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# Inclusive Visual Storytelling for Asian Communities

Creative Insights  
Asia-Pacific



## Statement of Purpose

On a global scale, the Asia-Pacific region is home to more than half of the world's population, with a vast diversity of cultures and populations that vary significantly from country to country. With approximately 50 independent countries and spanning across subregions, Asia-Pacific is a critical player in media and advertising.

Despite the region's diversity, everyday images that aim to capture Asian experiences often fall short, perpetuating harmful stereotypes or missing the mark entirely. This misrepresentation and underrepresentation lead to significant gaps in our understanding of the region's realities.

As the number of upper-income urban households in Asia continues to rise, projections indicate that by 2030, it will double that of the United States, providing a \$10 trillion opportunity for Asian consumers to drive global consumption growth.

At Getty Images, we believe in inspiring inclusive visual choices by creating authentic imagery that reflects the rich and diverse stories of the region. Our guidelines are a starting point to expand and deepen Asian narratives, fostering a deeper connection with audiences and changing how Asian people are perceived.

Given Asia's significant role in the global economy and its diverse cultures, it is crucial to understand and represent each culture appropriately. Therefore, our report focuses on Asian visual representation in Asia-Pacific, providing a detailed analysis of the region on the whole as well as key countries.

Sources: UNFPA , World Population Review , McKinsey Global Institute







## How Visuals Perpetuate Stereotypes

Asian representation in pop culture is a complex issue that is often shaped by visual stereotypes. According to Getty Images VisualGPS research, consumers tend to see more diversity in movies and TV shows than in advertising. In fact, less than 10% of popular visuals at Getty Images accurately represent Asian people and their lived experiences, creating a significant issue for the advertising industry. To elaborate on these stereotypes, the current state of Asian representation in movies and TV shows can tell us a lot about Asian stereotypes and how to break them.

Unfortunately, even in movies and TV shows, Asian characters are often relegated to smaller roles and subject to limiting clichés. For example, over a quarter of AAPI characters in the top 100 movies at the box office in 2019 were dead by the end of the movie, perpetuating negative stereotypes. In a episode of the TV series *Yellowjackets*, a single Asian character was portrayed as geeky, targeted for ridicule, and killed off, further perpetuating these harmful tropes.

However, representing Asian culture can also be problematic when it involves a mishmash of multiple cultures or when actors and visual traditions do not match the setting or story. Celebrated movies like *Crazy Rich Asians* faced criticism in the Asian market for biased portrayals of Singaporean culture and oversimplification of its people. Similarly, *Raya and the Last Dragon* and *Moana* presented an oversimplified version of their cultures, mixing multiple geographic and cultural influences into something that locals couldn't relate to.

Sources: Getty Images VisualGPS, USC Annenberg



## Breaking Asian Stereotypes

On the other hand, there are examples of media that have successfully portrayed Asian characters as three-dimensional individuals from diverse backgrounds, incorporating cultural nuances and promoting understanding and acceptance of others.

Films and TV shows like *Everything Everywhere All at Once* and *Beef* present Asian characters dealing with their struggles and happiness while reflecting on their cultural identities. *Parasite*, *Squid Game*, and *Girl from Nowhere* are international success stories that explore local stories and address relatable social inequalities and socioeconomic backgrounds. TV series like *Creamerie*, *Sort of*, and *Starstruck* offer diverse perspectives that break away from traditional tropes. *Heart Stopper* and *Wellmania* provide nuanced and varied representations of Asian people, challenging undesirable stereotypes. Finally, *Return to Seoul* is a thought-provoking film that explores the complexities of Asian diaspora and offers insights into Asian culture from both local and foreign perspectives.

These examples demonstrate the power of three-dimensional characters in promoting a more accurate and nuanced understanding of Asian cultures and people. By highlighting the diversity and complexity of Asian experiences, brands and creators can help their audience question their assumptions about what it means to be Asian, fostering greater empathy and inclusivity.





## Celebrating Diverse Identities in Asian Representation

At Getty Images, recent popular imagery for Australasia, East Asia, Southeast Asia, and South Asia shares common features, such as prioritizing clichés, fantasized lifestyles, and Eurocentric views of beauty standards.

Getty Images VisualGPS research also showed that 4 in 5 consumers across Asia-Pacific do not believe that having people of various ethnicities, backgrounds, and appearances in advertising and media is sufficient, and they believe that companies should do a better job of capturing people's true lifestyles and cultures. Additionally, 3 in 5 consumers across Asia-Pacific have experienced bias based on body size, lifestyle choices, race, ethnicity, gender identity, disability, and sexuality, highlighting the need to recognize the diversity and multidimensionality of Asian cultures and their people.

VisualGPS research further shows that brands and creators can counter visual stereotypes by incorporating visuals that accurately depict the diverse Asian demographics across various intersections of identity. Furthermore, they can broaden the range of visuals that portray Asians in rarely seen scenarios, such as their everyday lifestyles outside of the corporate environment or as individuals, rather than solely as part of a multiethnic group.

When choosing or creating visuals, it's not just about featuring Asian ethnicities, but also about how they are visualized and how they reflect their true selves and lifestyles. It's essential to ensure that the imagery and videos are free of stereotypes and to be aware of the diverse and multidimensional Asian communities and their lifestyles. Authentic visual storytelling not only helps brands connect with their audiences but also changes the way Asians are perceived.

Sources: Getty Images VisualGPS



## Guidelines and Insights

The following pages provides comprehensive guide to visual storytelling around Asian communities encompassing various aspects of their identities, passions, and lived experiences. The first chapter delves into the nuances of diversity, equity, and inclusion (DE&I) across APAC. The subsequent chapters offer detailed insights into the local landscape of major markets, including population demographics, imagery trends, underrepresented areas of diversity, and actionable strategies to combat stereotypes and promote inclusive representation.

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Chapter 1

# Asia-Pacific

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Visual References





Chapter 1

# Asia-Pacific

## Representation Gaps in the Asia-Pacific

The Asia-Pacific region is home to a diverse population with various ethnicities, languages, cultures, and religions. However, many people in the region feel that the advertising and media they encounter daily do not accurately represent their communities.

## Opportunities for Inclusive Representation

Accurate representation in visual storytelling is crucial as it strongly influences consumer behavior. A recent Getty Images VisualGPS survey revealed that a notable segment of the population consider seeing individuals who resemble themselves as an important factor in their purchasing decisions. Unfortunately, the representation of Asian and Pacific Peoples in advertising and media within the Asia-Pacific often fails to capture the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, as highlighted on the right-hand side of this page.

Asia-Pacific overview provides extensive guidance on inclusive representation and challenging stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, Hong Kong, India, Indonesia, Japan, Malaysia, Taiwan, Thailand, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Source: Getty Images VisualGPS



Culture



Gender



Body



Age



Profession



Disability

## Asia-Pacific Culture

### Representation Gaps

The current visual landscape for cultural representation in popular visuals downloaded from Getty Images for the Asia Pacific region highlights significant disparities in depicting cultural specificities. Limited diversity is observed, with only a few specific cultures being portrayed. While Chinese, Indian, Japanese, and Thai people are depicted in corporate or healthcare settings within multiethnic groups, there is a noticeable absence of depictions capturing the regional identities, traditions, food, cultural celebrations, mannerisms, and styling. These representation gaps demand attention and improvement to ensure a more inclusive visual narrative.

### Opportunities for Inclusive Representation

Cultural events and celebrations hold immense significance in the lives and identity of Asian communities. Accurately portraying these moments through visual storytelling is crucial for cultural preservation and economic growth. The diverse culinary landscape plays a significant role in Asian communities, with each province and region showcasing its unique culinary style. From the rich flavors of various Chinese, Japanese, Korean, and Thai cuisines to the vibrant street food markets in these countries, the aromatic spices of Indian cuisine, and the delightful delicacies of local dishes, the culinary tapestry within the Asia-Pacific region reflects its rich cultural heritage. Furthermore, traditional festivals are integral to Asian culture, encompassing a wide range of celebrations. These include festivities like the Lunar New Year, New Year celebrations (observed in Japan), Ramadan, Diwali, Songkran, Chuseok, and many more, each with its own distinctive traditions and associated culinary delights.

### Key Visual Considerations

To address the existing representation gaps, enhancing cultural specificity in visuals for Asian communities is crucial. Brands and creators should focus on depicting traditional food, clothing, and customs that authentically reflect the regional identities. By showcasing culturally specific activities and capturing the joyful moments shared by friends and families of all ages, particularly those centered around food, a more authentic and inclusive visual narrative can be created. This approach resonates with the diverse culture and traditions of the Asia Pacific region. Such creative representation not only promotes cultural appreciation but also opens up opportunities for the flourishing of the tourism, culinary, and fashion industries, benefiting both the preservation of culture and economic growth.

Sources: Getty Images VisualGPS







*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Represent people from diverse Asian ethnic communities and backgrounds, in a variety of roles and settings, beyond just corporate business settings.
- Show how people celebrate and experience important cultural moments and traditions, such as festivals, food, and customs specific to each region.
- Display a person's ethnicity alongside other intersections of identity, such as age, gender, and sexuality.





Asia-Pacific

## Age

### Representation Gaps

The current visual landscape for age representation in popular visuals downloaded from Getty Images reveals that young adults (20-29 years old) are the most prominently depicted group, accounting for over 40% of popular visuals. However, there is an overemphasis on young adults in corporate environments, with more than 70% of them shown in such settings. On the other hand, older generations are underrepresented and are mostly depicted in healthcare settings as patients or care receivers.

### Opportunities for Inclusive Representation

The Asia-Pacific population is undergoing significant changes. By 2025, Gen Z and Millennials are expected to constitute half of Asia-Pacific consumers, with professions diversified beyond traditional office work. Meanwhile, population aging in Asia and the Pacific is rapidly accelerating. As of 2022, about 670 million people aged 60 or older live in the region, accounting for approximately 1 in every 7 people. By 2050, this figure is projected to double to 1.3 billion, or 1 in 4 people. Despite this trend, older adults in Asia-Pacific are becoming increasingly independent and leading active lifestyles.

### Key Visual Considerations

To ensure a nuanced portrayal of older and younger generations in Asian communities, it is crucial to accurately represent age. Older Asian individuals should be depicted not only in relaxed lifestyles, such as spending time with family or engaging in leisure activities, but also in positions of leadership, pursuing their passions, and experiencing fulfillment and happiness. Similarly, younger generations should be portrayed with a diverse range of professions and roles beyond the traditional office setting. This may include gig economy workers, influencers, e-sports athletes, activists, and individuals engaged in various other endeavors.

Sources: Getty Images VisualGPS, Mackinsey & CompanyMackinsey





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Ensure that age is represented alongside other intersections of identity.
- Depict a multidimensional experience of what it means to be an older person, including leadership positions, fulfilling activities, and pursuing other passions.
- Represent young people in a variety of professions and roles beyond the traditional corporate business setting, such as gig economy workers, influencers, e-sport athletes, activists, and many others.



Asia-Pacific

## Gender

### Representation Gaps

The current visual landscape for gender representation in popular visuals downloaded from Getty Images reveals a striking lack of diversity. Women are almost twice as visualized as men, with a greater focus on domestic settings and family life situations. In contrast, men are predominantly shown in leadership roles in business settings, reinforcing the stereotypical image of a stoic businessman. Unfortunately, this lack of diversity extends beyond just heterosexual men and women, with the LGBTQ+ community being rarely represented, and their representation often limited to Pride-related contexts.

### Opportunities for Inclusive Representation

It is important to mention that women in the Asia-Pacific region do much more household and caregiving work than men. In fact, they spend 4.1 times more time on these tasks than men do. This disparity has significant impacts on their leadership opportunities, career progression, financial situation, and overall wellbeing. However, it is encouraging to learn that over 7 in 10 people in Asia-Pacific believe in gender expression and support individuals' freedom to choose the gender they identify with and express it through clothing, hairstyles, and mannerisms.

### Key Visual Considerations

To promote greater gender diversity and inclusivity, it is crucial for brands and creators to challenge gender stereotypes and ensure that roles are equally attributed to all genders, including the LGBTQ+ community and gender nonconforming individuals. It is important to recognize that legal limitations may still exist in some Asian countries, which must also be considered.

Sources: Getty Images VisualGPS, ILO







*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Challenge gender stereotypes and promote more inclusive gender representation in visual storytelling by portraying individuals in non-traditional roles and breaking down gender norms.
- Show men's home life and depict them as equally responsible for domestic activities such as caring for children, household chores, and balancing work and family responsibilities.
- Represent women of all ages as leaders and authority figures in the workplace, emphasizing their expertise, skills, and contributions to various industries and professions.





