



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

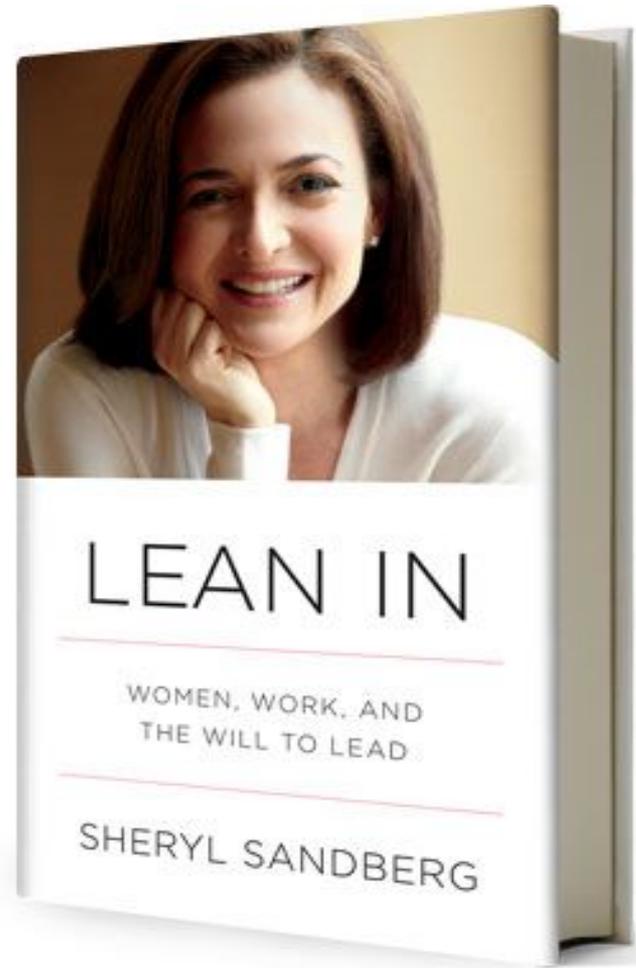
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Lean In Collection

