A Review of Advertising in Mexico and Its Links to Gender Equality, Gender Norms, and Violence Against Women and Girls

Geena Davis Institute on Gender in Media
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Acknowledgements

Foreword

UNICEF works for the rights of every child, everywhere in the world. Yet gender inequalities and discrimination often hinder children's ability to fully enjoy their rights. Gender norms learned by girls and boys from very early ages shape their identities and can have a profound impact on their future life choices and opportunities.

Stereotypes about how girls and boys are expected to behave can affect children's sense of self from a young age and typically result in girls facing greater disadvantage than boys. They can reduce girls' confidence and create pressures to fulfill unrealistic beauty standards, sometimes at the cost of their mental and physical health. Meanwhile, boys may feel restricted from fully displaying their emotions and be pressured to act in risky or violent ways to fulfill stereotyped perceptions of masculinity. We know this to be especially true in Mexico, where rates of violence against women and girls (VAWG) are among the highest in the world. The social norms that underpin VAWG are based on shared beliefs and expectations about how people should behave and include rigid gender roles that build social acceptance of violence and entrench constructions of aggressive and dominant masculinities. Existing research suggests that advertisements and marketing influence gender socialization since childhood, yet data on how gendered roles are portrayed in advertisements and marketing material are largely missing, including in Mexico.

In response to this need, UNICEF and the Geena Davis Institute on Gender in Media have come together to conduct this study on gender representation in advertisements in Mexico. The study analyzes 400 advertisements from television and digital media that aired in the country in 2019 and 2021, to identify which groups are most commonly represented in advertisements and how they are portrayed. The advertisements reinforced imagery that casts women in traditional gender roles as caregivers but also as objects of sexual desire. The evidence demonstrates that women were more likely than men to be shown in revealing clothes. Although a smaller portion of children and young women were depicted with revealing clothing than adult women, no boys or young men were shown in revealing clothing at all. When women are sexually objectified, they are perceived and treated as "less human" or less deserving of equal rights and protections. The consequence of sexualized media can lead to stereotyped attitudes about women and girls, and increased tolerance of sexual violence. The study's findings are therefore very concerning, particularly given the high rates of femicide and normalization of VAWG in Mexico.

Given that advertising can play a powerful role in either perpetuating or challenging social norms that condone violence against women and girls, this report outlines concrete recommendations for advertising agencies, policymakers, and other actors on steps forward to promote positive messages that advance the rights of all women and children.

UNICEF is committed to eliminating all forms of violence against children, girls and women. Together, UNICEF and our partners are generating new evidence, knowledge, and tools, as well as engaging with a wide range of stakeholders, to ensure women and girls everywhere can live a life free of violence. This study is an important contribution to this global effort. We hope it will inspire the advertising and marketing community, civil society, and governments to take targeted actions to ensure that the powerful influence that advertisements have on society will be leveraged to advance gender equality and human rights for all.

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Executive Summary

Advertising has a pervasive influence on societies. Children and adolescents are exposed to a barrage of advertisements through television and other digital platforms. This exposure has surged in recent years, as digital technologies have become increasingly integrated into the daily lives of children, adolescents, and their caregivers. Advertisements promote certain messages, which may shape viewers' perceptions of what society is or could be — including what behaviors and roles are considered appropriate for women, girls, men, and boys.

Indeed, evidence suggests that advertisements and marketing materials may significantly influence gender socialization processes. As outlined in a recent UNICEF- and U.N. Women–commissioned evidence review concerning the media's influence on gender norms and violence against girls, **gender socialization** refers to the processes by which individuals learn and internalize **gender norms**: "informal rules and shared social expectations that distinguish expected behaviour on the basis of gender."[1] This process is especially influential during adolescence — an important transitional phase between childhood and adulthood, when gender norms are either solidified, rejected, or transformed. Gender norms are closely related to **gender stereotypes**: "generalizations about groups of people as gendered subjects."[2] For example, many societies believe that a woman's "appropriate" role is to be primarily responsible for her household's domestic duties, such as cooking, cleaning, and caring for the family. This norm consequently informs stereotypes that "all women" enjoy performing these tasks.

Programmatic and scholarly research show that discriminatory norms are a key driver of violence against women and girls (VAWG).[3] The goal of upholding local norms may be used to justify acts of violence. For example, evidence from India shows that when women's greater access to employment and financial resources challenges household power dynamics and expectations of men and women's "appropriate" roles, women may experience greater risks of GBV.[4] Discriminatory gender norms also normalize acts of VAWG: Research from diverse global contexts suggests that media reporting of VAWG that reflects discriminatory gender norms contributes to victim blaming and the cultural normalization of violence, which consequently justifies inadequate state responses.[56]

To promote positive gender norms more aligned with human rights, evidence suggests that interventions targeting multiple agents and institutional sites of gender socialization are needed.[7] Yet policymakers and practitioners often overlook advertising as a key site of gender socialization and an entry point for changing harmful gender norms. Greater knowledge around advertising and its influence on stereotypes, norms, and gender socialization — particularly among children and adolescent viewers — can help inform future interventions to dismantle these critical barriers to gender equality.

This research from UNICEF and the Geena Davis Institute on Gender in Media attempts to address some of these data gaps by investigating the forms and prevalence of gendered messaging in advertising content in Mexico. Specifically, the study includes a systematic content analysis of gender representation in 400 advertisements from television and digital media that aired in Mexico in 2019 and 2021. This analysis identifies how women, girls, men, boys, and gender-diverse individuals are portrayed in this sampling of advertisements, and it explores how these depictions might reinforce or challenge harmful gender norms, including those associated with the perpetration and normalization of VAWG.

In addition to providing valuable baseline data for monitoring progress and accountability toward gender representation in advertising, the evidence generated from this study also informs a series of concrete recommendations for how advertising agencies, policymakers, and other international bodies can better promote positive messages that advance the rights of all children.

Key Findings

The study's findings indicate that **harmful gendered norms and stereotypes are present in advertising in Mexico.** However, inequities are often subtle. Women and men appear in advertisements at similar rates overall — but their portrayals are often distinct and illustrative of discriminatory gender norms and a patriarchal system that privileges masculinity over femininity.

1. First, the reviewed advertisements reinforced imagery that casts **women as caregivers but also as objects of sexual desire**. For example, women were more likely than men to be portrayed in the home (38.1% compared with 30.7%), parenting (5% compared with 1.9%) and performing domestic tasks (7.6% compared with 3.4%). At the same time, women were more likely than men to be shown in revealing clothes (4.6% compared with 2.1%). Although a smaller portion of children were depicted with revealing clothing, it is notable that 0.5% of girls and young women were identified as such, while no boys or young men were.

2. On the other hand, **men were portrayed as workers and "breadwinners."** Specifically, men were more than twice as likely as women to be portrayed in advertisements as having paid employment (31% compared with 14.2%), to be shown working in paid employment (26.2% compared with 11.6%), and to be depicted in an office setting (10.5% compared with 5.5%).

3. Furthermore, this analysis also finds that **advertisements in Mexico failed to capture the country's diversity and widely excluded nondominant groups.** Indeed, less than 4% of those portrayed were estimated to be ages 60 and older, less than 2% were identified as LGBTQIA+, less than 1% were identified as having a nonbinary gender identity, less than 2% had large body types, and less than 1% appeared to have any disabilities. Additionally, very few characters had darker skin tones.

Therefore, although the reviewed advertisements depicted very few instances of outright violence or harm being done by individual characters, the subtle ways in which they depict and therefore reinforce traditional gender roles may also suggest that it is "appropriate" and "normal" to punish those who violate these norms — including through acts of VAWG.

This report also identified a few promising trends and practices. There were very few instances of interpersonal harm, and the gender difference between being shown at school or studying was not significant. Furthermore, several reviewed advertisements illustrated positive norms, including men engaged in domestic and caregiving tasks as well as the inclusion of characters with disabilities.

Recommendations

Evidence indicates that gender stereotypes can have harmful social impacts, such as promoting values and behaviors associated with VAWG. As such, this study's findings on the prevalence of gender stereotypes in advertisements in Mexico are highly concerning, particularly given the severely high rates and normalization of VAWG in the region. To challenge these norms and promote positive content that advances the rights of women and girls, this report recommends the following actions by key stakeholders.

