

## Identity and Film: Third-Wave Feminism's Ongoing Impact on the Movie Industry

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Appropriate representation of diverse peoples and viewpoints is increasingly important in today's world, especially in the film industry. Diversity inclusion may even affect a movie's success, as it can help influence audience ratings. One way to assess if a film appropriately represents diversity is by applying feminist concepts to understand the cultural values. Feminism consists of three waves, the first started at the end of the 19th century and the third is what we are in today. Cultural values, in this sense, can be attributed to how people understand common knowledge. When addressing what that knowledge is, queer theory, which focuses on resisting sexuality norms, can help by interpreting what beliefs people in the United States value. By comparing the three waves, we can begin to see how changing values alter film diversity representation throughout time. This study aims to understand how people's identities and experiences with feminism affect how they interact with film, or in other words how they engage with visual and audible content. In this context, identities are the beliefs, backgrounds, physical traits, and personal traits that define a person. Also, in this context, experience with feminism applies to how familiar a person is with terms associated with feminist theoretical concepts. Toward this end, I administered a survey to test the hypothesis that people who have minority identities are more aware of a film's inappropriate representation of diversity or lack of diversity inclusion. This survey collected information based on overly-used movie roles, people's identities, and whether if seeing their own identities in movies affected their interest in watching a film. Through a combination of survey responses and feminist research, this study shows how the current film industry's diversity representation aligns with overall cultural values.