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

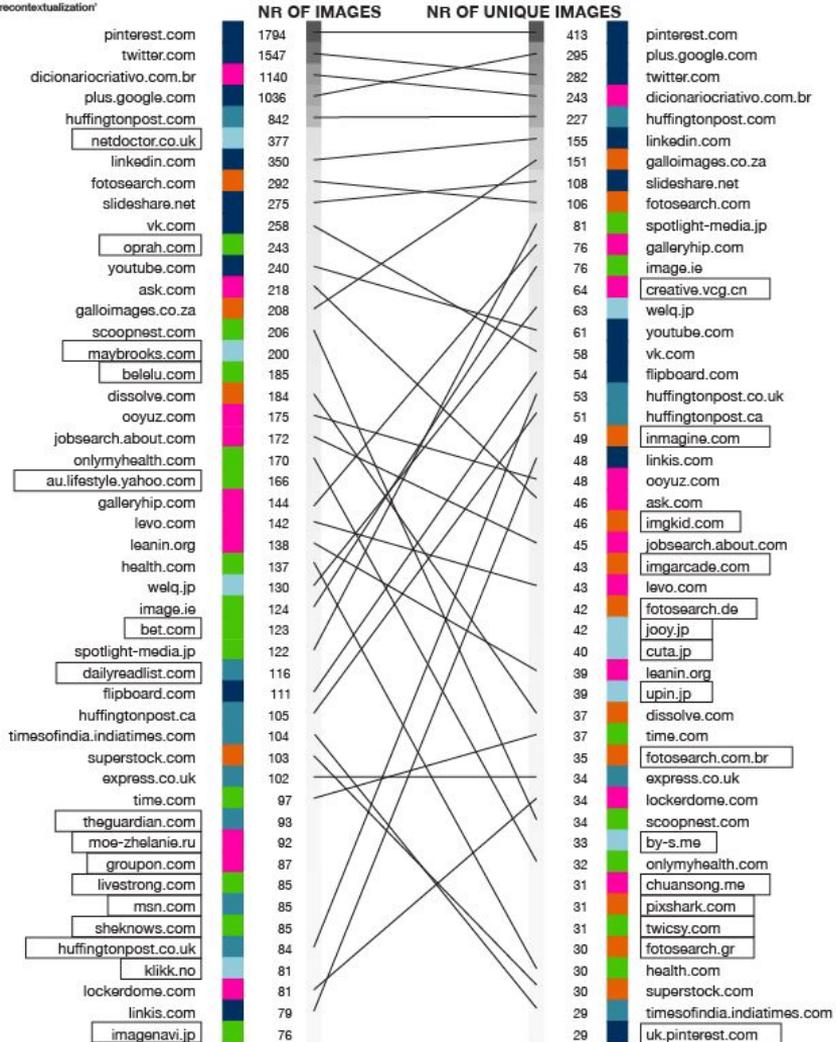
Findings: Circulation

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

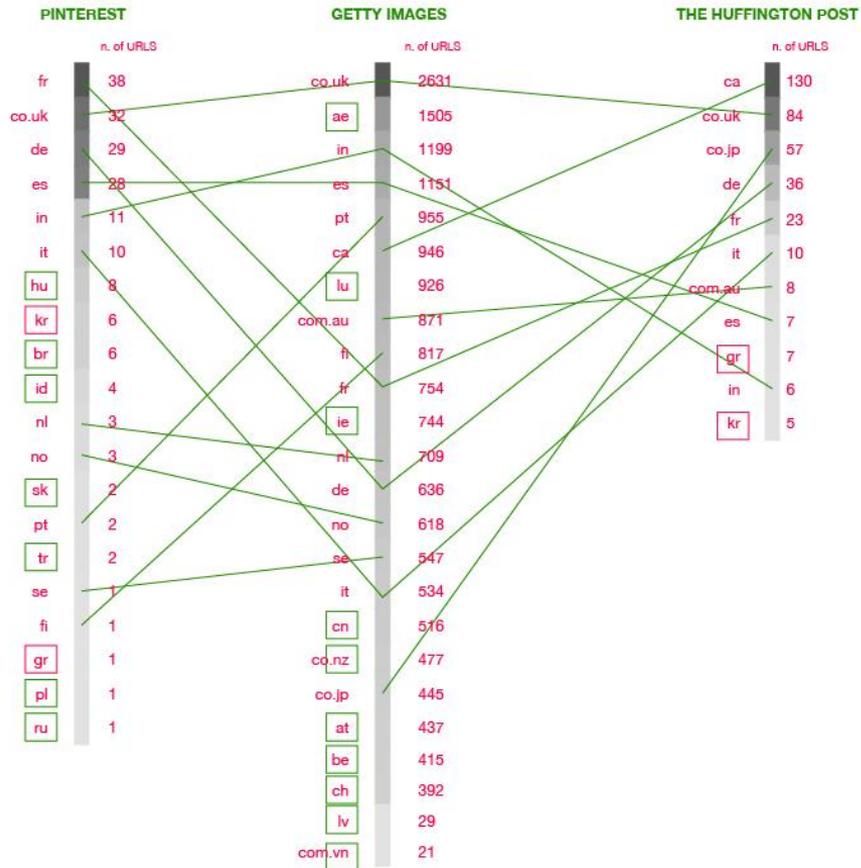
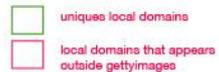
HOSTS