Asia-Pacific

## Profession

### Representation Gaps

The current visual landscape for the Asia-Pacific population, as represented in popular visuals downloaded from Getty Images, reveals a stark contrast to the actual working population composition in the region. More than 50% of the visuals depict individuals in upper-middle class and white-collar jobs, with an emphasis on positive emotions. However, blue-collar jobs and individuals from lower social classes are represented in only 1% of the visuals, contributing to the lack of diversity in Asian representation. Additionally, there is a gender imbalance in the portrayal of occupations, with men in white-collar jobs being more prominently depicted compared to women. The finance industry is the most frequently represented, further perpetuating limited portrayals of Asian working life. Blue-collar work is predominantly associated with darker-skinned men in construction, electrics, metalwork, and textiles, reinforcing narrow stereotypes.

### Opportunities for Inclusive Representation

Nevertheless, the reality is that the working population in Asia is rapidly changing. In India alone, there are an estimated 450 million blue-collar workers. In Asia-Pacific, 1.3 billion people work informally, comprising close to 70% of the region's workforce and 65% of the world's informally employed. Almost 1 in 3 jobs in the Asia-Pacific are linked to manufacturing products. Moreover, the prevalence of outsourcing to freelancers is on the rise in the Asia-Pacific, with 84% of hiring managers opting for gig workers, which is the highest regionally compared to the global average of 65%.

### Key Visual Considerations

This shift in the composition of the workforce highlights the need for more accurate and inclusive visual representation of working life in Asia. Brands and creators should challenge the narrow portrayals of Asian working life and ensure that all segments of the population are accurately represented in visual media. By doing so, we can broaden our understanding of the diverse experiences and contributions of Asian workers in the global economy.

Sources: Getty Images VisualGPS, World Economic Forum, ILO, KellyOCG





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Consider a range of business scenarios for diverse ethnic backgrounds.
- Broaden the scope of aspirations beyond the middle class.
- Highlight common human experiences and emotions that transcend socioeconomic status.





## Asia-Pacific Body

### Representation Gaps

The current visual landscape for body representation, as seen in popular visuals downloaded from Getty Images, reveals a lack of diversity and positivity. Only a small fraction of these visuals showcase body diversity, including larger bodies, which are significantly underrepresented. Women with larger bodies are often limited to portrayals related to dieting or exercise, perpetuating stereotypes and narrow beauty ideals. Furthermore, there is a prevailing global preference for Eurocentric beauty standards that emphasize lighter skin complexions, slimmer bodies and taller physiques when representing Asian individuals. This preference not only perpetuates narrow beauty ideals but also reinforces stereotypes, with darker-skinned Asians often portrayed in working-class roles.

### Opportunities for Inclusive Representation

In the Asia-Pacific region, biases related to body shape, size, skin color, and even baldness are prevalent. Particularly in Southeast Asia, Hong Kong, and Taiwan, there is a bias against shorter heights, perceived lack of body shape, and even those with bald appearances. Skin color, too, contributes to a noticeable social and economic divide. Unfortunately, the use of skin-lightening products as a means to conform to societal beauty standards poses significant challenges. While the skin-lightening industry predominantly targets women of color, it is important to recognize the harmful effects and health risks associated with such products, prompting the World Health Organization to advocate for their removal.

### Key Visual Considerations

To promote a more inclusive and diverse representation of beauty, it is crucial to showcase a range of body types, facial features, hair textures, skin tones, and various hairstyles across all aspects of daily life, including work and educational settings. Emphasizing physical and mental health, happiness, and celebrating the unique attributes that contribute to individual beauty challenges narrow beauty ideals and encourages a more accepting and inclusive representation of Asian beauty standards. This involves moving away from harmful practices such as skin lightening and embracing the natural beauty and diversity of all individuals, including embracing different hairstyles that express personal style and individuality.

Sources: Getty Images VisualGPS, Allied Market Research, World Health Organization







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*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Represent diverse bodies and styles, including individuals of all genders and those who identify as gender nonconforming, instead of solely focusing on women.
- Highlight various aspects of individuals' bodies, including hair, skin color, shape, complexion, and height, to capture the full spectrum of diversity.
- Depict people with different body types actively engaging in various aspects of life, showcasing the richness and inclusivity of Asian experiences.



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Asia-Pacific

# Disability

## Representation Gaps

The visual landscape for the Asia-Pacific population, as depicted in popular visuals from Getty Images, reveals a lack of representation for individuals with disabilities. Less than 1% of these visuals feature Asian people with disabilities, often focusing solely on their disabilities and neglecting their diverse lived experiences and activities.

## Opportunities for Inclusive Representation

Approximately 650 million people in the Asia-Pacific region, or roughly 1 in every 6 individuals, live with a disability. Globally, this number reaches a staggering 1.3 billion people, constituting 16% of the world's population. Unfortunately, individuals with disabilities face higher employment barriers and experience lower employment rates compared to those without disabilities.

## Key Visual Considerations

When visually representing individuals with disabilities, it is crucial to consider aspects beyond their disabilities. This includes selecting empowering camera angles, acknowledging their multifaceted identities, and showcasing their full range of life experiences, including work and leisure activities. Striving for an equal power dynamic between the audience and the individuals featured is essential for creating inclusive visual representations. However, it is equally important to avoid focusing solely on disabilities or specific body parts, such as prosthetics, wheelchairs, or other assistive devices. Instead, emphasize their abilities, talents, and contributions. Celebrate their achievements and showcase their active engagement with assistive technology, such as smart devices with accessibility features, which enhance their independence, communication, and participation in various aspects of life.

Source: Getty Images VisualGPS, UNFPA, World Health Organization





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Consider camera angles and framing that showcase the person with a disability in a positive light.
- Represent multiple intersections of identity, including race, gender, sexuality, and more, to avoid reinforcing stereotypes.
- Show the full range of life experiences and relationships that a person with a disability may have, including work, play, and social interactions.



## By region

- Australia & New Zealand
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Taiwan
- Thailand
- Singapore
- South Korea





Chapter 2

# Australia & New Zealand

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[Visual References](#)





Chapter 2

# Australia & New Zealand

## Representation Gaps

Australia and New Zealand are home to an increasingly diverse population, comprising individuals from various ethnic backgrounds. However, many people in these countries feel that the advertising and media they encounter daily do not accurately reflect their communities.

## Opportunities for Inclusive Representation

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. According to a recent Getty Images VisualGPS survey, 2 in 5 people agreed that seeing people who resemble themselves is an important factor in their purchasing decisions. Unfortunately, the representation of Asian and Pacific Peoples in advertising and media in Australia and New Zealand often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for China, Hong Kong, India, Indonesia, Japan, Malaysia, Taiwan, Thailand, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Source: Getty Images VisualGPS

## Race & Ethnicity



## Profession



## Age





Australia & New Zealand

## Race & Ethnicity

### Representation Gaps

The current visual landscape for race and ethnicity representation in popular visuals downloaded from Getty Images for Australia and New Zealand reveals a lack of accurate reflection of diversity in ANZ. Specifically, only 5% of visuals in Australia and New Zealand depict Asian and Pacific Peoples. Among the Asian ethnicities represented, Chinese and Thai people are the most frequently portrayed, followed by Indian and Japanese people, predominantly depicted in corporate business environments in multiracial groups. However, Pacific Peoples and Southeast Asians are underrepresented in these visuals. When Pacific Peoples are portrayed, they are often depicted only in larger family settings or as blue-collar works.

### Opportunities for Inclusive Representation

The demographic landscape of Australia and New Zealand is evolving with the growing diversity in the population. In Australia, for instance, people of Asian descent now make up 17.4% of the total population, while the number of individuals claiming Pacific ancestry is growing quickly. Similarly, Māori and Pacific Peoples are among the largest ethnic communities in New Zealand, and the Asian population is expanding at a fast pace. According to projections, over a quarter of New Zealand's population will be Asian by 2043, with Pacific Peoples comprising 11% of the population.

### Key Visual Considerations

To authentically represent Asian and Pacific Peoples in Australia and New Zealand, it is crucial to move beyond stereotypes. This involves showcasing diverse scenarios that reflect their everyday lives, portraying Asian communities outside business settings such as in multi-ethnic friend group or interracial family settings. For Pacific communities, depict them engaging in everyday activities independently, beyond large family settings, and also in corporate and educational environments. Embrace their intersectional identities, approach cultural representation with sensitivity and challenge stereotypes to foster a sense of belonging. By incorporating these considerations, brands and creators can contribute to meaningful and inclusive representations that truly celebrate the rich diversity of Asian and Pacific communities in Australia and New Zealand.

Sources: Australian Bureau of Statistics Census of Population and Housing, Australian National University, Minority Rights Group International, Stats NZ, Getty Images VisualGPS







*Key Visual Considerations for Deepening Asian and Pacific Narratives in Visual Storytelling:*

- Show Asian and Pacific Peoples in a variety of scenarios and roles outside of business settings.
- Depict people with different ethnic backgrounds, multi-ethnic groups, and interracial families engaging in everyday activities.





Australia & New Zealand

## Profession

### Representation Gaps

The current visual landscape for the population of Australia and New Zealand, as represented in popular visuals downloaded from Getty Images, reveals a significant disparity in the portrayal of Asian and Pacific communities. Asian communities are predominantly portrayed in white-collar jobs, with finance and economics being the most visible industries. However, there is limited visibility of white-collar representations, particularly among Pacific communities. Pacific men are predominantly depicted as working-class, perpetuating stereotypes and overlooking their representation in professional settings.

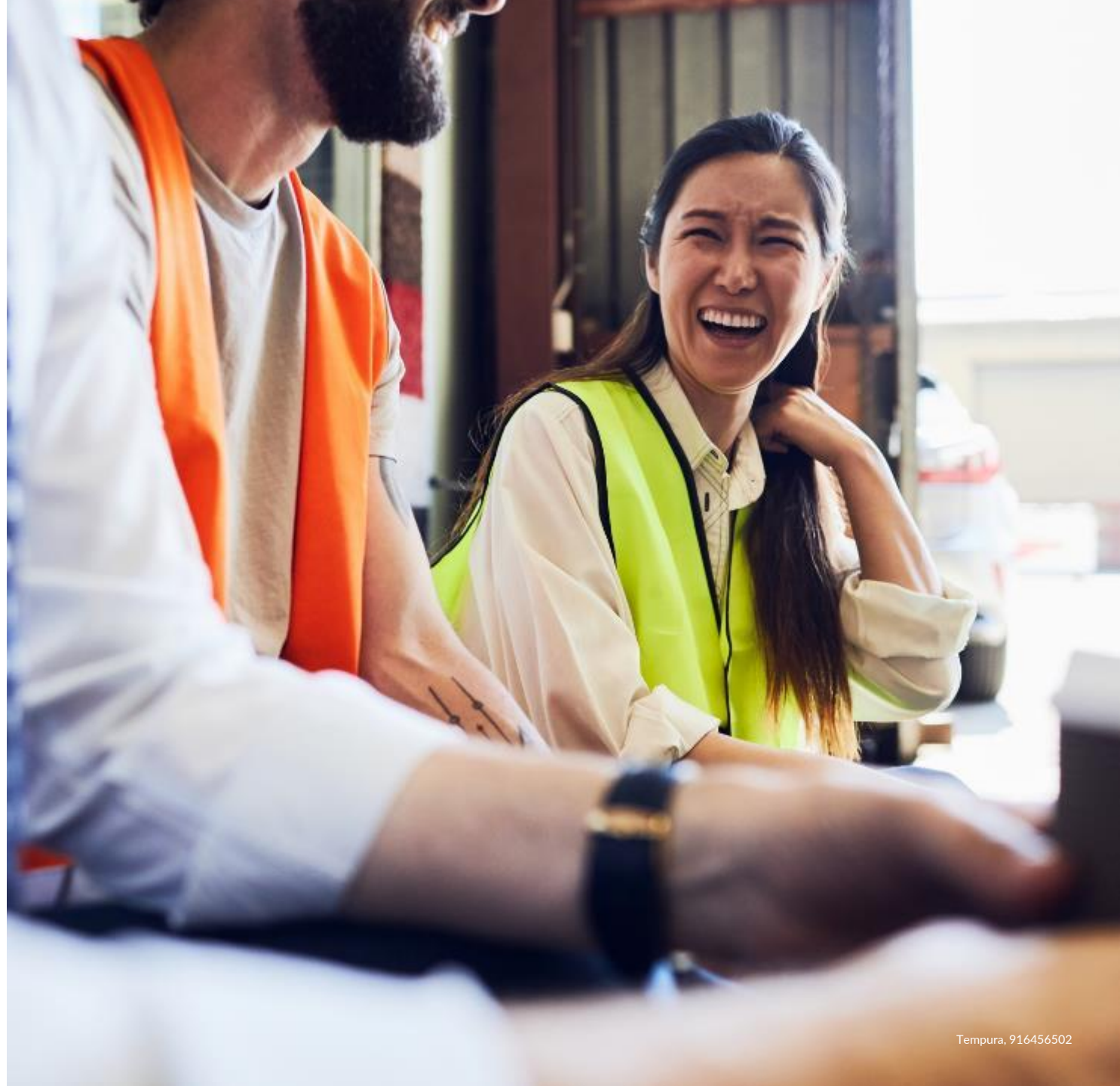
### Opportunities for Inclusive Representation

The professional environment for both Asian and Pacific communities in Australia and New Zealand is much more diverse. People from these backgrounds hold a wide range of occupations, including managerial and professional roles across various industries.

