

# Using The Bechdel Test & Other Data to Measure Representation in the Film Industry

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**Mark Wahlberg got \$1.5 million for All the Money in the World reshoots. Michelle Williams? \$1,000.**

IfSheCanSeeIt  
RepresentationMatters  
TimesUp  
SheCanBeIt  
OscarsSoWhite

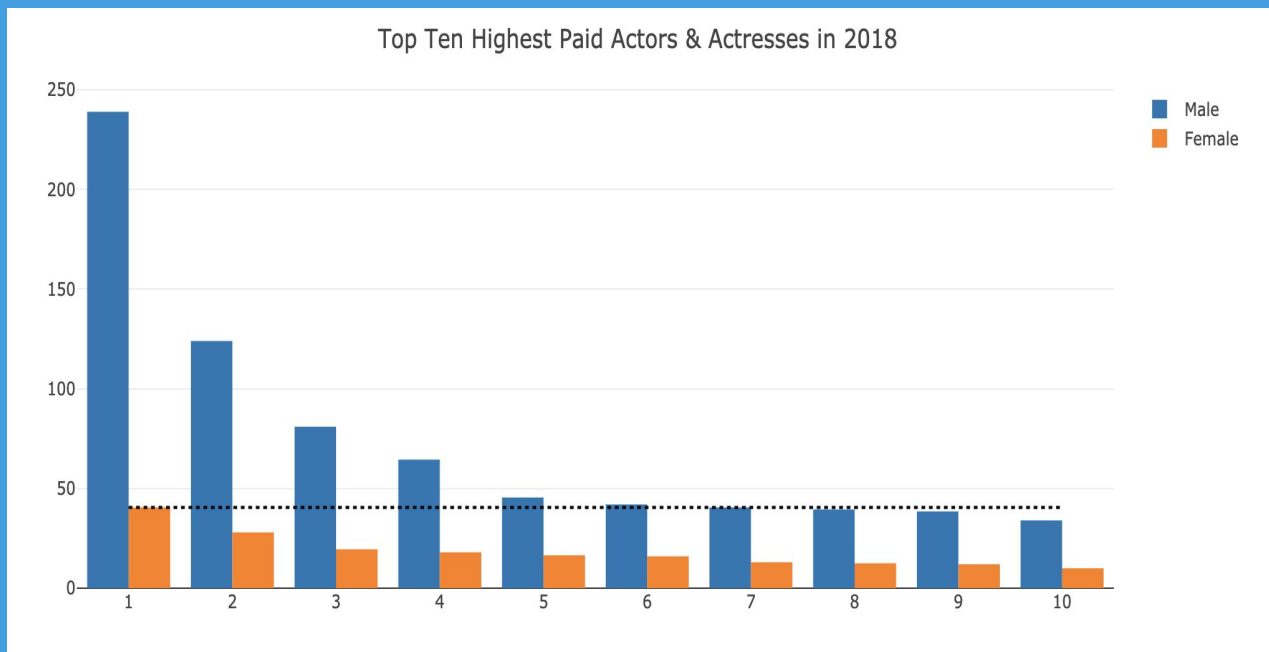
After pay discrepancy report, Mark Wahlberg donating \$1.5 million to Time's Up

The actor announced he is donating his earnings from "All the Money in the World" reshoots to Time's Up, days after a report that co-star Michelle Williams made significantly less.

**Jennifer Lawrence: "Why Do I Make Less Than My Male Co-Stars?"**

# Question: How to Solve Problems?

## Step 1: Define the problem



### Actors

1. George Clooney
2. Dwayne Johnson
3. Robert Downey Jr.
4. Chris Hemsworth
5. Jackie Chan
6. Will Smith
7. Akshay Kumar
8. Adam Sandler
9. Salman Khan
10. Chris Evans

### Actresses

1. Scarlett Johansson
2. Angelina Jolie
3. Jennifer Aniston
4. Jennifer Lawrence
5. Reese Witherspoon
6. Mila Kunis
7. Julia Roberts
8. Cate Blanchett
9. Melissa McCarthy
10. Gal Gadot

# The Bechdel Test



- 1 point for two named female characters
- 2 points . . . if they talk to each other
- 3 points . . . about something other than a man

## Edge of Tomorrow - 2014



Fails the Bechdel Test

1 point - two named female characters,  
but they don't talk to each other

## Captain Marvel - 2019



Passes the Bechdel Test

3 points - several named female  
characters who talk to each other  
about something other than a man



## Edge of Tomorrow - 2014



- Male Director
- 3 Male Writers
- 5 Male Producers
- Budget: \$178 million
- Box Office: \$370.5 million

