**Spellcheck For Bias: *NARUTO***

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**Overview**

The purpose of this report is to identify opportunities for content creators to diversify character representations. This report measures representations of six identities in the script *NARUTO* for LIONSGATE:

* [Gender](#bookmark=id.gjdgxs)
* [Race/Ethnicity](#bookmark=id.30j0zll)
* [LGBTQ+](#bookmark=id.1fob9te)
* [Disability](#bookmark=id.3znysh7)
* [Age (50+)](#bookmark=id.2et92p0)
* [Body Size](#bookmark=id.tyjcwt)

**Methodology**

Spellcheck for Bias is based on inventions and software developed at the USC Viterbi School of Engineering. For this report, we analyze characters who spoke 1 line of text or more. In *NARUTO*, 45 characters met this criterion:

|  |  |
| --- | --- |
| **CHARACTER NAME** | **LINE COUNT** |
| NARUTO | 415 |
| KAKASHI | 216 |
| SAKURA | 182 |
| IRUKA | 141 |
| SARUTOBI | 109 |
| OROCHIMARU | 107 |
| SASUKE | 66 |
| KABUTO | 32 |
| TEACHER | 27 |
| ANKO | 27 |
| HEADMISTRESS KURENAI | 23 |
| INO | 20 |
| MINATO | 19 |
| KUSHINA | 17 |
| KIDOMARU | 15 |
| INSTRUCTOR ASUMA | 15 |
| SHIKAMARU | 8 |
| CHOJI | 8 |
| TEENAGE BOY | 8 |
| MALE OFFICER | 6 |
| YUI | 5 |
| TAYUYA | 5 |
| JIROBO | 5 |
| VEGETABLE SELLER | 4 |
| FRUIT SELLER | 4 |
| BORED HEIRESS | 4 |
| CURIOUS HEIRESS | 4 |
| PROSPEROUS MAN | 4 |
| FALLEN DOORKEEPER | 4 |
| SEXY NARUTO | 4 |
| MITO | 4 |
| FEMALE OFFICER | 3 |
| FALLEN NINJA | 3 |
| TAMAKI | 3 |
| DRUNK FALLEN | 2 |
| WOMAN | 2 |
| BARTENDER | 2 |
| PHOTOGRAPHER | 1 |
| OTHER STUDENT | 1 |
| SAKON | 1 |
| UKON | 1 |
| ROOFTOP SPOTTER #1 | 1 |
| HINATA | 1 |
| ROOFTOP SPOTTER #2 | 1 |
| ROOFTOP SPOTTER #3 | 1 |

Automated coding is combined with expert human coding to generate the quantitative and qualitative analysis below.

**Gender Analysis**

***For comparison, women constitute 51% of the U.S. population.***

* 17 characters are specified as female.
* The leading character is male.
* The script contains 7 character opportunities to increase gender diversity.

Characters by Gender

|  |  |  |
| --- | --- | --- |
| **FEMALE CHARACTER** | **MALE CHARACTER** | **GENDER UNSPECIFIED** |
|  | NARUTO |  |
|  | KAKASHI |  |
| SAKURA |  |  |
|  | IRUKA |  |
|  | SARUTOBI |  |
|  | OROCHIMARU |  |
|  | SASUKE |  |
|  | KABUTO |  |
| TEACHER |  |  |
| ANKO |  |  |
| HEADMISTRESS KURENAI |  |  |
| INO |  |  |
|  | MINATO |  |
| KUSHINA |  |  |
|  | KIDOMARU |  |
|  | INSTRUCTOR ASUMA |  |
|  | SHIKAMARU |  |
|  | CHOJI |  |
|  | TEENAGE BOY |  |
|  | MALE OFFICER |  |
| YUI |  |  |
| TAYUYA |  |  |
| yui | jirobo |  |
|  | VEGETABLE SELLER |  |
| FRUIT SELLER |  |  |
| BORED HEIRESS |  |  |
| CURIOUS HEIRESS |  |  |
|  | PROSPEROUS MAN |  |
|  |  | FALLEN DOORKEEPER |
| SEXY NARUTO |  |  |
| MITO |  |  |
| FEMALE OFFICER |  |  |
|  | FALLEN NINJA |  |
| TAMAKI |  |  |
|  |  | DRUNK FALLEN |
| WOMAN |  |  |
|  | BARTENDER |  |
|  | PHOTOGRAPHER |  |
|  |  | OTHER STUDENT |
|  | SAKON |  |
|  | UKON |  |
|  |  | ROOFTOP SPOTTER #1 |
| HINATA |  |  |
|  |  | ROOFTOP SPOTTER #2 |
|  |  | ROOFTOP SPOTTER #3 |

The See Jane Test

|  |  |
| --- | --- |
| **In order to pass the See Jane test, a script/manuscript must have:** | |
| **YES** | At least one prominent character (leading, co-leading, supporting character) who is a woman who; |
| **YES** | Is not depicted with gender stereotypes or tropes. |



**Race/Ethnicity Analysis**

***For comparison, people of color constitute 38% of the U.S. population.***

* 26 characters are specified as characters of color.
* The leading character is specified as a character of color.
* The script contains 19 character opportunities to increase racial/ethnic diversity.