RECOMMENDATIONS FOR AGENCIES AND ADVERTISERS

- Develop content that promotes positive messages that advances human rights, and challenges harmful stereotypes and normalized beliefs around VAWG.
- Mainstream gender- and age-sensitive advertising practices, including through raising awareness and building capacity for education.
- Strengthen content-quality testing and evaluation mechanisms.
- Develop partnerships and collaborations with gender-equality organizations.
- Implement internal transformation actions to build equal and diverse workspaces.

RECOMMENDATIONS FOR POLICYMAKERS AND INTERNATIONAL ORGANIZATIONS

- Expand opportunities for adolescents to participate in their communities and in the processes that affect them.
- Work with youth organizations to change social norms that stand in their way and develop platforms for them to share their experiences and propose solutions.
- Partner with CSOs and private-sector allies to develop a set of regional and/or country-specific standards of practice on gender- and age-sensitive advertising.
- Engage in advocacy with local advertising-standards associations to create or strengthen statutory guidelines.
- Influence the industry through their annual events and awards, where specific guidelines or categories could be established to promote gender equality in the planning and implementation of advertising.
- Collaborate with women's organizations and CSOs to develop locally appropriate strategies and campaigns to incentivize uptake and implementation of relevant standards.
- Invest in local and global advocacy to raise awareness around the linkages between advertisements, gender socialization, discriminatory gender norms, and gender inequality (including VAWG).
- Invest in research and building the evidence base, including around the nexus between advertisements (and other media formats), gender socialization, discriminatory gender norms, and gender inequality (including VAWG).

Introduction

Violence against women and girls (VAWG) is a human rights violation with serious and long-lasting impacts. While VAWG is prevalent worldwide, women and girls in Mexico are at especially high risks of gender-based violence (GBV): National statistics show that homicide is the leading cause of death for Mexican women between the ages of 15 and 24, with 10 women killed every day in Mexico.[8] Recent surveys have found that the majority of women in Mexico (78.8%) report feeling unsafe in their home states, and 45.6% felt unsafe in their own neighborhoods.[9] Evidence also suggests that these trends have exacerbated in recent years: Between 2015 and 2021, femicides increased 137% in the country.[10] Also, 70.1% of women have experienced at least one episode of violence throughout their lives.[11]

Discriminatory gender norms are a key driver of VAWG, with gender norms defined as the "informal rules and shared social expectations that distinguish expected behaviour on the basis of gender."[12] In Latin America, gender norms (the most emblematic of which is being machismo), are widespread, and shape beliefs and behaviors around VAWG. According to machismo, being a "real man" is associated with dominance, aggression, and pride. On the other hand, a "good woman" is relegated to a reproductive function, and expected to be passive, pure, and staying at home for care activities. These understandings of masculinity and femininity are key for understanding gender relationships and household dynamics in Mexico, as well as the drivers of VAWG in this national context. .

Indeed, there is a growing regional and global body of evidence illustrating the links between VAWG and discriminatory gender norms. For example, research with Latino college students near the U.S.-Mexico border show that men and women's endorsement of *machismo* is associated with greater tolerance of dating violence.[13] Evidence from diverse global contexts, including countries such as Canada, Mexico, Jordan, and South Africa, suggests that media reporting of VAWG that reflects discriminatory gender norms contributes to victim blaming and the cultural normalization of VAWG, which is consequently used to justify inadequate state responses.[14,15] Discriminatory gender norms don't result only in the normalization of VAWG, but they are also often a primary motivation or driver of acts of VAWG: Research from India shows that when women's greater access to employment and financial resources challenges household power dynamics and expectations around men and women's "appropriate" roles, women experience greater risks of GBV.[16]

In order to eliminate VAWG, we must address discriminatory gender norms. As outlined in a recent UNICEF-commissioned report on the media, gender norms, and GBV, individuals learn and internalize gender norms via the relational process known as **gender socialization**.[17] This process begins at birth and is especially influential during childhood and adolescence — which are formative years for shaping one's identity and values. During this time, "girls are more likely to be praised for their looks and given toys to encourage caregiving while boys are praised for their physical strength and given toys to develop cognitive and physical skills."[18] Gender socialization also continues throughout one's life, as they interact with different agents and institutions that reinforce, or challenge learned norms.

Gender norms are closely related to **gender stereotypes**: "generalizations about groups of people as gendered subjects."[19] For example, many societies believe that a woman's "appropriate" role is to be primarily responsible for her household's domestic duties, such as cooking, cleaning, and caring for the family. According to the 2022 Gender Equality Attitudes Study coordinated by UN Women's Unstereotype Alliance Initiative, 27.9% of Mexicans think that a "Women should work less and devote more time to caring for their family."[20] This norm consequently informs stereotypes that "all women" enjoy performing these tasks. Stereotypes — and the norms they reproduce and reinforce — are communicated by a number of different actors and mediums, including advertisements and marketing materials.

Advertisements and marketing materials accompany us while watching television, browsing the internet, chatting with friends over social media, or engaging with any number of other digital platforms. As children and adolescents

increasingly interact with these different media, they are also increasingly exposed to the messages these media promote. Such messages shape children's perceptions of what society is or could be — including what behaviors and roles are considered appropriate for women, girls, men, and boys.

For instance, a recent study of the top-100 most frequently aired television advertisements in Mexico between 2018 and 2019 found that nearly 50% included some gender-stereotypic content, with men portrayed as *machista* and women characters portrayed in roles of care and domestic chores. These findings align with past studies, including an analysis of television commercials in Mexico and Spanish-language commercials in the United States, which also found that commercials often reflected traditional gender stereotypes, including norms around women and caregiving.

To promote gender norms more aligned with human rights, evidence suggests that interventions targeting multiple agents and institutional sites of gender socialization are needed.[21] Yet policymakers and practitioners often overlook advertising as a key site of gender socialization and an entry point for changing harmful gender norms. Greater knowledge around advertising and its influence on stereotypes, norms, and gender socialization can both help inform future policies and help lead to the realization of the rights of all women and children, especially the most disadvantaged.

This report by UNICEF and the Geena Davis Institute on Gender in Media seeks to build upon and contribute to this growing evidence base by investigating **the forms and prevalence of gendered messaging in advertising content across Mexico**. Through a systematic content analysis of gender representation in 400 advertisements from television and digital media that aired in Mexico in 2019 and 2021, this study finds that **harmful gender norms continue to be represented, reproduced, and reinforced in television and digital media advertisements in Mexico**. Specifically, the reviewed sampling of advertisements mirrors stereotypes around women as "natural" caregivers, but also as sexual objects of desire. Meanwhile, men are portrayed as "breadwinners" and "workers" (aligned with *machismo*). Furthermore, this analysis finds that advertisements in the region largely lack diversity, thereby contributing to the exclusion of marginalized groups, including LGBTQIA+ individuals, older adults, those with larger bodies, and individuals with disabilities.

These are concerning findings, given evidence that suggests such messaging may promote discriminatory gender norms associated with VAWG. Therefore, to challenge these harmful norms and help eliminate VAWG, we call upon content-creation agencies and advertising companies to reform their current practices and promote messages that are better aligned with our shared goals of gender equality and human rights.

Consumers' expectations of brands are changing, and those that create content with diverse representations of people are best positioned to strengthen their business performance and meet consumer expectations. More representative content is not just the right thing to do, but also a business imperative.[22]

The report is organized in the following sections: After this introduction, we outline the methodology used for this systematic content analysis and present its key findings, including promising practices identified in the research, then the report concludes with a brief discussion on the implications of this research, and offers concrete recommendations on how to move forward.

Methodology

Content analysis

This study looks at advertisements from Mexico to assess how they represent gender and other social constructs. To do so, we leveraged the methodology employed by the Geena Davis Institute on Gender in Media to conduct a systematic content analysis. This research method is ideal for analyzing visual media, wherein researchers operationalize complex concepts into quantifiable markers and systematically identify every occurrence of those markers in media.

Human expert coders determined the prevalence of different groups, identities, and relevant behaviors across video media content. To ensure inter-rater reliability, or the degree of agreement among expert coders, the Institute rigorously trained coders, then had them practice and examined their coding results on sample content. Whenever agreement among coders did not meet standards of acceptability, another training session was held. If coders did not meet agreement on a variable, the variable was removed.

