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#OSCARSOWHITE

A LOOK AT DIVERSITY WITHIN
THE ACADEMY AWARDS

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PROJECT OVERVIEW



INTRODUCTION

A general overview of the diversity problem within the Academy Awards.

A LOOK AT DIVERSITY HISTORY OF THE OSCARS THROUGH THE AGES

The Oscars have been around since 1929. What are some of the diversity statistics since then?

A LOOK AT OSCARS 2016 AND A FEW YEARS PRIOR

The first mainstream call for diversity (#Oscarsowhite) was in 2016. Let's take a closer look at the problem. Is it justified?

INITIATIVES AND CONCLUSION

What is currently being done to improve diversity and what should be done next.



INTRODUCTION

As time goes on, and as certain societal advancements are made, diversity initiatives are expected in every aspect of life. With the age of social media, if a certain organization is not meeting the expected diversity norms of the 21st century, they will be called out on it. This is true with organizations, corporations, TV shows, movies, and award shows. One of the biggest calls for diversity is the #OscarsSowhite campaign that started in 2016. This was a statement directed at the Oscars academy to take a closer look into why mostly white actors were nominated for the all the big award categories. There is a low percentage of minorities that are nominated for the awards and even less actually win them.



BY THE NUMBERS:

HISTORY of The Academy Awards (1929 - 2014)

Number of Total Winners: 441

Number of Ethnically Diverse Winners: 30

Diverse Percentage: 6.8%

White Percentage 93.2 %

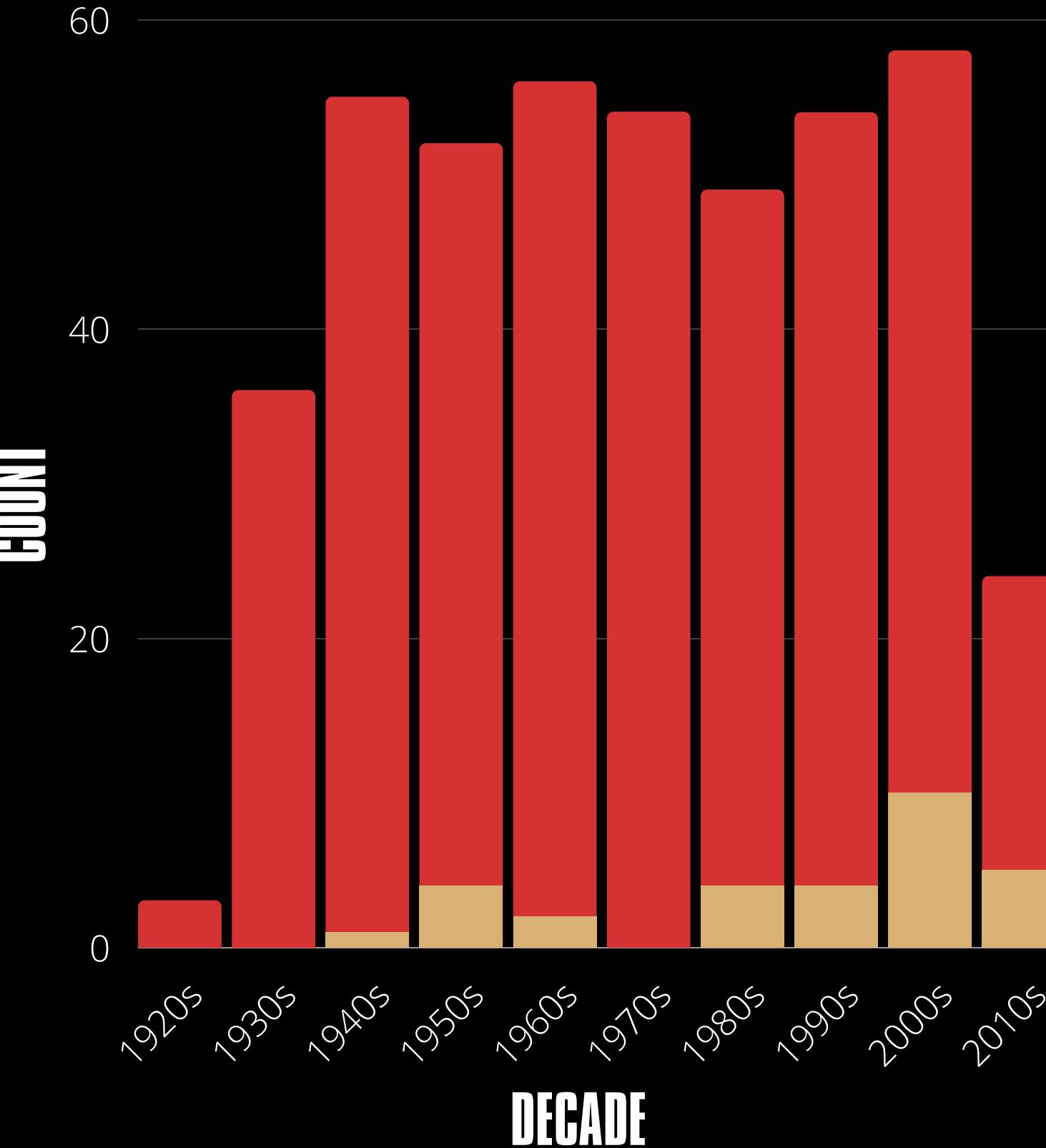
To start off, there needed to be scrutiny of the Academy Awards throughout its entire history. Therefore, after examining a data set of Academy Award Winners from 1929 to 2014 (nearly 90 years of data), it can be shown that white actors and actresses won a disproportionate amount of awards than actors and actresses of color.



