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Digital Humanities

30 April 2020

**STORYBOARD** & **SCRIPT** for **Pinterest** project

CLIP 1: PINK

Hello everyone this is Phoebe Powers and I am going to be sharing my Pinterest project with you all today. So my first search item was “pink,” and I didn’t necessarily think that this would create a feminized gallery of images, but oh boy did it. I truly expected there to be some gender neutral aspects, so I searched for things like this staircase.

CLIP 2: Analyze

So here is where I ran into some trouble during the project. After numerous attempts at analyzing the photos I had clicked through, the data failed to produce itself. I even left the tab open for 10 minutes after trying to no avail. Nonetheless, I was still able to gain insight during this project, I just was not able to incorporate the analytics.

CLIP 3: Madrid

For my second search term I chose Madrid, Spain – which also happens to be the location where I studied abroad last Spring of 2019. The search results were filled with some breathtaking photos of Spanish architecture along with traditional Spanish treats, such as churros. Furthermore, there were many ads for what seem to be travel agencies, so I’m not sure if Pinterest has some sort of deal for advertisements, but I’m sure they do.

CLIP 4: Public Health

Our third search term was supposed to be related to current issues, so I chose public health (you know, the thing whose crumbling infrastructure in America has exposed millions of people to coronavirus). Honestly this search taught me a decent bit about public health. Such as this image detailing jobs in public health. After searching a bit more I found an image which details racial inequalities related to health. For example, African Americans are almost 7 times more likely to contract HIV/AIDS than Caucasians. Wow.

CLIP 5:

For my final search, I decided to lighten things up by searching my favorite body part: the bellybutton. I wanted to make sure than aside from my initial search for “pink,” the remainder of my searches would remain gender neutral. Oh actually yeah I switched bellybutton to outtie – I honestly just wanted to see if they had any photos of an outtie bellybutton because I think they’re pretty fascinating. But as you can see here, the search results ended up being pretty gendered given that almost all of the images are of bellybutton piercings. I’m getting the sense that the search is definitely gendered for me by trying to give me results that it thinks I want to see. But in reality, I’m just trying to look up pictures of an outtie bellybutton, bro.

CLIP 6:

Annoyed by the computer’s gendering of me, I proceeded to go onto the actual pinterest site next and click on the most gender neutral images in hopes of altering the home page to be less and less feminized. As you can see at the beginning, my home page appears pretty female: coking, makeup, hair, nails. Here’s something that’s not gendered, I thought to myself. I essentially began clicking on images involinv Buddha, creativity, drawing. I really tried to veer away from clicking on anything that appeared feminine. Because my goal here is to make the computer think that I am genderless. Ah, look at that, pinterest is already starting to alter my home page based on the few things I’ve clicked on. I continue clicking on any artwork that I think is cool. So I’m just going to keep clicking on artwork that I think is cool, and see how pinterest alters my home page accordingly.

\*music comes in\*

CLIP 7:

This project has made me increasingly aware of the gendering that nearly all digital platforms use. And my hunch is that capitalism is the driving force here. I mean cmon… I searched bellybutton outtie and was instantly attacked by hordes of jewelers around the world trying to sell me bellybutton rings. It makes sense though, pinterest is a corporation that ultimately benefits from tailoring each person’s homepage so that they are more likely to stay on pinterest and to see the ads which pinterest makes revenue from as a result.