Using this approach, this study analyzes the following variables: gender; socioeconomic status; profession; sexual orientation; age; race or ethnicity (with one's skin tone as a proxy indicator); body size; and disability status. This study's definitions for these variables are provided in Annex A. It is important to note that these definitions are inherently limited and fail to capture the real richness and diversity of individuals' "on-screen" and "off-screen" identities. Nonetheless, the proven rigor of this approach indicates that these definitions remain highly effective for monitoring the representation of gender stereotypes in advertising and marketing materials.

Sample selection

The sampling of advertisements used in this study were identified and compiled by PCI Media and The Molécula, two strategic communication organizations that use research and data to create narratives for social change. Advertisements were selected based on reach and viewership, which were defined as the total number of households or people exposed at least once to the advertisement during a given time period. Only advertisements from the top-10 industries with the most advertising activity in the market were included in the study. This final sample included 1,542 characters across 400 advertisements that aired in 2019 and 2021 in Mexico.

The majority of the advertisements included in the sample were from digital platforms (62.5%) and just over one-third were from television (37.5%). (See Figure 1.) While a variety of markets were included in the sample, the largest portion of included advertisements were from the food and drink industry (33.3%), followed by clothing and grooming/beauty and appearance industries (12.1%) and then by government and political organizations (11.9%).

Figure 1
Percentage of television and digital advertisements in Mexico, 2019 and 2021

Digital advertisements
62.5%

Percent of sample
by Ad Type

TV advertisements
37.5%
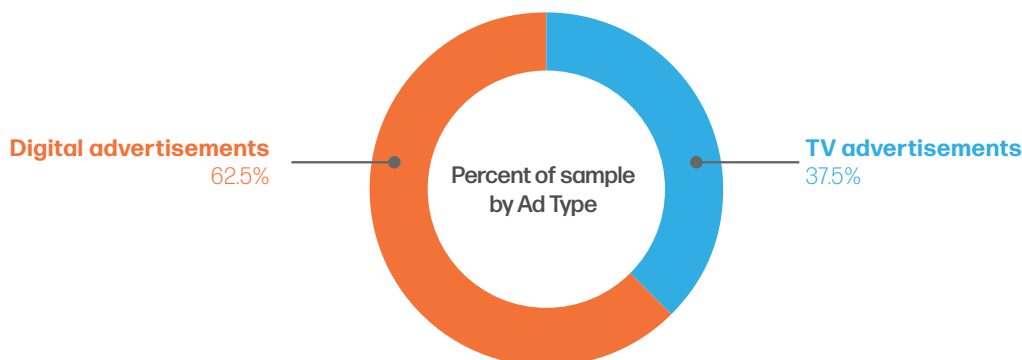
Figure 2

Percentage of market sectors in television and digital advertisements in Mexico, 2019 and 2021

Market sector	Percentage
Food and drink	33.3%
Clothing, grooming/beauty, and appearance	12.1%
Government and political	11.9%
Medical, health, and personal care	10.8%
Home care, decor, and appliances	7.7%
Electronics, technology, apps, and online services	7.2%
Travel and tourism	4.4%
Entertainment	4.3%
Nonprofits and PSAs	2.7%
Restaurants and food service	2.5%
Banking and insurance	1.1%
Education	1.1%
Automobiles	0.5%
Other markets	0.4%
Utilities and professional services	0%

Terminology

We also want to clarify how several terms are used throughout this report. When describing **characters**, we refer to the individuals depicted in the reviewed advertisements. When we refer to **stereotypes**, it relates to recreating harmful gender norms in advertising, which is distinct from the identification of individual stereotypical character types. That is, this report does not count individual instances of one-dimensional, stereotypical characters.

The authors also use two related but distinct terms to describe the study's findings: **Statistical significance** was determined using Chi-square analyses. Any differences that are statistically significant at a p-value of 0.05 are noted with an asterisk. Additionally, we also report on **gender gaps**, which refers to percent difference between men and women's representation among the reviewed advertisements.

Findings

Descriptive analysis

We begin with a descriptive analysis of identified characters in this sampling of advertisements, including an examination of how women and men are represented within each target variable. Based upon this analysis, we then discuss identified stereotypes and their potential influence on gender socialization and VAWG in Mexico.

GENDER

Overall, the share of men and women represented in the reviewed advertisements was relatively even, with 51.5% of the identified characters being women and 48.2% being men (see Figure 3). Four characters' gender was identified as nonbinary, representing less than 1% of all analyzed characters.

Figure 3

Gender representation in TV and digital advertisements in Mexico, 2019 and 2021, compared to population

FEMALE CHARACTERS   MALE CHARACTERS   CHARACTERS IDENTIFIED AS OUTSIDE THE GENDER BINARY

Percent of sample: 51.5% | 48.2% | 0.3%

Percent of Population of Mexico: 51.08% | 48.92%
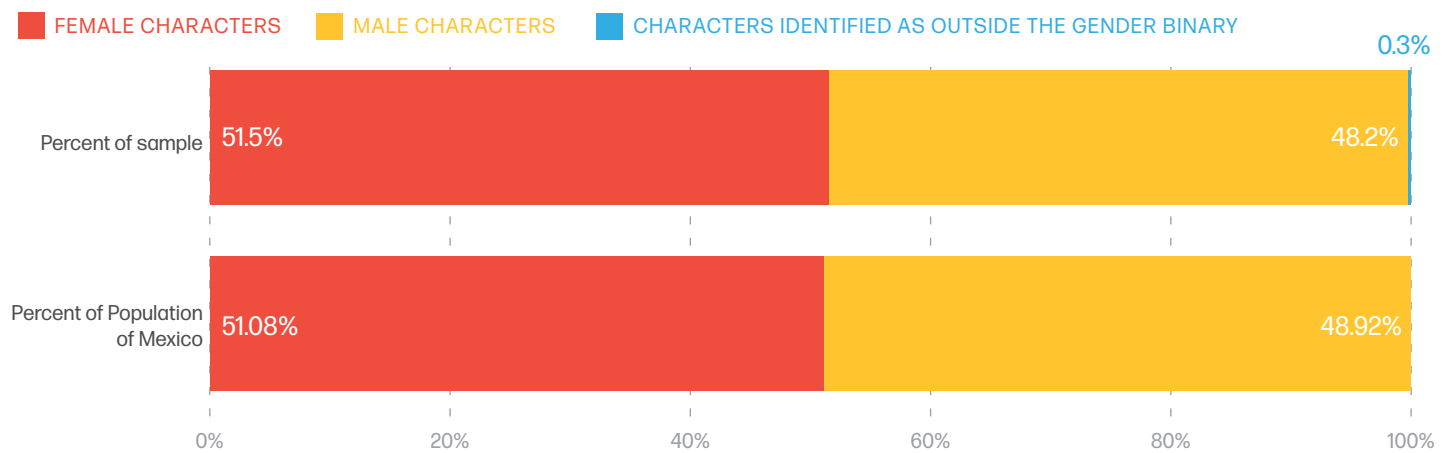
MARKETS AND SECTORS

Our analysis finds that some markets were more likely to represent women, while others were more likely to represent men. Men outnumbered women in advertisements for food and drink (37.4% compared with 29.5%) and also for restaurants and food service (3.8% compared with 1.4%). On the other hand, women were twice as prevalent as men in advertising related to clothing, grooming/beauty, and appearance (16.1% compared with 7.7%).

Table 1

Gender representation by market sector in TV and digital advertisements in Mexico, 2019 and 2021

MARKET SECTOR	PERCENT OF FEMALE CHARACTERS	PERCENT OF MALE CHARACTERS
Automobiles	0.4%	0.5%
Banking and insurance*	1.6%	0.5%
Clothing, grooming/beauty, and appearance*	16.1%	7.7%
Education	0.9%	1.3%
Electronics, technology, apps, and online services	6.9%	7.6%
Entertainment	4.5%	3.5%
Food and drink*	29.5%	37.4%
Government and political	12.2%	11.6%
Home care, decor, and appliances	8.2%	7.1%
Medical, health, and personal care	11.1%	10.4%
Nonprofits and PSAs	2.3%	3.2%
Restaurants and food service*	1.4%	3.8%
Travel and tourism	4.0%	4.8%
Utilities and professional services	0.0%	0.0%
Other markets	0.3%	0.4%

The variables designated with asterisks denote statistically significant differences.