### Key Visual Considerations

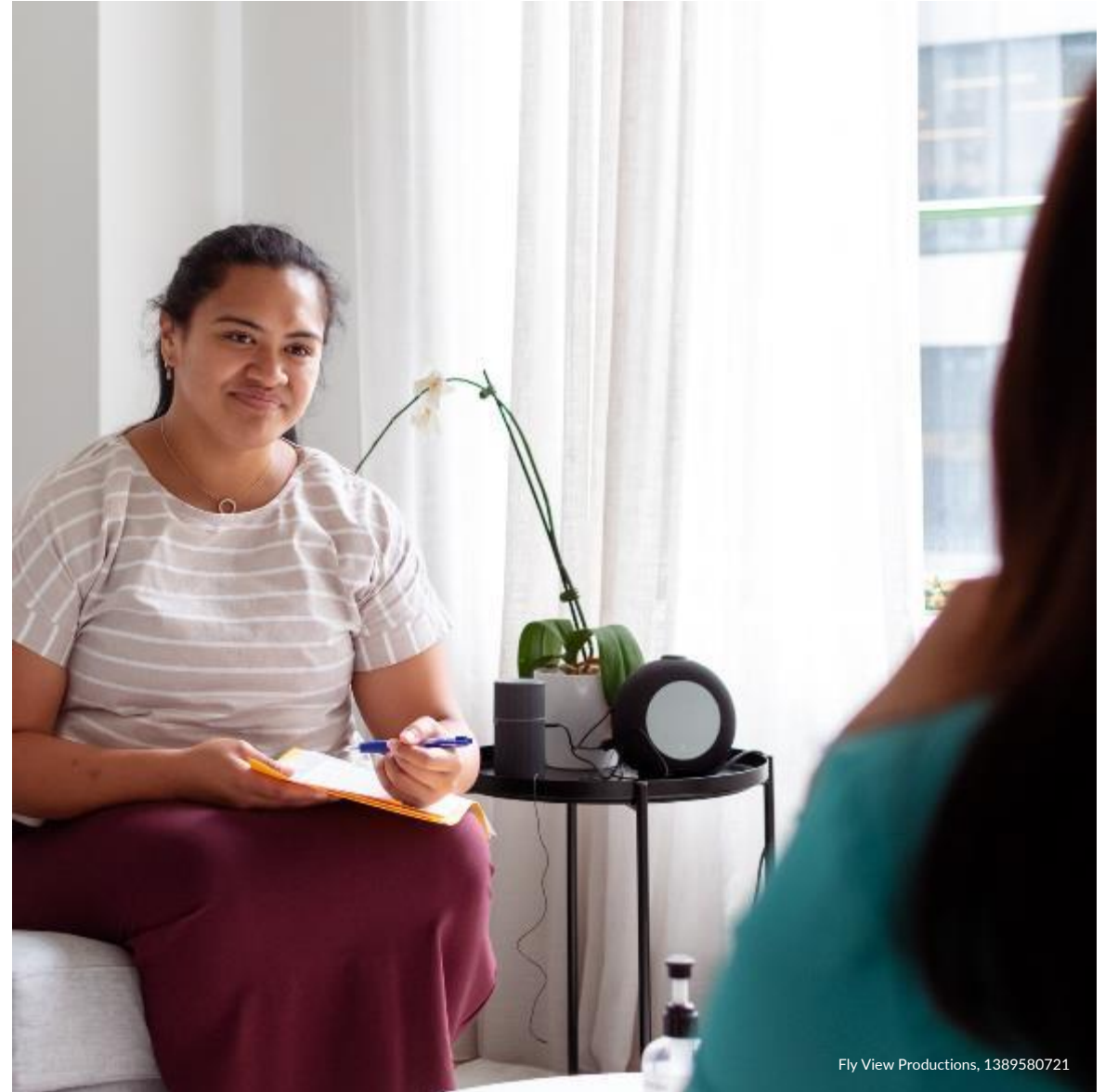
To address the representation gaps and promote more accurate storytelling, it is important for brands and creators to broaden their portrayal of Pacific communities. This includes depicting Pacific people in various professional roles and showcasing their presence in non-blue-collar settings. Similarly, it is crucial to represent Asian communities beyond corporate environments, highlighting their experiences and contributions in diverse settings.

Sources: Stats NZ, ILO, Getty Images VisualGPS



*Key Visual Considerations for Deepening Asian and Pacific Narratives in Visual Storytelling:*

- Expand representation across diverse professions and occupations.
- Challenge stereotypes and broaden aspirations beyond the middle class.
- Focus on shared human experiences and emotions transcending socioeconomic status.





Australia and New Zealand

# Age

## Representation Gaps

The current visual landscape for age representation in popular visuals downloaded from Getty Images for Australia and New Zealand reveals a lack of diversity and an inaccurate reflection of the age demographics in ANZ. The majority of visuals predominantly depict young adults between the ages of 20-29, comprising almost 45% of popular Asian and Pacific Peoples visuals and only 2% of the total visuals downloaded. These portrayals often feature young adults in business settings, while older and younger generations are mainly shown in family or domestic settings. This limited representation fails to capture the full spectrum of ages and experiences within these communities.

## Opportunities for Inclusive Representation

Australia and New Zealand have predominantly young populations of Asian and Pacific Peoples. The Asian-born population in Australia has a median age of 35 years, compared to 59 years for those of European descent. Additionally, a significant portion of the Pacific ancestry population consists of children under the age of 19. In New Zealand, the majority of Pacific Peoples are under the age of 25, with a median age of 23.4 years. The Asian ethnic groups in New Zealand also have a relatively young median age of 30.6 years.

## Key Visual Considerations

To promote more inclusive and authentic visual storytelling, it is crucial to depict a wider range of age groups among Asian and Pacific communities. This includes representing children, teenagers, and young to mid-adults in various scenarios outside of business settings. Showcasing them in settings such as leisure activities, schools, or educational environments can provide a more well-rounded and realistic representation. Avoiding the limitation of age ranges and specific scenarios challenges stereotypes and biases, fostering opportunities and experiences that truly reflect the diversity of these communities.

Sources: Getty Images VisualGPS, Multicultural NSW, Stats NZ, Health Navigator New Zealand







*Key Visual Considerations for Deepening Asian and Pacific Narratives in Visual Storytelling:*

- Represent children and teenagers in various scenarios with family, friends, and educational settings to showcase the age diversity within the Asian and Pacific communities.
- Depict young to mid-adults in various scenarios outside of business settings, such as doing everyday activities or enjoying leisure activities, to create a more inclusive and authentic visual storytelling experience for the Asian and Pacific communities.





Chapter 3

# China

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[Visual References](#)

Chapter 3

# China

## Representation Gaps

China is a vast country, home to a diverse population made up of various ethnicities, languages, cultures, and religions. However, many people in these countries feel that the advertising and media they encounter daily do not accurately reflect their communities.

## Opportunities for Inclusive Representation

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in China, in advertising and media in often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, Hong Kong, India, Indonesia, Japan, Malaysia, Taiwan, Thailand, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Source: Getty Images VisualGPS

## Gender



## Age



## Culture





China

# Gender

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images highlights the importance of achieving greater gender equality and representation. Notably, there are certain imbalances in the representation of women and men. For instance, women are often depicted in beauty concepts at a much higher frequency than men, while also being commonly portrayed in domestic roles such as homemaking and parenting. On the other hand, men tend to be shown more frequently in business and leadership positions.

## Opportunities for Inclusive Representation

These patterns become particularly significant when considering that the labor force participation rate of women in 2021 was 61%, one of the highest in the Asia Pacific region, compared to 73% for men. Additionally, China has faced challenges due to an imbalanced gender ratio resulting from the implementation of the one-child policy. This imbalance has led to approximately 34 million more men than women in the country, presenting risks such as a decline in the birth rate and potential overrepresentation in certain labor markets.

## Recent Developments and Considerations

In recent times, the Chinese government has issued guidelines targeting male celebrities to promote specific behaviors deemed "manly." These guidelines have sparked discussions and debates surrounding gender norms, masculinity, and artistic creativity. While some view these guidelines as necessary to address concerns about "effeminate" behavior, others express concerns about potential restrictions and their impact on gender nonconforming individuals.

## Key Visual Considerations

For brands and creators aiming to deepen Asian narratives in visual storytelling, it is important to be mindful of gender-related stereotypes, particularly when portraying children and young adults. Striving for an equal balance of power and representation between women and men, where both genders are portrayed with equal agency, influence, and opportunities, can contribute to a more nuanced and inclusive portrayal of gender roles in visual media. By showcasing positive and diverse depictions of masculinity alongside female empowerment, you actively contribute to a visual landscape that reflects the diverse reality and aspirations of Chinese society today.

Sources: Getty Images VisualGPS, ILOEST, statista





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Challenge gender stereotypes by depicting children in diverse and empowering roles that defy traditional expectations and limitations.
- Depict men as active participants in home life, showcasing their involvement in domestic activities such as caring for children and sharing house chores, to highlight their nurturing and caregiving abilities.
- Represent women of all ages as leaders and authority figures in the workplace, emphasizing their expertise, skills, and contributions to various industries and professions.





China

# Age

## Representation Gaps

The current visual landscape for age representation in popular visuals downloaded from Getty Images for China reveals certain gaps and disparities. It is worth noting that only 10% of these visuals feature individuals aged 60 and above, often depicted in healthcare settings or enjoying leisure activities with their families. Conversely, young adults in the 20-29 age range dominate the visuals, accounting for nearly 42% of the overall popular visuals, particularly in beauty and business scenarios.

## Opportunities for Inclusive Representation

Considering the reality of China's aging population, where over 50% of people on the mainland are older than 40, there is a growing need for better representation. The elderly population is projected to continue increasing while the working-age population is expected to decline, posing significant economic implications. Despite these demographic shifts, it is important to address age discrimination, particularly in the workplace. Ageism is a common issue, starting as early as 35, referred to as the "age 35 phenomenon." This highlights the importance of promoting inclusivity and combating age stereotypes.

## Key Visual Consideration

To bridge the representation gaps and foster a more inclusive visual landscape, it is crucial to showcase adults aged 35 and above in leadership roles and with authority in various settings. Additionally, portraying senior adults as capable and competent in everyday life and business scenarios helps challenge ageism and promote age diversity. By embracing these considerations, we can create visuals that reflect the diverse experiences and contributions of individuals across different age groups in China.

Sources: Getty Images VisualGPS, statista, World Economic Forum, PIIIE





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Depict 35+ adults as leaders or authoritative figures in the room.
- Showcase individuals aged 60 or older as competent and capable in everyday life and business settings.





China

## Culture

### Representation Gaps

The current visual landscape for the Chinese population, as depicted in popular visuals downloaded from Getty Images, reveals a lack of nuanced depictions of cultural specificities for the Chinese region. Less than 5% of the visuals accurately showcase elements such as traditional design, festivities, and food that are representative of Chinese culture. This absence of detailed portrayals of regional identities, traditions, cultural celebrations, and styling is evident.

### Opportunities for Inclusive Representation

Cultural events and celebrations hold significant importance in people's lives and their sense of identity in China. It is crucial to accurately represent these moments in visual storytelling, not only for the preservation of cultural heritage but also for economic growth. By creatively capturing and portraying regional identities, traditions, food, cultural celebrations, mannerisms, and styling, there is an opportunity to foster tourism, culinary experiences, and the fashion industry.

Food, in particular, plays a central role in Chinese culture and daily life. It is a common expression of hospitality and connection, as symbolized by the customary greeting "have you eaten?" or "你吃饭了吗" in Mandarin. China's vast size and diverse regional identities have resulted in a rich culinary landscape, with 34 provinces and regions each possessing its unique cooking styles and flavors.

