

# MEDIA REPRESENTATION OF ASIAN AMERICANS AND PACIFIC ISLANDERS

How often are AAPIs included in, or the focus of, stories related to economic inequality, and how are they portrayed?

How are AAPIs portrayed when featured in news articles and what are common themes?

Do these news articles perpetuate the model minority narrative or do they illustrate diverse experiences of AAPIs?

Chicago Tribune   Los Angeles Times   *NEW YORK POST*   The New York Times

● **USA TODAY**   THE WALL STREET JOURNAL.   The Washington Post

### PERCENTAGE OF ECONOMIC INEQUALITY ARTICLES MENTIONING ASIAN AMERICANS AND PACIFIC ISLANDERS

<30%  
OF ARTICLES  
MENTION AAPIS

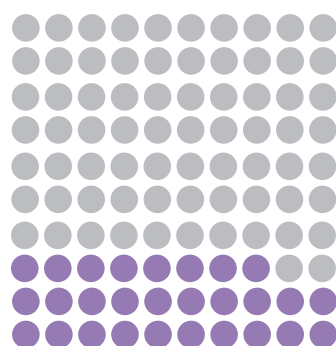


### PERCENTAGE OF ECONOMIC INEQUALITY ARTICLES FOCUSING ON ASIAN AMERICANS AND PACIFIC ISLANDERS

**<4%** OF ARTICLES  
FOCUS ON AARIS

AAPIs are the focus of news articles on race and economic inequality less than **4 percent of the time.**

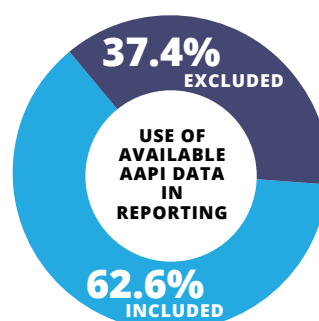
### PERCENTAGE OF ECONOMIC INEQUALITY ARTICLES WITH DATA ON ASIAN AMERICANS AND PACIFIC ISLANDERS



AAPIs are included in the data cited in articles on race and economic inequality approximately **a quarter of the time.**

28%  
OF THE TIME, AAPIS  
INCLUDED IN DATA

AARI DATA INCLUSION IN ECONOMIC INEQUALITY ARTICLES



In some cases, Asian Americans and Pacific Islanders were excluded from the data in news articles focused on race and economic inequality because the original data sources did not include AAPI people. **However, newsrooms omitted AAPI data 37 percent of the time, even when the data were available.**

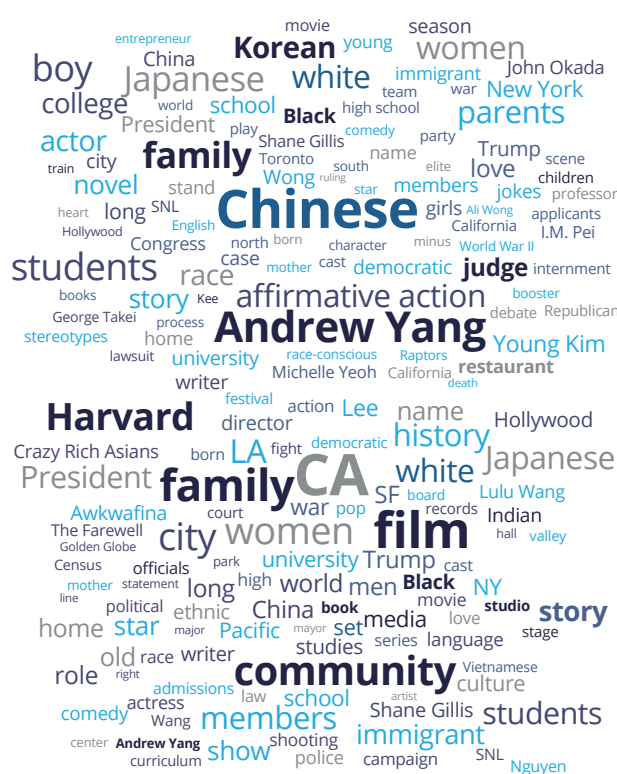
### PERCENTAGE OF ECONOMIC INEQUALITY ARTICLES HIGHLIGHTING AAPI DISPARITIES

AAPI disparities in articles on race and economic inequality are only highlighted **2 percent of the time.**

**2%** OF THE TIME  
AAPI DISPARITIES  
HIGHLIGHTED

Broader print news coverage of AAPI communities tended to highlight specific issues.

ASIAN AMERICAN WORD CLOUD, 2019



### PACIFIC ISLANDER WORD CLOUD, 2016-2020



In light of these findings, we conclude that funders have a prime opportunity to invest in, leverage, and reform journalism as a core strategy to advancing equity and inclusion. **Our recommendations include:**

For **PHILANTHROPY**:

- 1 Support journalism and media research projects that accurately portray the lived experience and diversity of AAPI communities.
- 2 Fund best practice AAPI data collection efforts that provide disaggregated nuance by ethnicity and gender.
- 3 Hold media and journalism grantees and projects funded to standards of diversity, equity, and inclusion.
- 4 Fund fellowships and staff positions in newsrooms for Asian Americans, Pacific Islanders, and all journalists of color.
- 5 Fund AAPI-led media organizations that offer authentic reach and insight into the multiplicity of AAPI communities.

**For NEWSROOMS:**

- 1 Increase accurately nuanced coverage of AAPI and all communities of color while avoiding harmful stereotypes about various communities.
- 2 Include all racial groups when reporting data.
- 3 Invest in the professional development and promotion of AAPI and all journalists of color, including gender and gender identity perspectives.
- 4 Commit to a culture of ongoing learning for all newsroom staff that includes training on topics such as implicit bias and systemic racism.
- 5 Learn about and build bridges with local AAPI communities.

For more on media coverage of AAPIs, view the full report at [aapip.org/what-we-do/invisible-ink](http://aapip.org/what-we-do/invisible-ink)