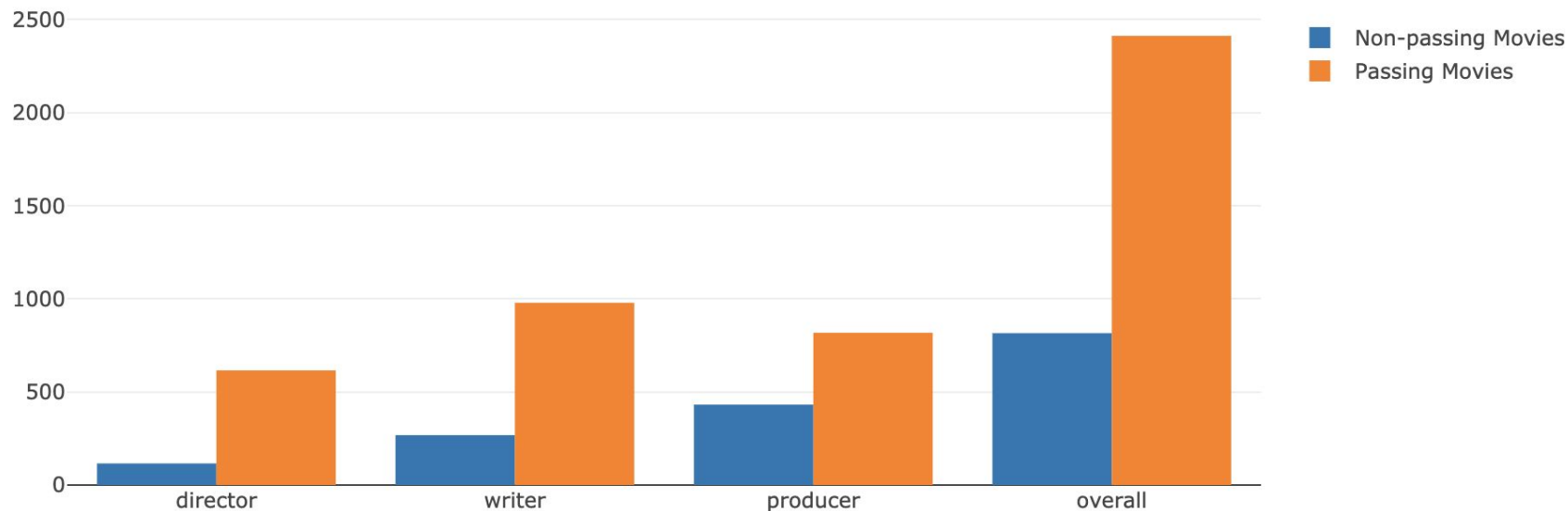
## Captain Marvel - 2019



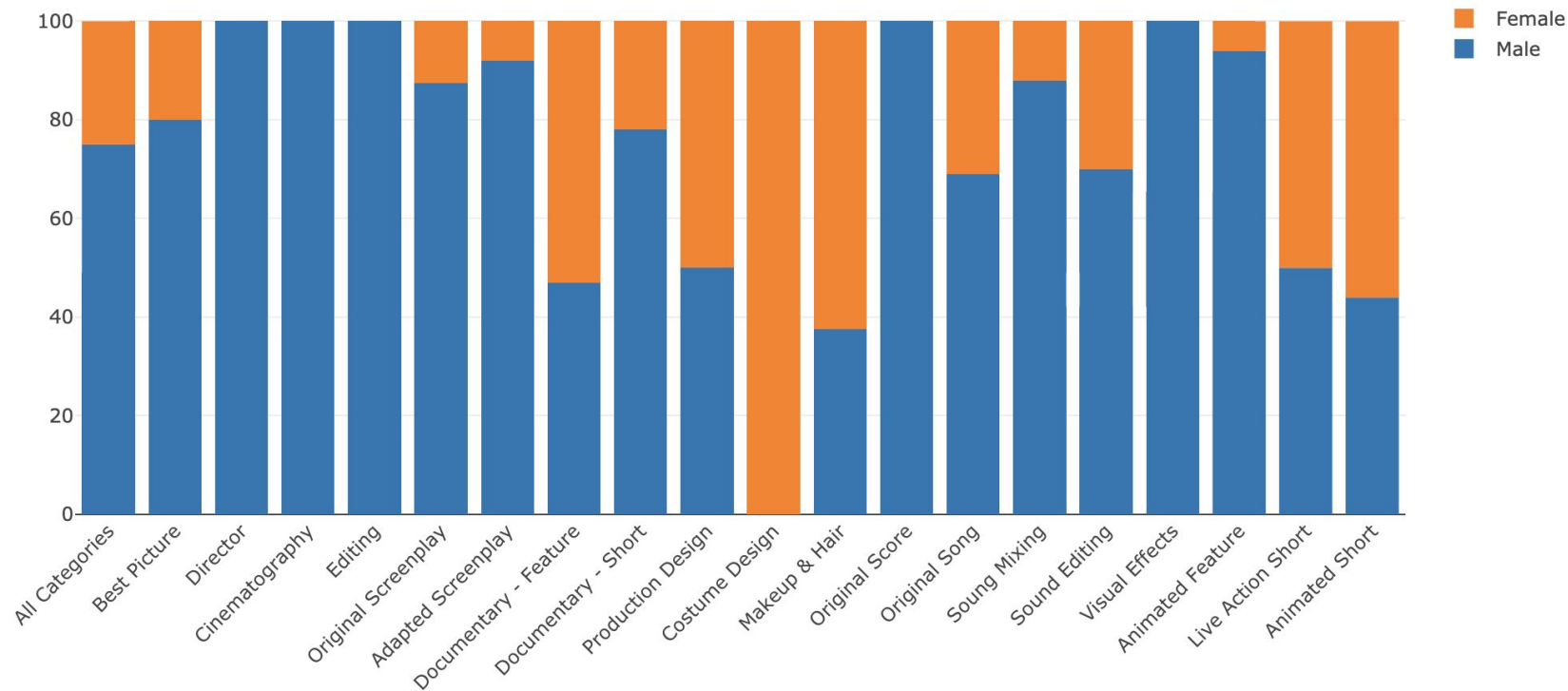
- 1 Female & 1 Male Director
- 2 Female & 1 Male Writer
- 3 Female & 5 Male Producers
- Budget: ~\$160 million
- Box Office: \$950 million (as of yesterday)

# Correlation Between Crew Gender & Passing the Test

Distribution of Movies in the Dataset with at least one member of underrepresented gender, by Role



## 91st Academy Awards Nominees for Non-Acting Categories, 2019



Data collected from Women's Media Center Report



# Exploratory Data Dashboard

## Women in Film & The Bechdel Test

Academy Awards

Choose Your Own Movie

Interactive DataTable - Explore Test  
Scores & Crew Gender

### Movies in the Bechdel Test Dataset

Enter a movie title or use the dropdown menu to select one or more movies to see if they passed the Bechdel Test. A green box in the passing column indicates that a movie passed the test. For the director, writer, and producer column, a green box indicates that there was at least one crew member in that role of an underrepresented