AGE GROUPS

Nearly two-thirds (63%) of all characters in these advertisements were adults in their 20s and 30s. Few characters appeared to be under the age of 20 (17%), and even fewer characters were identified as 50 years old or older (8.8%).

Table 2

Characters' ages in TV and digital advertisements in Mexico, 2019 and 2021, compared to population

CHARACTER AGE	PERCENT OF SAMPLE	PERCENT OF POPULATION OF MEXICO
Child (1–12 years old)	9.0%	0-14 – 25.2%
Tween (13–14)	2.3%	
Late Teens (15–19)	5.7%	8.6%
20s	32.7%	16.3%
30s	30.6%	14.2%
40s	10.9%	13%
50s	5.2%	10.1%
60 and Older	3.6%	12%
Characters Under 50	91.2%	77.9%
Characters 50 and Older	8.8%	22.1%

There are several interesting differences in the apparent ages of men and women portrayed in the reviewed advertisements. The largest age gap was between men and women in their 20s, with 40.4% of female characters identified as being in their 20s, compared with 24% of male characters. However, this trend reversed at age 30, when men began to outnumber women (59.7% compared with 41.9%). These findings have various interpretations. They can reflect societal conceptions of beauty that place a high value on women appearing youthful, and/or they can reflect discriminatory norms that assume women are more naive and less powerful or capable than men.

Table 3

Age and gender of characters in TV and digital advertisements in Mexico, 2019 and 2021

CHARACTER AGE	PERCENT OF FEMALE CHARACTERS	PERCENT OF MALE CHARACTERS	GENDER GAP (IN PERCENTAGE POINTS)
Child (1–12 years old)	8.8%	9.2%	-0.4
Tween (13–14)*	3.2%	1.4%	1.8
Late Teens (15–19)	5.7%	5.7%	-
20s*	40.4%	24.0%	16.4
30s*	28.3%	33.2%	-4.9
40s*	8.1%	14.1%	-6.0
50s*	3.2%	7.4%	-4.2
60 and Older*	2.3%	5.0%	-2.7

The variables designated with asterisks denote statistically significant differences

VARIATION IN SKIN TONES

The reviewed advertisements predominantly featured characters with light skin tones. More than eight in 10 characters had light (45.5%) or medium-light (37.1%) skin tones.

Overall, the representation of men and women across groups with different skin tones was relatively even, with some subtle differences. For example, women were slightly more likely than men to have light (47.9% compared with 42.7%) and medium-light (37.9% compared with 36.6%) skin tones. Meanwhile, men were more likely than women to have medium (16.4% compared with 11.5%) and medium-dark (3.5% compared with 2.4%) tones. However, these differences are only statistically significant for light and medium skin tones.

These findings suggest that advertisements in Mexico may reflect beauty ideals that equate light skin with attractiveness or appeal. Furthermore, it is possible that women were more likely to be portrayed with light skin tones because, due to discriminatory norms, advertisements prefer to portray feminine ideals of "beauty." These standards are highly discriminatory and harmful, and may send negative messages to children that darker skin tones are less attractive or less appealing. These messages may also perpetuate beliefs that a woman's value depends on how closely she meets society's beauty standards — no matter how unrealistic they may be.

Table 4

Skin-tone representation by gender in TV and digital advertisements in Mexico, 2019 and 2021

CHARACTER SKIN TONE	PERCENT OF FEMALE CHARACTERS	PERCENT OF MALE CHARACTERS	GENDER GAP (IN PERCENTAGE POINTS)
Light Tones*	47.9%	42.7%	5.2
Medium-Light Tones	37.9%	36.6%	1.3
Medium Tones*	11.5%	16.4%	-4.9
Medium-Dark Tones	2.4%	3.5%	-1.1
Dark Tones	0.4%	0.4%	-

The variables designated with asterisks denote statistically significant differences. The skin tone categorization was based on CONAPRED, National Survey on Discrimination in Mexico, 2010.

DIVERSE GENDERS AND SEXUAL ORIENTATIONS

The vast majority of characters were identified as cisgender and heterosexual, with only 1.6% of all analyzed characters identified as LGBTQIA+, compared to 5.1% of the population in Mexico having this identity.[23] Among the few LGBTQIA+ characters, there were no statistically significant differences in prevalence between men and women (see Table 5). This reflects the broader marginalization of individuals with diverse sexual orientations, gender identities and expressions, and sexual characteristics.

Table 5

LGBTQIA+ representation by gender in TV and digital advertisements in Mexico, 2019 and 2021

LGBTQIA+ CHARACTERS	PERCENT OF FEMALE CHARACTERS	PERCENT OF MALE CHARACTERS	GENDER GAP
Non-LGBTQIA+ Characters	98.6%	98.7%	-0.1
LGBTQIA+ Characters	1.4%	1.3%	0.1

These differences are not statistically significant.

BODY TYPES

A severely small portion (1.8%) of analyzed characters had large body types, compared to over 75% of the population in Mexico having this body type.[24] Among this small group of characters, there was a relatively even representation of men and women. This finding aligns with harmful norms around "body shaming" and the marginalization of individuals with larger body types.

Table 6

Characters with large body types by gender in TV and digital advertisements in Mexico, 2019 and 2021

CHARACTER BODY TYPE	PERCENT OF FEMALE CHARACTERS	PERCENT OF MALE CHARACTERS	GENDER GAP
Characters with a Large Body Type	1.6%	1.9%	-0.3
Characters without a Large Body Type	98.4%	98.1%	0.3

These differences are not statistically significant.

DISABILITIES

Very few analyzed characters (0.3%) appeared to have any physical, cognitive, communicative, or mental-health disabilities, compared with 6% of the population in Mexico having one or more of these disabilities.[25] Among this small group, there were no identified gender differences. This lack of representation of individuals with disabilities may contribute to norms that stigmatize disability and economically, politically or socially exclude individuals based on their disabilities.

Table 7

Disability representation by gender in TV and digital advertisements in Mexico, 2019 and 2021

CHARACTER DISABILITY STATUS	PERCENT OF FEMALE CHARACTERS	PERCENT OF MALE CHARACTERS	GENDER GAP
Characters without a Disability	99.9%	99.5%	0.4
Characters with a Disability	0.1%	0.5%	-0.4

OCCUPATIONS

Among the analyzed characters, men were more than twice as likely as women to be portrayed as holding a job (31% compared with 14.2%). This was especially true for the following types of jobs: business, sales, or law (7.4% of men, compared with 3.3% of women); service, retail, or manual-labor work (11.3% of men, compared with 6.2% of women); and art and entertainment (3.6% of men, compared with 0.9% of women).

Likewise, men were also more likely than women to be depicted working (26.2% compared with 11.6%) and in an office setting (10.5% compared with 5.5%). Additionally, men were more likely than women to be shown at purchasing sites (15.3% compared with 10.5%), which mirrors traditional norms around household decision-making power and men's authority over household purchases.