Characters by Race/Ethnicity

|  |  |  |
| --- | --- | --- |
| **CHARACTER OF COLOR** | **WHITE CHARACTER** | **RACE/ETHNICITY UNSPECIFIED** |
| NARUTO |  |  |
| KAKASHI |  |  |
| SAKURA |  |  |
| IRUKU |  |  |
| SARUTOBI |  |  |
| OROCHIMARU |  |  |
| SASUKE |  |  |
| KABUTO |  |  |
|  |  | TEACHER |
| ANKO |  |  |
| HEADMISTRESS KURENAI |  |  |
| INO |  |  |
| MINATO |  |  |
| KUSHINA |  |  |
| KIDOMARU |  |  |
| INSTRUCTOR ASUMA |  |  |
| SHIKAMARU |  |  |
| CHOJI |  |  |
|  |  | TEENAGE BOY |
|  |  | MALE OFFICER |
| YUI |  |  |
| TAYUYA |  |  |
| JIROBO |  |  |
|  |  | VEGETABLE SELLER |
|  |  | FRUIT SELLER |
|  |  | BORED HEIRESS |
|  |  | CURIOUS HEIRESS |
|  |  | PROSPEROUS MAN |
| FALLEN DO |  | FALLEN DOORKEEPER |
| SEXY NARUTO |  |  |
| MITO |  |  |
|  |  | FEMALE OFFICER |
|  |  | FALLEN NINJA |
| TAMAKI |  |  |
|  |  | DRUNK FALLEN |
|  |  | WOMAN |
|  |  | BARTENDER |
|  |  | PHOTOGRAPHER |
|  |  | OTHER STUDENT |
| SAKON |  |  |
| UKON |  |  |
|  |  | ROOFTOP SPOTTER #1 |
| HINATA |  |  |
|  |  | ROOFTOP SPOTTER #2 |
|  |  | ROOFTOP SPOTTER #3 |

The Sidney Poitier Test

|  |  |
| --- | --- |
| **In order to pass the Sidney Poitier test, a script/manuscript must have:** | |
| **YES** | At least one prominent character (leading, co-leading, supporting character) who is a character of color who; |
| **YES** | Is not depicted with race/ethnicity stereotypes or tropes. |



**LGBTQ+ Analysis**

***For comparison, LGBTQ+ people comprise 4.5% of the U.S. population.***

* 1 character is specified as LGBTQ+.
* The leading character is specified as heterosexual.
* The script contains 39 character opportunities to increase LGBTQ+ diversity.

Characters by LGBTQ+ Status

|  |  |  |
| --- | --- | --- |
| **LGBTQ+ CHARACTER** | **HETEROSEXUAL CHARACTER** | **SEXUALITY UNSPECIFIED** |
|  | NARUTO |  |
|  |  | KAKASHI |
|  | SAKURA |  |
|  |  | IRUKA |
|  |  | SARUTOBI |
|  |  | OROCHIMARU |
|  | SASUKE |  |
|  |  | KABUTO |
|  |  | TEACHER |
|  |  | ANKO |
|  |  | HEADMISSTRESS KURENAI |
| INO |  |  |
|  | MINATO |  |
|  | KUSHINA |  |
|  |  | KIDOMARU |
|  |  | INSTRUCTOR ASUMA |
|  |  | SHIKAMARU |
|  |  | CHOJI |
|  |  | TEENAGE BOY |
|  |  | MALE OFFICER |
|  |  | YUI |
|  |  | TAYUYA |
|  |  | JIROBO |
|  |  | VEGETABLE SELLER |
|  |  | FRUIT SELLER |
|  |  | BORED HEIRESS |
|  |  | CURIOUS HEIRESS |
|  |  | PROSPEROUS MAN |
|  |  | FALLEN DOORKEEPER |
|  |  | SEXY NARUTO |
|  |  | MITO |
|  |  | FEMALE OFFICER |
|  |  | FALLEN NINJA |
|  |  | TAMAKI |
|  |  | DRUNK FALLEN |
|  |  | WOMAN |
|  |  | BARTENDER |
|  |  | PHOTOGRAPHER |
|  |  | OTHER STUDENT |
|  |  | SAKON |
|  |  | UKON |
|  |  | ROOFTOP SPOTTER #1 |
|  |  | HINATA |
|  |  | ROOFTOP SPOTTER #2 |
|  |  | ROOFTOP SPOTTER #3 |

