

SEEHER
#WriteHerRight

API WOMEN

Authentic Representation and Storytelling

SeeHer, the largest global movement to eliminate gender bias in marketing, media, and entertainment, and **Gold House**, the leading Asian and Pacific Islander (API) changemaker community, partnered to encourage an intersectional approach to the creative development process so that more API women and girls see themselves authentically reflected in content. The API #WriteHerRight guide serves to illuminate the extensive opportunities for genuine and nuanced depictions of API women and help storytellers become aware of unconscious biases.

The majority of the global population is API, representing multiple major geographic regions, diverse cultures, languages, traditions, and lived experiences. In the United States, AAPIs are the fastest growing demographic, with buying power larger than the majority of countries around the world.

Yet, most do not feel accurately represented in the media.

In August 2022, SeeHer and Gold House conducted one of the largest studies ever on portrayals of API women across East Asian, Southeast Asian, and South Asian communities, as well as Native Hawaiian and Pacific Islanders (NHPIs) and those of mixed-race backgrounds. The survey found that three out of four API women are dissatisfied with how they are currently being portrayed in the media. However, API women are overwhelmingly positive on the outlook for the future of API women in front of and behind the camera.

API women are often portrayed as a monolith, which removes the complexities and nuances of various API cultures and increases negative stereotypes. Additionally, NHPI women feel that their stories need deeper development, as their experiences are typically more parallel to indigenous communities who face higher levels of erasure than other API cultures.

ASIANS & PACIFIC ISLANDERS (API) ON A GLOBAL SCALE

4B+
POPULATION50
COUNTRIES60%
WORLD'S
POPULATION100+
LANGUAGES
& ETHNICITIES

ASIAN AMERICANS & PACIFIC ISLANDERS (AAPIs) IN THE UNITED STATES

FASTEST GROWING POPULATION

ASIAN +81%

HISPANIC +70%

NHPI +61%

BLACK +20%

WHITE +1%

AAPI BUYING POWER
\$1.3 TRILLION

Larger than the GDP of all but 13 countries around the world.

“ I work to ensure that the women I play are not just relegated to stereotypes. That includes Evelyn Wang [*Everything Everywhere All at Once*], an aging Asian immigrant woman, normally invisible, but in our story, she is the superhero. She is the one who finds her voice. Evelyn’s voice and so many like hers need to be heard. Because we all have superpowers. These combined superpowers can and will change the world. ”

Michelle Yeoh

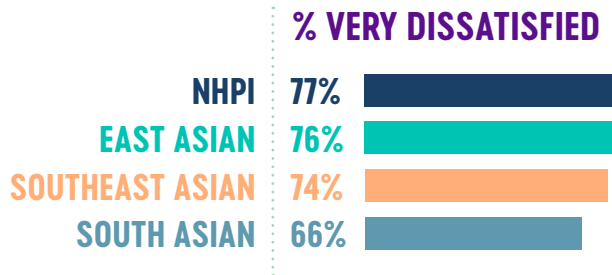
ACCEPTANCE SPEECH OF 1ST SEEHER AWARD
AT GOLD HOUSE GOLD GALA, MAY 2022

KEY FINDINGS

62% Agree DEI (Diversity, Equity, and Inclusion) efforts have resulted in actual change in front of and behind the camera

79% Are overwhelmingly more positive on the outlook for the future of API women in front of and behind the camera

74%
Total respondents are dissatisfied with how API women are portrayed in media, advertising, and entertainment



LGBTQIA+
77% dissatisfied about portrayal
84% positive outlook for the future

The majority of API women thought nuances of the following attributes **were not well represented**:

- Pronunciation and Accuracy of API Names
- Sexual Orientation
- Skin Tone
- Gender Identity
- Hair Texture
- Multi-Racial Identity

Every demographic chose multi-racial identity as being the worst portrayed in media, advertising, and marketing

Over half of the respondents felt the pronunciation/accuracy of API names were not at all well represented

Southeast Asians felt skintone was the worst represented

Respondents said the **biggest barriers to increasing representation and accurate portrayals** of API women in media are:

WRITERS POSITIONS EXPERIENCES RESEARCH DECISION-MAKERS
SCREEN AUDIENCE CULTURE OPPORTUNITIES
ACCESS NARROW HIRING POWER FUNDING

1 Worldometer
2 WorldAtlas

3 US population increase, 2000-2019
4 Pew Research, 2019

5 Selig Center for Economic Growth
KEY FINDINGS SeeHer API Representation Survey, 2022