



Genealogy of the Getty Images: Lean In Collection

Researching the feminist politics
of stock photography across
representation, circulation,
and recontextualization

Digital Methods Winter School 2016

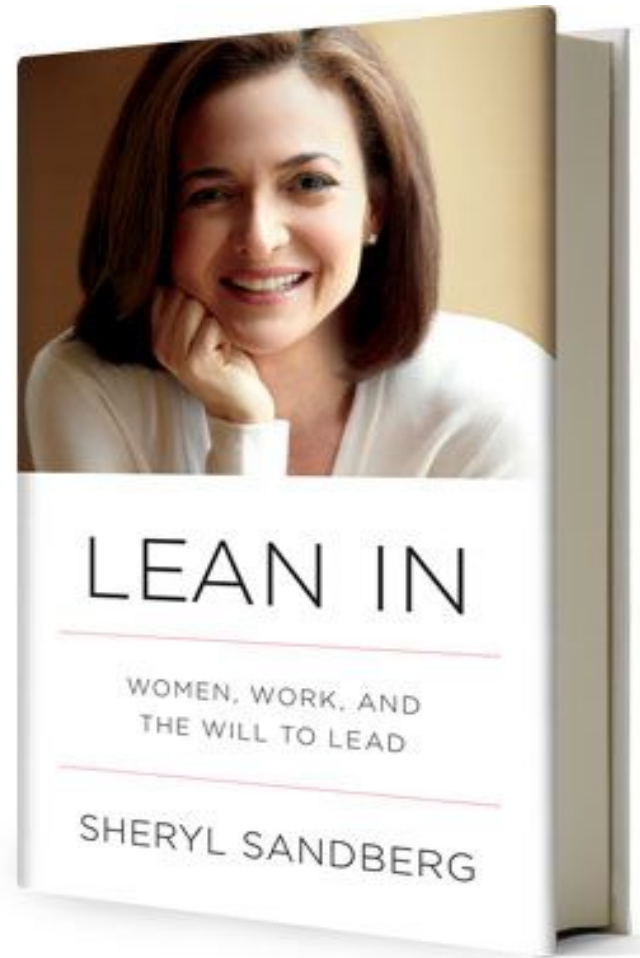
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Lean In Collection

Introduction

Initial Data Sets

gettyimages®



Research Questions

1. **CIRCULATION:** How do these images exist and move across different online platforms and media outlets?
2. **REPRESENTATION:** How does the Lean In Collection communicate women as empowered and authentic both visually and through the language found in titles and keywords?
3. **RECONTEXTUALIZATION:** How do the online media texts that use images from the Lean In Collection frame a range of issues related to women both visually and linguistically?