OSCAR AWARD WINNERS THROUGH THE AGES

Since the start of the Oscars, there has been an overall increase in the amount of non-white award winners per decade. In the graph to the right, it shows the number of winners by decade based on race (white vs. non white). As time goes on, there are more non-white winners. This can be seen as an improvement due to a number of factors such as the civil rights movement and societal norms. However, even with this improvement the number of racially diverse award winners do not compare to the amount of white award winners overall.

**NUMBER OF OSCAR AWARD WINNERS
BASED ON RACE (1929-2014)**

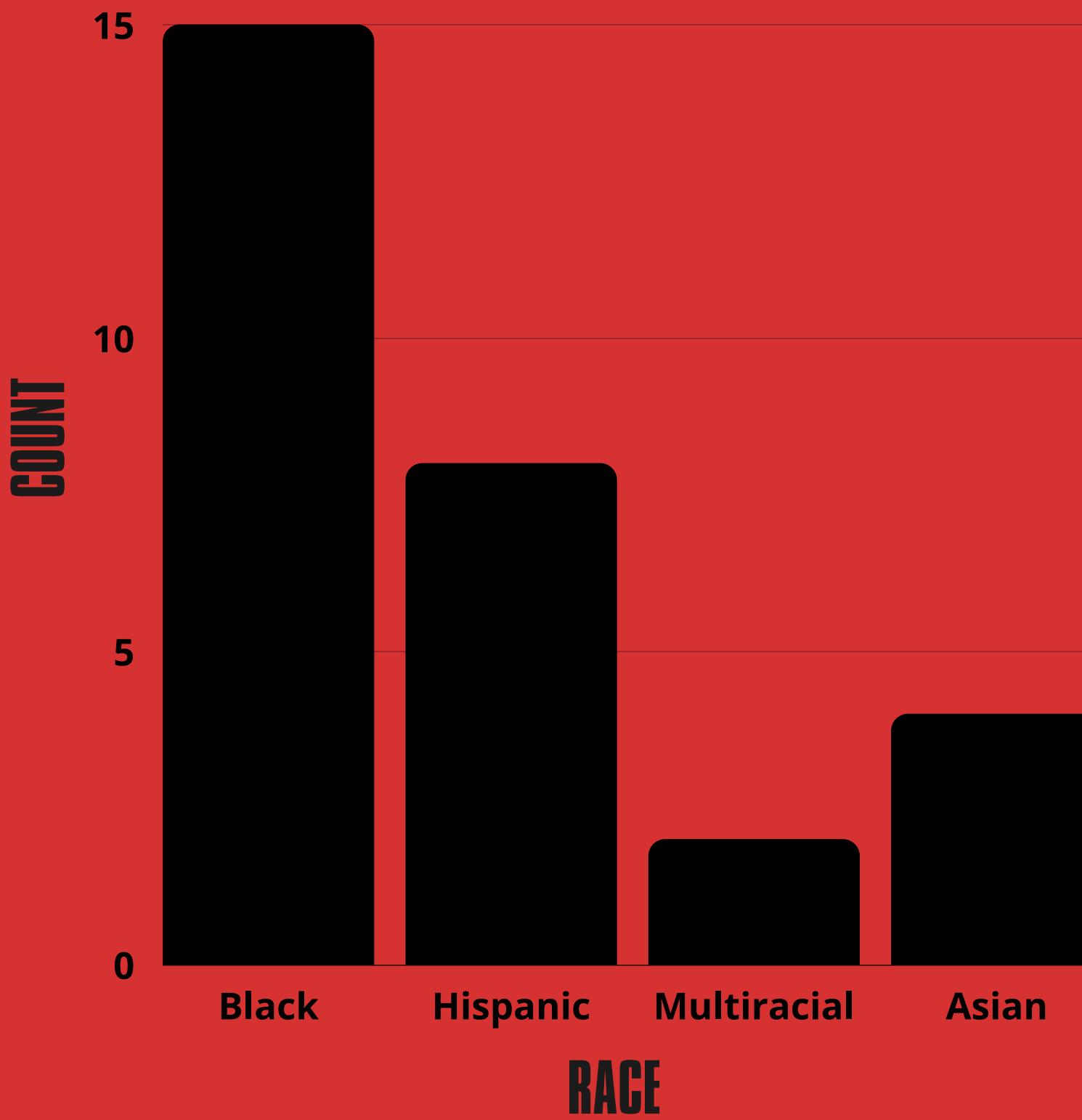


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NUMBER OF AWARD WINNERS PER RACE



LET'S TAKE A CLOSER LOOK: BREAKDOWN BY RACE