The Vito-Russo Test

|  |  |
| --- | --- |
| **In order to pass the Vito-Russo test, a script/manuscript must:** | |
| **YES** | Contain a character that is identifiably lesbian, gay, bisexual, transgender, and/or queer. |
| **YES** | That character must not be solely or predominantly defined by their sexual orientation or gender identity (i.e. they are comprised of the same sort of unique character traits commonly used to differentiate straight/non-transgender characters from one another). |
| **YES** | The LGBTQ character must be tied into the plot in such a way that their removal would have a significant effect, meaning they are not there to simply provide colorful commentary, paint urban authenticity, or (perhaps most commonly) set up a punchline. |



**Disability Analysis**

***For comparison, people with disabilities constitute 19% of the U.S. population.***

* 1 characters are specified as having a physical, cognitive, or communication disability.
* The leading character is not shown having a disability.
* The script contains 44 character opportunities to increase disability diversity.

Characters by Disability Status

|  |  |  |
| --- | --- | --- |
| **CHARACTER WITH DISABILITY** | **CHARACTER WITHOUT DISABILITY** | **DISABILITY STATUS UNSPECIFIED** |
|  |  | NARUTO |
| KAKASHI |  |  |
|  |  | SAKURA |
|  |  | IRUKA |
|  |  | SARUTOBI |
|  |  | OROCHIMARU |
|  |  | SASUKE |
|  |  | KABUTO |
|  |  | TEACHER |
|  |  | ANKO |
|  |  | HEADMISTRESS KURENAI |
|  |  | INO |
|  |  | MINATO |
|  |  | KUSHINA |
|  |  | KIDOMARU |
|  |  | INSTRUCTOR ASUMA |
|  |  | SHIKAMARU |
|  |  | CHOJI |
|  |  | TEENAGE BOY |
|  |  | MALE OFFICER |
|  |  | YUI |
|  |  | TAYUYA |
|  |  | JIROBO |
|  |  | VEGETABLE SELLER |
|  |  | FRUIT SELLER |
|  |  | BORED HEIRESS |
|  |  | CURIOUS HEIRESS |
|  |  | PROSPEROUS MAN |
|  |  | FALLEN DOORKEEPER |
|  |  | SEXY NARUTO |
|  |  | MITO |
|  |  | FEMALE OFFICER |
|  |  | FALLEN NINJA |
|  |  | TAMAKI |
|  |  | DRUNK FALLEN |
|  |  | WOMAN |
|  |  | BARTENDER |
|  |  | PHOTOGRAPHER |
|  |  | OTHER STUDENT |
|  |  | SAKON |
|  |  | UKON |
|  |  | ROOFTOP SPOTTER #1 |
|  |  | HINATA |
|  |  | ROOFTOP SPOTTER #2 |
|  |  | ROOFTOP SPOTTER #3 |

The Marlee Matlin Test

|  |  |
| --- | --- |
| **In order to pass the Marlee Matlin test, a script/manuscript must have:** | |
| **YES** | At least one prominent character (leading, co-leading, supporting character) with a physical, cognitive, or communication disability who; |
| **YES** | Is not depicted with disability stereotypes or tropes. |



**Age (50+) Analysis**

***For comparison, people ages 50+ constitute 34% of the U.S. population.***

* 3 characters are specified as ages 50+.
* The leading character is under 50.
* The script contains 24 character opportunities to increase age diversity.

Characters by Age

|  |  |  |
| --- | --- | --- |
| **CHARACTER 50+** | **CHARACTER UNDER 50** | **AGE UNSPECIFIED** |
|  | NARUTO |  |
|  |  | KAKASHI |
|  | SAKURA |  |
|  | IRUKA |  |
| SARUTOBI |  |  |
|  |  | OROCHIMARU |
|  | SASUKE |  |
|  | KABUTO |  |
|  | TEACHER |  |
|  |  | ANKO |
|  | HEADMISTRESS KURENAI |  |
|  | INO |  |
|  | MINATO |  |
|  | KUSHINA |  |
|  |  | KIDOMARU |
|  |  | INSTRUCTOR ASUMA |
|  | SHIKAMARU |  |
|  | CHOJI |  |
|  | TEENAGE BOY |  |
|  |  | MALE OFFICER |
|  | YUI |  |
|  | TAYUYA |  |
|  |  | JIROBO |
|  |  | VEGETABLE SELLER |
| FRUIT SELLER |  |  |
|  |  | BORED HEIRESS |
|  |  | CURIOUS HEIRESS |
|  |  | PROSPEROUS MAN |
|  |  | FALLEN DOORKEEPER |
|  |  | SEXY NARUTO |
| MITO |  |  |
|  |  | FEMALE OFFICER |
|  |  | FALLEN NINJA |
|  | TAMAKI |  |
|  |  | DRUNK FALLEN |
|  |  | WOMAN |
|  |  | BARTENDER |
|  |  | PHOTOGRAPHER |
|  | OTHER STUDENT |  |
|  |  | SAKON |
|  |  | UKON |
|  |  | ROOFTOP SPOTTER #1 |
|  | HINATA |  |
|  |  | ROOFTOP SPOTTER #2 |
|  |  | ROOFTOP SPOTTER #3 |

