

EVOLUTION OF GENDER ROLES IN MOVIES

AANCHAL UPRETI | JUNAID HARIS | MELIH KURTARAN | MOLDIR KOISHYBAYEVA

PROBLEM STATEMENT

- Women are constantly underrepresented in movies
- Very few studies addressing this highly predominating gender inequality in the movie industry

RESEARCH OBJECTIVES

- Analyze the gender representation and evolution of gender roles over the years in the movies
 - Statistical Analysis
 - Stereotype Analysis

CHALLENGES

- Complex Data Structure
- Lack of pre-trained models for Coreference Resolution
- Time consuming manual annotations

EMOTION ANALYSIS

- Different than Sentimnet Analysis.
- Deals with classification of feelings into different polarities (positive and negative) associated with mood, motivation and personality.
- Based on Plutchik Ekman's emotion models.

DATA ENGINEERING

EXT. EDGE - NIGHT
Zach shivers and turns to the BOUNCER.
ZACH
How much longer until you let me in?
BOUNCER
Look man, we just opened. We don't have space for everyone.

PDF

HTML

CSV

JSON

Character	Dialogue	Gender
HARRY	What did you put on me?	Male
HERMIONE	A Stinging Jinx.	Female
HARRY	How long will it last?	Male
HERMIONE	Not long.	Female
BELLATRIX	Show me.	Female
BELLATRIX	Get Draco.	Female
LUCIUS	Why Draco?	Male



GenderAPI



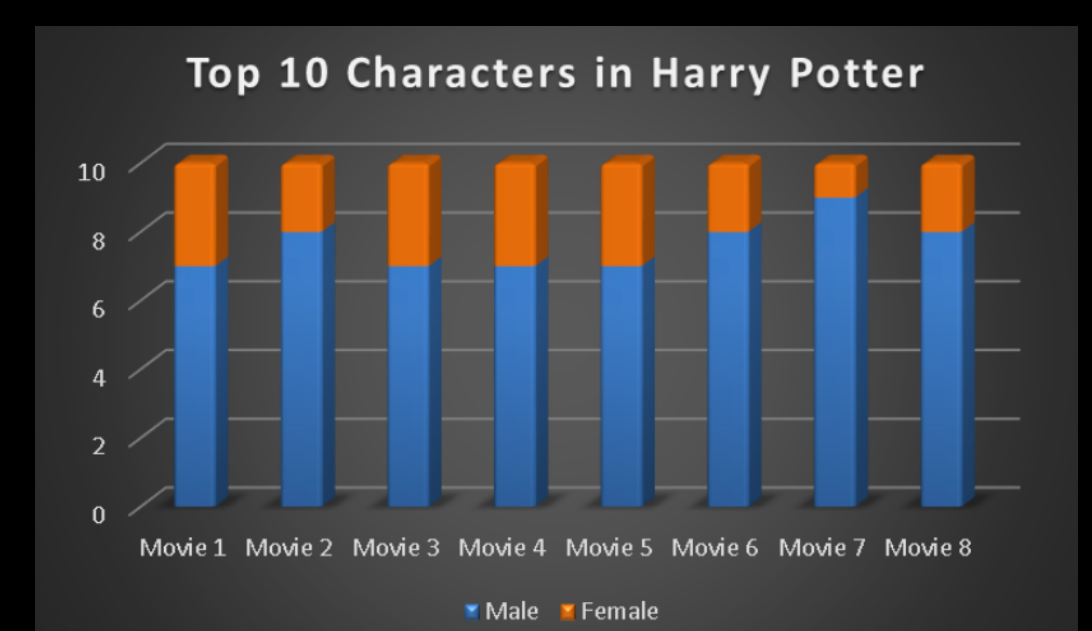
WIKIDATA

- Character Dictionary
- Gender Recognition
- Handling contractions
- Tokenization



DATA ANALYSIS

- Numerical comparison of male and female characters
- Top 10 characters based on dialogues length.



