HARMONY LABS

RACIAL EQUALITY IN FICTION

Exploring The Journey To An Equal Future In Scripted Media

INTRODUCTION → CORE AUDIENCES → VISION → EQUALITY STORIES → KEY LEARNINGS → METHODS → WHAT'S NEXT

This report uses streaming media data to explore how fictional stories about racial equality reflect audiences' values and beliefs about what's possible.

OUR GOAL IS TO BETTER EQUIP STORYTELLERS

—across film, television, social media, movement organizing, and beyond— to tell beautiful, heartbreaking, hopeful, scary, and funny stories that help audiences imagine, and ultimately move toward, a more equal future.

INTRODUCTION

PEOPLE PROGRAM SYSTEMS PROGRAM PEOPLE

RACISM ISN'T RANDOM.
It's coded into the rules we live by. And if it's coded, it can be re-written.

EVERY POLICY, NORM, OR UNSPOKEN "RULE" COMES FROM PEOPLE, WHOM WE CALL SYSTEMS PROGRAMMERS.
They can be politicians or parents, engineers or teachers. Some systems programmers shape whole nations. Others change one street, one school, one corner of the world.

IT'S ALWAYS A FEEDBACK LOOP BECAUSE IT WORKS BOTH WAYS:
people program systems < > systems program people.

THE RULES WE WRITE SHAPE LIVES,
and those lived patterns become "what's normal," which can quietly harden into "what should be."

WHO WRITES THE RULES IN FICTION?
We wanted to understand how stories show people building, breaking, or transforming the systems themselves.

SYSTEMS ARE ENTIRELY HUMAN-MADE,
so the ways we imagine them on screen can tell us a lot about what futures we believe are possible.

STORIES REFLECT OUR CULTURE AND HELP SHAPE IT

FICTION IS BOTH A MIRROR AND A MOLD.

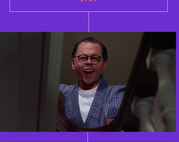
RESEARCH SHOWS THAT TV, FOR INSTANCE, HAS THE POWER BOTH TO ENTRENCH NEGATIVE STEREOTYPES AND TO REDUCE RACISM AND INCREASE POSITIVE VIEWS OF DIVERSITY

A historical drama can incite racial hatred and violence

THE BIRTH OF A NATION
1915

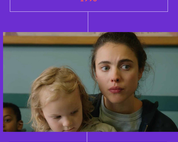
A sitcom can normalize relationships once seen as taboo

WILL & GRACE
1998



A comedic trope can degrade an ethnicity

BREAKFAST AT TIFFANY'S
1961



A drama can inspire survivors to seek help

MAID
2021

A romcom can reinforce limiting immigrant stereotypes

MAID IN MAHATTAN
2001

A buddy-cop comedy can teach kids about bias and prejudice

ZOOTOPIA
2016

Fiction doesn't just entertain; it disarms us, bypassing logic and going **STRAIGHT TO EMOTION**

By transporting us into new worlds and imaginary lives, fiction can serve as a powerful lens through which we understand ourselves and our deep stories about how the world works.

WE ANALYZED **160+** TOP TITLES ACROSS GENRES, TIME SETTINGS, AND STREAMING PLATFORMS

CONSUMED BETWEEN 01/01/24 AND 12/31/24 BY 100,000 PEOPLE

OF WHICH **8%** OF STORIES WERE ABOUT PEOPLE OVERCOMING SYSTEMS

WE FOUND

patterns and story elements by audience that make for "engaging racial equality stories"— mapping story arcs, analyzing characters, going deep into FANTASTICAL WORLDS AND HISTORICAL SETTINGS

BACK TO TOP

CORE AUDIENCES

NOT EVERYONE SEES EQUALITY THE SAME WAY

WE START WITH AUDIENCES *to explore and define whom we could be talking to and what they care about. Each audience centers a* VALUES CLUSTER *that drives how audience members reason about themselves and the world, derived from* SHALOM SCHWARTZ'S *theory of basic human values.*

One useful feature of this values framework is that it creates a map where PROXIMITY MATTERS. ***People Power*** *and* ***Tough Cookies*** *share values that* CENTER COLLECTIVITY, *for instance, whereas* ***If You Say So*** *and* ***Don't Tread On Me*** *tend toward* INDIVIDUAL AUTONOMY.