Methodology

7833 images within Lean In collection

→ 6000 sorted images → result: 4646 unique images

Top 171 hosts - based on the number of pictures from the collection they use

Top 10 images- based on usage by other hosts

The metadata connected to the picture - titles, authors, keywords/tags, rights

Data collection

→ Tools: Google Reverse Image Scraper

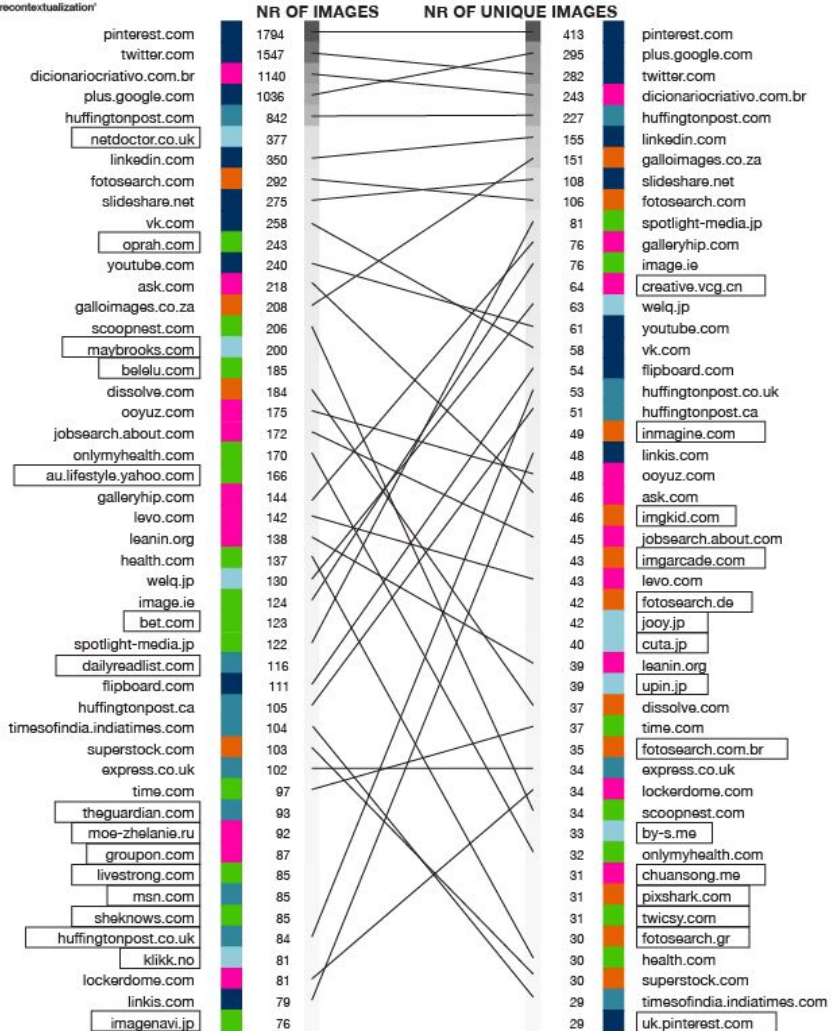
Findings: Circulation

How do these images exist and move across different online platforms and media outlets?