gender. The overall column represents the sum of the crew columns. If a movie had at least one director, writer, and producer of an underrepresented gender, that movie would have the maximum overall value of 3.

X X-Men: Apocalypse

X X-Men: Days of Future Past

X X-Men: First Class

X Avengers: Infinity War

X Captain America: Civil War

X Captain Marvel

X Iron Man 3

X Deadpool 2

X Thor: Ragnarok

year	title	passing	director	writer	producer	overall
2018	Avengers: Infinity War	1	0	0	1	1
2018	Deadpool 2	0	0	0	1	1
2017	Thor: Ragnarok	0	0	0	1	1
2016	Captain America: Civil War	1	0	0	1	1
2016	X-Men: Apocalypse	1	0	0	0	0
2014	X-Men: Days of Future Past	0	0	1	1	2
2013	Iron Man 3	1	0	0	0	0
2011	X-Men: First Class	1	0	1	1	2
2019	Captain Marvel	1	1	1	1	3



FROM 2007-2018, **4%** OF THE DIRECTORS OF 1,200  
TOP-GROSSING FILMS WERE **WOMEN**

IT'S TIME FOR A CHANGE.

TAKE **THE 4% CHALLENGE.**

ANNOUNCE YOUR COMMITMENT TO WORK WITH A **FEMALE DIRECTOR**  
ON A **FEATURE FILM**  
IN THE NEXT **18 MONTHS**

As Hollywood and the  
Academy Awards  
commit to increase  
diversity. . .