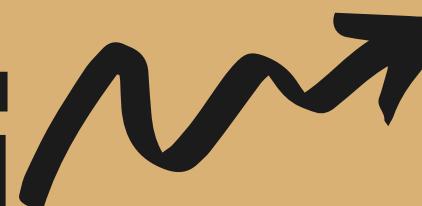
Within the 30 ethnically diverse winners, the breakdown of winners by race is shown in the graph to the left. Black actors and actresses have more award wins than any other race. Which points out the fact each minority struggles with representation in these Hollywood awards.





IMDB SCORE COMPARISON

2016 = #OSCARSSOWHITE
YEAR



2016 OSCAR AWARD WINNERS

VS.

2016 SNUBBED DIVERSE MOVIES

*according to
Vanityfair.com*

Room:

Rating - 8.3

MetaScore- 76.0

Bridge of Spies:

Rating - 7.6

MetaScore- 81.0

The Revenant:

Rating - 8.0

MetaScore- 76.0

Creed:

Rating - 7.6

MetaScore- 82.0

Concussion:

Rating - 7.1

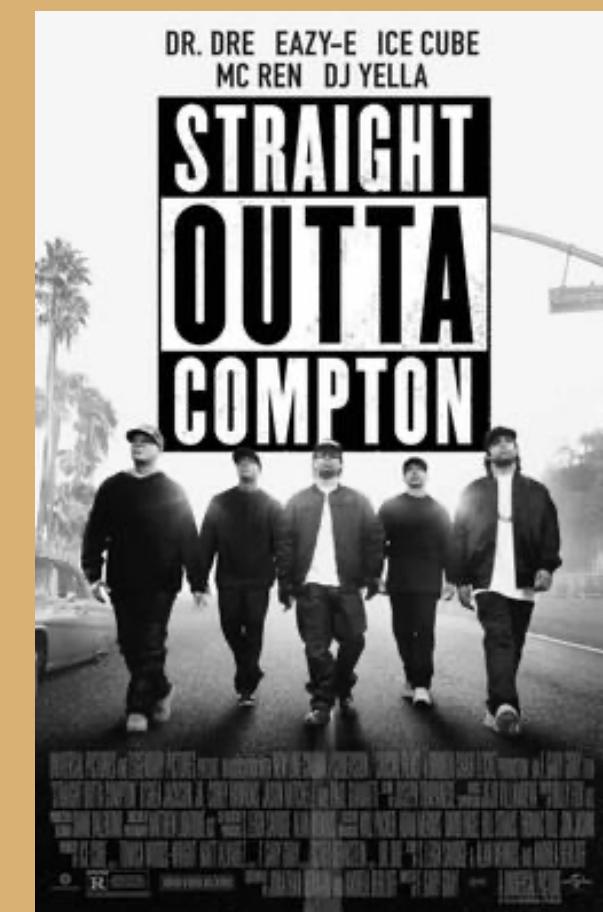
MetaScore-NaN

Straight Outta

Compton:

Rating - 7.9

MetaScore- 72.0



NO REAL DIFFERENCE IN SCORES

BUT MAYBE 2016 WAS AN ISOLATED INCIDENT?

