

Equity 8™

The gender-equity rating for kids' entertainment.

Movie: *Minions* (2015)
Highest rating possible: 8 stars
Minions rating: - 2 stars

Met criteria = 1

Did not meet criteria = 0

Egregiously did not meet criteria = -1

| What to look for in kids' entertainment | Rating | Explanation of rating |
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| <p><i>Throughout story, no gender or biological sex is disrespected.</i></p> | <p>-1</p> | <p><i>Girls and women are disrespected in numerous ways in this movie.</i></p> <p><i>They are not just secondary in the minion species, which is bad enough, they have been completely eliminated. The minions are referred to as “the boys,” “he,” “guys,” and are named Dave, Carl, Paul, Mike and Norbert.</i></p> <p><i>The creators of this movie set up the minions to make fun of anything associated with females. For example, one minion wears a makeshift, bikini-style top and is called an “idiot.”</i></p> <p><i>Inanimate objects with two protrusions (yellow fire hydrants with two outlets) are gawked at, flirted with, and shown hot-tubbing with a minion as if these objects are female minions. This sends the message that a male is attracted to a female who doesn't talk, doesn't have a brain, isn't even alive, but has “breasts.” Also that having two “females” hot-tubbing with you is better than one. This is all presented again as a joke.</i></p> <p><i>The minions dress up as a “woman” who lifts up her shirt and then squeezes her own “breasts” at the ticket window. The messages continue</i></p> |

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| | | <p><i>to be that women and their body parts are for jokes and ridicule.</i></p> <p><i>The movie also emphasizes that it's unusual to have a female villain by promoting Scarlet Overkill as "the world's first female super villain." Instead they could have spotlighted her particular evil power. Then Overkill says, "When I started out, people told me a woman could never rob a bank as well as a man." This brings up gender and sexism where it doesn't need to be. (Instead the character could have said, "When I started out, people told me I couldn't rob a bank" or "I love to rob banks.")</i></p> <p><i>Overkill's reason for her evilness is ridiculously trivial, superficial, sexist, and boring. She wants a "dress so sparkly it glowed." She also says she wants to be a princess. Yawn.</i></p> <p><i>There are many other examples, but I will leave it at that.</i></p> |
| <p><i>Females are half the characters who drive the plot throughout the entire story.</i></p> | -1 | <p><i>No females exist in the entire minion species.</i></p> <p><i>Scarlet Overkill is in only part of the movie and is surrounded by many male characters.</i></p> |
| <p><i>Female and male bodies are clothed, filmed and/or drawn with equal respect.</i></p> | -1 | <p><i>No female minions. "Female" fire hydrants are flirted with, gawked at, etc.</i></p> <p><i>Scarlet Overkill is drawn ridiculously thin.</i></p> <p><i>There are other examples, but I will leave it at that.</i></p> |
| <p><i>Female-male relationships demonstrate mutual respect throughout entire story.</i></p> | -1 | <p><i>No female minions.</i></p> <p><i>Scarlett Overkill's spouse, Herb, is just doing her bidding.</i></p> |

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| | | <i>There are other examples, but I will leave it at that.</i> |
| <i>Female shows physical strength or agility without a male's assistance.</i> | <i>1</i> | <i>There are two fight scenes that demonstrate this.</i> |
| <i>A female's new idea (among a group with males in it) is enthusiastically validated and implemented.</i> | <i>0</i> | <i>Doesn't happen.</i> |
| <i>A male shows fear or sadness without shame.</i> | <i>0</i> | <p><i>The minions laugh at each other's pain, fear, etc.</i></p> <p><i>There is a scene when Kevin is thought to be dead, one minion bursts into tears, and another minion tries to comfort him. His tears are presented to us as funny.</i></p> <p><i>In an earlier scene, one minion shows hesitation about starting their journey and another comforts him. While this scene shows a healthy interaction, it is too small to offset the other scenes that shame fear and/or sadness.</i></p> |
| <i>A female shows aggressiveness without shame.</i> | <i>1</i> | <i>Scarlett Overkill shows aggressiveness.</i> |

