

HOW ARE LGBT+ CHARACTERS REPRESENTED ON VIDEO-ON-DEMAND PLATFORMS?

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1. MOTIVATION and AIM

Quick expansion of Video-on-Demand (VOD) platforms

Spanish TV industry is growing and is becoming popular worldwide

Recent changes of laws related to gender and LGBT+ in Spain

Evidence that supports how LGBT+ representation in TV can impact people's attitudes

Lack of scientific evidence on LGBT+ representations in Spanish VOD



To study how LGBT+ characters are represented in Original Spanish VOD



2. HYPOTHESIS

H1

Compared with Spanish general population the prevalence of LGBT+ characters will be lower

H2

LGBT+ characters will have stereotyped traits

H2.1

LGBT+ characters will be more likely to be cis-male adults

H2.2

Trans-female characters will be more hypersexualized, uneducated and will have more unhealthy and violent behaviours.



3. METHOD: sample

38 series (2020-21)



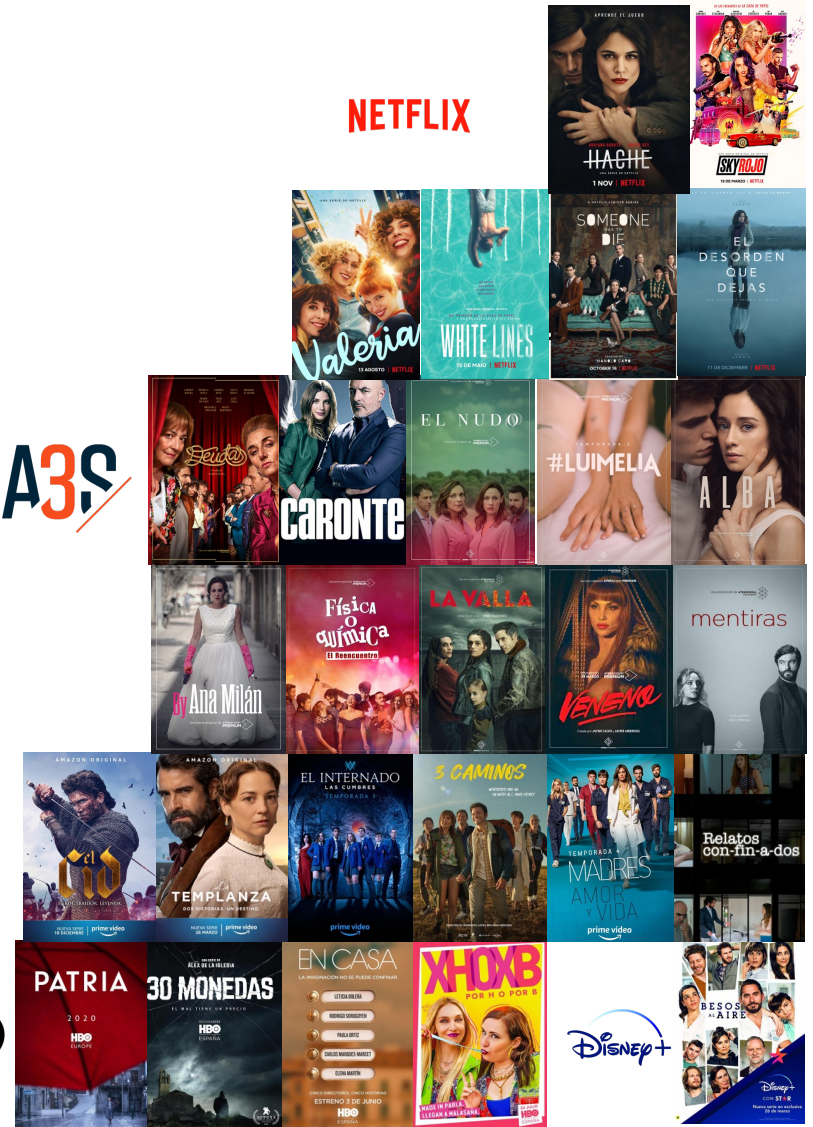
Random selection of 1 episode



Content analysis by 9 coders



749 characters



3. RESULTS: prevalence of LGBT+ characters

- 38.9% of characters were cis-women
- 1.3 % trans-female
- 0% trans-male

- 8.8% non-heterosexual
 - 63.3% gay cis-male
 - 30% lesbian cis—female
 - 3% plurisexual
 - 3% other orientation