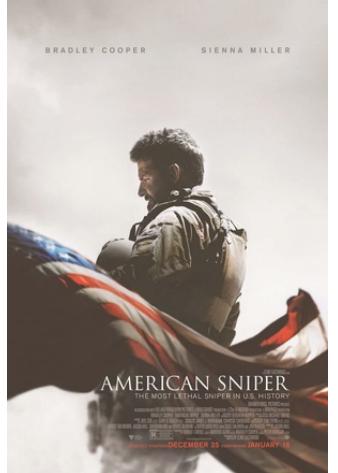
The IMDB data in the previous slide showcases the scores of award winners in 2016 versus the diverse movies that were not nominated for an award, but that many people felt deserved a nomination. It can be shown that there is not a distinct difference in IMDB scores between the Academy Award winners and the snubbed nominees. This shows that there may be notes of unconscious bias in the nomination system. However, this raises the question whether what happened in 2016 was an isolated incident or not.

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"ONE TIME YOU COULD CALL A FLUKE, TWO TIMES FEELS LIKE A PATTERN"

-April Reign, Creator of #OscarsSoWhite

2015



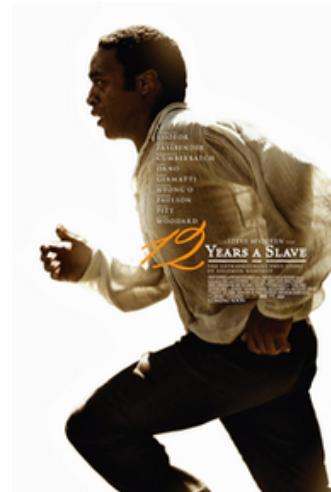
American Sniper:	Selma:
Rating - 7.3	VS. Rating - 7.5
MetaScore- 82.0	MetaScore-NaN



2014



Dallas Buyers Club:	12 Years A Slave:
Rating - 8.0	VS. Rating - 8.1
MetaScore- 84.0	MetaScore- 96



When looking at the data for a couple years prior, it shows that the 2015 Oscars were just as disappointing as the 2016 awards. Although the #OscarsSoWhite year was mainstream in 2016, the outrage started because of how both the 2015 and 2016 Academy Award nominees were all white for the four major acting categories. Therefore, this was not an isolated incident of 2016. In 2015 the IMDB scores were pretty much the same for the snubbed diverse movie (Selma) and the other movies that were nominated for academy acting awards.

HOWEVER...

2014 was a better year for diversity, as the film 12 Years a Slave won for both best supporting actress and best director (both black). Despite this win, award nominees and winners for all three of the Oscar years examined were overwhelmingly white.



INITIATIVES

After the initial backlash of #OscarsSoWhite, the academy awards, made some improvements in their processes, while celebrities boycotted to make their concerns known.

Diversifying Academy Membership

The academy's response was to create a membership initiative, "A2020." The goal is to try to double the amount of women and people of color in the academy in four years.

"When creating #Oscarssowhite, the Academy membership was 92% white and 75% male. The Academy has improved those numbers a bit, and now its membership is 84% white and 68% male" (April Reign, Creator of #OscarsSoWhite)

Boycotting to Make a Statement

Actors, actresses, and other celebrities boycotted the Oscars in 2016 to make it known that they will not tolerate racism , and unfair decisions surrounding who gets nominated for awards. They wanted the Oscars to make sure that diversity statistics are higher in the years to come. If not, then they will not continue supporting this organization.



CONCLUSION



Overall, there is a distinct diversity problem within the Oscars/The Academy Awards. The diversity statistics are extremely low over its 90 year history. Although, there has been some progress made, it has been extremely slow, and does not meet the expected standards of an award show in the 21st century. There are some things that the academy can do itself, such as increasing diversity in the academy, making a conscious effort to nominate diverse films, and help diverse film creators by making donations to notable diverse causes within Hollywood. **Hopefully, within the years to come, there will be a stark improvement in these diversity metrics.**



SOURCES

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- <https://variety.com/2020/film/news/oscarssowhite-nominations-diversity-april-reign-1203467389/>
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