

ABSTRACT

What was the impact of a 2012 lawsuit on the diversity of the casting in the Bachelor and Bachelorette, collectively? I examine the proportion of minorities over time, and I compare the proportion of minorities before 2012 versus after 2012. My findings include an increase in minority candidates and leads after 2012. With large viewerships, I believe the Bachelor and the Bachelorette should have more representative casts as it is important to represent our diverse society in the media.

BACKGROUND

Research Question. Has the cast of the Bachelor and the Bachelorette increased in diversity after the 2012 lawsuit?

Importance. With a viewership of 9.6 million and 7.4 million respectively, diversity in the casting of the Bachelor and the Bachelorette is important because it is essential to represent our diverse society in the media.

Background. Scholars tend to agree that the Bachelor and Bachelorette are overwhelmingly white

- Performing whiteness (Dubrofsky & Hardy 2008)
- History of black contestants (Fitzpatrick 2016)
- Comparison of minorities (Swanson 2015)

Yet, none of these studies investigate the effect of the lawsuit on the diversity in casting for both leads and contestants on these shows

Contribution/Hypotheses

I anticipate that the diversity in the casts of the Bachelor and the Bachelorette will increase after the 2012 class-action racial discrimination lawsuit.

DATA AND METHODS

DATA

- My data describes the leads and contestants of every season of the Bachelor and the Bachelorette from 2002 to 2017 and 2003 to 2019, respectively.
- My data contains 945 rows, with each row representing each contestant

Name of Variable	Description
minority	Coded 1 if contestant is minority, 0 if otherwise
year	Which year the contestant was on
LeadRace	The lead's race (Black, Latino, White) for the show the contestant was on
LeadFullName	The name of the lead (first and last) for the show the contestant was on

APPROACH

This question is a **causal claim**; I want to understand the effect of the 2012 class-action discrimination lawsuit on the diversity in the casting in the Bachelor and Bachelorette.

- Independent variable: the 2012 class-action racial discrimination lawsuit
- Dependent variable: the change in the cast's diversity.
- Two models:
 - Looping the proportion of minorities over time for minority contestants and minority leads
 - Using a before-and-after design to compare the proportion of minorities (for minority contestants and minority leads) before 2012 and after 2012
- Prop.test to validate the comparison between pre-2012 and post-2012 minorities (for minority contestants and minority leads)

KEY RESULTS

Figure 1. More minority leads after 2012

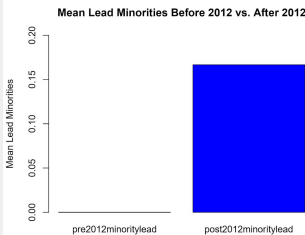


Figure 3. More minority contestants after 2012

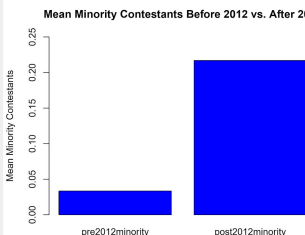


Figure 2. Minority leads increase after 2012

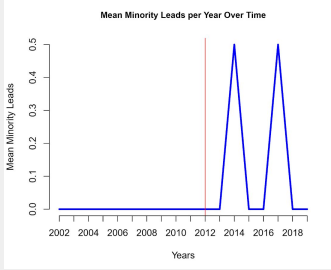
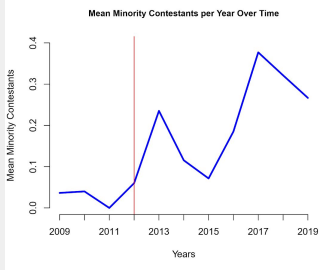


Figure 4. Minority contestants increase after 2012



CONCLUSIONS

Findings: After 2012, there was an increase in both the number of minority leads and contestants. The increase in minority contestants after 2012 was statistically significant, but the increase in minority leads after 2012 was not statistically significant

Limitations: The lack of up-to-date and available data; from 2002 to 2009, there was no data of the number of minority candidates for both shows, and no data for the number of minority leads and candidates for the Bachelor in 2018 to 2020.

Possible Confounders: Because the lawsuit was ultimately dismissed, I cannot be certain that the lawsuit caused the increase in minorities, as opposed to other confounders such as a set quota on minorities cast.

Future research?: The impact of the lawsuit on the actions of the producers or the proportion of minorities who audition for the shows in order to investigate this increase in minorities.