

THE REPRESENTATION PROJECT'S CUSTOM RESEARCH CAPABILITIES

REPRESENTATION MATTERS

The Representation Project's experienced research team creates custom and scientifically accurate reports on all forms of media representation. Our proprietary research delivers valid and actionable results that leaders can rely on to make data-driven business decisions. We also produce public-facing reports that advance your brand by aligning with better media representation.

REPRESENTATION SELLS

Proportional and accurate representation isn't just the right thing to do, it also makes good business sense. Films and TV shows with more diverse casts have higher global revenue, and more diverse advertising appeals to wider audiences.

WHAT GETS MEASURED GETS IMPROVED

The Representation Project provides high-quality scientific research on representations in film, television, advertising, video game, and other media content using multiple methods. We employ quantitative, qualitative, and machine learning analysis to better understand intersectional representations of:

- GENDER
- RACE
- SKIN COLOR
- LGBTQ+
- AGE
- DISABILITY
- BODY SIZE
- SOCIAL CLASS

We are also able to analyze events and circumstances, for example, representations of mental health, violence, addiction, war, etc. We tailor research designs to best capture questions you need answered in order to take action.

CONTACT US

For more information on The Representation Project's research capabilities, to request a quote on proprietary research, please visit: www.thereproject.org/research, email us at info@thereproject.org, or call 415-233-4060 x1.

ABOUT US

The Rep Project is a premier research and advocacy organization with a focus on intersectional gender representations. We combine automated coding with hand coding to generate reliable and value assessments of media content. Led by Dr. Caroline Heldman, the team includes expert researchers with over two decades of experience in media research. We are the only team in the public media research space to perform and report rigorous interrater reliability tests for all of our published work.

OUR RESEARCH CAPABILITIES

We offer these tailored research deliverables:

- DIVERSITY AUDITS
- MEDIA ASSET ANALYSIS
- SCRIPT ANALYSIS
- REPRESENTATION WHITE PAPERS
- COMPETITIVE BENCHMARKING

FEATURED RESEARCH

Our First Annual [Oscar Report](#) examining multiple representation identities among every Best Picture winner was featured in *Vogue's* 2021 Oscar coverage.

Attendees at our [2021 State of Media Summit](#) said that they rely on research about representation in the media to make business decisions.



THE REP PROJECT