HOSTS

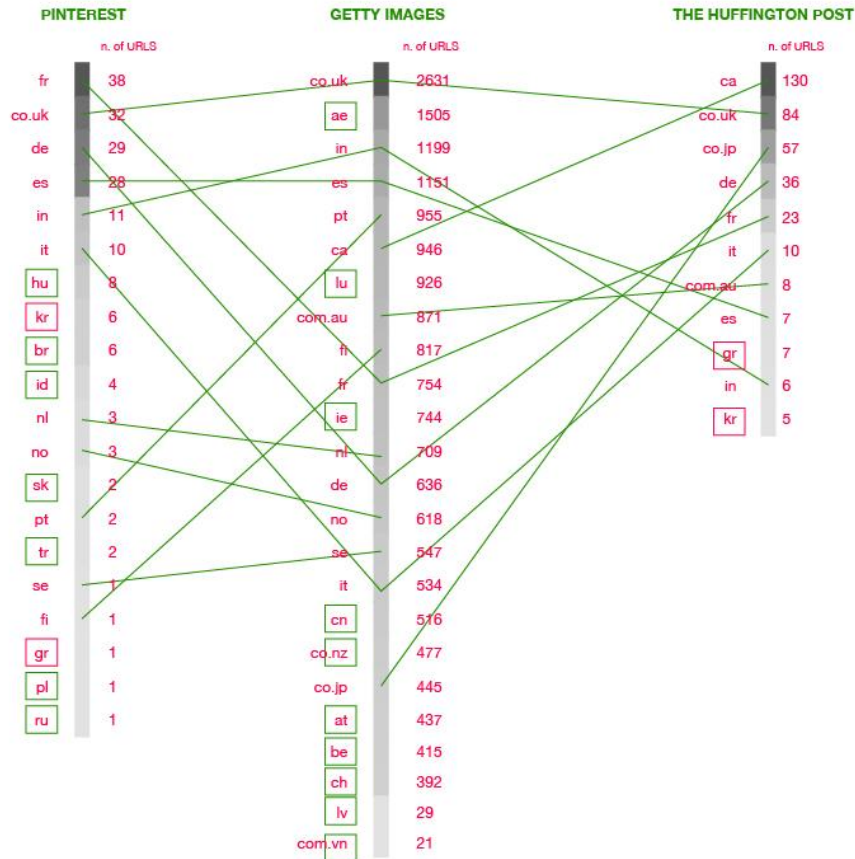


HOST'S CATEGORY



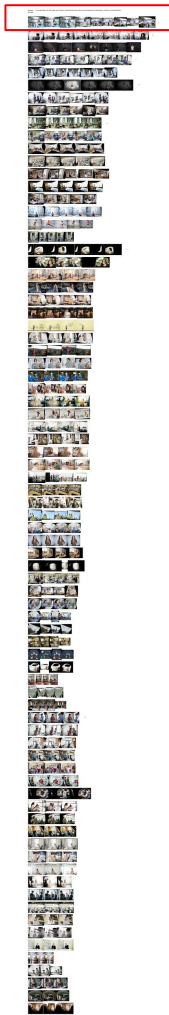
URLS' DOMAINS

- unique local domains
- local domains that appears outside gettyimages



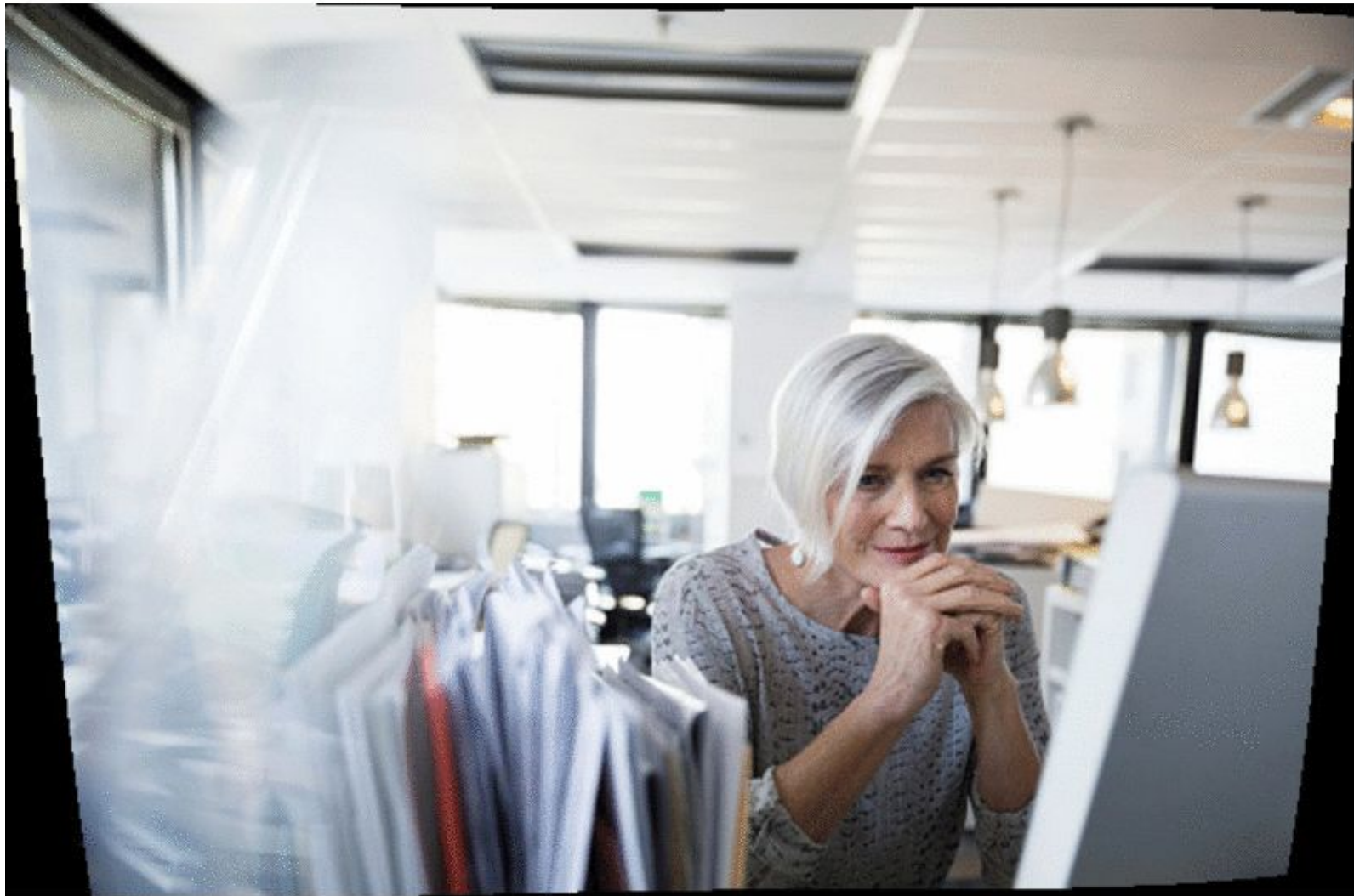
Findings: Representation

How does the Lean In Collection communicate women as empowered and authentic both visually and through the language found in titles and keywords?



similar images according to settings
(min. 3 images per setting)