HOST'S CATEGORY



URLS' DOMAINS

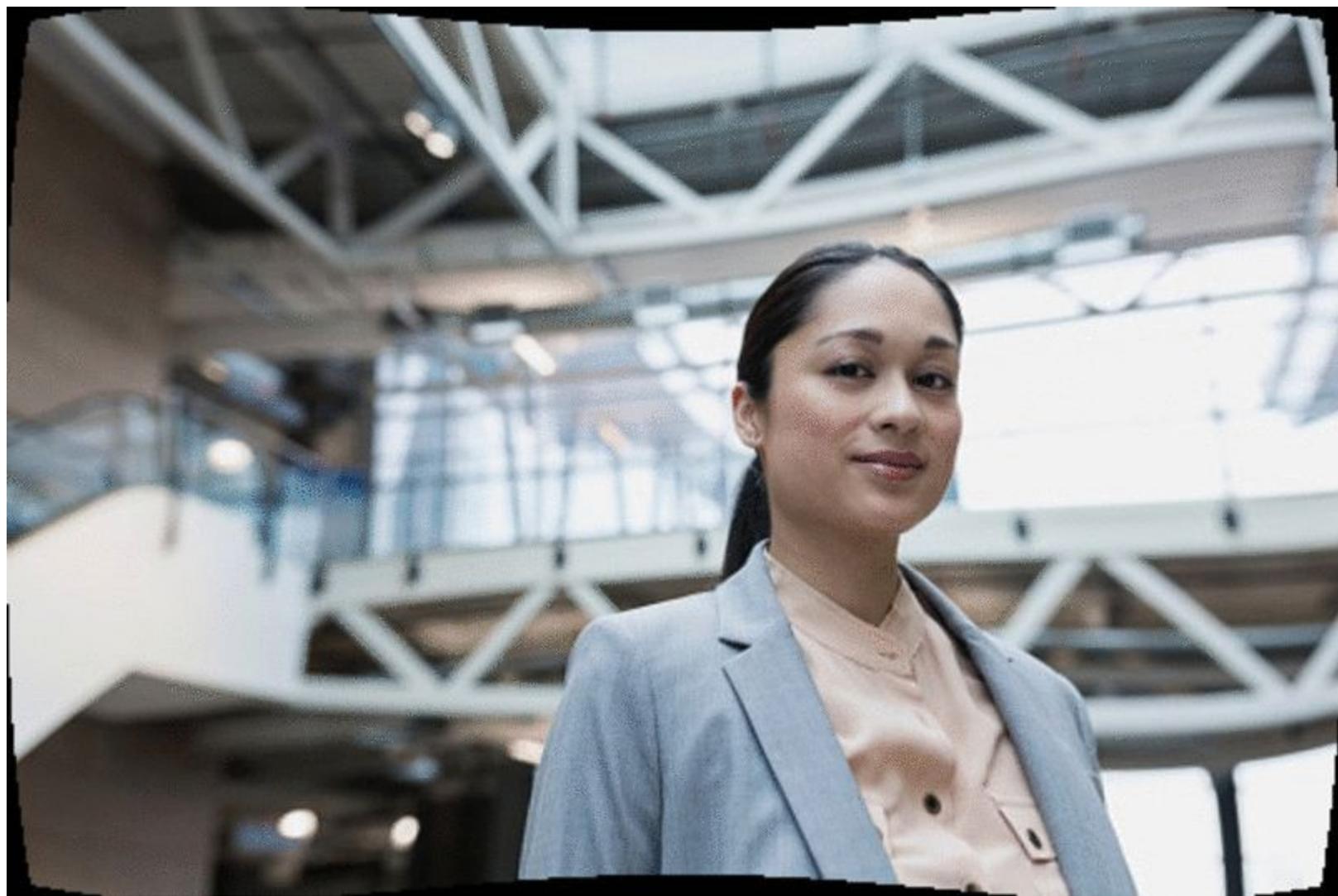


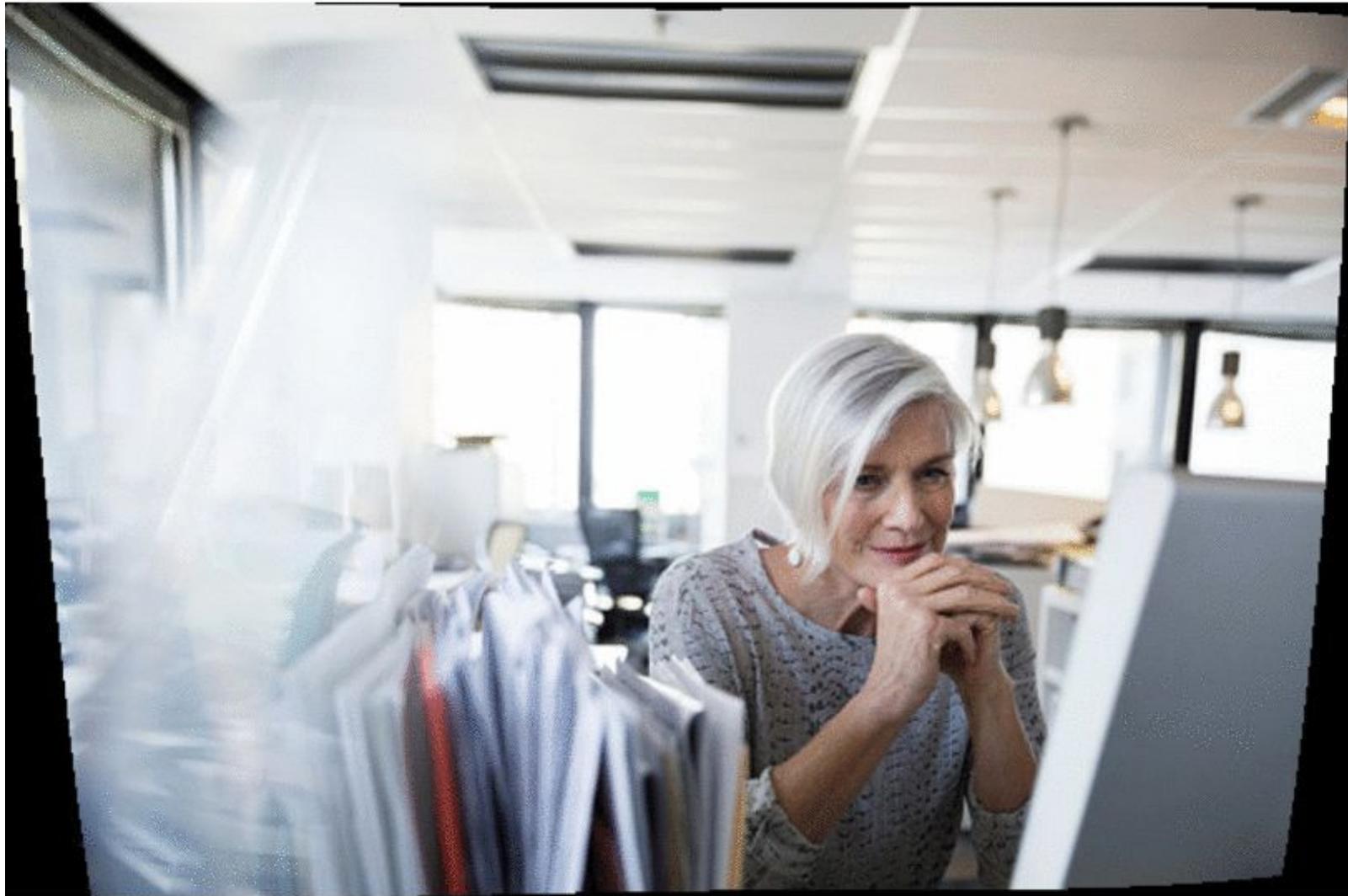
Findings: Representation

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)

