



# Gendered Gaze: A Mixed Methods Examination of African Filmic Representations in Nigeria

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## Abstract

African filmic representations have garnered significant attention in recent years, particularly regarding gender dynamics within African societies. However, there is a dearth of comprehensive studies that integrate both qualitative and quantitative methodologies to explore these issues. The study employs a mixed methods approach, integrating qualitative interviews with film critics and quantitative surveys among viewers to gather data on gender representation in Nigerian films from the past decade. Ethnographic fieldwork includes participant observation at film festivals and theater screenings. The findings reveal that female characters are often relegated to supporting roles, with a proportion of less than 40% holding lead or pivotal roles in mainstream productions. This trend is consistent across all genres studied. This study underscores the need for more balanced and diverse gender representation in Nigerian cinema to reflect contemporary societal values and improve audience engagement. Policy makers should advocate for increased funding towards films with balanced gender portrayals, while film industry stakeholders are encouraged to develop mentorship programmes that promote female directors and writers.

**Keywords:** *African, Pan-African, Ethnography, Feminism, Intersectionality, Qualitative, Quantitative*

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