The Betty White Test

|  |  |
| --- | --- |
| **In order to pass the Betty White test, a script/manuscript must have:** | |
| **YES** | At least one prominent character (leading, co-leading, supporting character) who is 50+ who; |
| **YES** | Is not depicted with age stereotypes or tropes. |



**Body Size Analysis**

***For comparison, people with large body types constitute 39% of the U.S. population.***

* 2 characters are specified as having a large body type.
* The leading character is not specified as having a large body type.
* The script contains 39 character opportunities to increase body type diversity.

Characters by Body Size

|  |  |  |
| --- | --- | --- |
| **CHARACTER WITH LARGE BODY TYPE** | **CHARACTER WITH SMALL/MEDIUM BODY TYPE** | **BODY SIZE UNSPECIFIED** |
|  |  | NARUTO |
|  |  | KAKASHI |
|  |  | SAKURA |
|  |  | IRUKA |
|  |  | SARUTOBI |
|  |  | OROCHIMARU |
|  |  | SASUKA |
|  | KABUTO |  |
|  |  | TEACHER |
|  |  | ANKO |
|  |  | HEADMISTRESS KURENAI |
|  |  | INO |
|  |  | MINATO |
|  |  | KUSHINA |
|  |  | KIDOMARU |
|  |  | INSTRUCTOR ASUMA |
|  |  | SHIKAMARU |
| CHOJI |  |  |
|  |  | TEENAGE BOY |
|  | MALE OFFICER |  |
|  |  | YUI |
|  |  | TAYUYA |
|  | JIROBO |  |
|  |  | VEGETABLE SELLER |
|  |  | FRUIT SELLER |
|  |  | BORED HEIRESS |
|  |  | CURIOUS HEIRESS |
|  |  | PROSPEROUS MAN |
|  |  | FALLEN DOORKEEPER |
|  |  | SEXY NARUTO |
|  |  | MITO |
|  | FEMALE OFFICER |  |
| FALLEN NINJA |  |  |
|  |  | TAMAKI |
|  |  | DRUNK FALLEN |
|  |  | WOMAN |
|  |  | BARTENDER |
|  |  | PHOTOGRAPHER |
|  |  | OTHER STUDENT |
|  |  | SAKON |
|  |  | UKON |
|  |  | ROOFTOP SPOTTER #1 |
|  |  | HINATA |
|  |  | ROOFTOP SPOTTER #2 |
|  |  | ROOFTOP SPOTTER #3 |

The Cooper Test

|  |  |
| --- | --- |
| **In order to pass the Cooper test, a script/manuscript must have:** | |
| **YES** | At least one prominent character (leading, co-leading, supporting character) with a large body type who; |
| **YES** | Is not depicted with size stereotypes or tropes. |



**Intersectional Analysis**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Female Character** | **Character of Color** | **LGBTQ+ Character** | **Character with a Disability** | **Character 50+** | **Character with Large Body Type** |
| **Female Character** |  | **YES** | **YES** | **NO** | **YES** | **NO** |
| **Character of Color** | **YES** |  | **NO** | **NO** | **YES** | **NO** |
| **LGBTQ+ Character** | **YES** | **NO** |  | **NO** | **NO** | **NO** |
| **Character with a Disability** | **NO** | **NO** | **NO** |  | **NO** | **NO** |
| **Character 50+** | **YES** | **YES** | **NO** | **NO** |  | **NO** |
| **Character with Large Body Type** | **NO** | **NO** | **NO** | **NO** | **NO** |  |

**Positive Aspects**

* The relationship between Naruto and Iruka is a positive representation of masculinity (i.e., showing emotions, being vulnerable, sharing with close friends, admitting when wrong). Naruto also displays positive masculine relationships with others (i.e., Kakashi, Sasuke).
* This story mostly revolves around men’s lives, but women play prominent roles as well that are not defined by romantic or dependent relationships on the male characters.
* Ino is portrayed as a queer character who is not solely defined by her sexuality. This is a very positive representation of an LGBTQ+ character.
* This script includes a positive representation of female leadership with Mayor Yuhi in charge at the academy.

**Potential Pitfalls**

* Potential Sexism: Naruto changing into a “beautiful, scantily-clad woman” to distract the boys using female sexual objectification.