

Equity 8™

The gender-equity rating for kids' entertainment.

Movie: *Incredibles 2*
Highest rating possible: 8 stars
Incredibles 2 rating: 3 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
<p>Throughout story, no gender or biological sex is disrespected.</p>	<p>0</p>	<p>"It's not like I don't like strong girls," says Tony (Violet's classmate), which sends the messages that girls aren't automatically strong and that some people don't like strong girls.</p> <p>"I'm pretty secure manhood wise," says Tony, which sends confusing, sexist messages. Tony is not a man, but a teenage boy. Yet he's talking about manhood. A moment before, he called his classmate a "girl" and not a "woman." (This is appropriate as Violet is a teenager.) We don't want Tony to be seen as a "man" and Violet to be seen as a "girl." Tony's comment also sends the message that there are potential struggles between men and strong females.</p> <p>"Boys are jerks," says Violet when Tony didn't show up for their date. Instead she could have said, "Tony is a jerk," "I am furious at Tony for not showing up," or "He didn't show up and he didn't call to explain why. Rude!"</p> <p>Other examples are explained in the two analyses: "how characters are clothed" and "mutual respect."</p>

<p>Females are half the characters who drive the plot throughout the entire story.</p>	<p>1</p>	<p>Even though the family has three males and two females (rather than three females and three males), <i>ElastiGirl</i> is featured often and <i>Violet</i> is an important part of the team.</p>
<p>Female and male bodies are clothed, filmed and/or drawn with equal respect.</p>	<p>0</p>	<p>Based on how the bodies are drawn, the rating would be a -1. This is talked about more in the analysis on “how characters are clothed.”</p> <p>Since <i>ElastiGirl</i> is “filmed” doing so many fast, aggressive, cunning, and heroic things, the rating is raised to a 0.</p>
<p>Female-male relationships demonstrate mutual respect throughout entire story.</p>	<p>0</p>	<p>Condescension, lying, and disrespect are demonstrated. These rate a -1. This is talked about more in the analysis on “mutual respect.”</p> <p>There are times when <i>ElastiGirl</i> and <i>Mr. Incredible</i> work together, so the rating is raised to a 0.</p>
<p>Female shows physical strength or agility without a male’s assistance.</p>	<p>1</p>	<p><i>ElastiGirl</i> is featured doing this multiple times. So fun to watch. Outstanding!</p>
<p>A female’s new idea (among a group with males in it) is enthusiastically validated and implemented.</p>	<p>0</p>	<p>Did not happen.</p>
<p>A male shows fear or sadness without shame.</p>	<p>0</p>	<p>Did not happen enough.</p> <p>A good, though brief, scene shows a man interested in helping <i>Jack Jack</i> and then falling back in fear and surprise when <i>Jack Jack</i> becomes loud and scary.</p>

<p><i>A female shows aggressiveness without shame.</i></p>	<p>1</p>	<p><i>ElasticGirl does when she's fighting. She also shows it when driving her motorcycle. So fun to watch. Outstanding!</i></p> <p><i>The villain, Evelyn Deaver, acts aggressive in the airplane scene with ElastiGirl. Great to see that.</i></p>
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