

DVIA Final Project Proposals

#1: The Relationship Between Femvertising and Feminist History

What is Being Compared?

- I am interested to see if the commoditization of feminism in mainstream media can lead consumers to discover and become interested in basic feminist values and history.
- I want to research the most prominent “feminist” advertisements within the last four years and see if they have a correlation to searches about classic feminist subjects.
- For example, a study conducted by Rebecca Hains found that when women consumed normative feminist rhetoric, such as “girl power” and listening to the Spice Girls, it actually sparked an interest into more feminist subcultures such as riot grrrls.
- The time period being compared would be from 2014 to 2018 as femvertising largely became popular approximately four years ago.
- To quantify this information, I would gather the most viewed/ popular feminist advertisements produced by companies, such as Dove and Pantene, and create a database of these advertisements organized by the date it aired and the number of views/ engagement it received.
- Then I would compile a list of possible search terms that may have become of interest after watching these advertisements. An example could be “riot grrrl” or “third wave feminism”.
- I would compare the dates of the search terms and see if there was a correlation or relationship between the date the commercial aired and the popularity of these search terms.
- I could also look at the sales of popular feminist books and see if there is also a connection between these sales and the rise of femvertising.

Data Sources:

- Description: Google Trends in searches for “Third-wave feminism” and “Dove Campaign for Real Beauty” Provider: Google Trends
 - Format: CSV file of interest over time over the last 5 years and # of searches for each
 - URL: <https://trends.google.com/trends/explore?date=today%205-y&q=%2Fm%2F0380nf,%2Fm%2F06wv6z>
- Description: In depth interviews with 10 girls on their experience with commodity feminism and how it connected them or lead them to other forms of feminism
 - Format: PDF Qualitative Research Article
 - Citation: Hains, Rebecca C. "The significance of chronology in commodity feminism: Audience interpretations of girl power music." *Popular Music and Society* 37.1 (2014): 33-47.

#2: The Number of Planned Parenthood Clinics by State and Maternal Mortality Rate

What is Being Compared?

- I am interested in visualizing the number of the Planned Parenthood clinics by state and tracking the number of clinics that have closed since new laws have been put into place
- I want to see how the clinics closures effect maternal mortality rate, abortion related deaths and the number of self-induced abortions.
- The first comparison I want to make is the decrease in facilities since 1995 and show that the clinics are rapidly closing.
- Next I want to show where the clinics are situated and who is likely to suffer the most from their closures. What states have the most clinics? Who has access to these clinics? How far do people have to go to get access?
- I want to compare this data to data collected about the abortion related maternal deaths and the dangers of having these clinics close down
 - How many women searched about self-induced or DIY abortions? How has this number changed since 1995?

Data Sources:

- Description: Health of Women and Children – Maternal Mortality by State and Year
 - Format: Text file with the state, number of deaths and population from 1999-2016.
 - URL: https://www.americashealthrankings.org/explore/health-of-women-and-children/measure/maternal_mortality/state/TX
- Description: Maternal mortality ratio (modeled estimate, per 100,000 live births)
 - Provider: World Bank Group
 - Format: multiple CSV files with meta data and indicators
 - URL: <https://data.worldbank.org/indicator/SH.STA.MMRT>
- Description: Women's Medical Facilities by State. Including address, city, website, medical, surgical and state restrictions
 - Provider: Safe Place Project
 - Format: Website
 - URL: <https://www.safeplaceproject.com/list-of-providers>
- Description: **FROM A PRO LIFE ORGANIZATION** Planned Parenthood Facilities Report (not sure how accurate or trust worthy this report is)
 - Format: PDF file with multiple charts and tables with quantitative data
 - URL: <file:///Users/mikaelaergaslenett/Downloads/all-s-2017-pp-facilities-report.pdf>

Inspiration/ Reference:

- How Far is Too Far? An Analysis of Driving Time to Abortion Clinics in the US - <https://pudding.cool/2017/09/clinics/>

#3: Does Being Accused of Sexual Assault *Actually* Ruin a Man's Career?

What is Being Compared?

- I want to visualize the career trajectory's and lives of famous celebrities who have been accused of sexual assault/ misconduct and see how their career has changed after being accused.
- I am interested in seeing if these accusations actually affect their career and if so, how long does it take for them to regain their "fame".
- My approach for this visualization would be to not only show the trajectory of the career after being accused but also prior to being accused → this is because some people may actually be "more successful" after the accusation.
- Secondary Idea:
 - Bring in the Me Too Movement → Compare people that were accused on sexual assault 10+ years ago (look at how their careers turned out) vs. prominent men accused of sexual assault in the Me Too Movement
 - Does Me Too bring a new angle that actually enforces consequences?

Data Sources:

- 10 Men Who Have Successful Careers Despite Being Accused of Rape - https://broadly.vice.com/en_us/article/gyw7bw/10-men-who-have-successful-careers-despite-being-accused-of-rape
- 252 Assault Allegations Made Since 2017 - <https://www.vox.com/a/sexual-harassment-assault-allegations-list/gerard-depardieu>
- List of Awards and Nominations for Chris Brown - https://en.wikipedia.org/wiki/List_of_awards_and_nominations_received_by_Chris_Brown
- The Weinstein ripple effect: Famous men accused of sexual harassment and assault - <https://www.cnn.com/2017/10/26/the-weinstein-ripple-effect-famous-men-accused-of-sexual-harassment-and-assault.html>

Inspiration/ Reference:

- The anatomy of a hashtag—a visual analysis of the MeToo Movement - <https://medium.muz.li/the-anatomy-of-a-hashtag-a-visual-analysis-of-the-metoo-movement-ba4ecf9b130b>
 - Creative way of mapping the effect of the Me Too Movement
- What Does the Path to Fame Look Like? - <https://pudding.cool/2018/10/wiki-breakout/>
 - Interesting way of quantifying someone's life/ career over time
- This is an American Workday, By Occupation
 - Inspiration: each occupation could act as a person and the circles could move to visualize the different parts of their career (Ex. How many awards they have won and lost) - <https://flowingdata.com/2017/05/17/american-workday/>