Alongside food, traditional festivals hold great significance in Chinese culture. Events such as the Lunar New Year, Lantern Festival, Qingming Festival, Dragon Boat Festival, Qixi Festival, and Mid-Autumn Festival are among the most important traditional festivals in China. Each festival carries its own distinct traditions and is accompanied by specific foods and customs.

### Key Visual Considerations

To create more culturally specific visuals of China, it is essential for brands and creators to consider depicting culturally specific activities and showcasing how friends and families of all ages come together to celebrate and experience moments, often centered around food. By incorporating these elements into visual storytelling, a more authentic representation of Chinese culture can be achieved, promoting cultural understanding and appreciation.

Sources: The Chinese Ministry of Commerce, Getty Images VisualGPS





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Depict culturally specific activities and traditions that are unique to each region.
- Showcase how friends and families of all ages celebrate and experience moments together with food, highlighting the social and cultural significance of food in local communities.





Chapter 4

# Hong Kong

Brief code: 775989592

Use this brief code to create a submission in ESP

[Visual References](#)

Chapter 4

# Hong Kong

## Representation Gaps

Hong Kong is a metropolis with a diverse population, made up of people of Chinese and South Asian descent, as well as many other ethnicities. Despite this diversity, many people in Hong Kong feel that the advertising and media they see every day do not accurately represent the complexity of their society. This sentiment is reflected in a recent VisualGPS survey, where 2 in 5 people in the region agree that seeing people like themselves is an important factor in their purchasing decisions.

## Opportunities for Inclusive Representation

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in Hong Kong, in advertising and media in often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, India, Indonesia, Japan, Malaysia, Taiwan, Thailand, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Source: Getty Images VisualGPS

## Gender



## Age



## Race & Ethnicity





Hong Kong

# Gender

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Hong Kong emphasizes the importance of advancing gender equality and enhancing representation. While women are often depicted in traditional roles as homemakers and in parental roles, men are more frequently shown in business settings. However, it is worth noting that women and men are equally represented in business and leadership roles.

## Opportunities for Inclusive Representation

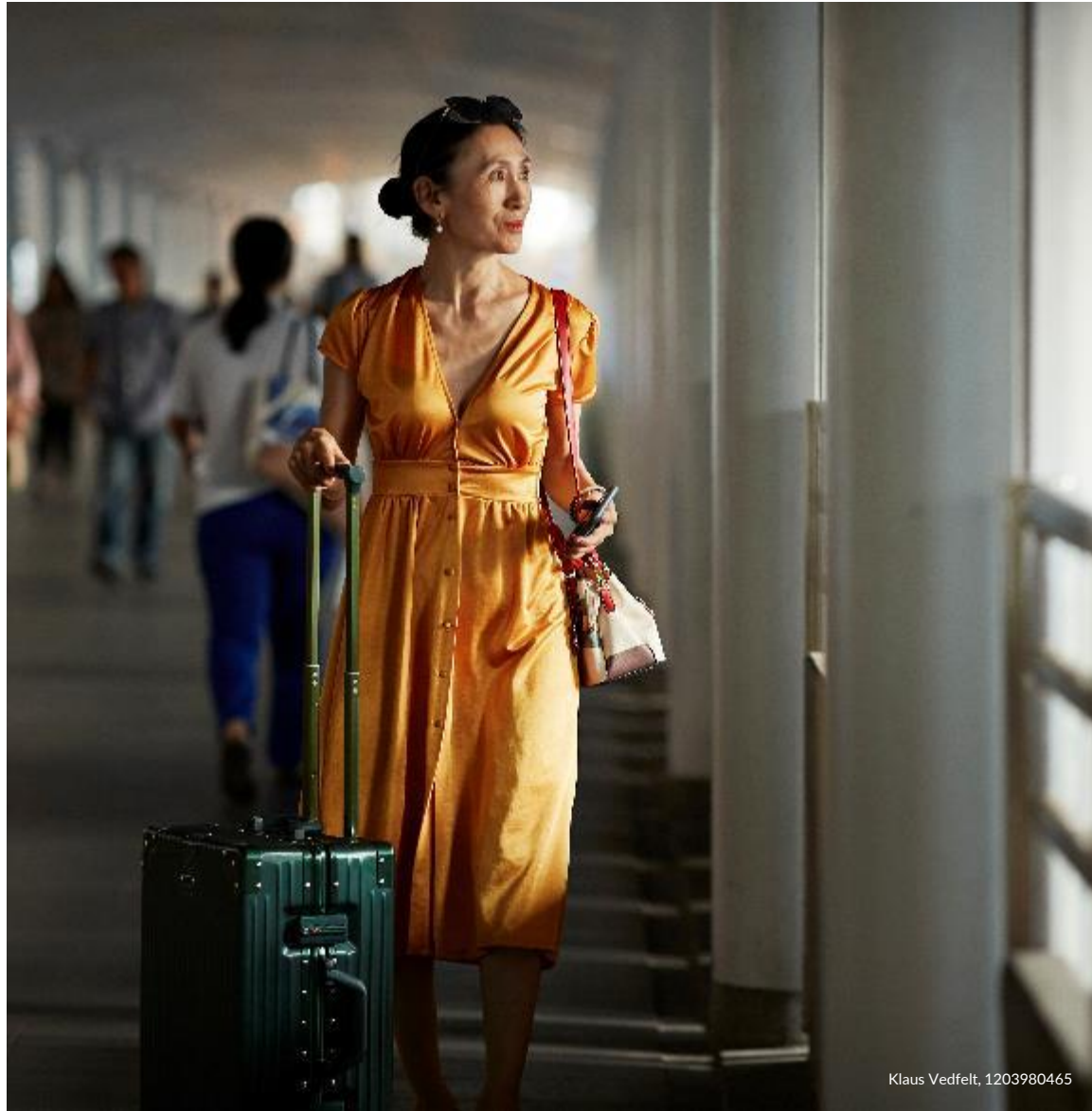
Although progress has been made in terms of gender equality in Hong Kong, there is still room for improvement. Despite the existence of the Sex Discrimination Ordinance, which prohibits gender-based discrimination in employment, the gender pay gap persists. In 2020, men earned a third more than women, highlighting the need for continued efforts to address workplace equality.

## Key Visual Considerations

To deepen Asian narratives in visual storytelling, it is important to depict women and men in a wider range of roles and contexts. Brands and creators can go beyond traditional portrayals of women as mothers and showcase their diverse personalities and emotions outside of the family environment. Similarly, men's home life can be depicted, emphasizing their equal responsibility for domestic activities such as caring for children, household chores, and balancing work and family responsibilities. By promoting gender equality in visual representation, brands and creators can contribute to a more inclusive and accurate portrayal of society.

Sources: Getty Images VisualGPS, EOC, Hong Kong Women's Commission, World Economic Forum





Klaus Vedfelt, 1203980465



AsiaVision, 1179551375

*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Depict women as more than just mothers and show their diverse personalities and emotions outside of a family environment.
- Show men's home life and depict them as equally responsible for domestic activities such as caring for children, household chores, and balancing work and family responsibilities.
- Represent women of all ages as leaders and authority figures in the workplace, emphasizing their expertise, skills, and contributions to various industries and professions.



Oscar Wong, 1419424737



Hong Kong

# Age

## Representation Gaps

The visual landscape of popular visuals downloaded from Getty Images in Hong Kong exposes gaps and disparities in age representation. Merely 8% of these visuals feature individuals aged 60 or older, often depicting them in healthcare settings or domestic environments with their families. Conversely, young adults between the ages of 20-29 dominate the visuals, accounting for nearly 50% and frequently portrayed in corporate settings.

## Opportunities for Inclusive Representation

Age discrimination remains prevalent in Hong Kong's workplace, where older individuals face stereotypes of being unfit or inefficient for certain jobs, particularly in the service industry. The absence of legislation protecting against age discrimination exacerbates the issue, with a significant number of older employees reporting instances of discrimination. Simultaneously, young individuals struggle to secure employment due to perceptions of inexperience and less desirability, particularly exacerbated by the challenges posed by the pandemic, economic recession, and political turmoil.

## Key Visual Considerations

To foster authentic representation of age in visual storytelling, it is crucial to depict individuals aged 60 or older as capable and competent individuals in various settings beyond stereotypical roles. Emphasizing shared experiences and emotions that transcend age and socioeconomic status can help dismantle age-related stereotypes. Furthermore, portraying young adults as leaders or individuals with authority in diverse settings, not limited to corporate environments, challenges the notion that only older individuals hold positions of power. By implementing these strategies, brands and creators can contribute to a greater understanding and acceptance of people of all ages.

Sources: Getty Images VisualGPS, The Women's Foundation, The Legislative Council Commission,





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Showcase individuals aged 60 or older as capable and competent in their daily lives, rather than just portraying them in limited roles.
- Represent young adults as leaders or individuals with authority in various settings, rather than perpetuating stereotypes of them as inexperienced or subordinate to older generations.
- Focus on universal human experiences and emotions that resonate with people of all ages rather than only highlighting certain lifestyles or behaviors.





Hong Kong

## Race & Ethnicity

### Representation Gaps

The current visual landscape in Hong Kong, based on popular visuals downloaded from Getty Images, reveals significant gaps in race and ethnicity representation. While Chinese ethnicity is the most depicted, followed by Thai, Japanese, and multiracial groups, there is a lack of accurate diversity representation. Particularly, ethnic communities such as Indians, Pakistani, Nepalese, Filipino, and Indonesian are underrepresented. Lifestyle and domestic settings rarely feature Indians, and other ethnic groups like Nepalese, Pakistani, Indonesian, and Filipino are almost never represented. Additionally, interracial families are seldom depicted, with Chinese families being predominant.

### Opportunities for Inclusive Representation

Although Hong Kong's population is predominantly ethnically Chinese, the city is home to a diverse community comprising foreign domestic workers from South and Southeast Asian backgrounds, notably Indonesia and the Philippines, who play a vital role in the local economy.

### Key Visual Considerations

To promote authentic representation of race and ethnicity in visual storytelling, it is important to showcase individuals from various ethnic backgrounds and interracial families engaged in everyday activities, whether at work or in educational settings. Highlighting culturally specific activities and capturing the experiences of people from diverse cultural backgrounds is essential. Simultaneously, focusing on shared human experiences and emotions that transcend ethnicity and socioeconomic status can help break down stereotypes and foster greater understanding and acceptance.

Sources: Getty Images VisualGPS, Home Affairs Department Race Relations Unit





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Show people with diverse ethnic backgrounds, including multi-ethnic groups and interracial families and friends, engaging in everyday activities, at work, or in educational settings.
- Showcase culturally specific activities and how people from different cultural backgrounds celebrate and experience cultural moments.
- Focus on common human experiences and emotions that transcend ethnicity and socioeconomic status.





A man and a woman are smiling and laughing on a boat. The man is wearing a blue and white striped shirt and aviator sunglasses. The woman is wearing a blue and white striped shirt, a red patterned scarf, and sunglasses. They are both looking towards the camera. The background shows a body of water and a clear sky at sunset.

Chapter 5

# India

Brief code: 775989592

Use this brief code to create a submission in ESP

[Visual References](#)

Chapter 5

# India

**Representation Gaps**

India is a diverse country, made up of various ethnicities, religions, languages, and cultures. Despite this diversity, many people in India feel that the advertising and media they see every day do not accurately represent the complexity of their society.

**Opportunities for Inclusive Representation**

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in India, in advertising and media in often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, Hong Kong, Indonesia, Japan, Malaysia, Taiwan, Thailand, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Sources Getty Images VisualGPS

**Body**



**Age**



**Gender**





India

## Body

### Representation Gaps

The current visual landscape for body representation, as seen in popular visuals downloaded from Getty Images in India reveals significant disparities in body representation. Lighter skin tones are overwhelmingly preferred, with 99% of individuals depicted having lighter complexions. Darker-skinned individuals, if included, are often limited to rural contexts. Furthermore, there is a severe lack of body positivity, with only 2% of visuals featuring individuals with larger bodies. Additionally, women are disproportionately represented in beauty concepts, with four times more visibility than men, perpetuating gender imbalances in the beauty industry.

### Opportunities for Inclusive Representation

These findings are consistent with a study conducted by the Indian National Museum, which revealed that 71% of college students associate fairness with beauty ideals. Furthermore, research conducted by The Tata Institute of Social Science demonstrates that societal pressure for fairer skin leads to discrimination based on skin color, affecting 35% of the population. The belief that fair skin enhances career prospects, marriage opportunities, and social status is deeply ingrained in the culture, influencing individuals from a young age through societal influence from family and peers. Among individuals aged 18 to 24, nearly 60% of women and over 45% of men have used lightening products. Additionally, lighter-skinned models dominate 90% of Indian advertisements, and Bollywood movies often cast actors with lighter skin tones.