51%women



0.3-0.5% trans

Barometro Control (2017)

10% non-heterosexuals

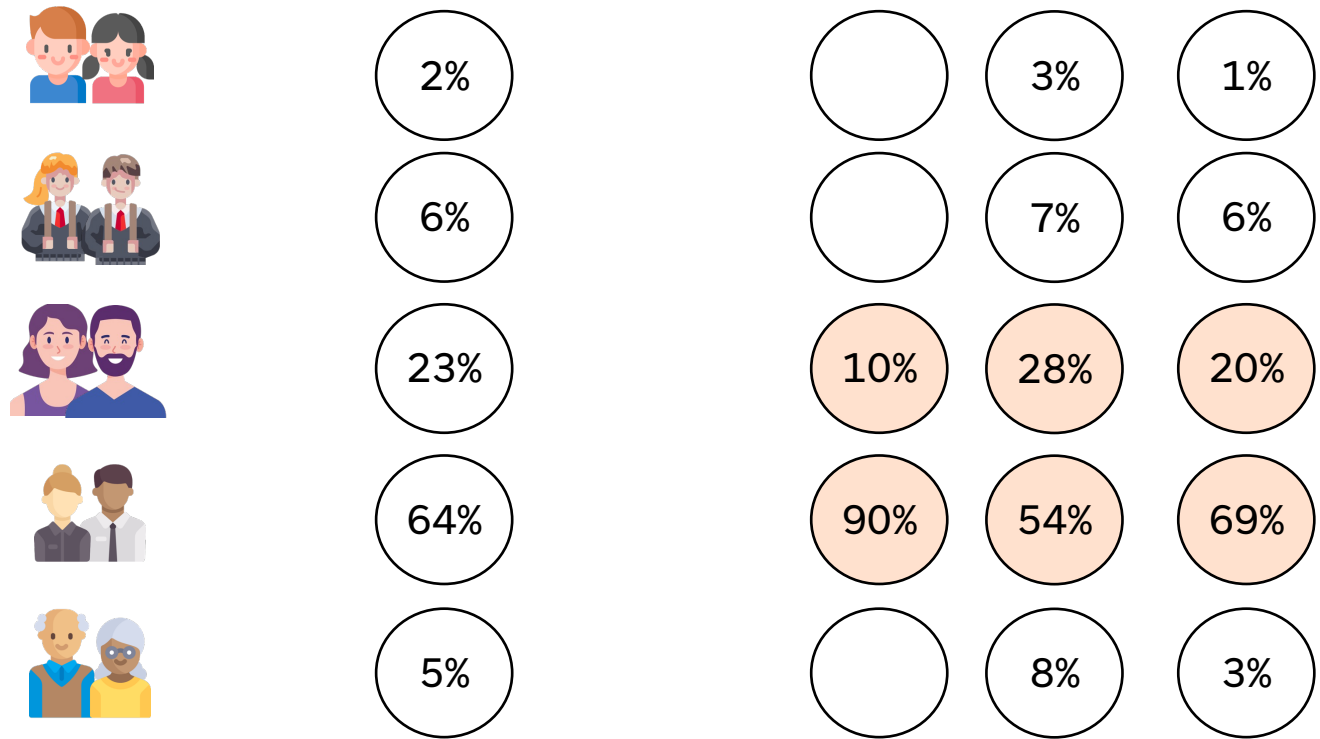


3. RESULTS: age group

Gender

Sexual orientation

Trans-female cis-female cis-male

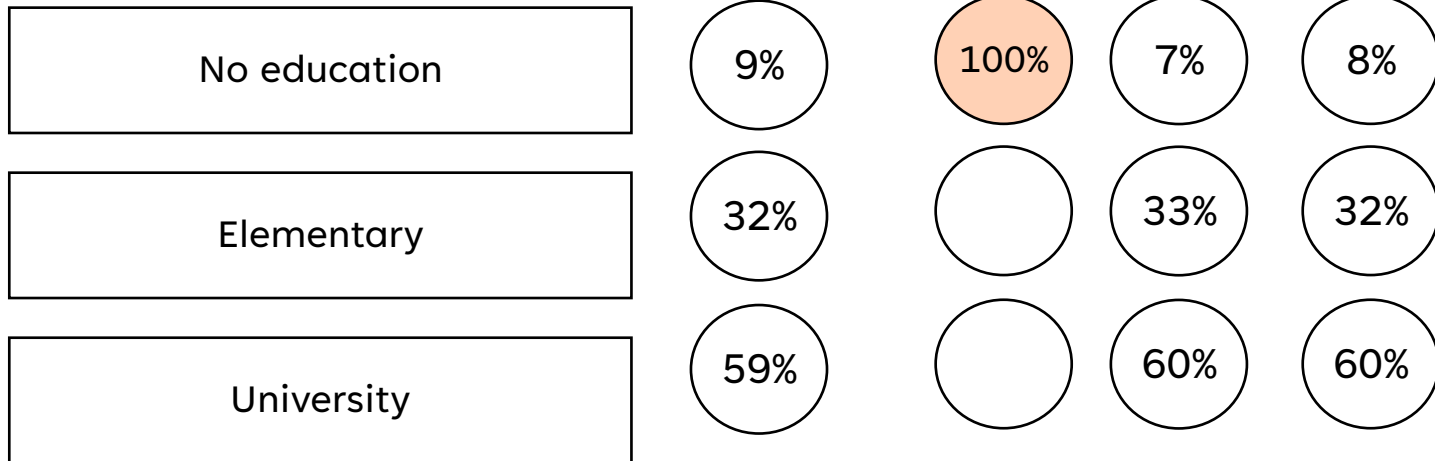


3. RESULTS: education level

Gender

Sexual orientation

Trans-female cis-female cis-male

