews -- *not* in order of the participant list above

- Interview One: *These responses came before my question edit during my rough draft. New questions were not included. This interview was conducted over a phone-call.*
- A. I've never questioned my gender orientation. I've always considered myself as a boy. If you want to consider sexual orientation, I was probably about 8 or 9 when I started looking at men in a different fashion. It looks like the rest of the questions are under the same gender orientation category, which doesn't really apply, but I'll answer them from the sexual orientation if that's okay.
- B. It wasn't hard to come to terms with my own sexuality. The only thing that was hard about my sexual orientation was that I was afraid my friends wouldn't accept me.
- C. When I came out, MySpace was just barely beginning to form, so there wasn't really a social media outlet. I was raised Mormon, but once I actually paid attention to what I was being taught, I stopped going to church and considered myself agnostic. I believe there could be a God(s), but I don't believe in worship. So those beliefs really had no effect on myself.
- D. I came out to my friends my final year of High School. It was tough at first. I knew I was pretty much gay, but to "soften the blow" I came out to them as bi first. None of my close friends cared about my orientation; they still saw me as Grant. Some of my not so close friends distanced themselves when they found out because at that time you really couldn't tell I was gay/bi. Plus I think their cultural



- beliefs had an effect on how they viewed me as well. Those distancing themselves didn't really matter to me because I wasn't close with them anyways.
- E. The most difficult thing was coming out to friends and family, but everyone took it well and accepted me for who I was. If anything it's brought me closer with everyone I've known.
- F. I would pass on to future generations my open mindedness and the fact that you really shouldn't judge anyone for what they do or how they do it. I keep an open mind because I feel that I'd miss out on some of the best things in life if I just said "no" to it right away. And in doing so I've gotten one of the best jobs I've ever had.
- Participant Two: *This interview was conducted over a Skype call.*
    - A) Considering that my sex is male, I always assumed that my gender was male based on that. I never knew that transgender or transsexual was a real thing until I was in college. I am, however, cis gendered.
    - B) "Feminine" behaviors I have, based on traditional expectations of gender roles in modern American society (I sew, I squeal, I giggle, I like to cook and clean, I like pink, I liked toys as a child considered to be girl toys--although not exclusively, I am emotional rather than logical) have occasionally made me question my gender. My sexuality has also made me question my gender (I'm a man attracted to men, does that mean I was meant to be a girl?) because I was raised with the insistence that heterosexuality is the only normal thing. In general, I am content and comfortable with being male, however, and would not trade my sex or gender.

- C) I took a class in college that was specifically on gender and sexuality at the insistence of a close friend in an anthropology/sociology major. This helped me come to terms with my gender, biological sex, and sexuality.
- D) (C2) Did social media, culture, or beliefs play a role in your acceptance/denial of your own orientation?
- Facebook and online forums (I am declining to include which for personal privacy reasons) have helped create environments where there could be safe discussions, discussions that have helped me further my understanding of my sex, gender, and sexuality.
- E) (D1) I never had to come out about my gender because I am cis gendered. I was unintentionally outed about my sexuality, however.
- F) (D2) My family and some of my friends were incredibly negative. They treat me with hostility, and I ultimately had to figure out how to survive on my own. Some of my friends, however, are supportive, no matter how I act.
- G) (E) The way I was raised taught me that people who acted certain ways were just confused "freaks", making my acceptance and understanding of others and myself very difficult. It made it very hard for me to figure out how to deal with my own "non-male" behaviors based on modern stereotypes because it wasn't "normal".
- H) (F) Gender is a social construct--but at the same time, gender is also a personal construct. If society's definition of gender doesn't work for you, make your own. You have the right to be comfortable in your own body, and you have the right to never be made to question who you are because of it by the rest of society. People can only hurt you if you give them the power to! As for the why, it's only because

of gender role stereotypes I've ever questioned my gender to begin with--or why I still sometimes question it. No one should be made to feel that way. I apologize that there is a lot of reference to sex and sexuality in my responses, but both have impacted my gender identity.

- Participant Three: *This interview was conducted over a live-stream session on Join.me*
  - A) I always knew what my gender orientation was. I was a female. I felt like a female. I knew I was in fact, female.
  - B) B. I mean, it was easy to accept. I grew up in the church, I knew what was “right” and “wrong,” so I knew I wasn’t sinning, or at least, what I was taught was sinning.
  - C) (C1) You know, I had a really hard time as a kid, being the youngest, I always had this looming aura around me that made me feel like such a failure around my family. Maybe it was how I dressed, maybe I was bisexual. Maybe being heterosexual wasn’t meant for me, but I knew I was a girl. I knew I was a female and I was comfortable with it. The only thing that made it hard was people calling me “butch” and “dyke” in my younger years.
  - D) (C2) It wasn’t so much social media or anything like that that made it harder on me, it was my own family. Being more or less the black sheep of the family, I was held to this grotesque standard of “I’m not good enough,” “I’m not girly enough,” etc., etc. It really made me question myself in my teen years, until I met my husband.