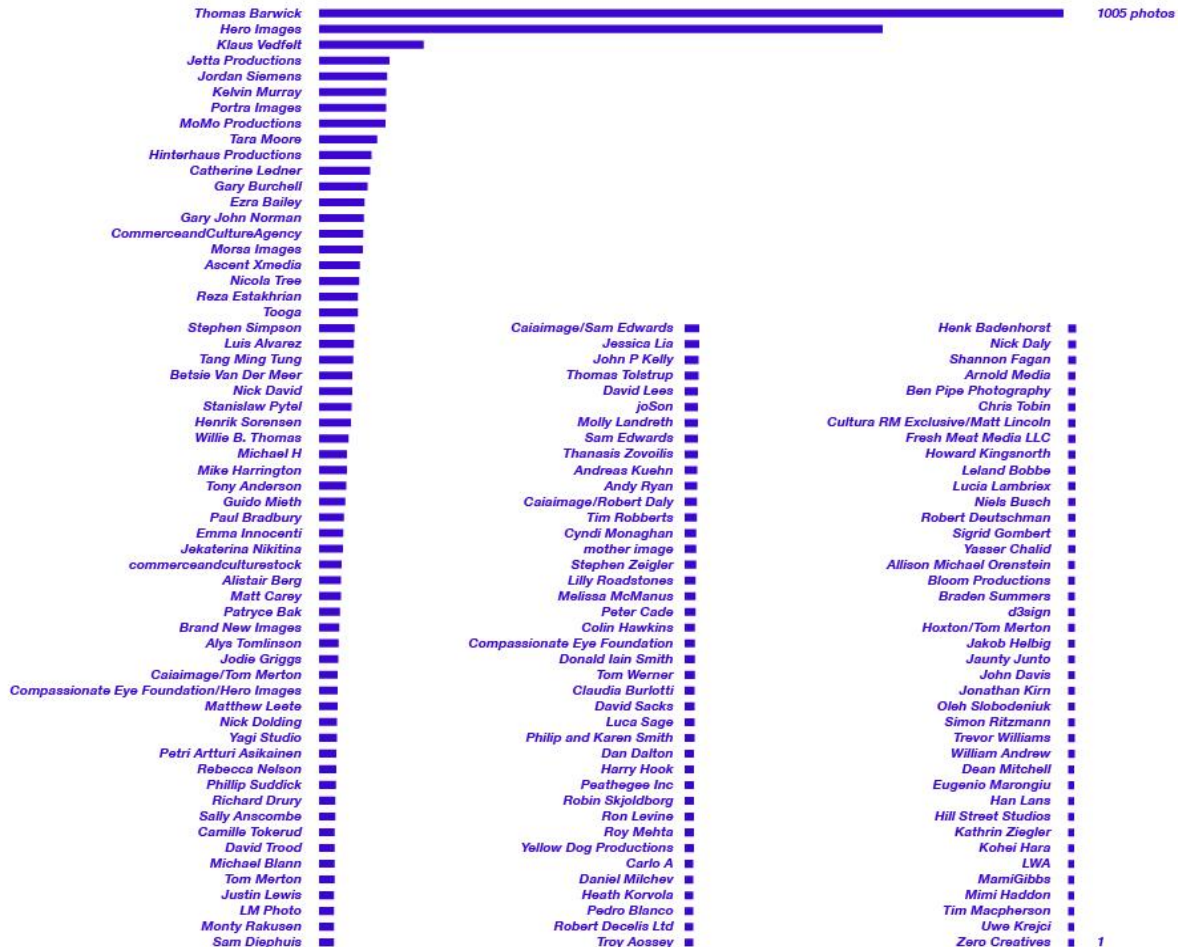


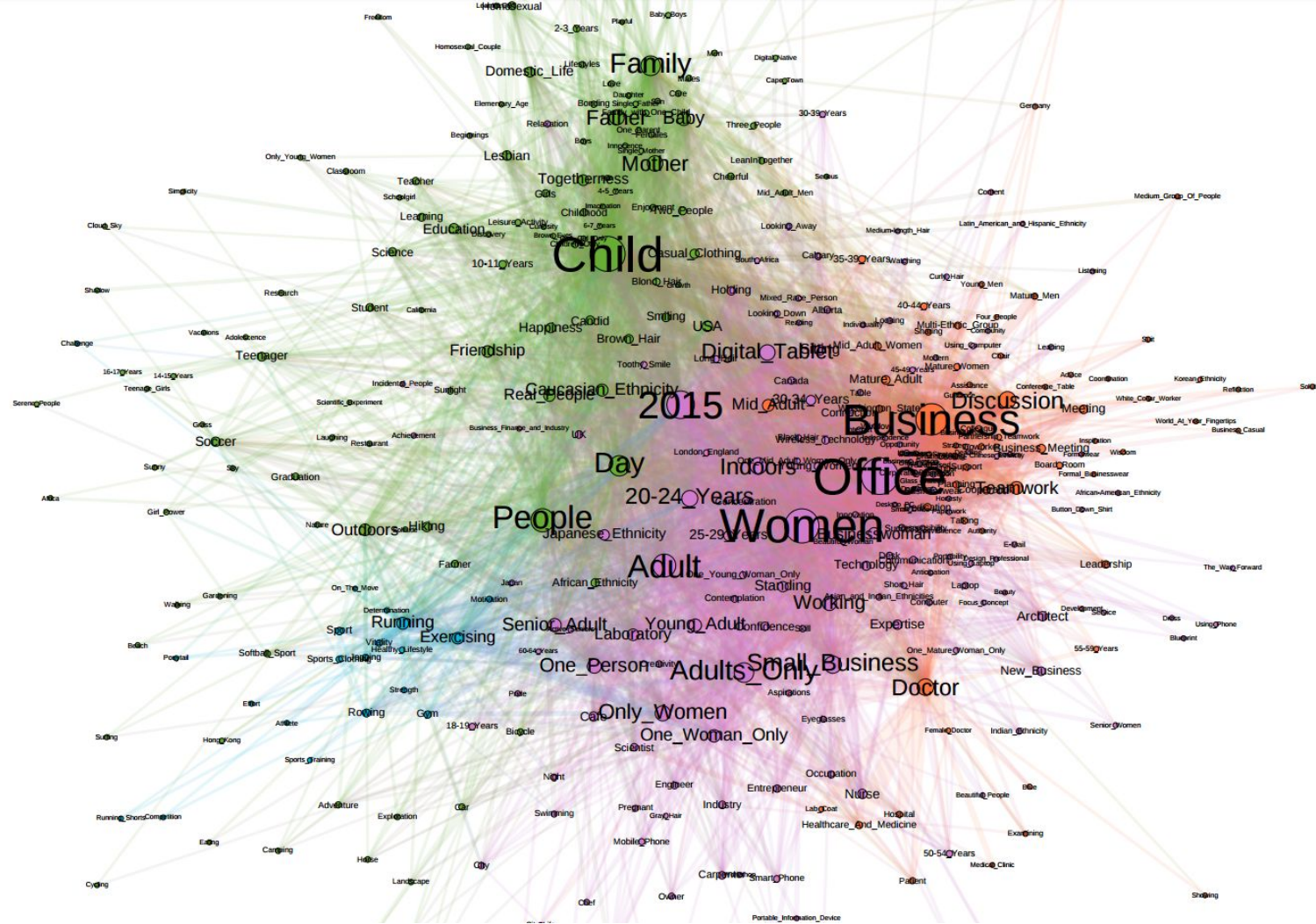






THE AUTHORS





Family

Child

Office

Business

People

Women

Adult

Education

Friendship

2015

Discussion

Meeting

Teamwork

Working

Doctor

New_Business

Science

Childhood

Happiness

Real_People

Outdoors

Running

Exercising

Sport

Senior_Adult

One_Person

Only_Women

One_Woman_Only

Digital_Tablets

Mid_Adult

Business

Office

Meeting

Teamwork

Working

Doctor

New_Business

Small_Business

Adults_Only

Only_Women

One_Woman_Only

Senior_Adult

Young_Adult

One_Person

Only_Women

One_Woman_Only

Scientist

Engineer

Other

Small_Business

Adults_Only

Only_Women

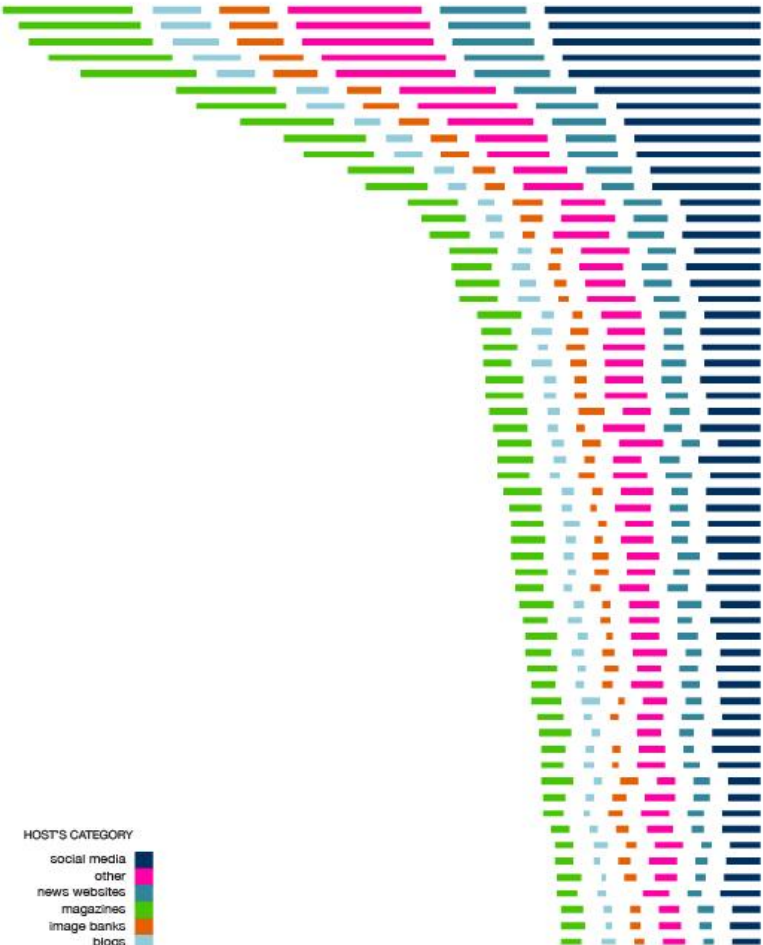
One_Woman_Only

Scientist

Engineer

Other

TAG PER CATEGORY



HOST'S CATEGORY
social media
other
news websites
magazines
image banks
blogs

- Photography
- People
- Color Image
- Horizontal
- Adult
- Adults Only
- Day
- Indoors
- Only Women
- One Person
- One Woman Only
- Young Adult
- Caucasian Ethnicity
- Mid Adult
- USA
- Sitting
- Casual Clothing
- Real People
- Brown Hair
- Waist Up
- Standing
- Togetherness
- Outdoors
- 25-29 Years
- Two People
- Women
- Business
- Smiling
- One Young Woman Only
- 30-34 Years
- Candid