STRIVE & CREATE

US

ME

AUDIENCE
PEOPLE POWER
VALUE
UNIVERSALISM

AUDIENCE
IF YOU SAY SO
VALUE
AUTONOMY

AUDIENCE
TOUGH COOKIES
VALUE
ORDER

AUDIENCE
DON'T TREAD ON ME
VALUE
AUTHORITY

PROTECT & PRESERVE

WE MAPPED

WHAT THEY WATCH

THE CONFLICTS THAT DRIVE THE PLOT

THE TRANSFORMATIONS THAT KEEP THEM WATCHING

P.S. If you aren't familiar with these shows or films, that probably means you're not part of this audience (and that's the point). Every piece of media you see is also clickable if you want to dive deeper. Each audience's "deep story" draws on real survey responses from our Deep Story Survey System.

AUDIENCE

DON'T TREAD ON ME

VALUE

AUTHORITY

MEDIA PREFERENCE

HISTORICAL

Don't Tread On Me stands out for favoring period dramas and police procedurals with realistic institutional settings to confront and process past injustices.

THE LONG GAME
THEATRICAL/NETFLIX, 2024

Based on a true story of Mexican American teens in 1950s Texas who overcome racial exclusion through golf; deeply rooted in civil rights-era dynamics.

Takes place in the 1970s Southwest; centers on a Navajo police officer navigating tribal and federal conflicts amid racial and institutional tensions.

DARK WINDS
AMC/AMC+, 2022

Set in 19th-century San Francisco; portrays Chinese immigrant struggles amid gang wars and anti-immigrant policies.

WARRIOR
MAX, 2019

63% OF DON'T TREAD ON ME BELIEVE THE "GOVERNMENT DOES TOO MANY THINGS BETTER LEFT TO BUSINESSES AND INDIVIDUALS"

DEEP STORY

AUDIENCES WHO VALUE AUTHORITY AND FREEDOM FIGHT FOR A FAIR WORLD, NOT BECAUSE SOMEONE TOLD THEM TO, BUT BECAUSE THEY LIVED THROUGH THE CONSEQUENCES OF INJUSTICE AND REFUSED TO LET OTHERS SUFFER THE SAME.

AUDIENCE

IF YOU SAY SO

VALUE

AUTONOMY

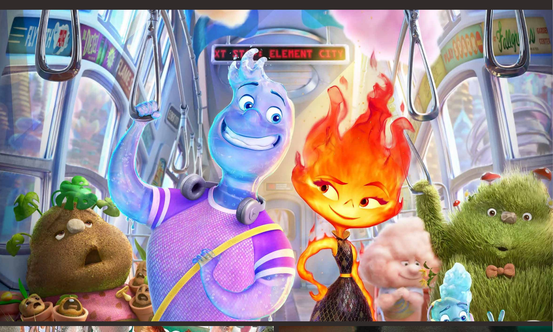
MEDIA PREFERENCE

FANTASTICAL

If You Say So enjoys animated and sci-fi allegories with alternative realities and magical superpowers that offer safe spaces to explore personal identity and racial justice themes outside of real-world historical events.

ELEMENTAL
DISNEY+, 2016

Animated allegory of immigration and cultural assimilation using elemental beings in a city with rigid social divisions.



Anthropomorphic animals live in a society rife with racial profiling and structural bias, disguised as speciesism.

ZOOTOPIA
DISNEY+, 2016

A Black British cast gains superpowers in a sci-fi universe, using fantasy to challenge real systemic inequity.

