Inclusion Driver
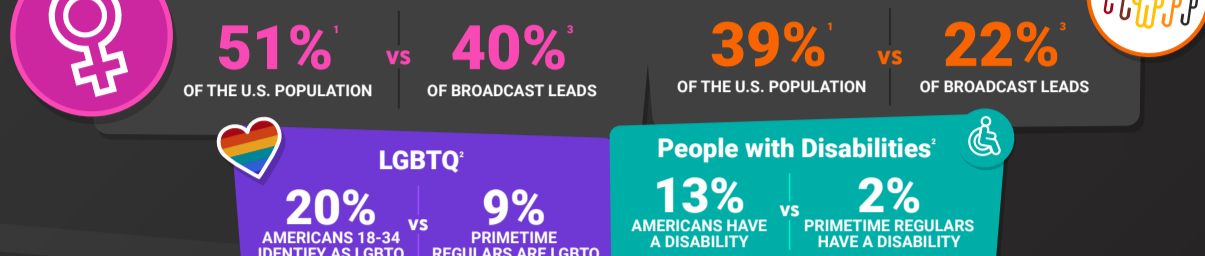## Tips on How to Create Content that Reflects the World

YouTube's Mission: Give **everyone a voice** and show them the world.
We believe everyone should have easy, open access to information and that **video is a powerful force** for learning, building understanding, and documenting world events, big and small.

The Opportunity

On-screen representation in **media** has yet to fully reflect the diversity of the U.S.

Women
51% OF THE U.S. POPULATION vs **40%** OF BROADCAST LEADS

Multicultural People
39% OF THE U.S. POPULATION vs **22%** OF BROADCAST LEADS

LGBTQ[']
20% AMERICANS 18-34 IDENTIFY AS LGBTQ vs **9%** PRIMETIME REGULARS ARE LGBTQ

People with Disabilities[']
13% AMERICANS HAVE A DISABILITY vs **2%** PRIMETIME REGULARS HAVE A DISABILITY

Women and multicultural people are underrepresented in the **STEM*** **workforce** and in media portrayals.
*Science, Technology, Engineering, & Mathematics

Women comprise only **28%** of the STEM workforce and **37%** of STEM characters.

Multicultural people represent **33%** of the STEM workforce and only **29%** of STEM characters.

Why Should You Care?

Media can reflect and shape culture

Media is **highly consumed** and **tremendously powerful**—it can influence the public's perceptions of certain subjects, careers, and marginalized people.

YouTube is the **most widely** used online platform for **U.S. adults & teens**

73% OF U.S. ADULTS USE YOUTUBE[']

51% OF U.S. ADULT USERS VISIT THE PLATFORM AT LEAST ONCE A DAY[']

85% OF U.S. TEENS USE YOUTUBE[']

41% OF U.S. YOUTUBE USERS ARE MULTICULTURAL[']

>7 in 10 YOUTUBE USERS FEEL EMPOWERED, MOTIVATED, OR CONFIDENT AFTER LEARNING SOMETHING NEW FROM A YOUTUBE VIDEO[']

Media can counter stereotypes & help reduce unconscious bias

Girls who are shown TV clips that feature **stereotypes of women's behavior** express **less interest in STEM careers** than girls who are shown clips featuring female scientists.[']

CSI effect[10]**:** After *CSI: Crime Scene Investigation* debuted in 2000, other forensic science shows began to appear regularly in primetime television that often featured **strong female characters.** By 2005, enrollment in forensic science programs offered by U.S. universities **almost doubled.** Today, these programs are predominantly female, which may be attributed to positive television portrayals.

Unconscious bias – attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.