- Businesswoman
- UK
- Connection
- Holding
- Young Women
- Headshot
- Technology
- Full Length
- Wireless Technology
- Happiness
- Working
- Mature Adult
- Communication
- Expertise
- Office
- 20-24 Years
- Long Hair
- 2015
- Mid Adult Women
- Portrait
- Front View
- Child
- Three Quarter Length
- Confidence
- Planning
- Blond Hair
- Focus On Foreground
- Childhood





Lean In Collection_Getty Images / ONLY WOMAN, ONE PERSON, CAUCASIAN ETHNICITY, USA, SITTING, CASUAL CLOTHING, BROWN HAIR, 25-29 YEARS, SMILING, BUSINESSWOMAN, LONG HAIR

| | | | | | |
|---------------------------------------|-----|--------------------|-----|-------------|-----|
| Caucasian Ethnicity | 487 | Brown Hair | 348 | 25-29 Years | 348 |
| Multi-Ethnic Group | 167 | Long Hair | 255 | 30-34 Years | 283 |
| Asian and Indian Ethnicities | 99 | Blond Hair | 205 | 20-24 Years | 183 |
| African Ethnicity | 96 | Black Hair | 129 | 35-39 Years | 172 |
| Chinese Ethnicity | 56 | Short Hair | 99 | 40-44 Years | 133 |
| Latin American and Hispanic Ethnicity | 56 | Medium-length Hair | 76 | 30-39 Years | 113 |
| Japanese Ethnicity | 46 | Curly Hair | 62 | 45-49 Years | 92 |
| African-American Ethnicity | 40 | Gray Hair | 45 | 6-7 Years | 56 |