SUPACELL
NETFLIX, 2024

70% OF IF YOU SAY SO DISAGREE THAT "SUPERIOR GROUPS SHOULD DOMINATE INFERIOR GROUPS"

DEEP STORY

AUDIENCES WHO VALUE AUTONOMY SHARE A BROAD SKEPTICISM OF HIERARCHY OR DOMINANCE. THEY DON'T JUST JOIN MOVEMENTS; THEY FLIP THE SCRIPT.

AUDIENCE

PEOPLE POWER

VALUE

UNIVERSALISM

MEDIA PREFERENCE

CROSS-CULTURAL

People Power likes nuanced dramas with interpersonal dynamics that play out in cross-cultural professional environments.

KILLERS OF THE FLOWER MOON
THEATRICAL/APPLE TV+, 2023

Based on true events in the 1920s, but told with present-day sensibilities about Indigenous exploitation and justice.

Modern-day satire of Hollywood, exploring Asian American identity and racial coding in media through a metafictional narrative.

INTERIOR CHINATOWN
HULU, 2024

Vietnamese refugee navigates American society, film culture, and ideology, critiquing U.S. imperialism through layered dual identity.

THE SYMPATHIZER
MAX, 2024

74% OF PEOPLE POWER AGREE THAT "GROUP EQUALITY SHOULD BE OUR IDEAL"

DEEP STORY

AUDIENCES WHO HOLD COMMUNITY AS A CORE VALUE ARE COLLABORATORS IN DESIGNING SYSTEMS WHERE EVERYONE HAS THE CHANCE TO FLOURISH.

AUDIENCE

TOUGH COOKIES

VALUE

ORDER

MEDIA PREFERENCE

REALISTIC

Tough Cookies prefers musical biopics and family comedies, or traditional dramas that embrace relatable, grounded storylines about community life and family legacy.

EVERYBODY HATES CHRIS
UPN/CW, 2005

Semi-autobiographical sitcom of Chris Rock's childhood; portrays relatable struggles in a Black family during the 1980s.

A family sitcom tackling race, gentrification, and community life in a humorous, grounded tone.

THE NEIGHBORHOOD
CBS, 2018

A multigenerational story about friendship, domestic life, and social barriers in the rural South.

FRIED GREEN TOMATOES
THEATRICAL, 1991

79% OF TOUGH COOKIES AGREE THAT "A SOCIETY IS FAIR WHEN IT TAKES CARE OF THOSE WHO ARE POOR AND IN NEED, REGARDLESS OF WHAT THEY GIVE BACK TO SOCIETY."

DEEP STORY

AUDIENCES WHO PRIORITIZE ORDER STAY GROUNDED AND GET THINGS DONE THROUGH SKILL AND SERVICE, EVEN WHEN FACED WITH UNJUST FORCES LIKE CLASSISM, RACISM, OR SEXISM.

BACK TO TOP

CAN EVERYONE SEE THEMSELVES IN THE JOURNEY TOWARD EQUALITY?

Efforts to advance equality

whether through policy, programs, or movements that promote systems change—simply aren't complete when they don't incorporate the perspectives of groups

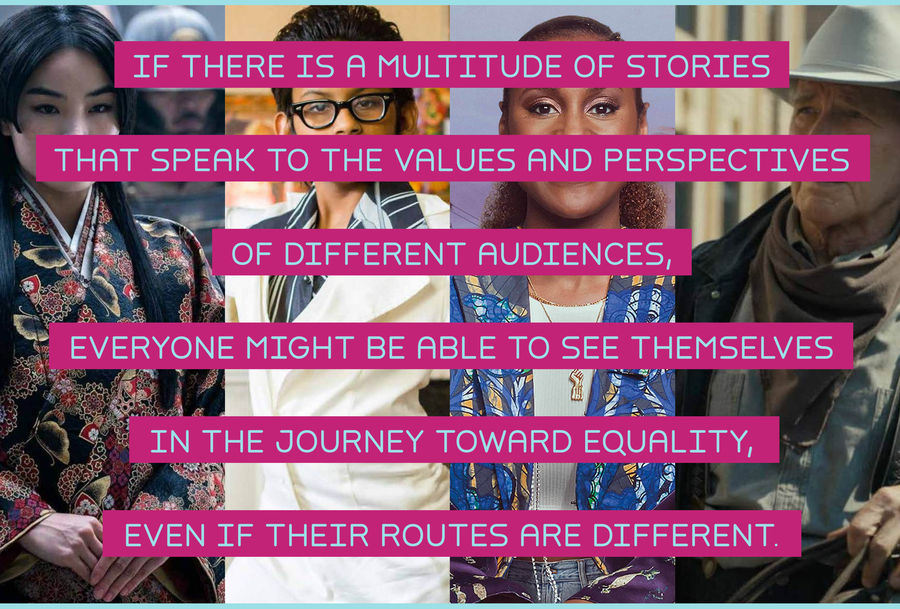
WHO RECOGNIZE PROGRESS IN DIFFERENT WAYS.