Figure 4

Characters' occupations by gender in TV and digital advertisements in Mexico, 2019 and 2021
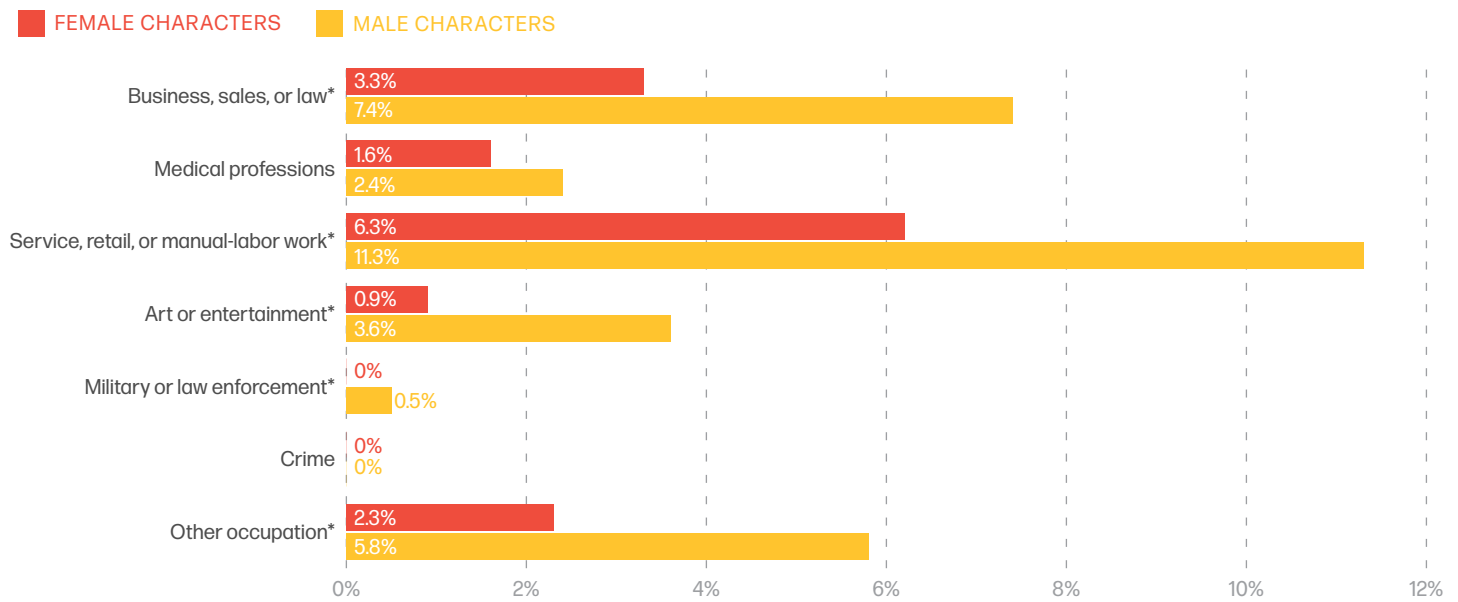
■ FEMALE CHARACTERS　　■ MALE CHARACTERS

Occupation	Female	Male
Business, sales, or law*	3.3%	7.4%
Medical professions	1.6%	2.4%
Service, retail, or manual-labor work*	6.3%	11.3%
Art or entertainment*	0.9%	3.6%
Military or law enforcement*	0%	0.5%
Crime	0%	0%
Other occupation*	2.3%	5.8%

(x-axis: 0% to 12%)

The variables designated with asterisks denote statistically significant differences.

Figure 5

Characters in positions of success and authority by gender in TV and digital advertisements in Mexico, 2019 and 2021

■ FEMALE CHARACTERS　　■ MALE CHARACTERS

	Female	Male
Has a job	14.2%	31%
Shown working	11.6%	26.2%
Shown in an office	5.5%	31%
Shown at a site of purchase	10.5%	15.3%

(x-axis: 0% to 35%)

All shown variables have statistically significant differences.

FAMILY ROLES

Several statistics illustrate how advertisements in Mexico mirror traditional norms around the household division of labor, with women disproportionately bearing the burden of care and domestic work. For example, women were twice as likely as men to be portrayed as parents (10.2% compared with 5.4%). Women were also more likely than men to be portrayed in the home (38.1% compared with 30.7%), parenting (5% compared with 1.9%), and performing domestic tasks (7.6% compared with 3.4%).

Figure 6

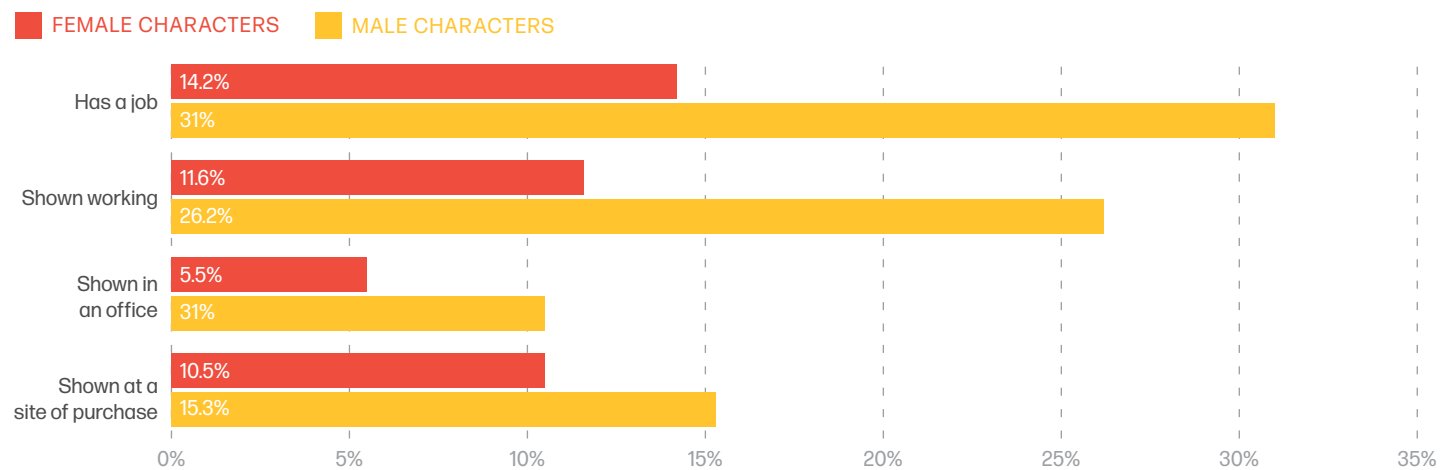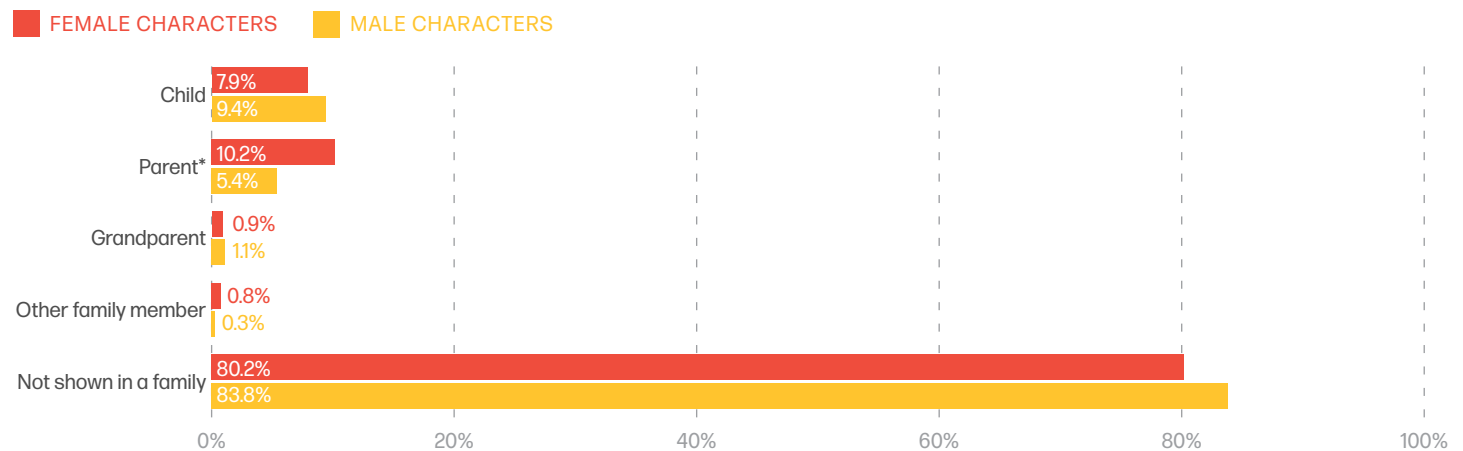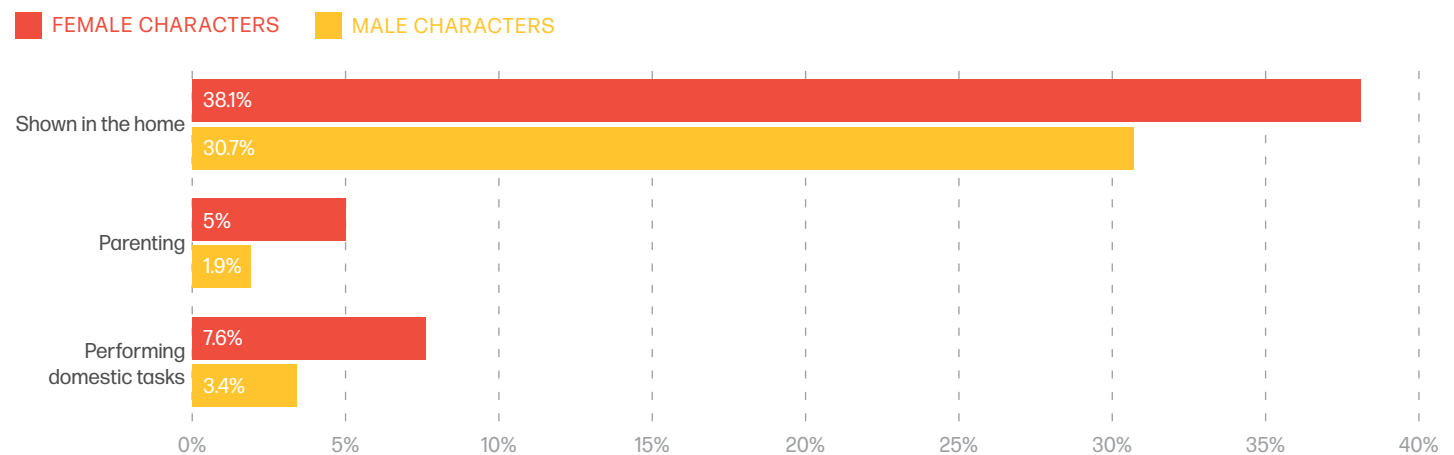## Family roles by gender in TV and digital advertisements in Mexico, 2019 and 2021