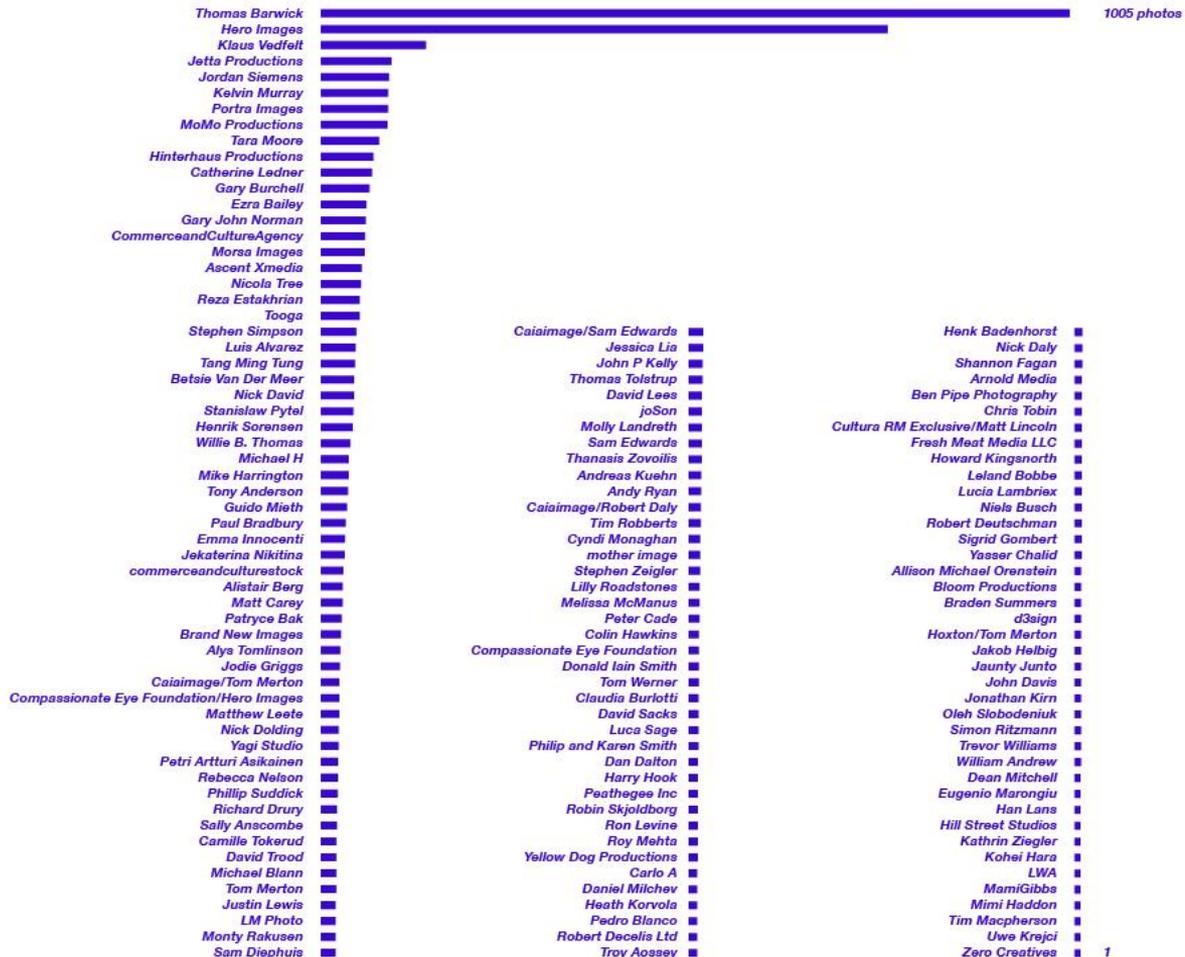








THE AUTHORS



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?

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!