Community-oriented audiences can envision a positive future for systemic equality,

BUT MAY NOT POSSESS A STRONG DRIVE OR BELIEF

in personal agency that more individualistic audiences bring. On the other hand, individualists' focus on action is vital, but without recognizing systemic barriers,

THEIR EFFORTS MIGHT FALL SHORT OF LASTING CHANGE.



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EQUALITY STORIES

WHAT DOES THE PATH TO EQUALITY LOOK LIKE ONSCREEN?

POWERFUL STORIES ABOUT SYSTEMS CHANGE USUALLY FOLLOW A THREE-BEAT STORY ARC

1

THE CONFLICT

The ongoing struggles, obstacles, and types of opposition that people believe are worth facing in pursuit of flourishing.

2

THE CATALYST

The triggering events, realizations, or circumstances that set someone's growth or change journey in motion.

3

THE TRANSFORMATION

The internal changes, growth experiences, and resolution patterns that represent successful navigation toward fulfillment.

1

SYSTEMS ARE MADE CONCRETE THROUGH COMPELLING ANTAGONISTS

Below we detail the "agents of exclusion" who make invisible forces visible, and embody the systemic barriers each of our four audiences see as worth confronting.

THE 4 CORE AUDIENCES

STRIVE & CREATE

AUDIENCE
PEOPLE POWER

VALUE
UNIVERSALISM

THE MISGUIDED
Coworkers, neighbors, and cultural authorities, who aren't evil but carry unconscious bias, let bias go unchecked and, as a result, exclusion is normalized.

AUDIENCE
IF YOU SAY SO

VALUE
AUTONOMY

THE MONARCHS
Fantastical power structures that represent social pressure enforce community expectations and, as a result, identity is suppressed.

US

ME

AUDIENCE
TOUGH COOKIES

VALUE
ORDER

THE GATEKEEPERS
Music executives, landlords, and shadowy industry figures limit opportunities and representation by controlling access, and as a result, rules are disrespected.

AUDIENCE
DON'T TREAD ON ME

VALUE
AUTHORITY

THE BUREAUCRATS
Government officials, federal agents, and institutional gatekeepers create institutional barriers, and as a result, trust in authority is broken.

PROTECT & PRESERVE

EXAMPLES OF
THE AGENTS OF EXCLUSION

AUDIENCE
PEOPLE POWER

AGENT OF EXCLUSION
THE MISGUIDED

Coworkers, neighbors, cultural authorities who aren't evil but carry unconscious bias

Michael Scott and coworkers reveal how casual racism, sexism, and ignorance can turn into "normal" office humor.

THE OFFICE
NBC, 2005

Casting directors and producers perpetuate tokenism; Hollywood gatekeeping in plain sight.

INTERIOR CHINATOWN
HULU, 2024

Ideological allies become oppressors, especially through internalized racism and performative inclusion.

THE SYMPATHIZER
MAX, 2024

AUDIENCE
IF YOU SAY SO

AGENT OF EXCLUSION
THE MONARCHS

Fantastical power structures that represent social pressure or community expectations

A corrupt kingdom frames and ostracizes the protagonist, echoing social scapegoating and elitist control.