The variables designated with asterisks denote statistically significant differences.

Figure 7

Domesticity by gender in TV and digital advertisements in Mexico, 2019 and 2021

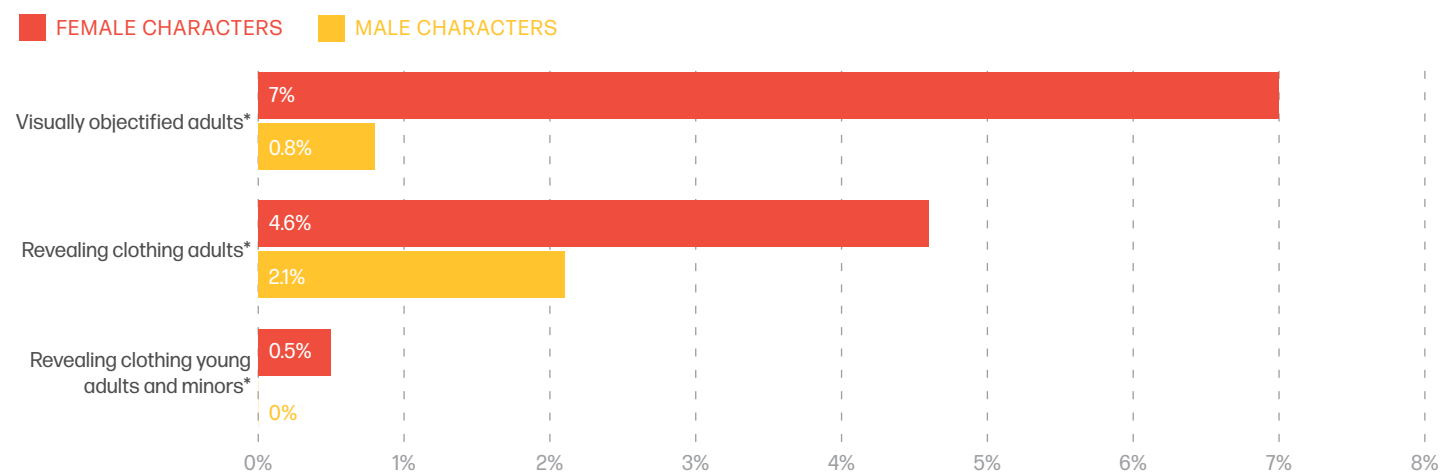All shown variables have statistically significant differences.

OBJECTIFICATION

While objectification was rarely identified overall, it was nonetheless more prevalent among women: Significantly more adult female characters than adult male characters were shown visually objectified (7.0% compared with 0.8%). We define visual objectification as having parts of a character's body shown, instead of being represented as a full person. Likewise, women were significantly more likely than men to be shown in revealing clothes (4.6% compared with 2.1%).

While very few adolescents and children were shown in revealing clothing overall, girls and young women (19 years old or younger) were still more likely than boys and young men to be shown as such (0.5% compared with 0%).

Figure 8

Visual objectification and revealing clothing for adults, young adults, and minors by gender in TV and digital advertisements in Mexico, 2019 and 2021

All shown variables have statistically significant differences.

Relatedly, trends in behaviors related to appearance also mirror traditional gender stereotypes that objectify women: Among the reviewed advertisements, women were significantly more likely than men to be shown primping (7.1% compared with 2.4%). No characters were shown restricting their eating.

In conclusion, this analysis finds that the representation of different groups among the reviewed advertisements often aligned with discriminatory norms in Mexico, including those that privilege masculinity over femininity, small bodies over large bodies, ability over disability, and lighter skin tones over darker skin tones. Next, we analyze how these trends come together to reproduce and reinforce a number of harmful gender stereotypes — and the potential influence of these stereotypes on gender socialization, as well as women and girls' risks to gender-based violence.

Identified gender stereotypes

WOMEN AS CAREGIVERS

A widespread gender norm is the belief that a woman's "natural" role is to be her household's primary caregiver and responsible for all domestic duties, such as cooking, cleaning, and caring for the family. In contrast, there is no expectation that men and boys will contribute to these tasks; in some contexts, it might even be viewed as "inappropriate" for them to engage in such "feminine" duties. This norm contributes to inequalities between men and women in a number of ways: Worldwide, women and girls disproportionately bear the burden of caregiving responsibilities within their households and workplaces. This type of work is often unpaid or undervalued, and it may result in women and girls losing access to other personal, educational, or professional opportunities.[26] This has a significant impact in a context where, globally, the burden of unpaid care and domestic work performed by women is 2.6 times greater than that undertaken by men.[27]

Emerging evidence suggests a more direct link between unpaid care work and VAWG. For example, Oxfam India's Household Care Survey 2019 found that in households where men and women express greater acceptability of beating women, women also spent more time on unpaid care work and less time on leisure activities. Oxfam India's research also found that poor performance of unpaid care work was at times considered a justification for acts of violence against women "because women are exclusively held accountable for it." [28]

This illustrates the need to counter these harmful stereotypes and challenge norms around the traditional division of household labor. Yet our analysis in Mexico finds that the reviewed sample of advertisements reflect and reinforce the social norms around women's primary responsibilities as caregivers:

* Women were more likely than men to be portrayed in the home (38.1% compared with 30.7%), parenting (5% compared with 1.9%), and performing domestic tasks (7.6% compared with 3.4%).
* Women were also twice as likely as men to be portrayed as parents (10.2% compared with 5.4%).
* However, men were slightly more likely than women to be shown outside family contexts (83.8% compared with 80.2%), although this difference was not statistically significant.

MATERIALISM AND SEXUAL OBJECTIFICATION OF WOMEN

In patriarchal societies, women may also be objectified or viewed as objects of sexual desire. Such views contribute to internalized misogyny: When women are sexually objectified, they are perceived and treated as "less human" or less deserving of equal rights and protections. Relatedly, discriminatory gender norms may limit a woman's value to her physical appearance or how closely she fits into socially constructed beauty standards. These norms may lead to harmful stereotypes of women as being primarily preoccupied in their looks or materialism — in contrast to more "important" and "masculine" issues, like the economy or politics.

These stereotypes contribute to gender-based discrimination and, in particular, the normalization of VAWG. Indeed, a significant body of evidence shows that those who are more likely to objectify women are also more likely to perpetrate violence against them; and women who are sexually objectified are also more likely to be victims of sexual violence.[29] For example, in a study of male undergraduates in the United States, those who engaged in more objectification (e.g., by staring at someone's body or making a sexually degrading gesture) were also more likely to report being perpetrators of sexual violence.[30] Furthermore, the hypersexualization of women in advertisements may also result in young women and girls feeling pressured to fit into unrealistic beauty standards, resulting in reduced self-esteem or increases in depression and/or feelings of shame.

