

Identifying Gender of Inanimate Characters in Full Length Animation Movies

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Abstract – The research delves into gender attribution of inanimate characters in full-length animation movies like *Wall-E*, *Cars 3*, and *Soul*. Using qualitative methods, it uncovers themes influencing gender identification. Findings indicate struggles in identifying male inanimate characters while easily recognizing females. Key factors influencing gender attribution include physical appearance, facial features, character roles, traits like independence, passivity, emotions, interactions, objects, surroundings, voices, movie shots, and subtle cues within films. This poses complexity in understanding gender in the evolving animation medium. Identifying a significant gap in understanding gender perception of inanimate characters, this study aims to address this void. While prior research explored character gender roles, minimal investigation focused on inanimate characters, prompting this research. It seeks to explore how viewers perceive the gender of such characters in full-length animated films. The study poses specific research questions: Are established methods for determining inanimate character gender? Do viewers encounter difficulties in identifying these characters' gender? What elements aid in gender identification? The primary goal is comprehending viewer perception of inanimate character genders and devising a framework for gender identification. This framework will assist creators in effectively assigning gender to inanimate characters, enhancing character development and audience engagement. Understanding elements shaping gender communication in inanimate characters holds vital importance in animation's evolving landscape. Taking a participant-oriented approach, this research solely focuses on inanimate characters, providing unique insights into character portrayal. The research acknowledges the factors aiding inanimate character gender identification but doesn't explore subsequent viewer impacts. It will analyze two characters from each of the three films through focus groups, contributing to a nuanced understanding of gender identification in animated storytelling.

Keywords: Inanimate, Gender, Animation, Character

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