- E) (D1) I mean, I didn't have to? I was a heterosexual female with a few bisexual tendencies; there wasn't anything to "come out to" about it. It was more or me just struggling with the negativity from my family.
- F) (D2) I probably had a harder time explaining that my husband, boyfriend at the time, was indeed my boyfriend at the time. With their low-views of me, they always expected to be that awkward lesbian of the family that got nowhere in life and did nothing. The biggest challenge I faced was proving them wrong and not falling into their perceptions of me.
- G) (E) I did not have very many friends outside of my boyfriend, so most of my positive reinforcement was him telling me I was fine as I was, who I was, and he was happy with me as I was. The looming negativity that constantly was around me at home forced me to leave, I almost dropped out of school for it, but I knew who I was and was okay with it.
- H) (F) Don't assume, never assume or force your thoughts onto someone else. If you have a child and they are struggling with things, whether it be sexuality, gender orientation, or just making friends in general, the last thing you need to be is negative. Kids are very impressionable and they learn and become everything their parents teach them, well that is what I see happening. I am who I am because it was my way of coping with my home life. The most important thing to ever do is achieve your own happiness regardless of what everyone else thinks. Bar none.

#### **IV. Conclusion**

##### A. My Topic: Gender

B. Recap on what was learned in interviews:

During the interviews with my interviewees, I found that gender was heavily linked with sexuality and biological orientation. It is unfortunate to hear stories of lack of acceptance, but it is bound to happen with anyone. The idea behind gender is that your gender is that of which you identify yourself as male, female, or other. There are no real other options out there. Though, alongside the choice of male, female, or other- you have a plethora of sexualities you are free to choose from. You are not designated from birth to be one gender or the other or one sexuality or the other and while interviewing my participants I found that gender equality and sexual equality stand hand in hand.

When interviewing one of my participants, he had stated that he had never questioned his gender orientation, he always knew that he was male, whereas one of my other interviewees had stated that it was difficult for him to understand that he had more "female tendencies" even though he identified as male. The culture they both lived in was about the same, but the emotional ties to people like parents (for example) were both very different. his community was very open minded, and although no real online forums or social media, or large amounts of media in general was around to sway him away from being a male homosexual, he felt comfortable in his own skin when coming out to friends and families. He was able to weed out the true friends from the fake, and all in all, did not have a real negative experience when coming to terms with his gender and sexual orientations.

My female interviewee, on the other hand, had quite a time coming to terms with her heterosexuality. The reason being is due to an increased bisexual curiosity. She stated

that she felt more male than female, but still liked the male gender. During her teen years, she said she found it increasingly more difficult to come to terms with her own gender because of the instinctual pull she felt towards being feeling more masculine. She said the term "butch" was a common word used around her. In the end, after her teenage years were long gone, she was able to accept her femininity and wed and bare children and enjoy her life, happily.

I think the most interesting things I learned from these interviews were that these people, though all different, with different lives, goals, and pasts all ended up the same way. They all were able to come to terms with the struggles they had to face in order to figure out who they were. Whether it was "against a religion" or against family values, or even a social taboo for the area or time frame of which they struggled with it.

All in all, a common theme amongst all of my participants was a need for discussion during their youth. Nowadays we have online discussion boards, websites, phone-services, actual places you can go to (therapists, councilors, teachers, classes, etc., but back then they didn't have much of that, if any! One of my participants said he took a class in college for gender and sexuality and that was his way of finding his own path for coming to terms with his sexuality, gender, and biological sex.

It was unfortunate to hear that two of my three participants were met with great hostility and hatred for their differences, giving little to no support during their journey of self-awareness dandy understanding. One of my male participants<sup>10</sup> had stated something, that was quite shocking, "I was raised where they taught me that people who acted certain ways were just confused 'freaks.'" This sort of upbringing only worsened his own understanding and marred his ability to accept himself for who he is, even though he

is indeed cis-gendered. We have so many people in society that make people who are not "like them" feel abnormal, broken, and even sort of abomination-esque.

It is only because of gender role stereotypes that people even question their own gender in the first place. No one should ever be subjected to feeling that way, at all. If egalitarian societies could share the entire work load without anyone ever questioning someone's femininity or masculinity, why shouldn't we do the same?

Gender orientation is closely knit to sexuality and sex biological sex orientation, so it is no wonder that these stereotypes of "male" vs. "female" exist and why people who are only trying to figure out themselves are having such an issue fitting in with society, because it is society who is out casting them since they do not fit in the "social norm" which isn't even the actual normal any longer.