In line with this, the findings of the 2022 Gender Equality Attitudes Study coordinated by UN Women's Unstereotype Alliance initiative, show that 38% of participants consider that "women call attention to themselves based on how they dress".[31]

Taken together, this evidence illustrates the significant harms caused by the sexual objectification of women, or the treating of women and girls as "less human." Despite this, our analysis finds that advertisements in the region continue to reinforce stereotypes of women as materialistic and objects of sexual desire:

♦ Women were more likely than men to be visually objectified (7.0% compared with 0.8%). This defines visual objectification as having parts of their body shown, instead of being represented as a full person.

♦ A smaller portion of children and young adults were visually objectified overall. But while 1.0% of girls and young women (19 years old or younger) were visually objectified, the study did not categorize any boys or young men as such.

♦ Adult women were more likely than adult men to be shown in revealing clothes (4.6% compared with 2.1%).

♦ Once again, while a smaller portion of children were depicted with revealing clothing, it is notable that 0.5% of girls and young women were identified as such, while no boys or young men were.

♦ This norm was also reflected in the markets that target women and girls, with women being more than twice as likely as men to be shown in advertising related to clothing, grooming/beauty, and appearance (16.1% compared with 7.7%).

♦ Lastly, the portrayal of women as younger than men aligns with gender stereotypes, with women almost twice as likely as men to be identified as being in their 20s (40.4% compared with 24.0%), but women were less likely to be represented among older age groups.

MEN AS STRONG WORKERS AND "BREADWINNERS"

While gender roles associate femininity with domestic chores and care, *machismo* associates masculinity with strength and pride. These norms inform harmful stereotypes, such as that "real men" must be strong and successful "breadwinners." According to *machismo*, men are also stereotyped as "naturally" controlling, violent, or abusive – which normalizes and justifies their violent behavior, including acts of VAWG.

Evidence from the region indicates that endorsement of *machista* beliefs are directly linked to the normalization and perpetration of VAWG.[32] Such perceptions of masculinity may prove particularly fragile and consequential in times of crisis: Research from the Caribbean found that significant spikes in domestic-violence homicides following the 2011 global economic crisis were directly related to the region's "crisis in masculinity,"[33] as men faced "psychosocial challenges … in reestablishing their position of dominance following the loss of employment, status, and income."[34]

Despite this connection between masculinity and the normalization and perpetration of VAWG, our analysis finds that stereotypical imagery of traditional masculinity continues to be portrayed in advertisements in the region. For example:

♦ In contrast to women's portrayed domesticity in the reviewed advertisements, men were more likely to be portrayed in working environments. For example, identified men were more than twice as likely as women to be portrayed in advertisements as having paid employment (31% compared with 14.2%),[35] to be shown working in paid employment (26.2% compared with 11.6%), and to be depicted in an office setting (10.5% compared with 5.5%).

♦ Furthermore, while men were more likely than women to be portrayed in all types of jobs, this difference was statistically significant for certain sectors: business, sales, or law (7.4% compared with 3.3%), service, retail, or manual-labor work (11.3% compared with 6.2%), as well as art and entertainment (3.6% compared with 0.9%).

ADVERTISEMENTS STIGMATIZE, EXCLUDE, AND FURTHER MARGINALIZE

Lastly, analyzed characters in this sampling of advertisements were largely cisgender, heterosexual, young, lighter-skinned, and non-disabled. This lack of diversity reflects discriminatory norms that view certain individuals and groups as secondary, based on their age, body type, sexual orientation, socioeconomic status, or disabilities. As illustrated in a recent study, intersectionality in advertising is an incredibly important area of focus because it supports the full and true representation of people's lived experiences.[36] By excluding the other groups, advertisements send the message to viewers that such characteristics are not "normal" or are "invisible" — thus contributing to their further social, political, and economic minoritization and marginalization.

For example:

- The majority of analyzed characters were identified as cisgender and heterosexual. Less than 2% were identified as LGBTQIA+, and less than 1% were identified as being nonbinary.
- Very few characters had darker skin tones. Our analysis finds that 45.5% of all characters had light skin tones, while 37.1% had medium-light skin tones.
- Less than 4% of all characters were 60 years old or older.
- Less than 2% of analyzed characters had large body types.
- Lastly, less than 1% of all characters appeared to have any physical, cognitive, communicative, or mental-health disabilities.

Promising practices

This report also identified a few promising trends. For example, there were very few instances of interpersonal harm, and the gender difference between being shown at school or studying was not significant.

Additionally, several noteworthy advertisements appeared to challenge harmful stereotypes and promote more positive messages for viewers. TThis illustrates the possibility that future advertisements can use their societal influence as a positive force for good and can contribute to the elimination of VAWG and the norms that normalize violence. Some examples:

An advertisement illustrates two different families cooking, including a father and his young child making pizza together. They sit on the counter and make a huge mess with the pizza sauce and then high five. Such imagery challenges discriminatory beliefs that cooking, and caregiving are "naturally" feminine tasks, and instead promotes positive messaging around father's involvement with his child.

Another advertisement shows a father in a ballet costume to support his daughter, who is dressed for football. When he realizes his daughter's interests have changed, the father orders a football uniform from an online retailer. At the end of the advertisement, the daughter expresses interest in skateboarding, so the father returns to the online retailer once again for a helmet, kneepads, and elbow pads. Such imagery challenges discriminatory gender norms by portraying a father engaged in "domestic" tasks (i.e., parenting) while also showing a girl interested in activities that may otherwise be considered traditionally "masculine" or "for boys."

Lastly, a shampoo commercial shows a man in a wheelchair playing basketball with his impressive arm muscles showing. This imagery promotes inclusivity and challenges the stigmatization and invisibilization of individuals with disabilities. This same commercial also features a woman on a red carpet, who is admired for her beauty as she is being photographed by paparazzi — but she's also not wearing revealing clothing and the camera does not linger on her body at all. In doing so, this advertisement also challenges traditional sexual objectification of women.

Conclusion and discussion

As children witness differences in how men and women are treated and in what roles they can play — whether they witness these inequalities in the household, at school, or via different media forms — they learn, internalize, and normalize stereotypes. For example, this study shows that advertisements in Mexico portray stereotypes of men as more powerful and successful, and women as passive and objectified. Such images may normalize misogyny and the subordination of women, as well as the idea that "boys will be boys." Even if advertisements do not display acts of family or intimate partner violence directly — which the reviewed advertisements did not do — they portray stereotypes that may normalize discriminatory treatments against women. This, in turn, contributes to the normalization of VAWG in its many different forms and contexts.

These gender stereotypes are not only harmful for women and girls but for men and boys as well. Advertisements and other media forms teach boys how they "should" relate with girls. During these processes of gender socialization, boys internalize certain beliefs, such as the notion that their value as a man is dependent on their ability to achieve professional success or illustrate strength and power. The media's flawed depiction of society also teaches children that gender identities and expressions outside of the binary are not "normal" or accepted — nor are larger body types, darker skin colors, and disabilities. These messages limit and harm children in all their diversity, and perpetuate discriminatory norms that contribute to broader social, economic, and political inequalities.

The power of the media in shaping — or challenging — gender norms is especially poignant during adolescence. During this time, the media's portrayal of gender stereotypes may create conflicting or unrealistic expectations for youth, which may result in low self-confidence, higher rates of depression, and different forms of GBV. Yet adolescence can also be a time for transformation, as young people begin to explore and define their own identities and values. As such, it is critical that policymakers, civil society, and the private sector work together to leverage this opportunity window and thoughtfully apply advertising and marketing as forces for positive change.

With the goal of generating evidence to inform such interventions, this study conducted a systematic content analysis of gender representations across advertising in Mexico. In doing so, our analysis surfaces a number of potential drivers and risk factors between advertisements and VAWG.

First, the study's findings indicate that harmful, gendered norms and stereotypes are present in advertising in Mexico. However, inequities are often subtle. Women and men appeared in advertisements at similar rates overall — but the ways in which they were portrayed were often distinct and illustrative of discriminatory gender norms and a patriarchal system

that privileges masculinity over femininity. In particular, the reviewed advertisements reinforced imagery that casts women as caregivers but also as objects of sexual desire. On the other hand, men are portrayed as strong workers and "breadwinners." Therefore, although the reviewed advertisements portrayed very few instances of outright violence or harm being done by individual characters, the subtle ways in which they depict and therefore reinforce traditional gender roles may also suggest that it is "appropriate" and "normal" to punish those who violate these norms — including through acts of VAWG.