### Key Visual Considerations

To promote authentic representation, brands and creators should prioritize diversity by showcasing a wide range of body types, facial features, hair, and skin tones. It is crucial to portray individuals in everyday settings and activities that promote their physical and mental wellbeing and convey happiness. By doing so, visual storytelling can become more inclusive and accurately reflect the diversity and complexity of Indian society.

Sources: Getty Images VisualGPS , The Indian National Museum, The Tata Institute of Social Science (TISS) , Neha Mishra, India and Colorism: The Finer Nuances, 14 WASH. U. GLOBAL STUD. L. REV. 725 (2015)





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Ensure that you represent a diverse range of body types, facial features, hair, and skin tones engaged in everyday activities, both at work and in educational settings.
- While representing people, keep in mind their physical and mental well-being and happiness.





India

## Age

### Representation Gaps

The visual landscape of popular visuals downloaded from Getty Images in India exposes significant gaps and disparities in age representation. Only 9% of visuals feature individuals aged 60 and above, predominantly portraying them in healthcare settings and with their families. In contrast, young adults in the age range of 20-29 years dominate the visuals, accounting for nearly 50% across various contexts such as business, leisure, and beauty concepts.

### Opportunities for Inclusive Representation

India, with its 1.4 billion population, represents approximately 17.5% of the global population, making it home to one out of every six people on the planet. The working-age population in India, aged between 15 and 64 years, comprises around 67% of the country's citizens. Moreover, the age group of 15-29 years constitutes 27.2% of the total population, highlighting India's status as one of the world's youngest populations. However, it is essential to recognize the growing proportion of elderly individuals in the population. The percentage of the elderly population to the total population increased from 6.8% in 1991 to 9.2% in 2016, and projections indicate this trend will continue, with the elderly population expected to reach 14.9% by 2036.

### Key Visual Considerations

To foster authentic representation of age in visual media, it is crucial to showcase a diverse range of age groups and appearances. It is important to move beyond healthcare and family settings when depicting senior adults, portraying them in everyday life situations. Additionally, individuals of different ages should be portrayed in various scenarios and roles, including work and educational settings, to accurately reflect the diversity and experiences of people across different age groups.

Sources: Getty Images VisualGPS, UNDP, Government of India - Ministry of Statistics & Programme Implementation







*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Represent of a variety of age groups and appearances.
- Portray individuals aged 60 or older as capable and competent individuals in everyday life beyond healthcare and family settings.
- Depict people in diverse scenarios and roles, including work and educational settings.





India

# Gender

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in India highlights the urgent need to advance gender equality and enhance representation. Women are frequently portrayed in traditional roles such as homemakers or in parental settings, while their presence in business and leadership roles is less represented than men. However, men are more prominently depicted in business settings than in family or home environments.

## Opportunities for Inclusive Representation

These patterns underscore the ongoing efforts required to achieve gender equality in India, where the country ranks 135th out of 146 countries in the global gender gap rankings. A significant contributing factor to these dynamics is the deeply ingrained preference for sons over daughters, known as "son preference." This preference originates from the belief that male children carry forward the family name and provide support in old age, while daughters are expected to leave for their matrimonial homes and entail dowry costs.

While census data consistently show a higher male population in India, a noteworthy milestone was reached in 2021 when the population of women exceeded that of men for the first time. Despite this positive development, gender disparities persist in various aspects of Indian society. Female labor force participation remains low at 21%, while male participation is significantly higher at 76%. Traditional family dynamics also prevail, with a significant proportion of Indians favoring a husband-provider and wife-homemaker arrangement, surpassing the global median by a considerable margin. Addressing gender inequality in education is another pressing concern. While over 95% of Indian children attend primary school, disparities emerge at the secondary and tertiary levels, with boys more likely to continue their education compared to girls.

## Key Visual Considerations

Promoting inclusive and equitable gender representation in visuals necessitates thoughtful consideration. This involves challenging gender stereotypes when depicting children and young adults, selecting images that counteract gender biases, and ensuring diverse roles are equally represented by women and men. Through these efforts, we can contribute to a visual landscape that authentically reflects the diversity and equality of Indian society.

Sources: Getty Images Visual, World Economic Forum, Pew Research Center, The National Family Health Survey (NFHS), World Bank, UNESCO







*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Challenge gender stereotypes by depicting children in diverse and empowering roles that defy traditional expectations and limitations.
- Depict men as active participants in home life, showcasing their involvement in domestic activities such as caring for children and sharing house chores, to highlight their nurturing and caregiving abilities.
- Represent women of all ages as leaders and authority figures in the workplace, emphasizing their expertise, skills, and contributions to various industries and professions.





Chapter 6

# Indonesia

Brief code: 775989592

Use this brief code to create a submission in ESP

[Visual References](#)





Chapter 6

# Indonesia

**Representation Gaps**

Indonesia is a diverse country, home to various ethnic groups and cultures. Despite this diversity, many people in Indonesia feel that the advertising and media they see every day do not accurately represent the complexity of their society. This sentiment is reflected in a recent VisualGPS survey, where 2 in 5 people in Southeast Asia agree that seeing people like themselves is an important factor in their purchasing decisions.

**Opportunities for Inclusive Representation**

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in Indonesia, in advertising and media in often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, Hong Kong, India, Japan, Malaysia, Taiwan, Thailand, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Sources: Getty Images VisualGPS

**Gender**



**Age**



**Culture**





Indonesia

# Gender

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Indonesia highlights the need to prioritize gender equality and enhance representation. Women are more likely to be depicted in traditional roles such as homemakers, parental roles, and in business, while men are slightly more prevalent in leadership positions.

## Opportunities for Inclusive Representation

Indonesia ranks 92nd out of 146 countries in the global gender gap rankings, with a women's labor force participation rate of 53% compared to men's 82%. This disparity is often linked to the prevailing patriarchal culture in Indonesian society. Despite having the same level of education, women still face significant wage differences, earning only 59.27% of what their male counterparts earn. Many women tend to gravitate towards jobs related to domestic work, such as caregivers, nurses, or teachers, and work in the informal sector, missing out on the benefits of formal employment. Moreover, women hold only 30% of managerial positions in both the public and private sectors. Despite these gender gaps, Indonesia has witnessed positive improvements in recent years. The government has implemented policies to increase women's participation in the workforce and promote gender equality, including the Gender Equality and Women's Empowerment Bill. The representation of women in politics has also increased, with the current female representation in parliament standing at 21%. Additionally, brands and media outlets are making efforts to promote more diverse and inclusive gender representation in visual storytelling.

## Key Visual Considerations

To foster authentic representation of gender in visual storytelling, it is essential to be mindful of stereotypes associated with perceived gender when depicting children and young adults. Careful selection of images can help challenge gender stereotypes, and roles depicted should be equally attributable to both women and men. By embracing these considerations, we can contribute to a visual landscape that accurately reflects the diverse experiences and capabilities of individuals in Indonesian society.

Sources: Getty Images VisualGPS, World Economic Forum, ILO, UNFPA, UNDP, Inter-Parliamentary Union







Rifka Hayati, 1331669485

*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Challenge gender stereotypes by depicting children in diverse and empowering roles that defy traditional expectations and limitations.
- Depict men as active participants in home life, showcasing their involvement in domestic activities such as caring for children and sharing house chores, to highlight their nurturing and caregiving abilities.
- Represent women of all ages as leaders and authority figures in the workplace, emphasizing their expertise, skills, and contributions to various industries and professions.



Dedy Andrianto, 1367790917



Riza Azhari, 1408063589



Indonesia

# Age

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Indonesia brings attention to the need for improved age representation. It is evident that young adults in the age range of 20-29 are highly represented, accounting for nearly 50% of popular visuals across various contexts such as business, leisure, and beauty concepts. In contrast, individuals aged 60 and above are significantly underrepresented, with only 5% of visuals featuring this age group, often depicted with their families or in leisure settings.

## Opportunities for Inclusive Representation

Despite Indonesia's relatively young population structure, where 26% belong to the 20-34 age group, older adults still play a significant role in society as respected caretakers and sources of wisdom. However, age discrimination remains prevalent, particularly for middle-aged workers. Despite the Labor Law of 2003 prohibiting discrimination based on various factors, including age, many job vacancies still set maximum age thresholds or age ranges, typically between 24-35 years old.

## Key Visual Considerations

To promote authentic representation of age in visual storytelling, it is essential to depict individuals aged 35 and above in a range of roles and scenarios that highlight their authority and leadership positions. Moreover, individuals aged 60 or older should be portrayed as capable and competent individuals in everyday life beyond familial settings, challenging stereotypes and promoting inclusivity in age representation. By doing so, visual storytelling can accurately reflect the diversity and contributions of individuals across different age groups in Indonesian society.

Sources: Getty Images VisualGPS, World Bank, Maulida, R. A., & Wardhani, N. K. (2021)





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Represent 35+ adults in a variety of scenarios and roles such as being the leader or having authority in the room.
- Showcase individuals aged 60 or older as capable and competent in their daily lives, rather than just portraying them in limited roles.
- Focus on universal human experiences and emotions that resonate with people of all ages rather than only highlighting certain lifestyles or behaviors.





## Indonesia

# Culture

### Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images exposes a notable disparity in the representation of cultural specificities for Indonesia, despite its status as the fourth most populous country in the world. Within the visual storytelling for Indonesia, Thai individuals are the most frequently depicted ethnicity, followed by Chinese, Japanese, and Malaysian individuals. In contrast, cultural specificities in Indonesia are depicted in less than 10% of visuals. This absence of nuanced depictions of Indonesian traditions, food, and styling leads to incomplete representations of Indonesian culture.

### Opportunities for Inclusive Representation

Indonesia is a country of rich diversity, with approximately 86.7% of the population identifying as Muslim, constituting a significant portion of the global Muslim population. Additionally, Indonesia recognizes five other religions, including Buddhism, Catholicism, Confucianism, Hinduism, and Protestantism. Regardless of the religious practices followed by Indonesians, spirituality is deeply ingrained in the country, as evidenced by the daily religious rituals and ceremonies performed by its citizens. Moreover, the cultural value of close familial relationships and community engagement is highly cherished in Indonesia.

### Key Visual Considerations

To achieve authentic representation of Indonesian culture in visual storytelling, it is vital to showcase a diverse range of families with various religious backgrounds, communities, and friendship groups engaging in everyday activities and leisure settings. Additionally, portraying culturally specific activities and capturing how friends and families of all ages celebrate and experience those moments together can contribute to a more accurate and nuanced depiction of Indonesian culture. By doing so, visual storytelling can truly reflect the richness and diversity of Indonesia's cultural landscape.

Sources: Getty Images VisualGPS, CIA World Factbook, Worldometers







Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:

- Depict culturally specific activities and traditions that are unique to each region.
- Highlight the social and cultural significance of family, friends, and spirituality in local communities by showcasing how friends and families of all ages celebrate and experience moments together.





Chapter 7

# Japan

Brief code: 775989592

Use this brief code to create a submission in ESP

[Visual References](#)

Chapter 7

# Japan

## Representation Gaps

Japan is a culturally rich and diverse country, with a population that includes people of various ethnicities, religions, and backgrounds. Despite this diversity, many people in Japan feel that the advertising and media they see every day do not accurately represent the complexity of their society.

## Opportunities for Inclusive Representation

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in Japan, in advertising and media in often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, Hong Kong, India, Indonesia, Malaysia, Taiwan, Thailand, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Source: Getty Images VisualGPS

## Gender



## Sexual Orientation & Gender Identity



## Race & Ethnicity





Japan

# Gender

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Japan highlights the urgent need to advance gender equality and enhance representation. Women are disproportionately portrayed in stereotypical roles such as homemakers and parents, while men are overrepresented in leadership positions in business settings. In fact, women are twice as likely to be depicted as solo parents compared to men. Despite women constituting over 40% of the workforce, only 15% hold management positions, trailing behind the global average. This underrepresentation is primarily attributed to the inflexible nature of Japanese corporate culture, which discourages employees from taking time off and provides fewer benefits like childcare leave and remote work.

## Opportunities for Inclusive Representation

This cultural mindset not only hinders women's career progression but also limits men's involvement in family life, contributing to a gender wage gap where women earn over 20% less than men and occupy more part-time and low-paying jobs. Moreover, Japan ranks low in gender equality among advanced economies, with a lack of women in political or leadership positions. Despite having progressive paternity leave policies, only 6% of fathers take advantage of them due to deeply ingrained workplace attitudes. However, the passage of a bill in the House of Representatives to make paternity leave more flexible is a positive step toward social progress.