*C. Summarize relevance and/or implications:*

My main purpose here is to not only show that orientation is not directly linked to sexual preferences, but it is human, natural, and not a bad thing. By taking part in this interview, my participants will be assisting me in helping shape a proper model to be shared and, hopefully, followed by all. Gender Orientation is an important topic in today's generations and in order to open the minds of others, I feel it is time to speak up and speak out against the negativity that surrounds us

If I were to continue these interviews and research, I would hope to further enlighten the current and future generations in hopes that all generations can accept human beings for who we are. With increased interviews, I would hope to more directly integrate the media and advertisement realm of this topic, showing the trends that follow

the gender acceptance, or rather our avoidance.

Underneath the skin, we are all the same. We all have bones; we all have organs, blood, and the same needs for food, water, and oxygen. So why can we not come to an understanding that the one thing that makes us unique is our uniqueness of having a soul.



**Project**

Television is a medium that we often underestimate in terms of its societal influence. Whether we rely on it for our dose of morning talk show fluff, afternoon news brief, or evening indulgence into reality television, this particular form of media has the ability to shape and influence an individual's opinions on social and political happenings. Television also presents the average citizen with the opportunity to immerse themselves into a place where the media content in front of them directly aligns with who they are, who they want to be, what they believe about the world, and so on. Over the last few decades, television has influenced one of the most significant and controversial social movements of today's society in a myriad of ways. The large national campaigns and pieces of legislation regarding gay marriage, gay rights, anti-bullying and discrimination have made their way to the forefront of mainstream media today, in large part, thanks to the ever-increasing visibility and relevance of gay characters and gay issues seen on television. In 1997, a particular episode of the ABC sitcom "Ellen", starring comedian Ellen deGeneres, broke new ground for the LGBT community as deGeneres was one of the first individuals to come out as gay (both for her character on the show and in her personal life.) One year later, in 1998, NBC added Will & Grace to their primetime line-up, portraying the relationships and friendships between four main characters, two of whom were openly gay males. As these two sitcoms were airing, outspoken lesbian Rosie O'Donnell was hosting her own talk show, in which she publicly came out on two months prior to when her show ended. When O'Donnell reappeared on television in 2006 as the moderator of the daytime chat-fest "The View", she used that platform to speak out consistently in favor of LGBT issues like gay marriage and laws allowing gays to adopt children. The inclusion of gay characters and actors on television has certainly not slowed down over the past few years, as we can look to Cameron & Mitchell on "Modern Family", or openly gay actor Neil Patrick Harris, who just ended his stint on the wildly popular sitcom "How I Met Your Mother." The gay talk show host seat is certainly not empty either. Ellen deGeneres will begin the 11<sup>th</sup> season of her talk show in the fall, and openly gay actress Sara Gilbert chats it up weekdays on the CBS 'View', "The Talk."

For this project, I wanted to interview two young gay adults and get their opinions on which individuals, shows, and networks they believe have contributed to elevating gay issues to such relevance in today's society. Conducting these interviews gave me the ability to understand how young people are connecting what is being shown on television and what they are watching on television to what is happening in the wide-ranging gay rights social movement.

The questions I posed to my two interviewees were:

1. On a scale of 1 to 10, how influential do you feel television & the media have been in regards to politics and human rights? Why did you say the number you did? If you had been asked this same question three or four years ago, would your number have been lower, higher? Why?

2. Are there any gay (or straight) public figures who you believe have been influential in getting gay issues into the forefront of today's society? How do you believe they have achieved this? How did you become aware of these individuals?

3. When you watch television, are there any specific networks or shows (geared toward gays) that you watch? Do you feel more included or relaxed when you watch these programs or shows?

4. When you think of gay characters on television, who comes to mind? (list multiple characters if necessary)

5. What is your opinion on how the media can impact these issues of gay civil rights going forward? Should we continue the current approach, or do you believe change is needed? Is there anything related to this topic that I haven't addressed that you would like to speak about?

Interviewee profiles:

Gay male, mid-20s. Lives in San Diego and works in LGBT promotion and public relations. (Referred to in this project as interviewee or subject #1)

Gay female, mid-20s. Lives in Orange County, CA and works in retail consulting. (Referred to in this project as interviewee or subject #2)

- Subject #1 has been a personal friend for many years and subject #2 was a previous co-worker of mine. I conducted the interview with #1 in person and #2 via Skype.

1. In regards to my first question, both of my interview subjects listed a "10" for how influential they believe TV and the media have been in influencing civil rights, political races, and various ballot measures. The male interviewee said, "Society, since it's invention, has used television as a message board for creating social norms. Today, with the inclusion of LGBT issues in shows and the media, the LGBT community is being integrated as a social norm to our society." My other interviewee agreed with my other subject, but spoke about how they believe social media (the internet, specifically) is taking over playing a greater role than television in regards to culture & political influence.