THE RISING OF THE SHIELD HERO
CRUNCHYROLL, 2019

City infrastructure and societal design exclude "fire people", reflecting coded cultural marginalization.

ELEMENTAL
DISNEY+, 2023

Mysterious organizations are determined to erase Black Londoners who discover their superpowers.

SUPACELL
NETFLIX, 2024

AUDIENCE

TOUGH COOKIES

AGENT OF EXCLUSION

THE GATEKEEPERS

Music executives, landlords, and shadowy industry figures who limit opportunities and representation by controlling access

Record label politics and racial barriers in the music industry inhibit autonomy and earnings.

THE TEMPTATIONS (MINISERIES)
NBC, 1998

School administrators and neighborhood adults limit opportunity with microaggressions and stereotypes.

EVERYBODY HATES CHRIS
UPN/CW, 2005

Record executives and family rivals manipulate careers and limit creative freedom.

EMPIRE
FOX, 2015

AUDIENCE

DON'T TREAD ON ME

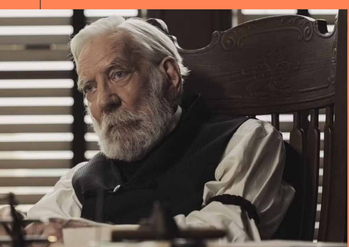
AGENT OF EXCLUSION

THE BUREAUCRATS

Government officials, federal agents, and institutional gatekeepers

Corrupt federal institutions show systemic indifference to violence and injustice.

REBEL RIDGE
NETFLIX, 2024



U.S. Marshals and the justice system are both enforcers and manipulators of law in post-Reconstruction America.

LAWMEN: BASS REEVES
PARAMOUNT+, 2022

Law enforcement bureaucracy and unsolved cases reflect systemic neglect and procedural obstacles.

COLD CASE
CBS, 2003

2

THE CATALYST

ORDINARY PEOPLE NAVIGATE EXTRAORDINARY SYSTEMIC CHALLENGES

The catalyst for systemic change begins when heroes experience awakenings that push them to act, often in ways that connect with audiences' own core values.

THE 4 CORE AUDIENCES

STRIVE & CREATE

US

ME

PROTECT & PRESERVE

AUDIENCE

PEOPLE POWER

VALUE

UNIVERSALISM

DIPLOMATIC BRIDGE-BUILDERS

Ethnically diverse, and must navigate cross-cultural spaces with dignity, learning to translate between worlds while maintaining their identity.

AUDIENCE

IF YOU SAY SO

VALUE

AUTONOMY

COMMUNITY-CONNECTED HEROES

Relatable (not elite or aspirational), and empowered by friendship, or special abilities that level the playing field.

AUDIENCE

TOUGH COOKIES

VALUE

ORDER

FAMILY/CULTURAL LEGACY HEROES

Usually part of Black family units and representing broader community values, often in entertainment and cultural industries, balancing tradition with advancement.

AUDIENCE

DON'T TREAD ON ME

VALUE

AUTHORITY

PROFESSIONAL WORKING WITHIN THE SYSTEM

Usually Black or Indigenous, working within systems – they are law enforcement, investigators, and institutional reformers who can navigate bureaucracy while maintaining cultural identity.

WHO'S THE HERO

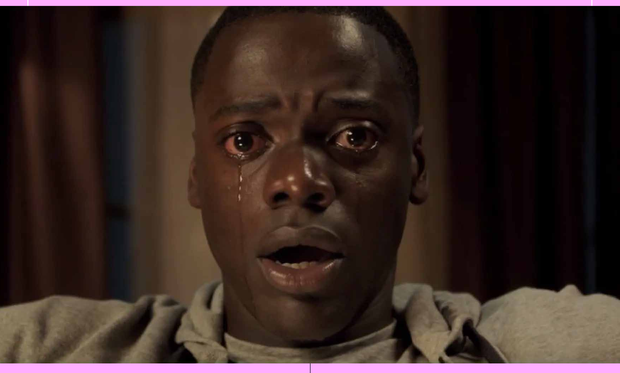
AUDIENCE

PEOPLE POWER

WHO'S THE HERO

DIPLOMATIC BRIDGE-BUILDERS

Ethnically diverse, and must navigate cross-cultural spaces with dignity, learning to translate between worlds while maintaining their identity



Chris Washington is a Black man whose weekend with his White girlfriend's family uncovers a darkness hidden in plain sight.

