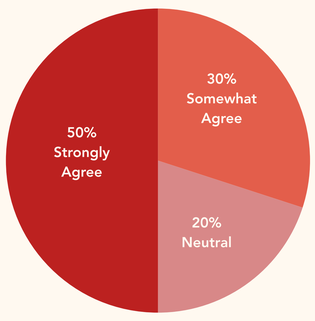
Through the lens of art and media

The Performance of Femininity and the Perception of Womanhood

Results

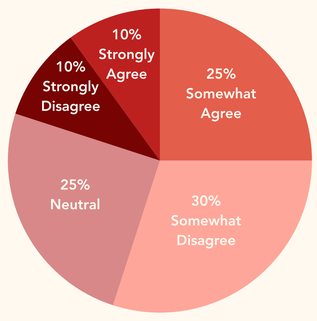
Through our surveys, we gleaned significant insights into contemporary perspectives on femininity.

Do you consider yourself a feminist?



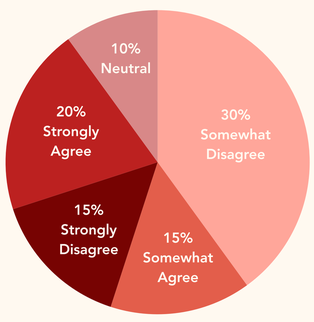
Our survey revealed a nuanced perspective among participants regarding feminism.

Are women portrayed fairly in the media you consume?



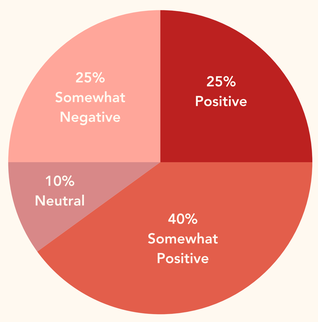
The portrayal of femininity in media emerged as a contentious subject, 40% expressing negativity and 35% perceiving fairness.

Is our society supportive of women?



The survey data indicates a mixed perception of societal support for women.

What has been your personal experience with femininity?



The survey revealed a wide range of personal experiences with femininity among respondents

The in-depth interviews revealed how social media significantly influences modern perceptions of femininity. These diverse findings underscore the urgency of tackling gender biases in our society. Recognizing the various and sometimes contradictory views on femininity is crucial. By embracing these differences, we can work towards a future that is more inclusive and supportive for everyone.

Sources

Interviews

- https://www.figma.com/file/RB9tmZssgtHVM6JSE8CRV4/Team-Art%2FMedia?type=design&node-id=280%3A11&mode=design&t=DhMb4CZA4sMW2kWL-1

Surveys

- https://docs.google.com/forms/d/12G_CDoPslcgNieqDmwljHbrE4kuevBIK-52tuojXBf4/edit?ts=64f8e859#responses

Research

- https://www.figma.com/file/RB9tmZssgtHVM6JSE8CRV4/Team-Art%2FMedia?type=design&node-id=1%3A2&mode=design&t=DhMb4CZA4sMW2kWL-1

Introduction

In the realm of art and media, our research embarked on a nuanced journey to understand femininity as a performative phenomenon. However, we faced a formidable challenge due to its abstract and subjective nature, which varies across cultures and experiences. Recognizing these complexities, we shifted our design-thinking approach to craft a culturally sensitive and multifaceted definition of femininity. This involved extensive secondary research, surveys, and in-depth interviews, providing insights into how this concept influences individuals presenting as feminine in contemporary Western society.

How might we reshape cognitive biases about women's experiences by raising awareness through historical archetypes and the performative aspects of femininity in art and media?

Research

Harnessing the transformative power of art and media, our research delves into the nuanced layers of femininity, treating it as a performative construct and unraveling its multifaceted presence in society. Employing a rigorous methodology:

- **Secondary Research:** Focusing specifically on the realms of art and media, this phase meticulously identified key challenges faced by women. This rigorous approach enhanced our comprehension of the subject matter, providing a robust foundation for our study.
- **Surveys:** Our comprehensive survey involved 20 participants, offering a wide-ranging exploration of perceptions surrounding femininity and womanhood. This quantitative data collection method allowed us to capture a diverse array of viewpoints, contributing valuable quantitative insights to our research.
- **Interviews:** Through in-depth interviews with 5 participants, we gained profound qualitative insights into the intricate personal experiences of women. These interviews enriched the qualitative dimension of our study, providing depth and context to our findings.

Integrating these diverse methodologies, our research endeavors to present a comprehensive and data-driven exploration of femininity, shedding light on its complexities and contributing substantively to the broader discourse on gender identity and societal perceptions.

Conclusion

Based on our empirical findings, we advocate for a comprehensive strategy to counter biases and foster inclusivity. This approach entails empowering women within media spaces to confront stereotypes and fostering a sense of mutual accountability. To facilitate this, we intend to offer educational resources enabling women to critically examine their identities influenced by historical media tropes. Moreover, our future research endeavors will encompass exploring the male perspective, shedding light on societal constructs and biases from diverse angles.

Our overarching objective is to actively contribute to a society characterized by inclusivity, embracing diverse identities. In essence, our research represents a pioneering step at the intersection of femininity, art, media, and bias. By dismantling restrictive gender norms, our project strives to create a world where individuals are liberated to express their authentic selves. **Through data-driven insights, we endeavor to pave the way for a future where inclusivity and diversity are not just ideals but fundamental aspects of our societal fabric.**

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