

“Iba-Iba Tayo / We are All Different” - A Series of Public Service Announcements Awareness Video on Gender Identity

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Abstract

Gender diversity has reached an unprecedented peak, spanning from Baby Boomers to Generation Alpha. This evolution is central to UN Sustainable Development Goal 5 (SDG 5), which mandates dismantling restrictive norms to achieve global equality. While the WHO (2024) defines gender as socially constructed roles, recent Gallup (2025) data highlights a significant shift, with over 22% of Gen Z identifying as LGBTQ+. Despite this progress, gender stereotyping remains a persistent barrier. These "invisible boxes" pressure individuals to conform to rigid standards, causing systemic difficulties in career advancement—particularly the "glass ceiling"—and self-identity doubt (UNESCO, 2024). Furthermore, UN Women (2025) warns of a global "backlash" against gender rights in nearly 25% of countries. To address these challenges, researchers utilized a mixed-methods approach, interviewing 30 participants and surveying 200 individuals across four generations (Boomers, Gen X, Millennials, and Gen Z). These insights informed the creation of Public Service Announcement (PSA) videos designed to dismantle misconceptions regarding gender fluidity and expressionism (UNDP, 2025). By integrating personal narratives into these targeted messages, the study successfully raised awareness and promoted a more inclusive understanding of the gender spectrum, directly supporting the global mandate for equitable social transformation.

Keywords: Gender; Identity; Awareness; Stereotyping; Public service Announcement

1. Introduction

Gender diversity has reached an unprecedented peak, with identity now recognized as a broad spectrum across generations—from Baby Boomers and Gen X to Millennials, Gen Z, and Generation Alpha. This shift is central to the United Nations' Sustainable Development Goal 5 (SDG 5), which aims to achieve gender equality and empower all women and girls by dismantling restrictive norms.

The World Health Organization (WHO, 2024) reinforces this by defining gender through the 'socially constructed' roles, behaviors, and relationships that societies consider appropriate. As gender identity and diversity become core to modern status and identification, Gallup (2025) reports that over 22% of Gen Z now identifies as LGBTQ+. This evolution reflects a growing flexibility in gender roles, where the breakdown of binary expectations allows for behaviors once strictly gendered to be accepted across the entire human spectrum, directly supporting the SDG mandate for a more inclusive and equitable global society.

Despite significant social evolution, gender stereotyping remains a persistent global challenge in 2025, creating invisible barriers that hinder mutual acceptance. These stereotypes often force individuals into 'enclosed boxes,' where they are pressured to adhere to rigid standards and norms rather than embracing their authentic selves (UNESCO, 2024).

This confinement manifests as systemic difficulties in career advancement—such as the 'glass ceiling' in STEM and leadership roles—as well as relationship friction and profound self-identity doubt. Recent data from UN Women (2025) indicates that nearly 1 in 4 countries is currently experiencing a 'backlash' against gender rights, reinforcing traditional biases that limit personal potential.

To address these barriers, further study is essential to promote awareness and dismantle these restrictive norms. Research in this field has led to the development of Public Service Announcement (PSA) awareness videos, which serve as a critical tool for shifting public perception and fostering a more inclusive society (UNDP, 2025)."

2. Material and methods

IBA-IBA TAYO ("We Are All Different") is a series of four vertical Public Service Announcements (PSAs) designed for mobile-first platforms. The project uses kinetic typography and motion graphics to transform research-based narratives into engaging visual content. It focuses on challenging common gender misconceptions and stereotypes by emphasizing

that although people differ in identity and expression, the right to equality and self-expression is universal. The project was developed using two key technical components. The first was vertical video architecture, which was specifically designed for digital platforms such as TikTok, Instagram Reels, and YouTube Shorts. This format enhanced accessibility and shareability across different age groups, particularly among younger viewers. The second was the use of kinetic typography and motion graphics, in which words served as the primary visual elements. Misconceptions were visually represented through restrictive typographic forms, while the rejection of stereotypes was symbolized by movement, transformation, and expansion. This design approach was intended to emphasize the emotional and conceptual impact of the message.

The project aimed to translate qualitative data from 30 participants into visual scripts that reflect common Filipino and global misconceptions about gender. It also sought to challenge stereotypes through motion-based visual strategies and to promote awareness and acceptance through the *IBA-IBA TAYO* campaign identity. The study employed a mixed-method design, combining survey data and interview responses. Interviews were used to identify recurring misconceptions and stereotypes related to gender identity, while Likert scale questionnaires were used to evaluate the PSA videos. The evaluation phase involved 200 respondents from different generational groups, with 50 respondents each from the Boomer, Generation X, Millennial, and Generation Z categories. The respondent pool was drawn from the population of Muntinlupa City, which has a population of 543,445. For the purposes of classification, Boomers were defined as individuals aged 66 to 85, Generation X as those aged 46 to 65, Millennials as those aged 31 to 45, and Generation Z as those aged 15 to 30. Convenience sampling was employed to support practical and efficient data collection.