| Indian Ethnicity | 40 | Wavy Hair | 13 | 18-19 Years | 52 |
| Native American Ethnicity | 27 | Braided Hair | 12 | 2-3 Years | 48 |
| Korean Ethnicity | 26 | White Hair | 11 | 4-5 Years | 46 |
| Middle Eastern Ethnicity | 25 | Tousled Hair | 8 | 8-9 Years | 44 |
| Filipino Ethnicity | 8 | Big Hair | 6 | 55-59 Years | 40 |
| Pacific Islander Ethnicity | 8 | Straight Hair | 5 | 16-17 Years | 33 |
| Jamaican Ethnicity | 5 | Dyed Hair | 4 | 50-54 Years | 31 |
| Indonesian Ethnicity | 4 | Human Hair | 4 | 10-11 Years | 28 |
| Southeast Asian Ethnicity | 4 | Two-Toned Hair | 4 | 60-64 Years | 25 |
| Sri Lankan Ethnicity | 4 | Hand In Hair | 2 | 14-15 Years | 24 |
| Indian Subcontinent Ethnicity | 3 | Ombre Hairstyle | 2 | 65-69 Years | 22 |
| Spanish and Portuguese Ethnicity | 3 | Pink Hair | 2 | 12-13 Years | 21 |
| Vietnamese Ethnicity | 3 | Receding Hairline | 2 | 70-79 Years | 7 |
| East Asian Ethnicity | 2 | Wet Hair | 2 | 20-29 Years | 5 |
| Ethnicity | 2 | Tangled Hair | 1 | 80-89 Years | 2 |
| Italian Ethnicity | 2 | | | | |
| Thai Ethnicity | 2 | | | | |
| Afro-Caribbean Ethnicity | 1 | | | | |
| Israeli Ethnicity | 1 | | | | |
| North African Ethnicity | 1 | | | | |
| Peruvian Ethnicity | 1 | | | | |
| Puerto Rican Ethnicity | 1 | | | | |