Secondly, this analysis also finds that advertisements in Mexico failed to capture the country's diversity by widely excluding nondominant groups. Characters portrayed in the reviewed advertisements were largely heterosexual, cisgender, young, lighter-skinned, thin, and non-disabled. This sends the message that such characteristics are the "norm" and that anyone who appears different is "not normal" — which consequently may justify or normalize their social, political, and economic exclusion.

This report also identifies a few promising trends and practices. There were very few instances of interpersonal harm, and the gender difference between being shown at school or studying was not significant. Furthermore, several reviewed advertisements illustrated positive norms, including men engaged in domestic and caregiving tasks as well as the inclusion of characters with disabilities.

Lastly, this study highlights the need for additional research. While our research establishes a useful baseline for the prevalence of gender stereotypes in advertisements in Mexico, more research is needed to identify the potential impact of this imagery and messaging on local attitudes, beliefs, and practices, including those related to the normalization and perpetration of VAWG. Additionally, more research is needed to identify the potential for advertisements to contribute to norms change, particularly among adolescents.

Promoting positive gender norms is critical for achieving the Sustainable Development Goals, including SDG 5: Gender Equality. However, doing so requires ambitious collaboration among diverse stakeholders, including the advertising community, civil society, and governments. This report sought to contribute to these efforts. We find that there is much work to be done to ensure that the powerful influence advertisements have on society — and adolescents in particular — will be leveraged to advance gender equality and human rights for all.

Recommendations for agencies and advertisers

1. *Develop content that promotes positive messages, advances human rights, and challenges harmful stereotypes and normalized beliefs around VAWG.*

- Build alternative and positive depictions of masculinities by portraying men and boys in more diverse ways so as not to reduce their worth to harmful and simplistic stereotypes.

- Include messaging that encourages children and adults to talk about and display a range of emotions, especially for boys and men.

- Refrain from messages that pressure women and girls to lose weight or achieve beauty standards.

- Include women and men at work in a variety of roles and settings (e.g., women in the workplace portrayed in leadership roles, and men in the household portrayed in caregiving roles).

- When portraying household settings, reflect the reality of diverse family units, including multigenerational households, single-mother- or single-father-led families, and other situations outside of the nuclear family.

- Include a greater diversity of characters, considering characteristics such as race, class, disability, body size, gender, and sexual orientation.

- Do not include content that promotes any kind of violence (including gender-based and sexual violence, corporal punishment, or other forms of symbolic or psychological violence).

2. *Mainstream gender- and age-sensitive advertising practices, including through raising awareness and building capacities for education.*

♦ Audit in-house creative content practices, using tools such as UNICEF's Playbook: Promoting Diversity & Inclusion in Advertising.

♦ Regularly train staff (especially senior management, advertising production, and creative teams) on unconscious bias, including how our identities impact content development and marketing choices in a way that promotes or challenges harmful gender norms.

♦ Make clear and specific commitments throughout the marketing value chain, using functioning accountability mechanisms, to combat harmful stereotypes in content and product design.

♦ Develop long-term strategic plan and commitment to diversity, equity, and inclusion in marketing and advertising.

♦ Create internal strategies or checklists to address diversity, equity, and inclusion in content development and marketing, so that checking for harmful stereotypes becomes part of the creation process (including the revision of existing content).

♦ Develop new ways of engaging consumers to position brands in the nontraditional narrative, by being gender-focused, promoting empowered women, adolescents, and girls, and promoting new and nontoxic masculinities for men, adolescents, and boys.

♦ Hire diverse teams of writers, producers, and artists who can bring new perspectives and experiences to the production process.

3. *Strengthen content-quality testing and evaluation mechanisms.*

♦ Leverage tools like the Unstereotype Metric to create and track advertising content that is free of gender stereotypes, and to push for progressive portrayals of all people.

♦ Test advertising scripts and copy for bias among a diverse audience.

♦ Conduct impact assessments with diverse child stakeholders to understand how marketing can impact their perceptions of themselves and others.

4. *Develop partnerships and collaborations with gender-equality organizations.*

♦ Partner with gender-equality organizations and women-led media groups to identify appropriate ways to use marketing and advertising channels to promote messages that combat violence against women and children.

♦ Collaborate with marginalized groups and the organizations that represent them to ensure that their perspectives are reflected while creating advocacy and training materials.

Recommendations for policymakers and international organizations

1. Expand opportunities for adolescents to participate in their communities and in the processes that affect them.

2. Work with youth organizations to change social norms that stand in their way and develop platforms for them to share their experiences and propose solutions.

3. Partner with CSOs and private-sector allies to develop a set of regional and/or country-specific standards of practice on gender- and age-sensitive advertising.

4. Engage in advocacy with local advertising-standards associations to create or strengthen statutory guidelines.

5. Collaborate with women's organizations and CSOs to develop locally appropriate strategies and campaigns to incentivize uptake and implementation of relevant standards.

6. Invest in local and global advocacy to raise awareness around the linkages between advertisements, gender socialization, discriminatory gender norms, and gender inequality (including VAWG).

7. Invest in research and building the evidence base, including around the nexus between advertisements (and other media formats), gender socialization, discriminatory gender norms, and gender inequality (including VAWG).

Relevant guidelines and resources

UNICEF, *Promoting diversity and inclusion in advertising: A UNICEF playbook, 2021.*

UNICEF, U.N. Women *Promoting Positive Gender Roles in Marketing and Advertising in the Context of COVID-19: Key Considerations for Business*, 2020.

UNICEF and the Geena Davis Institute on Gender in Media: *Case Study: Gender Bias & Inclusion in Advertising in India*, 2021.

Unstereotype Alliance, U.N. Women *Beyond Gender: The impact of intersectionality in advertising,* 2018.

Unstereotype Alliance, U.N. Women *Beyond Gender 2: The impact of intersectionality in advertising,* 2021.

The Geena Davis Institute on Gender in Media, *If He Can See It Will He Be It: Representations of masculinity in boys' television,* 2020.

Unstereotype Alliance, UN Women, The levers of Change Gender Equality Attitudes Study, 2022.

Appendix: Variables

All variables are tested for reliability among our expert coders, who underwent a rigorous training process and ran pilot tests on data outside of the sample. All variables included in the report have met standards of interrater reliability.

Gender: Character gender was determined through appearance, such as attire, hairstyle, and physical features. It was also identified through pronoun use and other contextual information. Characters are assumed to be cisgender unless explicit details suggest otherwise.

Skin Tone: Character skin tone was determined on a five-point scale of light to dark, based on scales and examples agreed upon by expert researchers.

LGBTQIA+: LGBTQIA+ characters were identified through context clues, such as romantic attachments, styling, props, and dialogue. Characters in drag are coded as queer.

Disability: This research was inclusive of physical, cognitive, and communicative disabilities. Disabilities that were not visible were coded only when confirmed through dialogue or visual contexts (e.g., a character visiting a support group).

Age: Character's average age was estimated by facial features, maturity, and contextual clues. This study categorized characters into the following groups: child (1–12 years old); tween (13–14 years old); late tweens (15–19 years old); 20s (20–29 years old); 30s (30–39 years old); 40s (40–49 years old); 50s (50–59 years old); 60-plus (60 years old or older). Analyses of the portrayals of older adults compared representations of characters over and under the age of 50.

Body Type: Large body types were identified as those who appeared larger than average sizes, using waist circumference data collected by the CDC.

Visual objectification: Visual objectification refers to when the camera captures a character as body parts rather than as a full person. This often includes using slow motion or panning to show off their bodies in a sexual way.

Verbal objectification: Verbal objectification refers to when one character objectifies another in the advertisement, such as catcalling a stranger or speaking crudely about another person to friends.

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3. The United Nations defines violence against women [and girls] as "any act of gender-based violence that results in, or is likely to result in, physical, sexual, or mental harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life."

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Geena Davis Institute on Gender in Media
If she can see it, she can be it.™

unicef
for every child