## Key Visual Considerations

To address these issues and promote inclusive representation, brands and creators should actively challenge gender stereotypes, including men's responsibility for domestic activities, and portray women of all ages as leaders and authority figures in the workplace. It is also crucial to prioritize images that depict work-life balance and showcase an inclusive working environment where everyone can thrive. By doing so, visual storytelling can contribute to break down gender barriers and foster a more equitable society.

Source: Getty Images VisualGPS, World Bank, MacKinsey & Company, World Economic Forum, OECD, Gender Equality Bureau Cabinet Office of Japan, IPSOS





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Challenge gender stereotypes and promote more inclusive gender representation in visual storytelling.
- Depict men as active participants in home life and responsible for domestic activities such as caring for children and sharing house chores.
- Represent women of all ages as leaders and authority figures in the workplace.
- Prioritize images that depict work-life balance and cultivate an environment where everyone feels included and valued.





Japan

## Sexual Orientation & Gender Identity

### Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Japan reveals a significant lack of representation for diverse sexual orientations and gender identities, with less than 1% depicting LGBTQ+ individuals. These visuals predominantly use illustrations and rainbow symbols, focusing primarily on Pride parades and romantic scenes, rather than providing an authentic representation of LGBTQ+ individuals. Moreover, the casts of these visuals mainly consist of young white and Black individuals from diverse ethnic backgrounds, resulting in limited representation of other age groups or Asian individuals. Additionally, transgender, gender-fluid, and nonbinary individuals also face underrepresentation. Furthermore, the use of rainbow symbols is even more prevalent in Japan, accounting for over 60% of visuals, surpassing the global average of 30%.

### Opportunities for Inclusive Representation

It's worth noting that an estimated 8.9% of people in Japan identify as LGBTQ+, similar to global statistics. However, challenges persist for LGBTQ+ individuals, including discriminatory remarks by government officials and the absence of laws recognizing same-sex marriage or prohibiting discrimination, making Japan the only G7 country without such legislation. Discrimination remains a prevalent issue, despite a record number of transgender people having their gender identity recognized in 2019. Additionally, a study revealed that over 76% of LGBTQ+ job seekers in Japan have concealed their sexual orientation and/or gender identity while job hunting.

### Key Visual Considerations

To achieve more inclusive and accurate representation, brands and creators should actively depict LGBTQ+ individuals in diverse scenarios and roles, moving away from simplified and stereotypical portrayals. It is important to avoid romanticizing or relying heavily on symbols, such as rainbow flags, and instead focus on portraying LGBTQ+ individuals living everyday lives, engaging in different professions, and participating in various activities. This approach challenges stereotypes, fosters understanding and acceptance, and ensures a more authentic representation of the LGBTQ+ community in Japan.

Source: Getty Images VisualGPS, Dentsu, ReBit





Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:

- Show LGBTQ+ people not only in romantic stories or as parents, but in a variety of scenarios and roles at work and in everyday settings.
- Show LGBTQ+ people living fulfilling, positive lives, and having shared experiences within and outside of their communities.
- Represent LGBTQ+ people who are trans, nonbinary, or who may have other gender nonconforming identities.





Japan

## Race & Ethnicity

### Representation Gaps

The current visual landscape in Japan, as depicted in popular visuals downloaded from Getty Images, highlights significant gaps in race and ethnicity representation. While Japanese people are the most represented ethnicity, followed by Chinese, Korean, Thai, white people, and Taiwanese, these visuals predominantly showcase multi-ethnic groups in corporate business settings, neglecting to represent diverse ethnic backgrounds in other contexts.

### Opportunities for Inclusive Representation

Despite Japan's portrayal in official figures as an ethnically homogenous nation, its demographics are undergoing gradual changes. The rise in interracial marriages and an increasing number of babies born to non-Japanese parents indicate this shift. While the Indigenous Ainu people are now recognized as a Japanese minority by law, other ethnic groups such as Ryukyuan, Koreans, Chinese, Brazilians, and individuals of mixed heritage contribute to Japanese society, yet their representation is often overlooked in population figures. Within this evolving demographic landscape, it is crucial to acknowledge the term "hafu," which has long been used to describe Japanese individuals of mixed heritage. Many mixed heritage entertainers and athletes have gained popularity in Japan, resulting in increased visibility in public discourse. However, alongside this fascination with mixed heritage, there is a concerning issue of unwarranted attention and casual racism. Sadly, some individuals of mixed heritage have expressed feeling marginalized in their own country, as the perception of Japanese identity often relies on appearance and language. Recognizing the need for change, the Japanese government is currently reforming its stringent immigration policies. These reforms aim to address various challenges, including an aging population and labor shortages in certain industries. The incident involving the death of a foreign guest worker has further underscored the necessity for improved protections and support for migrant workers in Japan. It is anticipated to benefit over 2 million immigrants, approximately 2% of the population, particularly guest workers.

### Key Visual Considerations

To promote authentic representation of race and ethnicity, it is crucial to depict individuals of different ethnic backgrounds and multi-ethnic groups outside of corporate business settings. Everyday activities and cultural moments should also be portrayed, as this reflects the diversity and intricacies of modern Japan. With Japan's aging population and declining workforce, there is an increasing need for immigration, presenting an opportunity to celebrate and embrace the country's growing diversity.

Sources: Getty Images VisualGPS, Ministry of Health, Labor and Welfare of Japan, Pew Research Center







*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Depict people of different ethnic backgrounds and multi-ethnic groups outside of business settings.
- Show people of different ethnic backgrounds, multi-ethnic groups, and interracial families engaging in everyday activities.
- Depict how people from different cultural backgrounds celebrate and experience cultural moments.





Chapter 8

# Malaysia

Brief code: 775989592

Use this brief code to create a submission in ESP

[Visual References](#)



Chapter 8

# Malaysia

**Representation Gaps**

Malaysia is a multicultural country, home to a diverse population made up of various races, religions, and cultures. Despite this diversity, many Malaysians feel that the advertising and media they see every day do not accurately represent the complexity of their society. This sentiment is reflected in a recent VisualGPS survey, where 2 in 5 people in Southeast Asia agree that seeing people like themselves is an important factor in their purchasing decisions.

**Opportunities for Inclusive Representation**

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in Malaysia, in advertising and media in often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, Hong Kong, India, Indonesia, Japan, Taiwan, Thailand, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Source: Getty Images VisualGPS

**Race & Ethnicity**



**Gender**



**Age**





Malaysia

## Race & Ethnicity

### Representation Gaps

The current visual landscape in Malaysia, as depicted in popular visuals downloaded from Getty Images, reveals significant disparities in the representation of different races and ethnicities. Notably, Chinese individuals are the most prominently represented, followed by Thai, Malaysian, and Japanese individuals. However, the representation of Malay and Indian people is notably lacking, with limited visibility outside of business settings. Although multi-ethnic groups are visible in business and friendship contexts, they are rarely portrayed in family settings. Additionally, while various types of families are depicted, Chinese families are disproportionately represented, while Indian and Malay families receive less representation.

### Opportunities for Inclusive Representation

In Malaysia, where Malays account for 50.1% of the population, followed by Chinese at 22.6%, Indians at 6.7%, and other groups at 0.7%, it is crucial to address the pressing need for authentic representation. Furthermore, the country's rich cultural diversity, encompassing different religions, cuisines, cultures, and customs, necessitates a more inclusive portrayal in visual media.

### Key Visual Considerations

To achieve genuine representation of Malaysians, it is essential to showcase Malay and Indian individuals in diverse scenarios and roles beyond the confines of business settings. It is crucial to depict them as part of multi-ethnic groups and interracial families engaging in everyday activities and culturally specific practices. By doing so, we can effectively capture the essence of Malaysia's multiculturalism, allowing individuals to embrace and appreciate the unique cultural moments that define the country.

Sources: Getty Images VisualGPS, World Atlas





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Represent Malay and Indian people in various scenarios and roles outside of business settings.
- Showcase multi-ethnic groups and interracial families doing everyday activities.
- Depict culturally specific activities to capture the essence of diversity and allow people to celebrate and experience unique cultural moments.





Malaysia

# Gender

## Representation Gaps

The current visual landscape in Malaysia, as depicted in popular visuals downloaded from Getty Images, highlights the need for advancing gender equality and improving representation. Malaysian women are depicted 1.5 times more frequently than men, often portrayed in parental roles, as homemakers, and in business settings. Conversely, Malaysian men have slightly higher representation in leadership positions compared to women.

## Opportunities for Inclusive Representation

Despite the progress made in certain areas, the current representation fails to fully reflect the reality in Malaysia. Women constitute 38% of the workforce, exceeding the Asia-Pacific average, yet the country ranks 103 out of 146 countries in the global gender gap rankings. Additionally, there have been encouraging developments in recent years, as younger fathers have embraced domestic responsibilities and actively participated in household chores, challenging long-standing gender norms.

## Key Visual Considerations

To foster gender equality in visual storytelling, it is essential to ensure equal representation of women and men in both domestic and professional settings. Brands and creators should strive to showcase women as authoritative leaders and depict men's involvement in household affairs, such as balancing childcare responsibilities while maintaining their work commitments and actively sharing household chores. By doing so, we can create a more inclusive visual narrative that challenges gender stereotypes and promotes equality.

Sources: Getty Images VisualGPS, World Economic Forum, The Edge Markets, New Straits Times





Carlina Teteris, 1411226245



Edwin Tan, 1409046845

*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Ensure that the roles depicted are equally attributable to women and men.
- Portray women as leaders with authority in business settings.
- Show men's home life and responsibilities in domestic activities such as taking care of children and sharing household chores.



Edwin Tan, 1311082375



Malaysia

# Age

## Representation Gaps

The current visual landscape in Malaysia, as depicted in popular visuals downloaded from Getty Images, highlights the need for improved representation across different age groups. There appears to be an imbalance with a disproportionate focus on young adults aged 20-29, who are prominently featured in nearly 50% of popular visuals, particularly in corporate business, leisure, and beauty concepts. Conversely, individuals aged 60 or older are only represented in 9% of popular visuals, often portrayed in healthcare settings or with family members.

## Opportunities for Inclusive Representation

As Malaysia's population continues to age, it becomes increasingly vital to ensure adequate representation of seniors in visual storytelling. Projections suggest that Malaysia will become a "super-aged society" by 2056, with over 20% of the population aged 65 and above. Currently, more than 7% of the population falls within this age group. Despite this demographic shift, young adults aged 25-29 remain the largest age group in Malaysia's labor force, while those aged 55-64 face lower employment rates (45.2%) compared to high-income economies, but often engage in self-employment or part-time work.

## Key Visual Considerations

This disparity underscores the importance of accurately portraying individuals aged 60 or older in various settings and roles in visual storytelling. To better reflect the reality of Malaysia's aging population, it is crucial for brands and creators to include mature adults in a range of scenarios and roles beyond family and healthcare settings. This involves showcasing individuals aged 60 or older as capable and competent individuals in everyday life, while also depicting young to mid-adults in diverse scenarios both within and outside of business contexts. By doing so, we can create a more inclusive visual narrative that embraces the diversity of age demographics in Malaysia.

Sources: Getty Images VisualGPS, The World Bank





Edwin Tan, 1404886892

*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Depict individuals aged 60 or older as capable and competent in everyday life outside of family and healthcare settings.
- Show mature adults in a variety of scenarios and roles in business settings.
- Represent young to mid-adults in a variety of scenarios outside of business settings.



visualspace, 969625110



Edwin Tan, 1409917358



Chapter 9

# Taiwan

Brief code: 775989592

Use this brief code to create a submission in ESP

[Visual References](#)



Chapter 9

# Taiwan

Taiwan is a vibrant and diverse home to a population made up of many different ethnicities, languages, and religions.

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in Taiwan, in advertising and media often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, Hong Kong, India, Indonesia, Japan, Malaysia, Thailand, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

## Gender



## Sexual Orientation & Gender Identity



## Age





Taiwan

# Gender

## Representation Gaps

The visual landscape of popular visuals downloaded from Getty Images in Taiwan currently highlights the need to advance gender equality and improve representation. Women tend to be portrayed in traditional roles like homemakers and parents, while men are depicted twice as often in business compared to family settings. Although women and men are equally shown in business and leadership roles, there is a clear need to pay greater attention to gender representation in visual storytelling.