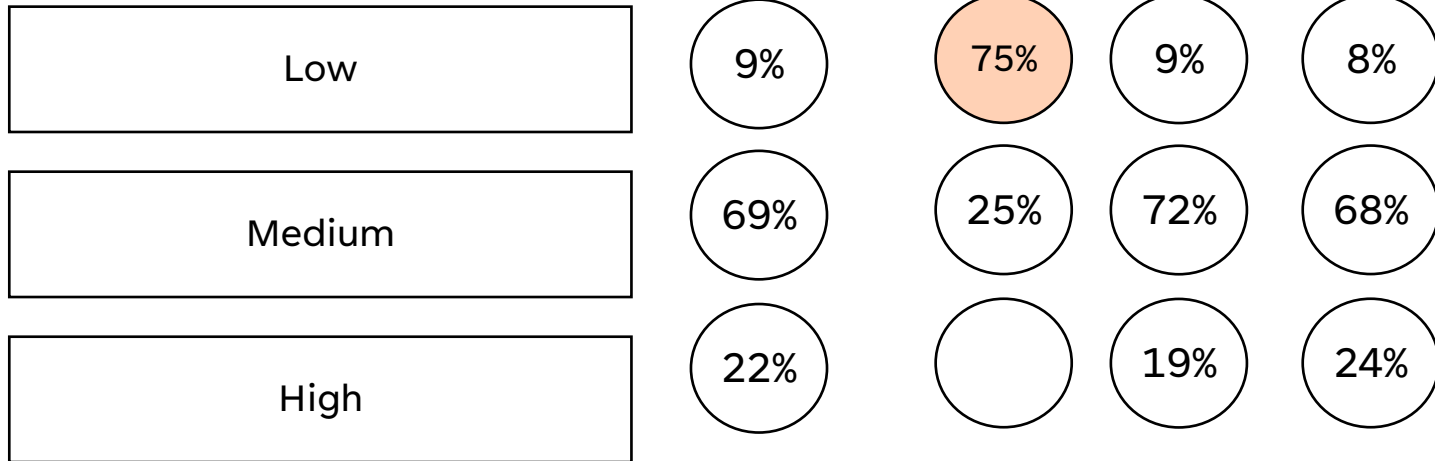


3. RESULTS: socio-economic status

Gender

Sexual orientation

Trans-female cis-female cis-male



3. RESULTS: type of role

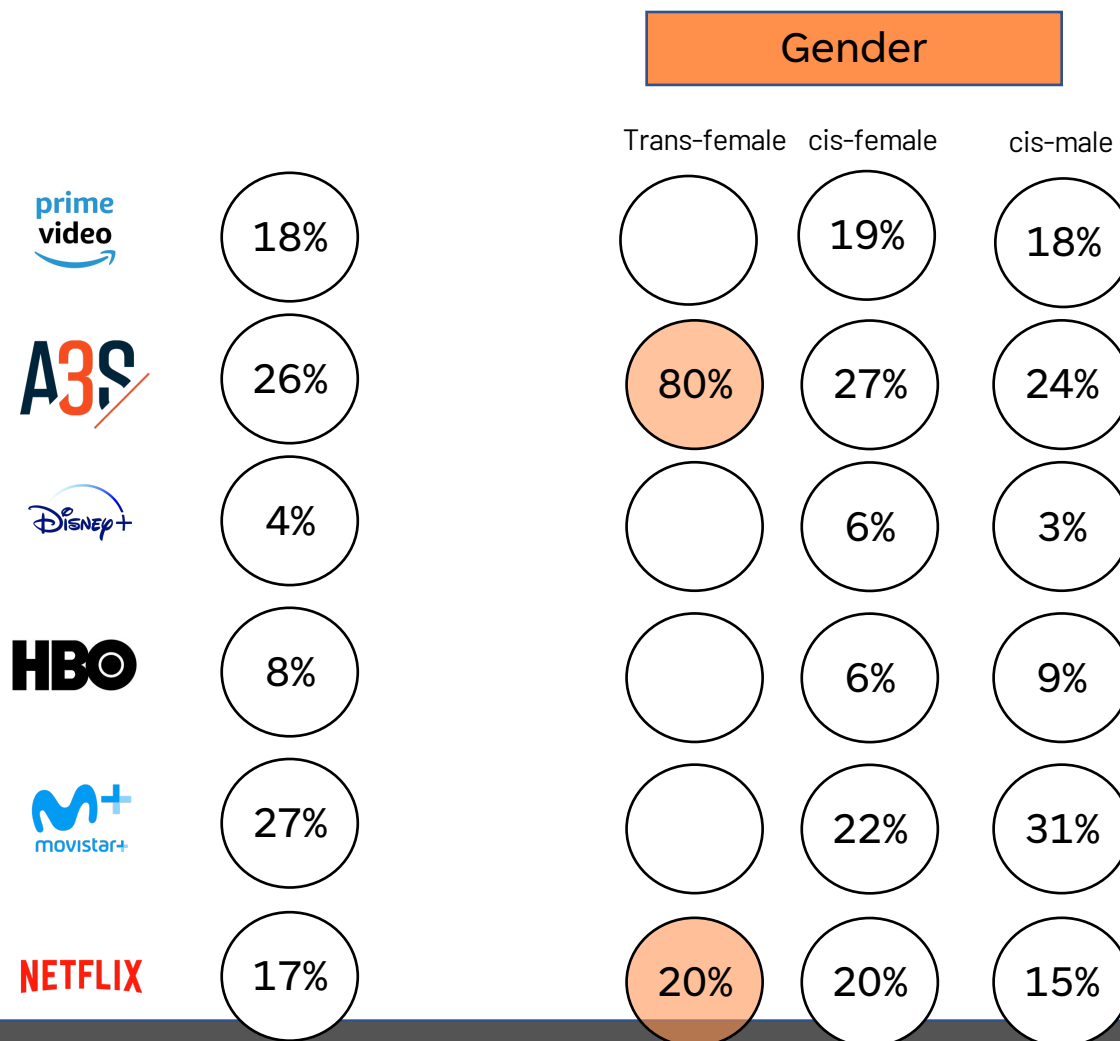
Gender

Sexual orientation

Trans-female cis-female cis-male



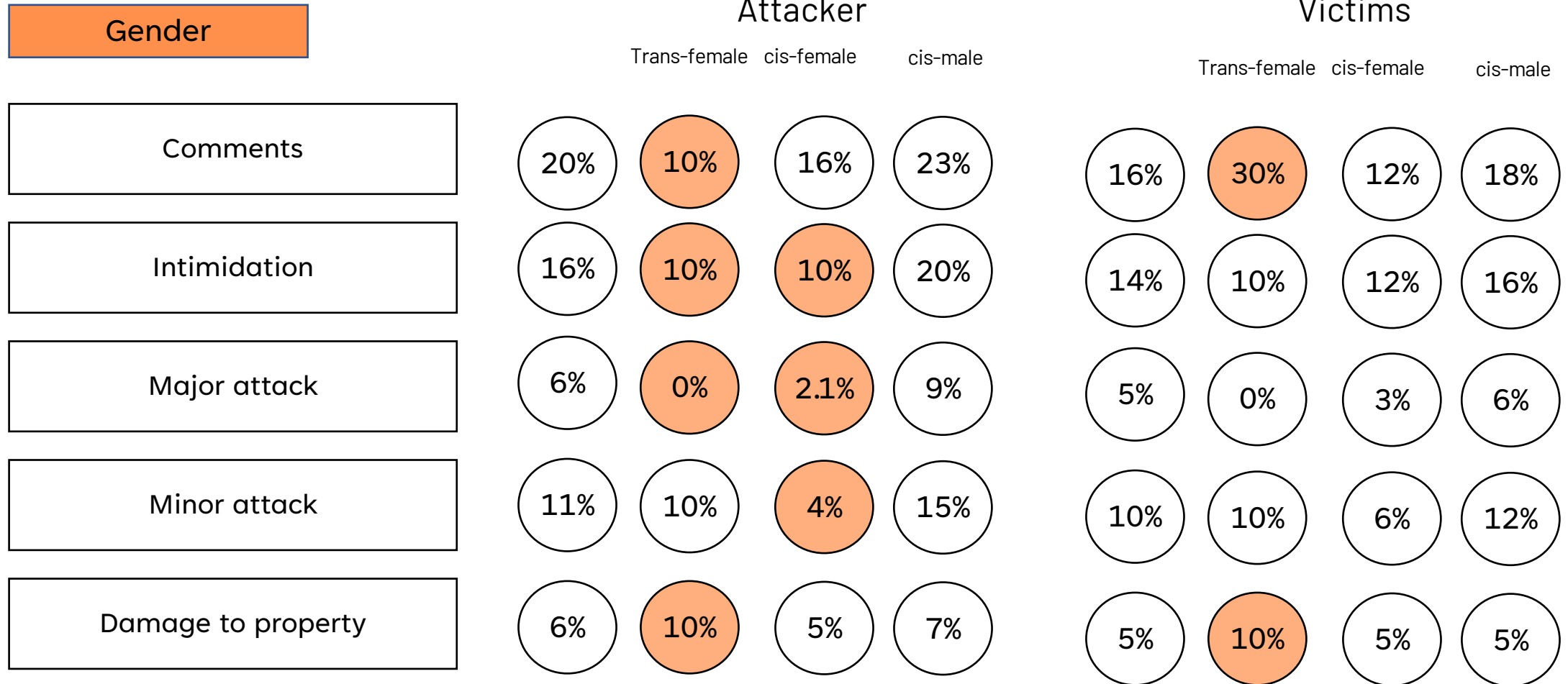