SENTIMENT ANALYSIS

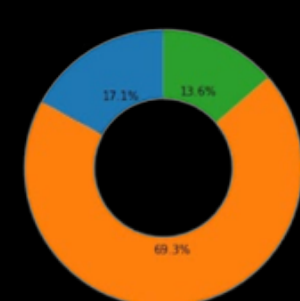
Sentiment analysis is a natural language processing (NLP) technique used to determine whether data is positive, negative or neutral. The polarity of the text's sentiment is measured as Positive, neutral, and negative where positive refers to score greater than 1, neutral refers to score of 0 and negative refers to score less than 0.

Average Sentiment of Male Characters



Pride & Prejudice

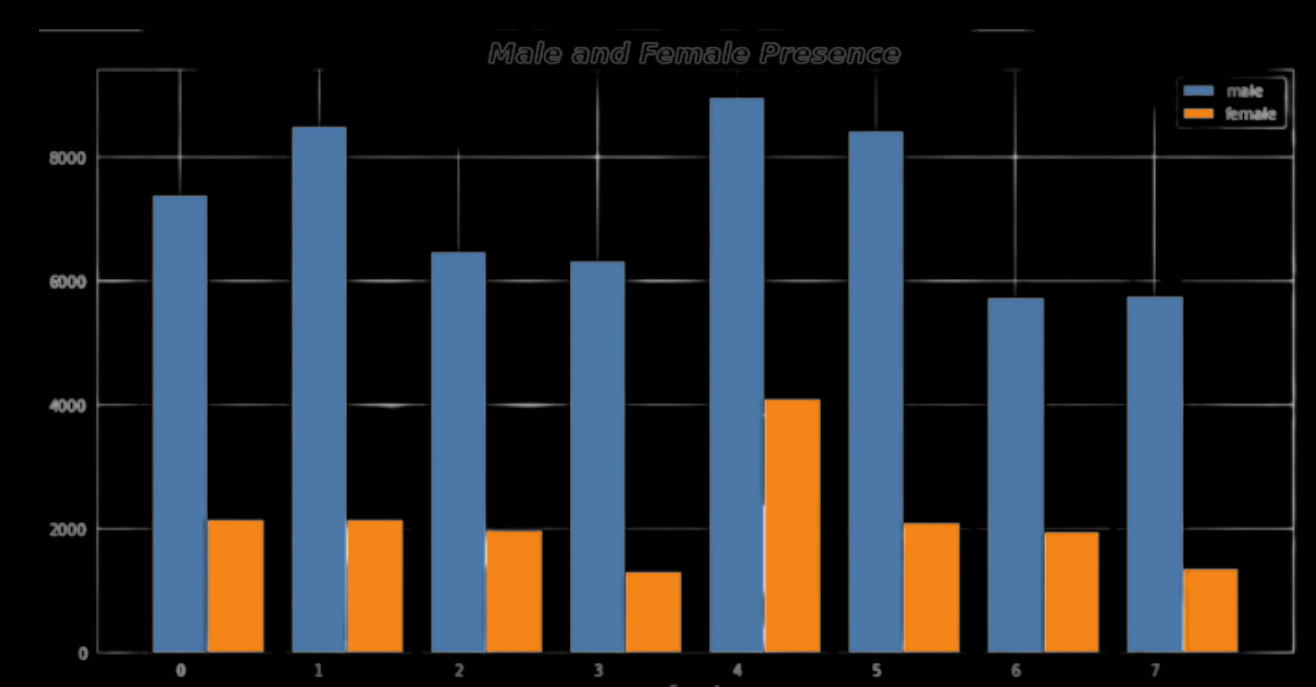
Average Sentiment of Male Characters



Horror Movies

positive neutral negative

MALE AND FEMALE PRESENCE IN HARRY POTTER



This shows that male presence is much higher than female presence.