3. Results and discussion

3.1. Collected Interview Summary

The initial phase of the study focused on identifying the restrictions, misconceptions, and stereotypes experienced by individuals across the gender spectrum. Based on the qualitative interviews conducted with 30 participants, several recurring themes emerged, showing that gender-based stereotypes remain deeply embedded in social perception in 2026. These findings provided the core themes and key terms that informed the content of the *IBA-IBA TAYO* PSA series, allowing the project to directly address the most common misconceptions present in contemporary society.

3.1.1. Gendered Expectations Toward Women

The interview responses revealed that stereotypes toward women often center on assumptions about emotionality, intelligence, capability, and social roles. Many participants described the persistent belief that women are overly emotional or irrational, which may lead others to question their ability to make logical decisions, especially in professional or leadership settings. Participants also pointed out the assumption that women are physically or mentally less capable than men, particularly in sports, technical work, and problem-solving tasks. Another recurring theme was the expectation that a woman's primary value remains tied to domestic responsibilities such as caregiving and household labor. Respondents likewise noted the continuing bias that women are naturally less proficient in science, technology, engineering, and mathematics, reflecting an enduring barrier in STEM-related spaces. In addition, some participants identified the belief that marriage and motherhood are universal and inevitable goals for women, revealing a persistent form of biological determinism that limits women's autonomy and personal choice.

3.1.2. The Pressure of Performance on Men

The responses related to men reflected another pattern of restrictive gender expectations, particularly those associated with strength, emotional control, and social performance. Participants emphasized that one of the most common stereotypes imposed on men is the expectation that they must suppress their emotions and present themselves as tough, unemotional, and unaffected by stress. This "tough guy" expectation was described as harmful, particularly to mental health and emotional well-being. Participants also pointed to the assumption that men are naturally aggressive, dominant, or controlling, which reinforces a narrow understanding of masculinity. Another recurring misconception was that men are not naturally nurturing and are less capable of serving as primary caregivers, creating a gap in how society views fatherhood and male caregiving roles. The interviews also highlighted the "breadwinner burden," in which male worth is often measured primarily through financial capacity and professional success. In addition, some respondents described the stereotype that men are driven mainly by sexual desire, a belief that oversimplifies male identity and ignores the emotional complexity of men's lived experiences.

3.1.3. The Validity Gap in Non-Conforming Identities

The interview data related to non-binary and gender-diverse individuals revealed a pattern of invalidation, in which these identities are often treated as temporary, superficial, or socially influenced rather than authentic lived experiences. Participants reported that one of the most common misconceptions is the claim that gender-diverse identities are merely a phase or a passing trend. Closely related to this is the belief that individuals with non-conforming gender identities are simply confused or uncertain, which misrepresents a clear and valid sense of self as instability or indecision. Respondents also identified the stereotype that non-binary individuals must follow a

specific androgynous or neutral appearance in order to be recognized as valid. Another issue raised in the interviews was age bias, particularly the misconception that gender diversity is only relevant to younger generations. This overlooks the lived realities of older gender-diverse individuals, including those from the Boomer and Generation X groups, and reinforces the invisibility of diverse identities across age groups.

3.2. Evaluation of the PSA Videos

The quantitative evaluation of the *IBA-IBA TAYO* PSA series showed a high level of acceptance and effectiveness across all measured criteria. The project was evaluated by 200 respondents drawn from multiple generations, including Baby Boomers, Generation X, Millennials, and Generation Z. Using a 5-point Likert scale, the respondents assessed the PSA series based on call to action, creativity and engagement, clarity and purpose, and content and accuracy. The findings indicate that the motion graphics, kinetic typography, and vertical video format were well received by the multi-generational audience.

3.2.1. Summary of Evaluator Results

Among the measured criteria, the highest score was recorded for call to action, with a weighted average of 4.30. This suggests that the audience felt strongly encouraged to respond to the message and engage with the advocacy for gender equality. Creativity and engagement received a weighted average of 4.27, indicating that the motion graphics and overall visual style were effective in attracting and maintaining audience attention. Clarity and purpose obtained a weighted average of 4.25, with a verbal interpretation of strongly agree, showing that the respondents found the message understandable and the purpose of the PSA series clear. Content and accuracy received a weighted average of 4.05, suggesting that the videos were also perceived as credible, reliable, and grounded in relevant information. Taken together, these results demonstrate that the PSA series was not only visually engaging but also effective in delivering understandable and trustworthy messages about gender misconceptions and equality.