PHYSICAL CHARACTERISTICS



Findings: Recontextualization

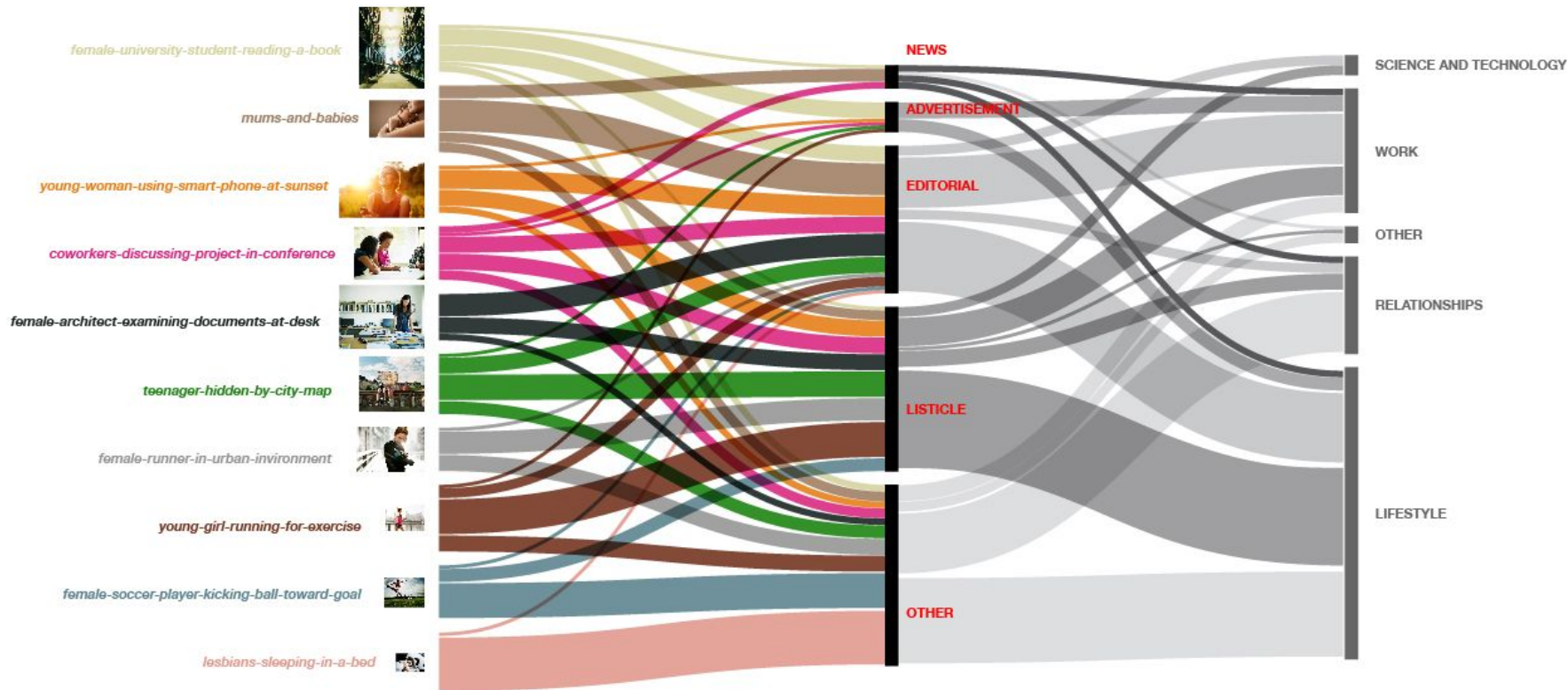
How do the online media texts that use images from the Lean In Collection frame a range of issues related to women both visually and linguistically?

FORMAT OF IMAGES AND TOPIC

TITLE OF THE IMAGE

MEDIA CATEGORY

CONTENT CATEGORY



Conclusion

Most significant findings:

Circulation: Images appear mostly on social media

Representation: Lack of diversity in settings and ethnicity. Most keywords are connected to family and work.

Recontextualization: Top 10 images are mostly used in topics connected to lifestyle

Thank you!