3. RESULTS: platform



Sexual orientation



3. RESULTS: Violence

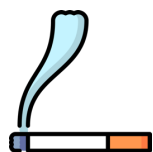


3. RESULTS: Health

Gender

Sexual orientation

Trans-female cis-female cis-male



6.5%

30%

4.1%

7.6%



2.8%

20%

1.4%

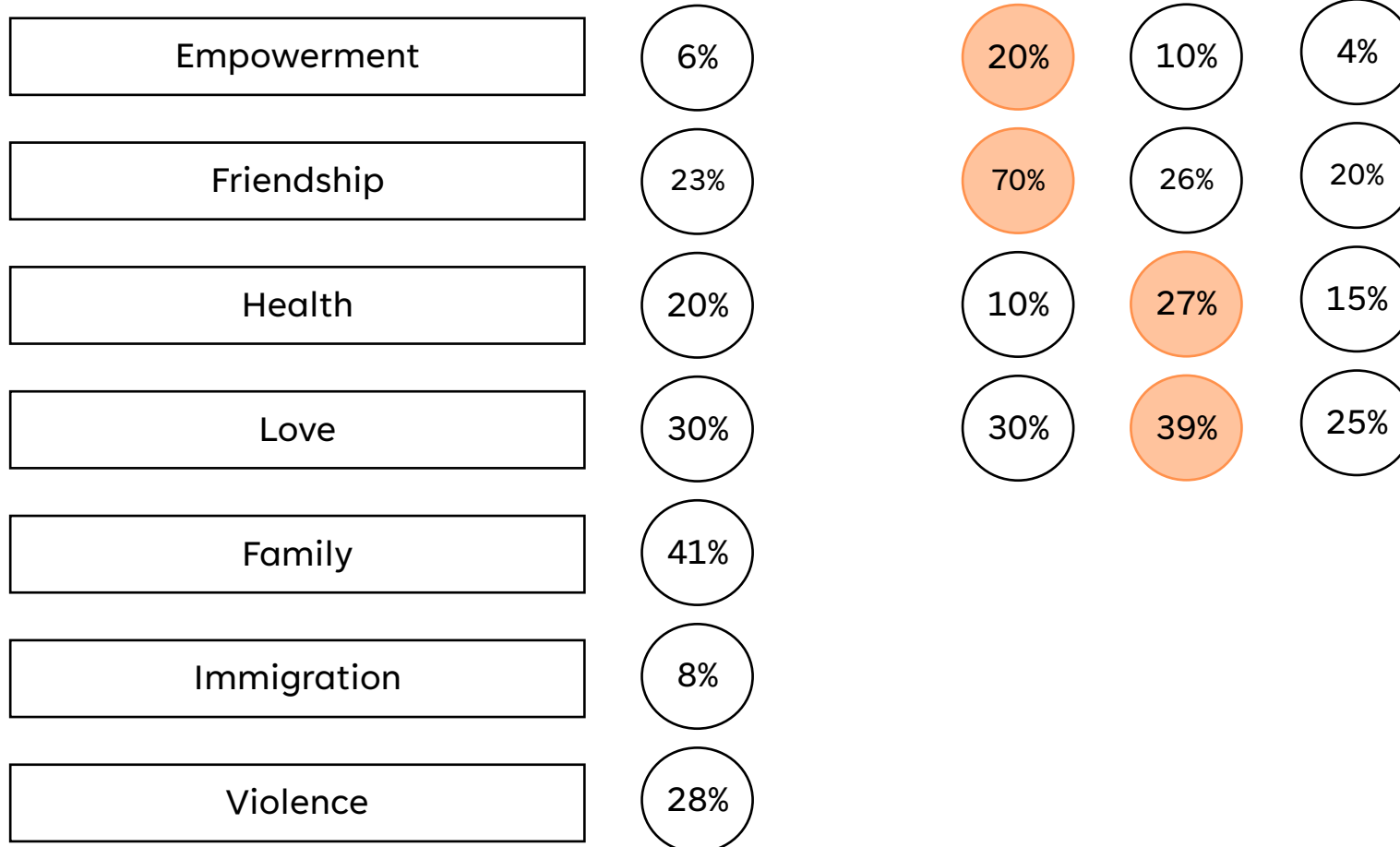
3.3%



3. RESULTS: Conversation topics

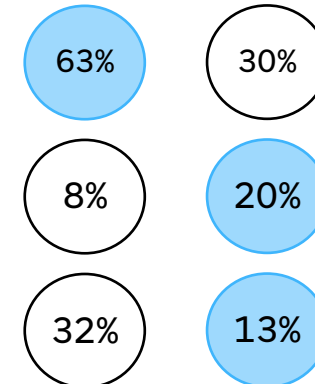
Gender

Trans-female cis-female cis-male



Sexual orientation

Heterosexual Other



4. CONCLUSIONS

-There is no under representation of LGB characters...

but most of characters are gay cis-males.

- There is an underrepresentation of cis-female characters.
- Trans-female characters are mostly background characters.
- Cis-females tend to be younger than cis-males.
- Trans-females have lower socio-economic, educational status than cis characters.
- Cis-male are more perpetrators of violence than females
- Trans-females are more victims of bad comments and damage to the property.





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