## Opportunities for Inclusive Representation

Taiwan has emerged as a global leader in gender equality, ranking first in Asia and sixth out of 163 countries worldwide. With more than 42% of the nation's legislators being women, Taiwan has made significant progress in promoting gender equality. However, traditional gender stereotypes persist in Taiwanese society, impacting women's decision-making processes regarding marriage, family, and their ability to balance work and family responsibilities. These stereotypes further reinforce the idea that women should pursue arts-related fields, while men should gravitate towards science-related fields.

## Key Visual Considerations

When aiming for genuine representation of gender in visual storytelling, it is vital to remain conscious of stereotypes linked to perceived gender, particularly when targeting children and young adults. Additionally, it is essential to depict roles in visual storytelling that are equally distributed between women and men, while also celebrating diverse gender identities and roles. By doing so, we can foster a more inclusive and authentic portrayal of gender in visual media.

Source: Getty Images VisualGPS. Office of the President is an organ of the Republic of China (Taiwan). Iida, A. How Do Traditional Gender Roles Influence Women's Lives in Taiwan? An Investigation of Highly Educated Women's Willingness to Create Families. East Asia 40, 81-100 (2023). Huang, SH. Gender and Communication: A Study on the Career Choices of Taiwanese Women. GSTF J Media Commun 2, 14 (2015)







*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Challenge gender stereotypes by depicting children in diverse and empowering roles that defy traditional expectations and limitations.
- Depict men as active participants in home life, showcasing their involvement in domestic activities such as caring for children and sharing house chores, to highlight their nurturing and caregiving abilities.
- Represent women of all ages as leaders and authority figures in the workplace, emphasizing their expertise, skills, and contributions to various industries and professions.





Taiwan

# Sexual Orientation & Gender Identity

## Representation Gaps

The visual landscape of popular visuals downloaded from Getty Images in Taiwan reveals a significant lack of representation when it comes to diverse sexual orientations and gender identities. This underrepresentation is evident as less than 1% of the images depict LGBTQ+ individuals, highlighting the need for increased visibility in this aspect.

## Opportunities for Inclusive Representation

Despite these gaps, Taiwan has made remarkable progress in promoting LGBTQ+ rights and equality in Asia. Notably, same-sex marriage was legalized in 2019, leading to over 5,000 same-sex couples getting married since then. Moreover, in January 2023, a new directive was issued allowing Taiwanese people to marry a foreign spouse of the same sex, even if their partner is from a jurisdiction that does not recognize gay marriage. Furthermore, in May 2023, Taiwan's legislature passed a bill granting same-sex couples the right to jointly adopt a child, marking a significant milestone on the path to achieving full marriage equality. In 2016, Audrey Tang made history as the first transgender minister in Taiwan. The country has also taken steps to improve transgender visibility by removing the requirement for sex reassignment surgery to change gender on official documents and implementing a third gender option on identification documents. However, challenges still exist for transgender individuals in Taiwan, as approximately 37% have experienced gender-related discrimination or bullying in the workplace, and 55% express fear of using public restrooms.

## Key Visual Considerations

To ensure authentic representation of sexual orientation and gender identity, it is crucial to depict LGBTQ+ individuals living fulfilling and positive lives, sharing experiences within and outside their communities. It is important to showcase transgender individuals in various scenarios and roles, including the workplace and educational settings.

Sources: Getty Images VisualGPS, The Taiwan Alliance to Promote Civil Partnership Rights, APCOM, Ministry of Foreign Affairs, Republic of China (Taiwan)



*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Show LGBTQ+ people living fulfilling and positive lives and having shared experiences within and outside of their communities.
- Represent LGBTQ+ people who are trans, nonbinary, or who may have other gender nonconforming identities.
- Represent trans people in a variety of scenarios and roles at work and in educational settings.





Taiwan

# Age

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Taiwan highlights the urgent need for improved age representation. Currently, these visuals predominantly feature young adults, particularly those aged 20-29, accounting for nearly 30% of the overall popular visuals. These visuals often depict young adults in corporate environments. However, individuals aged 60 and above are severely underrepresented, appearing in only 4% of the visuals. When they do appear, they are typically shown in healthcare settings or engaged in leisure activities with their families.

## Opportunities for Inclusive Representation

It is worth noting that Taiwan is classified as an aging society, with one in every seven people being aged 65 or above. Moreover, the working-age population in Taiwan is steadily declining. While age discrimination in employment terms and conditions is unlawful, approximately 61% of employees in Taiwan have experienced discrimination when seeking jobs, primarily based on their age and physical appearance. In fact, among all age groups, individuals above 45 years old reported the highest percentage of facing age discrimination during their job search, with more than half of the survey respondents in this age group confirming this.

## Key Visual Considerations

To ensure authentic representation of age in visuals, it is crucial to consider a diverse range of scenarios and roles for young and mid-adults in the workplace. Moreover, it is essential to portray senior adults as capable and competent in their everyday lives beyond healthcare and family settings. Furthermore, promoting inclusivity and acceptance requires representing a wide variety of ages and appearances.

Sources: Statista, Ministry of Labor Republic of China (Taiwan), 1111 Job Bank





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Include diverse representations of young/mid adults in various scenarios and work roles, going beyond traditional corporate environments.
- Portray individuals aged 60 or older adults as capable and competent individuals in everyday life, showcasing their experiences beyond healthcare and family settings.
- Ensure representation of a variety of age groups and appearances, reflecting the diversity within the Asian community.





Chapter 10

# Thailand

Brief code: 775989592

Use this brief code to create a submission in ESP

[Visual References](#)



Chapter 10

# Thailand

Thailand is a country with a rich cultural heritage and a population that includes different genders, sexual orientations, and expressions of gender identity. Despite this diversity, many Thai people feel that the advertising and media they see every day do not accurately represent them or their community. This sentiment is echoed in a recent VisualGPS survey, where 2 in 5 people in Southeast Asia agree that seeing people like themselves is a significant factor in their purchasing decisions.

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in Thailand, in advertising and media in often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, Hong Kong, India, Indonesia, Japan, Malaysia, Taiwan, Singapore, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Sources: Getty Images VisualGPS

## Gender



## Sexual Orientation & Gender Identity



## Body





Thailand

# Gender

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Thailand sheds light on the need to advance gender equality and improve representation. Notably, there is a tendency to portray women primarily as homemakers or in parental roles, while men are slightly more likely to be depicted in leadership positions in the corporate business sector.

## Opportunities for Inclusive Representation

It is important to acknowledge that Thailand has made strides in narrowing the gender gap, surpassing global and Asia-Pacific averages with a higher percentage of women holding senior leadership positions and contributing to mid-market companies. However, despite this progress, studies reveal that women in Thailand still face an unfair burden of unpaid care work. The COVID-19 pandemic has exacerbated this situation, increasing adult care and childcare responsibilities for women. While attitudes towards domestic responsibilities are evolving, with some men recognizing the importance of sharing household chores, there remains ample room for improvement in dismantling traditional gender roles.

## Key Visual Considerations

Given these dynamics, it becomes crucial to accurately portray both men and women in diverse professional and domestic settings. By depicting women as leaders and men as caretakers and domestic partners, we can challenge and break free from ingrained gender stereotypes. Such inclusive representation fosters a more equitable society and promotes a better understanding of the capabilities and contributions of individuals, irrespective of their gender.

Sources: Getty Images VisualGPS, World Economic Forum, UN Women, The Bangkok Post





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Represent mid/mature adult women as leaders or authority figures in the workplace.
- Depict women as more than just mothers and show their diverse personalities and emotions outside of a family environment.
- Show men's home life and depict them as equally responsible for domestic activities such as caring for children, household chores, and balancing work and family responsibilities.





Thailand

## Sexual Orientation & Gender Identity

### Representation Gaps

The visual landscape of popular visuals downloaded from Getty Images in Thailand indicates a notable disparity in the representation of diverse sexual orientations and gender identities. This underrepresentation is clearly evident, with LGBTQ+ individuals accounting for less than 1% of the popular images, with no transgender and nonbinary representation, emphasizing the urgent need for heightened visibility in this regard.

### Opportunities for Inclusive Representation

Estimates suggest that around 5 million people, accounting for 8% of Thailand's population, belong to the LGBTQ+ community or a sub-group. In a promising move, Thai politicians passed four bills legalizing same-sex unions in 2022, potentially making Thailand the second country in Asia to do so. However, data on Thailand's transgender population remains limited, though it is believed that they represent approximately 0.3% of the population, equating to 230,000 to 250,000 individuals. Unfortunately, transgender people face higher levels of discrimination in organizational settings compared to other LGBTQ+ groups. Despite gender-affirming surgery being legal in Thailand, transgender individuals struggle to obtain official documentation that accurately reflects their gender identity, and they are subjected to more frequent incidents of verbal and sexual harassment.

### Key Visual Considerations

To promote genuine representation of sexual orientation and gender identity, it is crucial to showcase the LGBTQ+ community, including those who are trans, nonbinary, or have other gender nonconforming identities, in a range of scenarios and roles both within and outside of their communities. Furthermore, it is important to depict trans people in various situations, such as at work, in educational settings, and engaged in everyday activities.

Sources: Getty Images VisualGPS, The Nation Thailand, GATE, DataReportal, Human Rights Watch, World Bank



*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Show LGBTQ+ people living fulfilling and positive lives and having shared experiences within and outside of their communities.
- Represent LGBTQ+ people who are trans, nonbinary, or who may have other gender nonconforming identities.
- Represent trans people in a variety of scenarios and roles at work and in educational settings.





Thailand

## Body

### Representation Gaps

The current visual landscape in Thailand, as observed through popular visuals downloaded from Getty Images, highlights significant disparities in body representation. Only 2% of the most popular visuals depict larger bodies, indicating a lack of diversity in body types. Additionally, when larger bodies are portrayed, they tend to be associated with dieting or exercise, perpetuating narrow beauty standards. In Thailand, beauty standards tend to favor lighter skin complexion and reflect Eurocentric ideals with women featuring more prominently than men in beauty concepts.

### Opportunities for Inclusive Representation

Unrealistic beauty standards in Thailand, which prioritize fair skin, tallness, and slimness with small frames, can lead to an unhealthy relationship with one's body, resulting in mental health issues, eating disorders, and discrimination. Women and young girls often experience body-related bullying, and even accomplished beauty pageant contestants face criticism based on their size. Additionally, there have been widespread protests against oppressive educational norms in Thailand, such as mandated school uniforms, strict curriculums, and haircut rules. Surveys indicate that approximately 74% of respondents reported the continued use of forced haircuts as a disciplinary measure, with 60% of high school students feeling that these rules undermine their control over their bodies and contribute to feelings of inadequacy. Over 70% of young women aged 19-24 reported a negative impact on self-confidence due to mandated haircuts. There is a growing consensus among three out of five respondents that these outdated hair rules should be abolished.

### Key Visual Considerations

To promote authentic representation, brands and creators should prioritize diversity by showcasing a wide range of body types, facial features, hair, and skin tones. It is crucial to portray individuals in everyday settings and activities that promote their physical and mental wellbeing and convey happiness. By doing so, visual storytelling can become more inclusive and accurately reflect the diversity and complexity of Indian society.

Sources: Getty Images VisualGPS, YouGov





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Ensure that you represent a diverse range of body types, facial features, hair, and skin tones engaged in everyday activities, both at work and in educational settings.
- While representing people, keep in mind their physical and mental wellbeing and happiness.





Chapter 11

# Singapore

Brief code: 775989592

Use this brief code to create a submission in ESP

Visual References

Chapter 11

# Singapore

Singapore is a multicultural and multiethnic society with a rich tapestry of cultures, languages, and traditions. Despite this diversity, many people in Singapore feel that the advertising and media they see every day do not accurately represent them or their community. This sentiment is echoed in a recent VisualGPS survey, where 2 in 5 people in Southeast Asia agree that seeing people like themselves is a significant factor in their purchasing decisions.

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in Thailand, in advertising and media in often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, Hong Kong, India, Indonesia, Japan, Malaysia, Taiwan, Thailand, and South Korea. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Sources: Getty Images VisualGPS

## Race & Ethnicity



## Gender



## Age





Singapore

## Race & Ethnicity

### Representation Gaps

The visual landscape in Singapore, as portrayed in popular visuals downloaded from Getty Images, reveals significant disparities in the representation of different races and ethnicities. Chinese ethnicity dominates the depiction, followed by Thai, Japanese, Multiracial individuals, Malaysians, white individuals, and Koreans. However, there is a noticeable underrepresentation of Malay and Indian people. Notably, the portrayal of various ethnic groups varies across contexts. Chinese individuals are frequently shown in both business and lifestyle settings, while Indians are more prevalent in business scenarios and less so in lifestyle and domestic contexts. Unfortunately, Malay individuals face limited overall representation, and multi-ethnic groups are depicted more in business settings than in friendship groups. Moreover, visuals featuring interracial families are rare.