. . . We can keep  
track of the  
results

**WarnerMedia Unveils Broad  
Diversity & Inclusion Policy as  
Michael B. Jordan's 'Just Mercy'  
Begins Production**

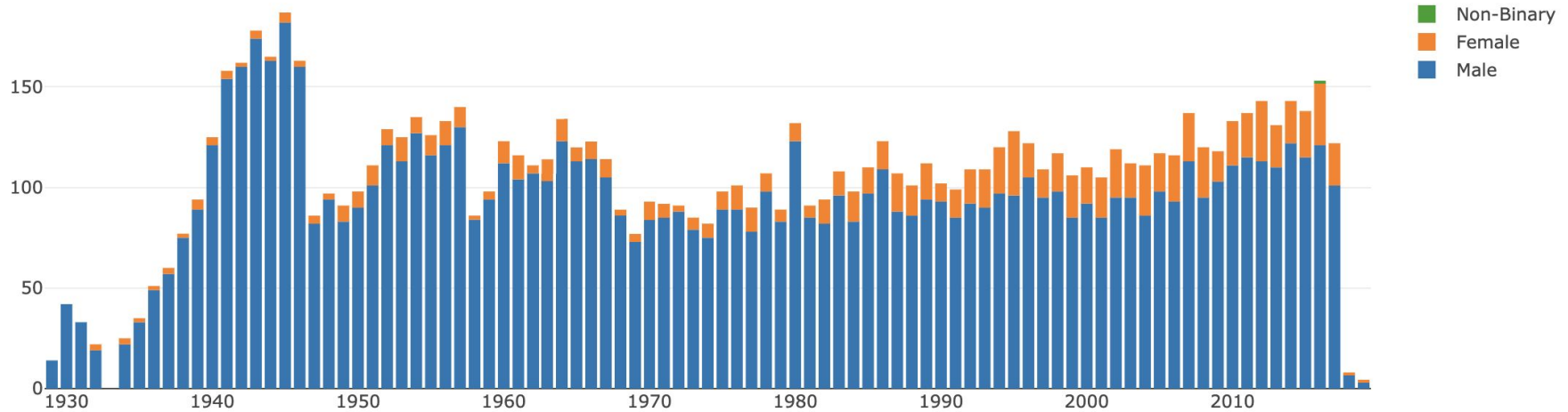
Thank you for your time



Questions?

# Leveraging Data to Answer Questions & Solve Problems

Gender of Oscar Nominees in Non-Acting Categories, by Year



# The World's Highest-Paid Actresses 2018: Scarlett Johansson Steals The Spotlight With \$40.5 Million



**Natalie Robehmed** Forbes Staff  
Hollywood & Entertainment

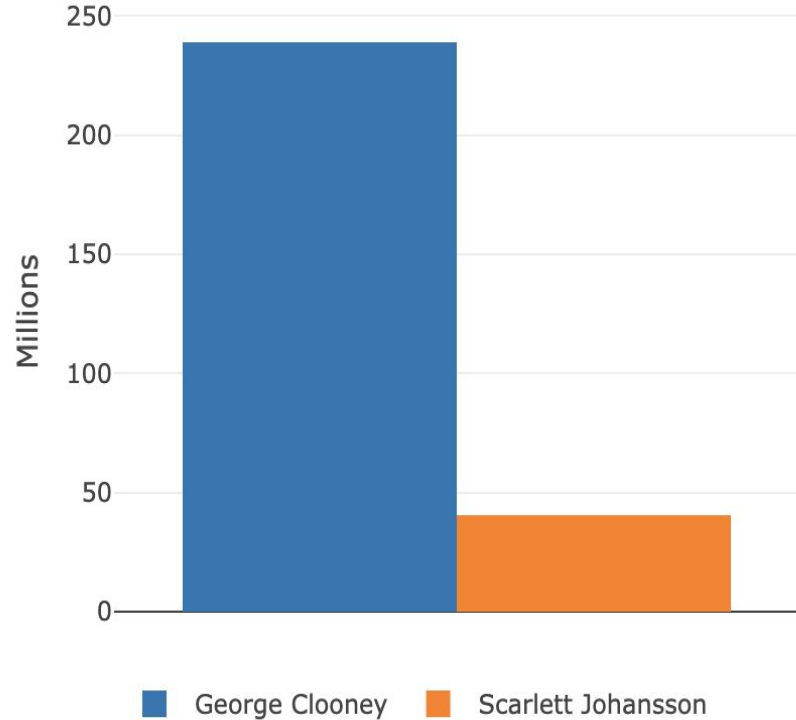
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Scarlett Johansson banked \$40.5 million to be this year's highest-paid actress. (Photo by Albert L. Ortega/Getty Images)

Move over Emma Stone, Tinseltown has a new highest-paid actress. Scarlett Johansson leads this year's ranking with \$40.5 million in pretax earnings between June 1, 2017 and June 1, 2018, making her acting's top-earning female lead.

## Top Paid Actor & Actress of 2018





# Data-driven insights on Women in Film

Average Revenue of Films with Female(s) on Production Team  
vs. Films with no Female on Production Team