GET OUT
THEATRICAL/UNIVERSAL PICTURES, 2017

The unnamed protagonist is a half-French, half-Vietnamese spy navigating post-war identity and dual loyalties.

THE SYMPATHIZER
MAX, 2024

Willis Wu is a Chinese American actor questioning Hollywood stereotypes and forging his narrative.

INTERIOR CHINATOWN
HULU, 2024

AUDIENCE

IF YOU SAY SO

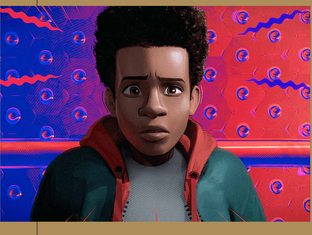
WHO'S THE HERO

COMMUNITY-CONNECTED HEROES

Relatable (not elite or aspirational), and empowered by friendship, or special abilities that level the playing field

Judy Hopps & Nick Wilde, a bunny cop and fox con-artist uncovering corruption through unlikely partnership

ZOOTOPIA
DISNEY+, 2016



Miles Morales is a Puerto Rican-Black teen hero grounded in family and friendships.

SPIDER-MAN: ACROSS THE SPIDER-VERSE
THEATRICAL/DISNEY+, 2023

Michael Lasaki, a Black Londoner who discovers superpowers and uses them to protect his community.

SUPACELL
NETFLIX, 2024

AUDIENCE

TOUGH COOKIES

STRIVE & CREATE
US — ME
PROTECT & PRESERVE

WHO'S THE HERO

FAMILY/CULTURAL LEGACY HEROES

Usually part of Black family units and representing broader community values, often in entertainment and cultural industries, balancing tradition with advancement

Members of The Temptations navigate fame, discrimination, and creative legacy.

THE TEMPTATIONS (MINISERIES)
NBC, 1998

Chris Rock (as youth) grows up in a working-class Black family, balancing adversity and ambition.

EVERYBODY HATES CHRIS
UPN/CW, 2005

Lucious and Cookie Lyon are music moguls shaping legacy for their children while confronting industry racism.

EMPIRE
FOX, 2015

AUDIENCE

DON'T TREAD ON ME

STRIVE & CREATE
US — ME
PROTECT & PRESERVE

WHO'S THE HERO

PROFESSIONAL WORKING WITHIN THE SYSTEM

Usually Black or Indigenous, working within systems – they are law enforcement, investigators, and institutional reformers who can navigate bureaucracy while maintaining cultural identity

Joe Leaphorn, a Navajo police lieutenant navigates tribal and federal jurisdiction while protecting his community.

DARK WINDS
AMC/AMC+, 2022

Bass Reeves, one of the first Black U.S. Marshals, is a pioneer reforming justice from within.

LAWMEN: BASS REEVES
PARAMOUNT+, 2022

Ex-Marine protagonist battles corruption in the legal and law enforcement system, while confronting systemic bias.

REBEL RIDGE
NETFLIX, 2024

3

THE TRANSFORMATION

SYSTEM TRANSFORMATION IS THE GOAL

Across audiences, the win isn't personal glory or status; it's systems change. They are fighting against the oppressive forces of the system, in order to transform it.

THE 4 CORE AUDIENCES

STRIVE & CREATE

AUDIENCE

PEOPLE POWER

The Captain crosses cultural divides to transform systems through mutual understanding.