3.3. Discussion of the Findings

The qualitative findings show that gender stereotypes remain active social barriers that continue to confine individuals within restrictive expectations. The stereotypes identified in the interviews are not merely outdated beliefs but continuing social pressures that shape how people are viewed, treated, and valued. These pressures affect women, men, and gender-diverse individuals in different yet interconnected ways, reinforcing the need for educational and advocacy-based media interventions. The findings related to women highlight how stereotypes that label women as irrational, overly emotional, or primarily suited for domestic roles continue to undermine gender equality. Such perceptions create barriers in leadership, professional advancement, and participation in STEM fields, where women's competence may still be questioned despite their qualifications and abilities. These findings show that gender inequality remains embedded not only in institutions but also in everyday assumptions about women's roles and capabilities. The findings related to men reveal that gender stereotypes can also impose harmful limitations on masculine identity. The expectation that men should remain emotionally strong, financially dominant, and naturally aggressive contributes to emotional suppression and limits their ability to express vulnerability or participate fully in caregiving roles. The persistence of the breadwinner burden and the rejection of male emotional openness suggest that gender equality must also involve the transformation of narrow social expectations placed on men. The interview findings on gender-diverse individuals point to a particularly significant issue: the invalidation of non-conforming identities. The dismissal of gender diversity as a phase, a confusion, or a youth-centered trend reflects a deeper social resistance to identities that do not fit binary norms. This invalidation not only undermines self-expression but also contributes to the erasure of diverse lived experiences across generations. These findings emphasize the importance of producing advocacy materials that validate a broader spectrum of identities and challenge the misconception that gender diversity is temporary or socially fabricated.

3.3.1. Efficacy of the PSA Design

The quantitative evaluation indicates that the effectiveness of the *IBA-IBA TAYO* PSA series is closely tied to its creative and technical design. The high rating of 4.27 in creativity and engagement suggests that kinetic typography and motion graphics served as strong visual tools for advocacy. The transformation, movement, and disruption of text on screen appeared to resonate with viewers by symbolically reflecting the process of breaking down rigid stereotypes and replacing them with more inclusive ways of thinking. The score of 4.25 for clarity and purpose shows that the PSA series was successful in translating complex ideas into concise and understandable visual messages. This finding suggests that short-form, mobile-first content can communicate socially relevant and conceptually dense issues in a way that remains accessible across generations. The use of vertical video and dynamic text-based presentation appears to have contributed significantly to audience comprehension. Most notably, the highest score of 4.30 for call to action indicates that the PSA series did more than simply raise awareness. It also encouraged viewers to reflect on their own beliefs and to engage more actively with the message of gender equality. The score of 4.05 for content and accuracy further supports this interpretation, as it suggests that the respondents viewed the information presented in the videos as reliable and credible. Overall, the evaluation results demonstrate that the *IBA-IBA TAYO* series was effective not only in presenting gender-related issues but also in motivating audiences to move from awareness toward reflection and social action.

4. Conclusion

The study successfully identified common misconceptions and stereotypes surrounding gender identity, revealing that these beliefs remain strongly influenced by long-standing social expectations and traditional gender norms. These findings underscore the continuing need to promote greater understanding of gender diversity and to encourage acceptance of identities and expressions that do not conform to conventional roles. In response to this need, the *IBA-IBA TAYO* PSA series was developed as a creative advocacy project designed to confront harmful stereotypes and promote a more inclusive perspective on gender identity. The project sought to educate viewers by addressing gender-based misconceptions and by affirming the right of individuals to express themselves freely beyond restrictive societal expectations. Through its message and visual presentation, the PSA series aimed to promote freedom, non-conformity, and respect for diverse gender identities and roles. The evaluation results showed that the project was positively received by viewers from different generations, indicating that the videos were effective in communicating their intended message. Overall, the study concludes that the *IBA-IBA TAYO* PSA series served as a meaningful and effective awareness-building tool for promoting gender inclusivity and social understanding.

Compliance with ethical standards

This study was conducted in accordance with general ethical standards in research. Participation was voluntary, informed consent was obtained from the respondents, and all information gathered was kept confidential and used only for academic purposes.

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Author's short biography

Mervin Sanding is a multimedia designer and educator specializing in graphic design, visual arts, illustration, and film. He holds a Master's degree in Graphics Technology from the Technological University of the Philippines–Manila and has over eight years of experience in multimedia arts education and academic leadership. He is also an Adobe Certified Professional, Autodesk Certified User in Maya, and holder of National TVET Trainer Certifications in visual graphic design, illustration, and animation. His current interests include film directing and screenwriting.

