Visualization

Project Idea Presentation

11TH November 2024

Slides by Gabriel Witte

Agenda

- ⧗ About our Project

- 📄 3 Minute Story

- 🧠 Motivating Curiosity / Intended Effect / Tone

- 👥 Audience Personas

- ⣿ Data requirements, sources, and preliminary analysis

Our team presents

Unmasking the true Villain

Bias and discrimination in Horror Movies

About our Project

MOTIVATING CURIOSITY

Do horror movies reinforce gender and racial stereotypes through their portrayal of characters?

INTENDED EFFECT

Raise awareness of how horror films perpetuate societal biases in the representation of victims, survivors, and villains, and to encourage the movie industry to reconsider character portrayals and embrace more diverse and inclusive representation.

TONE

Analytical and Pragmatic

3 Minute Story - Introduction

I've always been a huge fan of horror movies. There's something thrilling about gathering with friends, feeling the suspense build, and sharing those classic jump scares together.

But after watching countless films over the years, I started to notice patterns—not just in the eerie settings or spooky music, but in the characters themselves.

Patterns in Horror Movies

Men tend to die more often than women.

Protagonists are rarely women or people of color.

Villains are usually male.

3 Minute Story – Core Exploration

? Discussing these patterns with our team, it made us question: Are these films unintentionally reflecting deeper biases about gender and race? Or is there something else going on?

🔍 Through this project, we're going to analyze how these trends play out across a wide range of films—who lives, who dies, and who gets to be the villain.

📈 By visualizing these patterns, we can see whether there are indeed underlying biases in how different genders and races are portrayed in horror films.

The Big Idea

Horror movies often reinforce gender and racial stereotypes through their portrayal of victims, survivors, and villains.

By analyzing these trends, we aim to reveal how these films reflect or perpetuate societal biases, and how it evolved over time.

Our results raise awareness and encourages the movie industry to reconsider how characters are represented on screen.

Our Personas – Amanda Brewer

Amanda Brewer

Master of Student of Gender Studies at the University of Colorado and advocate for human rights

21 years old

Single

Brief Biography

- **Education**: Bachelor in Social Studies

- Volunteer for local non-profits and participating in discussions about gender equality

- Interest in media representation, especially film and television

Goals and Needs

- Gain a deeper understanding of how gender, and race intersect in horror films and how these intersections contribute to societal views.

- Use this information in her academic work, campus presentations, and social activism, raising awareness about the importance of inclusive representation.

Challenges and Pain Points

- Amanda sometimes finds it difficult to interpret dense statistical information and needs data presented in a way that is both clear and visually engaging.

- With a heavy academic workload, Amanda needs content that is concise yet impactful, so she can quickly integrate it into her studies and advocacy work.

Our Personas – Marcus Taylor

Marcus Taylor

Independent filmmaker in Los Angeles who has a passion for creating thought-provoking films

35 years old

Single

Brief Biography

- **Education**: Bachelor and Master in Cinematography at Harvard University

- Regularly attends film festivals to network with other creatives and stay up-to-date on trends

- Directed his first major film at the age of 25. It earned both critical acclaim and commercial success in Hollywood

Goals and Needs

- Create horror films that are not only engaging but also socially conscious, contributing to a more thoughtful and inclusive film industry.

- Educate himself and his crew on best practices for representation and to be seen as a filmmaker who values diversity and equity.

Challenges and Pain Points

- Balancing artistic expression and the ethical responsibility of representation. He doesn't want to compromise his creative vision but is also aware of the impact his work can have.

- With his busy schedule, Marcus finds it challenging to stay current with the latest research and conversations around representation, so he needs information that is succinct yet comprehensive.

Data Collection

For our analysis, we require multiple movies with the following data:

Movie Year

Demographics of
Movie Cast

Who is the villain

Who was killed?

Data – Source, Availability

Our data will be collected from YouTube's channel Dead Meat.

Their Wiki Page contains statistics from 472 movies, ranging from 1933 to 2024.

The data is scraped from the wiki page using Selenium.

Deaths ✏

Counted Deaths ✏

1. Ryan - Struck by snowplow - 3 mins in
2. Nicole - Struck by snowplow - 3 mins in
3. Brandon - Ear ripped off, hit by car - 56 mins in
4. Celia - Face power washed away - 1 hr 3 mins in
5. David - Paper cutter blade through the back - 1 hr 19 mins in
6. Kurt - Throat slit w/ paper cutter blade - 1 hr 20 mins in
7. MƎGAN - Ripped in half, screwdriver to the processor - 1 hr 32 mins in

Ryan James

Vital Stats

Name	Ryan James
Hair	Black
Family	Nicole James (wife; deceased) Cady James (daughter)

Celia (M3GAN)

Vital Stats

Name	Celia
Age	50s - 60s
Hair	Brown
Family	Dewey the Dog (pet; deceased)

Thank You!

Any Questions?