THE SYMPATHIZER
MAX, 2024

VALUE
UNIVERSALISM

SYSTEMS CHANGE NARRATIVE
Excellence transcends boundaries

SYSTEMS CHANGE ARC
Outsiders cross cultural divides and transform the system for mutual understanding and cooperation.

AUDIENCE

IF YOU SAY SO

Miles Morales proves his authentic voice matters, growing through community recognition.

SPIDER-MAN: ACROSS THE SPIDER-VERSE
THEATRICAL, 2023

VALUE
AUTONOMY

SYSTEMS CHANGE NARRATIVE
Your authentic voice matters

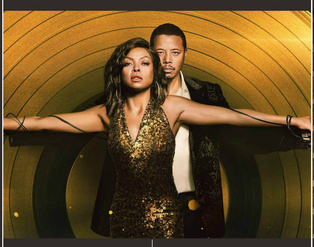
SYSTEMS CHANGE ARC
Individuals experience personal growth as a result of community empowerment and recognition.

US

ME

AUDIENCE

TOUGH COOKIES



The Lyon family shows that collective work and legacy create lasting change.

THE EMPIRE
FOX, 2015

VALUE
ORDER

SYSTEMS CHANGE NARRATIVE
Our collective work creates lasting change

SYSTEMS CHANGE ARC
Generations progress forward while cultural celebration and legacy are honored.

AUDIENCE

DON'T TREAD ON ME

Bass Reeves sparks institutional change from within the U.S. Marshal system.

LAWMEN: BASS REEVES
PARAMOUNT+, 2023

VALUE
AUTHORITY

SYSTEMS CHANGE NARRATIVE
Use your insider position to change the system

SYSTEMS CHANGE ARC
Professionals spark institutional change.

PROTECT & PRESERVE

THE BOTTOM LINE?

STORYTELLERS ARE ALREADY TELLING POWERFUL, POPULAR RACIAL EQUALITY STORIES

ALL AUDIENCES, REGARDLESS OF THE VALUES THAT GUIDE THEIR ATTITUDES AND BELIEFS, ARE CHOOSING MEDIA THAT PRESENTS RACIAL EQUALITY AS A SYSTEMIC ISSUE. HERE ARE SOME SPECIFIC TIPS FOR FITTING STORIES TO AUDIENCES.

EMBODY INVISIBLE SYSTEMS AS ON-SCREEN CHARACTERS

Agents of exclusion can personify complex systems and show how those forces shape the protagonists' choices, beliefs, and consequences.

MATCH THE ARC TO SHOW HOW EACH AUDIENCE BELIEVES CHANGE HAPPENS

Story arcs that resonate often mirror audiences' own lived experience of what's broken and their beliefs about change, even if the path differs by group.

SHOW FUTURES THAT PEOPLE CAN ACTUALLY STEP INTO

Different groups recognize progress in different ways, so envision futures and "wins" that people believe are worth striving for.

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METHODS

THIS ANALYSIS LOOKED AT STREAMING PANEL MEDIA CONSUMPTION IN THE NARRATIVE OBSERVATORY FROM
JANUARY 1, 2024 TO DECEMBER 31, 2024.

THIS INCLUDED
116,000+ VIEWERS AND
36,000+ DISTINCT PROGRAMS
BOTH FILMS AND SERIES.

STEP 1

USING THIS DATA

we found the distinctive audience for each piece of media—or the audience that most consumes the piece of media relative to its baseline streaming consumption.

STEP 2

WE SELECTED THE
200 MOST DISTINCTIVE PROGRAMS
FOR EACH AUDIENCE (800 TOTAL)
USING THE MOST DISTINCTIVE EPISODE FOR EACH SERIES.

We repeated the process below with the second 200 most distinctive programs for each audience to confirm findings. The examples in this report were drawn from both data sets.

STEP 3

WE THEN ANNOTATED THE PROGRAMS

using an artificial intelligence platform with web search to identify programs that had racially relevant story arcs.