### Opportunities for Inclusive Representation

Singapore's population primarily consists of Chinese (74%), Malays (14%), and Indians (9%), with increasing diversity due to immigration. The country prides itself on religious diversity, recognizing ten officially recognized religions. There is a widespread acknowledgment of racism as a significant issue, particularly among younger and more highly educated individuals. Interestingly, people of all races believe that success in Singapore is not determined by one's race. However, opinions differ regarding the concept of majority privilege, with approximately 53.9% of the population agreeing or strongly agreeing that being part of the majority race (Chinese) offers advantages in Singaporean society.

### Key Visual Considerations

To promote authentic representation of race and ethnicity, it is crucial to depict individuals from diverse backgrounds in various scenarios beyond business settings. Showcasing people from different ethnic backgrounds, multi-ethnic groups, and interracial families engaged in everyday activities helps foster inclusivity and normalize diversity. Additionally, highlighting culturally specific activities and capturing how individuals from different cultural backgrounds celebrate and experience cultural moments enriches the representation of race and ethnicity.

Sources: Getty Images VisualGPS, CNA-Institute of Policy Studies, Singapore Department of Statistics







Carlina Teteris, 1388589589



Koh Sze Kiat, 1324180396

*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

Represent people with different ethnic backgrounds in various scenarios and roles beyond business settings.

Show people from different ethnic backgrounds, including multi-ethnic groups, and interracial families, engaged in everyday activities.

Highlight culturally specific activities and showcase how people from diverse cultural backgrounds celebrate and experience important cultural moments.



Carlina Teteris, 1411224099



Singapore

# Gender

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Singapore brings attention to the need for advancing gender equality and enhancing representation. Notably, women are often portrayed 1.5 times more in traditional homemaking and parental roles, while men are twice as likely to be depicted in business settings rather than in familial contexts.

## Opportunities for Inclusive Representation

While Singapore has made progress in gender equality, ranking 49th globally in the gender gap rankings, certain challenges persist. Women constitute a significant portion of the labor force, accounting for 64.2% in 2021, and their representation in corporate boards and leadership positions is increasing. However, gender stereotypes and discriminatory beliefs continue to prevail in Singapore. A considerable percentage of the population, 57%, holds the view that men should be the dominant figures in decision-making, and 52% expect women to assume traditional household roles. Additionally, the gender wage gap remains a concern, with women earning 14.4% less than men, as reported by the Ministry of Manpower. Furthermore, there is a gender disparity in access and utilization of telecommuting, with only 35% of women benefiting from it compared to 60% of men. This discrepancy is exacerbated by women shouldering more responsibilities in the domestic sphere, while men often leverage telecommuting to enhance work productivity. Addressing these issues requires equal opportunities and flexible work arrangements.

## Key Visual Considerations

To address these challenges and promote more inclusive representation, it is crucial for brands and creators to challenge gender stereotypes. Depicting women of all ages as leaders and authority figures in the workplace can help break down gender biases. Additionally, emphasizing images that showcase work-life balance and an inclusive working environment for everyone is essential.

Sources: Getty Images VisualGPS, World Economic Forum, statista, AWARE, Government of Singapore: Manpower Research and Statistics, Kantar Public





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Challenge gender stereotypes and promote more inclusive gender representation in visual storytelling.
- Depict men as active participants in home life and responsible for domestic activities such as caring for children and sharing house chores.
- Represent women of all ages as leaders and authority figures in the workplace.
- Prioritize images that depict work-life balance and an inclusive working environment for everyone.





Singapore

# Age

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Singapore sheds light on the need for improved age representation. Only around 10% of visuals depict individuals aged 60 and above, often in healthcare or family settings. Conversely, young adults between the ages of 20 and 29 make up nearly 50% of the visuals, predominantly seen in corporate environments.

## Opportunities for Inclusive Representation

Singapore faces the challenge of an aging population, with those aged 65 and above accounting for 16.6% of the total resident population in 2022. The labor force participation rate for this age group has been on the rise over the past decade. However, age discrimination remains prevalent in the workplace, with age-related cases being the most reported type. Notably, 60% of Singapore's workforce is aged 40 or older, and a study reveals that 17% of Singaporeans experience age discrimination, surpassing the Asia-Pacific average. Furthermore, millennials also encounter ageism, with 28% feeling or being told that they were denied leadership positions due to their perceived youth.

## Key Visual Considerations

To authentically represent age, it is crucial to portray different age groups in diverse scenarios and roles. This involves depicting young and mid-adults as leaders or individuals with authority in various settings. Simultaneously, it is equally important to showcase mature and individuals aged 60 or older in a range of roles, such as engaging in everyday activities or enjoying leisure pursuits. Additionally, it is essential to present senior adults as capable and competent in everyday life, moving beyond the confines of healthcare and family contexts. By challenging age-related stereotypes and biases, visual storytelling can foster inclusivity and accurately reflect the diversity of age groups in Singaporean society.

Sources: Getty Images VisualGPS, Department of Statistics, Ministry of Trade & Industry, Republic of Singapore, statista, Tripartite Alliance for Fair & Progressive Employment Practices, ADP, Randst





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Showcase individuals aged 60 or older as capable and competent in their daily lives, rather than just portraying them in limited roles.
- Represent young adults as leaders or individuals with authority in various settings, rather than perpetuating stereotypes of them as inexperienced or subordinate to older generations.
- Focus on universal human experiences and emotions that resonate with people of all ages rather than only highlighting certain lifestyles or behaviors.





Chapter 12

# South Korea

Brief code: 775989592

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[Visual References](#)

Chapter 12

# South Korea

South Korea is a culturally rich country, with a unique blend of traditional and modern influences. However, many people in these countries feel that the advertising and media they encounter daily do not accurately reflect their communities.

Accurate representation in visual storytelling is crucial as it greatly influences consumer behavior. Unfortunately, the representation of people in South Korea, in advertising and media in often falls short in capturing the true diversity of these communities. To promote inclusive representation and challenge stereotypes, it is essential to address overlooked areas of diversity, including the ones highlighted on the right-hand side of this page.

For comprehensive recommendations on representing the remaining areas of identity, refer to the Asia-Pacific overview. This resource provides extensive guidance on inclusive representation and challenges stereotypes for Asian communities in the region. Additionally, country-specific insights are available for Australia and New Zealand, China, Hong Kong, India, Indonesia, Japan, Malaysia, Taiwan, Thailand, and Singapore. These resources offer unique cultural contexts and demographics, providing actionable strategies for accurate and inclusive representation in advertising and media.

Sources: Getty Images VisualGPS

## Gender



## Body



## Age





South Korea

# Gender

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in South Korea highlights the need for advancing gender equality and enhancing representation. Women are frequently portrayed in stereotypical roles such as homemakers and parents, reinforcing gender norms and contributing to the underrepresentation of women in various fields. In contrast, men are depicted in business roles three times more often than in familial roles.

## Opportunities for Inclusive Representation

Despite South Korea's economic growth and technological advancements, it ranks 99th out of 146 countries in the global gender gap rankings, indicating significant gender inequality. The country faces disparities in education, health, and political representation. South Korea also has the widest pay gap among OECD member countries, with women earning around 30% less than men due to limited career advancement opportunities, biased hiring practices, and societal expectations. Gender equality has become a contentious topic in South Korean politics, as seen in the recent presidential election where anti-feminist sentiments resonated with young male voters. However, many female voters feel their opinions are disregarded by the government. Despite these challenges, a growing number of young women prioritize their careers and defy traditional household obligations. While progress has been slow, positive steps include the recent passage of a law requiring large companies to disclose their gender pay gap, promoting transparency and addressing workplace inequality.

## Key Visual Considerations

To foster more inclusive representation, it is crucial to focus on underrepresented areas of diversity in visual storytelling. For instance, representing men in domestic roles, such as caring for children and sharing household chores, is important. Prioritizing images that depict equal power dynamics between men and women is also crucial, and women should be portrayed as more than just mothers, showcasing diverse personalities and emotions outside of the family environment. By challenging traditional gender roles and expanding the range of representations, visual storytelling can play a significant role in promoting gender equality and inclusivity.

Sources: Getty Images VisualGPS, Hankook Research Company, World Economic Forum, OECD, Korean Women's Development Institute, Equal Pay International Coalition





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Depict women as more than just mothers and show their diverse personalities and emotions outside of a family environment.
- Show men's home life and depict them as equally responsible for domestic activities such as caring for children, household chores, and balancing work and family responsibilities.
- Represent women of all ages as leaders and authority figures in the workplace, emphasizing their expertise, skills, and contributions to various industries and professions.





South Korea

## Body

### Representation Gaps

The visual landscape of popular visuals downloaded from Getty Images in South Korea reveals significant issues in body representation. These problems are exacerbated by the prevalence of Eurocentric beauty standards, which prioritize lighter skin complexion and slimmer body types. Moreover, women are featured in beauty concepts three times more often than men.

### Opportunities for Inclusive Representation

In South Korea, the pressure to enhance credentials, or "specs," from an early age extends to appearance, with the beauty industry emphasizing its importance for success. This emphasis is even reflected in job application practices, where including photographs reinforces the significance of physical appearance in employment opportunities. Unfortunately, discrimination based on physical appearance is a major issue in the country, negatively impacting individuals' self-esteem. South Korea's beauty ideals center around Eurocentric features, leading to a high demand for surgical interventions. The country ranks among the top worldwide for the number of plastic surgeons, and this discrimination extends beyond social settings, infiltrating the workplace where physical appearance plays a crucial role in career prospects. As a result, many individuals turn to plastic surgery to enhance their chances of employment. Interestingly, South Korean men rank as the highest consumers of beauty products per capita globally, with 75% of them receiving beauty treatments at least once a week. This trend stems from a culture of competition that values success in all aspects, including physical appearance. However, a promising movement is emerging, advocating for the embrace of natural beauty and promoting self-love and acceptance. This movement is exemplified by the growing presence of online communities and social media pages that celebrate diverse body types and advocate for self-care practices.

### Key Visual Considerations

To foster more authentic representation, it is crucial to showcase a wide range of body types, facial features, hair, and skin tones engaged in everyday activities, both in work and educational settings. These visuals should promote physical and mental wellbeing, happiness, and self-care practices. Additionally, it is important to portray masculinity in a positive light and highlight men's self-care routines.

Sources: Getty Images VisualGPS, Statista, Euromonitor, ISAPS, Global Data, International Journal for Equity in Health



*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Depict a variety of body types, facial features, hair, and skin tones in everyday activities and work/educational settings, promoting physical and mental health and happiness.
- Consider positively representing men's self-care practices and masculinity.





South Korea

# Age

## Representation Gaps

The current visual landscape of popular visuals downloaded from Getty Images in Singapore highlights a significant disparity in age representation. Young adults between the ages of 20-29 are the most prominently depicted, often portrayed in affluent business and leisure settings. In contrast, only a mere 5% of popular visuals feature individuals aged 60 and above. This strong emphasis on youth and youth culture in visual media can shape societal perceptions and treatment of older people.

## Opportunities for Inclusive Representation

Age discrimination in South Korea is influenced by Confucian beliefs that prioritize age hierarchy, where younger individuals are expected to show respect and deference to their elders. Consequently, young people may face discrimination in schools and the workforce, where they are pressured to obey their elders' commands. However, this can also result in the under recognition and undervaluation of older individuals in various situations. Another contributing factor is the absence of an established pension scheme, leaving over 40% of the senior population living in relative poverty. Moreover, 59% of older people encounter age-related barriers in finding employment, particularly women in the service industry, which further hampers their economic security and social inclusion.

## Key Visual Considerations

To combat age discrimination in South Korea, it is crucial to promote authentic representations of age in media and advertising. This can be achieved by showcasing individuals aged 60 or older as capable and competent individuals in everyday life, highlighting shared human experiences and emotions that transcend age and socioeconomic status. Additionally, portraying young adults as leaders or individuals with authority can challenge age-related stereotypes and promote inclusivity in visual storytelling.

Sources: Getty Images VisualGPS, Statistics Korea, OECD, National Human Rights Commission of Korea





*Key Visual Considerations for Deepening Asian Narratives in Visual Storytelling:*

- Showcase individuals aged 60 or older as capable and competent in their daily lives, rather than just portraying them in limited roles or as dependent on younger generations.
- Focus on universal human experiences and emotions that resonate with people of all ages and socioeconomic backgrounds, rather than only highlighting certain lifestyles or behaviors.
- Represent young adults as leaders or individuals with authority in various settings, rather than perpetuating stereotypes of them as inexperienced or subordinate to older generations.

