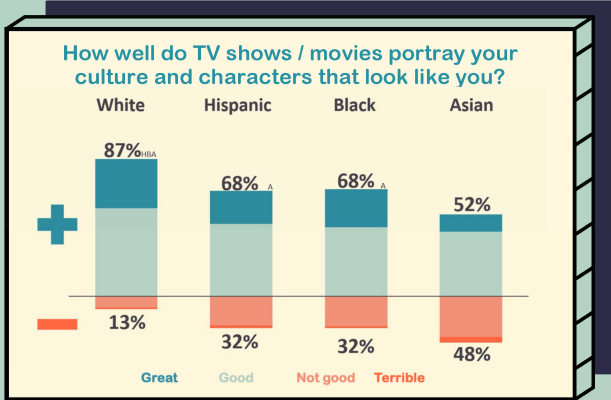
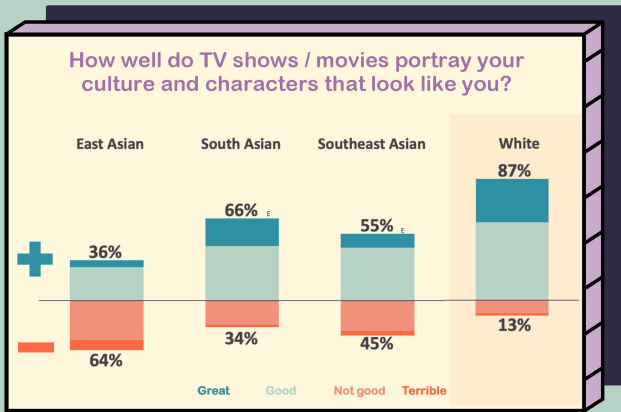


For Asian Americans, Real life unfortunately does not translate into "Reel life"

Asian Americans are more dissatisfied with their media portrayal compared to other racial groups.



This is true even when broken up by three Asian subgroups: East, South, and Southeast Asian.



How are Asian Americans typically represented in media content?

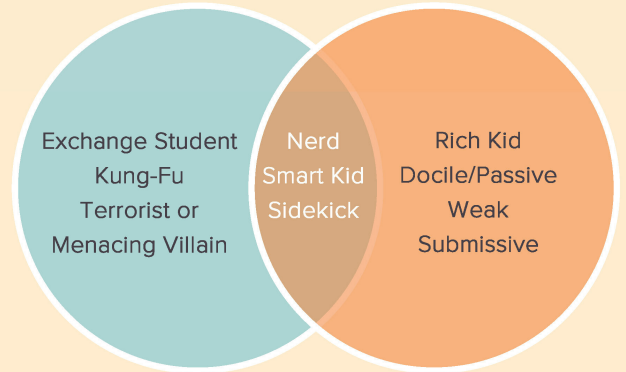
Since they are rarely given the opportunity to be main characters, Asian kids are often cast into side roles with limited characterizations that have historically fallen into two stereotypes: the perpetual foreigner and the model minority.

PERPETUAL FOREIGNER

Asians appear and act too foreign to be seen as American, regardless of their citizenship

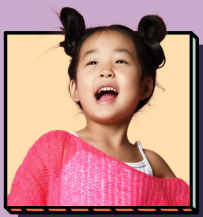
MODEL MINORITY MYTH

Compared to other minorities, Asians are smart, successful, and do not cause "trouble."



What do East Asians, South Asians, and Southeast Asians want in kids & family media content?

All 3 Asian subgroups Want:



East Asians want less violence, more humor (i.e. expanding beyond the martial arts trope)



South Asians want normalized customs (79% say family's culture is a medium/big part of who they are)



Southeast Asians want visual representation (they are 45% more likely to watch a show with a character who looks like them) and families like their own (75% say their family is not like those on TV) and historically they have been the least represented among all three Asian subgroups

How do we give kids and families what they want?

Provide accurate cultural specificity

Stop repeating stereotypes and tell new stories

Recognize kids' experiences and their connections to their culture are not mutually exclusive

MOVING FORWARD

Fleshing out a cast of characters from distinct, underrepresented, Asian American backgrounds can help amplify cultural nuances, while providing common ground and space for the kids to be kids!