2. My second question brought about similar but nonetheless interesting answers from both interviewees-

Subject #1 listed individuals who have influenced politics here in San Diego (Toni Atkins, the first openly lesbian California Speaker of the Assembly, and Todd Gloria, San Diego City Council President, who is also openly gay.

Subject #2 listed a number of celebrities and politicians (Melissa Ethridge,

Lady Gaga, Madonna, Gavin Newsom, Barack Obama)

3. Being a passionate lover of television, the answers to my third question were very relevant and thought-provoking. Both interviewees listed cable television network Bravo, and one said relatively new cable TV network Logo in their answers.

Bravo, launched in 1980, has garnered a large gay audience and following because of its focus on programming related to entertainment, art, pop culture, and lifestyle. Since I have been following Bravo, *Queer Eye For The Straight Guy*, *Project Runway*, and *Top Chef* have all aired on the network, and have all included openly gay individuals. Currently, openly gay Bravo executive and program director Andy Cohen, hosts his own nightly talk show on the network, demonstrating why young people like the individuals I interviewed, are geared toward a network like this. Logo TV, launched in 2005, is very open about its programming being geared toward gays, and promotion of self expression, etc.

4. I was curious as to what the answers to question #4 would be, as I wanted to get my interviewees first, initial response to my question-- not their answer after thinking about it for a few minutes.

Subject #1 said Ellen deGeneres, and subject #2 listed the gay couple on *Modern Family*, gay characters on *Will & Grace*, and the gay female characters from the relatively new series *Orange Is The New Black*.

5. I wanted my final question to perhaps evoke the most thought out of my interviewees, as I think discussion of the future is always relevant.

Interviewee #1 said, "I feel as though television has positively influenced gay political issues, but I do believe the media in general could continue to develop more of a successful approach in regards to extending these kinds of visuals and conversations of gays on more of a international level." Interviewee #2 responded, "Television has done a great job as of late including gay characters, and getting better at not simply reinforcing gay stereotypes."

The interviews I conducted for this project gave me such valuable insight into how the up-and-coming generation of young gay people are feeling about how the media, television in particular, is giving gay people and storylines relating to LGBT issues exposure and relevance and how that translates to societal approval, political victories, and so on. I was not surprised that both of my interview subjects rated a "10" for question number one, but it was interesting to find out that interviewee #2 felt as though the internet is more successful at impacting societal issues like gay rights than television. I happen to believe that is probably a 50/50 split in terms of influence, but that is my opinion. Question #2 gave me insight into the daily lives of my interviewees, as the list of political activists that subject #1 listed reflected their daily job. For question #3, I was surprised that

neither interviewee listed specific shows on the networks I mentioned above that they believe have given particular visibility to gay issues. The differences in my subjects was demonstrated once again in their answers to question #4, as one listed comedian and TV & talk show veteran Ellen deGeneres and the other named a slew of characters from recent television shows. It was in the answers to this question in particular that showed me that subject #1 most likely watches television less than subject #2. I was perhaps the most thrilled about the answers I received from my two interviews relating to question #5. Interviewee #1 discussed the need for more international inclusion of gay issues and characters in the media and interviewee #2 praised the media for doing a better job over the last decade or so of not just reinforcing recycled gay stereotypes. As the person putting this project together, these answers, in my opinion, were very true and extremely relevant. We can look to the recent media coverage of Russia's anti-LGBT laws during the Olympic coverage as support to subject #1's answer that we need to widen the spotlight on gay concerns around the world. As far as the answer given by interviewee #2, I could probably write an entire extended research paper on gay stereotypes and how the media influences them, but in terms of this class and my particular project, I'm glad that the individual recognized that gay stereotypes still exist in our society and we need continued efforts to change many of them.

As I just mentioned, I would love to be able to turn this topic into a full-fledged research paper in the future, as it is a topic that is very personal to me and one that I know is going to wean from societal prominence anytime soon. If I were to expand it, I would love to conduct interviews with two or three heterosexual individuals to get their take on these issues. After completing this project, I realized that when/if I expand it, I would like to include interviews of gay individuals of an older age. For example, in the 80s, the show "Love Sidney" aired on NBC with Tony Randall playing a grandfather character that was definitely implied to be homosexual-- I would love to find out the opinion of a show like that from an individual growing up during that time. Interviewee #2 also inspired me to conduct more research and opinion in terms of gay stereotypes-- Over the course of my life, I have often been labeled a "stereotype" and I think more analysis of that topic would fit neatly into an expansion of this topic. Overall, I am extremely grateful that this project gave me the opportunity to gain insight into how young gay people feel about the media and their ideas for how important civil and human issues like this one can continue to be impacted by various forms of media.

**Project**