Increasing diversity in media:
Good for society and good for business

Successful films broadly appeal to diverse audiences: **7 of the 10** highest-grossing movies from 2016 (and 4 from 2015's top 10) delivered opening weekend audiences that were more than **50%** non-white.[']

A more **diverse cast** can boost a film's gross revenue. At every budget level, a film with at least **30% non-white cast** outperforms less-diverse releases in opening weekend box office.[']

Marvel Studios' *Black Panther* passed the **$1 billion** global box office mark 26 days after its release.[']

Crazy Rich Asians became the **highest-grossing romantic comedy** of the past decade.[']

Force for Good: How can your channel(s) foster greater inclusion?

Consider utilizing equity-driven models to create diverse & inclusive content

Equality aims to promote fairness, but it can only work if everyone starts from the same place & needs the same help.

Equity is giving everyone what they need to be successful whereas equality is treating everyone the same.

Content: What topics are covered & what perspectives are included?

☐ For my current content projects, have I actively sought **diverse perspectives**, especially those that may differ from my own?

☐ Does my content work to address or **debunk stereotypes** about marginalized groups and help the audience view others with **complexity and empathy?**

☐ Does my content (especially news, history, and science-related) give voice to **multiple perspectives and cultures?**

Onscreen: What do people see when they visit my channel(s)?

☐ Is there diversity among my **on-camera talent?** Are experts and thought leaders from diverse backgrounds along **multiple dimensions of identity** (gender, race or ethnicity, ability, etc.) featured on my channel(s)?

☐ Among my **last 10 videos**, is there diversity among the voices that are represented?

☐ If I use **animations and/or illustrations**, do they feature a variety of skin tones, hair textures, and genders?

☐ Is there diversity among the **voices that narrate** my content?

Intersectionality
Identity markers such as race, class, and gender do not exist independently of each other—each informs the others, often creating a complex convergence of oppression.

Engagement: How do I engage & support other creators?

☐ For collaborations and new projects, am I looking at a diverse pipeline of candidates at various **career stages**, and is **intersectionality** taken into account?

☐ Do I take opportunities to leverage my platform to elevate and **support creators** from underrepresented backgrounds?

☐ Am I educating myself about **marginalized perspectives** by engaging diverse communities/content on YouTube (i.e. watching, liking, and commenting on videos)?

ORGANIZATIONS SHOULD ALSO CONSIDER:

☐ How is my organization working to **cultivate diverse voices** and empower next gen communicators/influencers?

☐ How does my organization avoid **tokenism?** Do we engage experts and communicators from underrepresented backgrounds for opportunities that extend beyond diversity-related content?

☐ **How do budgets and investments** reflect the commitment to diversity and inclusion?

Tokenism
The practice of making only a symbolic effort to be inclusive of underrepresented people, especially by recruiting a small number of underrepresented people in order to give the appearance of sexual or racial equality.

Audience: How do I think about audiences when making content?

☐ Who is the intended audience? Have I considered constructing my content to seek out and engage a **broadly-diverse audience?**

☐ If my content includes subject matter that is **culturally biased** against certain groups, am I providing context that can welcome diverse audiences?

ORGANIZATIONS SHOULD ALSO CONSIDER:

☐ When conducting **user research**, does my institution ensure that diverse perspectives are sought and included?

Behind-the-Camera: Who is on my team?

☐ Is there diversity among the **production and editorial teams** on my channel(s)?

☐ Do the demographics of my team reflect the **general population**, not just the current audience?

☐ Am I engaging experts and thought leaders from diverse backgrounds along multiple dimensions of identity (gender, race or ethnicity, ability, etc.) as **consultants on my projects?**

SOURCES: CLICK BELOW TO LEARN MORE

1 – U.S. Census Bureau
2 – "Where We Are on TV," GLAAD
3 – Hollywood Diversity Report, UCLA
4 – NSF Science & Engineering Indicators
5 – Geena Davis Institute on Gender in Media
6 – Pew Research Center
7 – Nielsen/YouTube
8 – YouTube
9 – Common Sense Media
10 – Forensic Science Policy and Management
11 – Creative Artists Agency
12 – Variety
13 – Vox

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