WE USED THE FOLLOWING INSTRUCTION
AND DEFINITION FOR RELEVANCE:

Identify any story arc relevant to barriers to flourishing that exist because of race or ethnicity. A film, episode, or season is relevant if:

IT DEPICTS EXPLICIT OR IMPLICIT RACISM, RACIAL DISCRIMINATION, OR RACIAL BIAS

IT SHOWS CHARACTERS FACING SYSTEMIC BARRIERS BECAUSE OF THEIR RACIAL IDENTITY

IT PORTRAYS HISTORICAL OR CONTEMPORARY RACIAL INJUSTICE

IT DEPICTS CHARACTERS STRUGGLING TO SUCCEED IN SOCIETIES WITH RACIAL HIERARCHIES

IT SHOWS CHARACTERS WORKING TO OVERCOME RACIAL BARRIERS OR HELPING OTHERS DO SO

IT FEATURES CHARACTERS WHO MAINTAIN OR CHALLENGE RACIAL POWER STRUCTURES

IT EXPLORES THEMES OF RACIAL SOLIDARITY, IDENTITY, OR COMMUNITY HEALING

FOR NON-U.S. OR FICTIONAL SETTINGS:
IT DEPICTS ANALOGOUS BARRIERS BASED ON HEREDITARY GROUP MEMBERSHIP

STEP 4

We additionally asked for the

CORE NARRATIVE STRUCTURE:

[AFFECTED_PARTY] IS [STARTING_POINT] BECAUSE [RACIAL_BARRIER].

WHEN [AFFECTED_PARTY] DOES THINGS LIKE [ACTION], WHAT HAPPENS IS [CONSEQUENCE] FACILITATED BY [AGENT_OF_EXCLUSION].

IT GOES ON LIKE THIS UNTIL THE [HERO] ACTS TO THE [TURNING_POINT], AND AFTER THAT, [TRANSFORMATION]

STEP 5

A HUMAN REVIEWED ALL RELEVANT PROGRAM ANNOTATIONS
IN ORDER TO CONFIRM ANNOTATION CORRECTNESS.

IN ADDITION TO HUMAN REVIEW OF THE RESULTS TO UNDERSTAND PATTERNS IN THE RACIALLY RELEVANT CONTENT AUDIENCES CONSUMED, WE ALSO USED AI ASSISTANCE IN IDENTIFYING DISTINCTIVE ELEMENTS OF THE MEDIA FOR EACH AUDIENCE.

THESE WERE CONFIRMED
BY HUMAN REVIEW.

We solicited feedback and guidance from a panel of project advisors whose expertise shaped the development of this work:

DR. ALETHA MAYBANK, MD, MPH
Health and Narrative Strategist

MARYA BANGEE
Former Vice President of Representation and Inclusion Strategies at Disney

SUN JOO GRACE AHN
Professor of Journalism and Mass Communication at University of Georgia

NIKKO VIQUIERA
Deputy Senior Vice President of Programs at Race Forward

TANAYA WINDER
author, poet, motivational speaker, and Director of People, Culture, and Belonging at the NDN Collective

CRISWELL LAPPIN
Design Consultant and Adjunct Professor at Stevens Institute of Technology and Montclair State University

BACK TO TOP

Harmony Labs will continue mapping how values-based audiences engage across streaming, online media, and news. We'll validate and test what we learn to guide narrative strategy and build stronger narrative change infrastructure.

THE GOAL: TO DELIVER DATA-DRIVEN EVIDENCE FOR WHAT KINDS OF STORIES WORK, AND FOR WHOM, IN SHAPING THE JOURNEY TOWARD RACIAL EQUALITY.

ABOUT HARMONY LABS

Harmony Labs is a nonprofit media research lab, using science, data, and creativity to research and reshape society's relationship with media. For more than a decade, our work has helped storytellers and strategists, decision makers and dreamers, harness the immense power of media to shape a positive, pluralistic future. Learn more at harmonylabs.org, and subscribe to our newsletter for updates about our latest research.

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