



# 2026 Faith & Entertainment Index:

## *Faith in Storytelling and Its Influence on Modern Audiences in America*

# Introduction

# *Our guiding question:*

***Does the inclusion of faith in storytelling engage modern audiences, and if so how and why?***

---

## WHAT WE KNEW: *THE WHAT*

Faith in entertainment is having a cultural moment, but U.S. audiences look to the industry to do better:

**82%** Say the entertainment industry **needs to improve their portrayals of faith**

**69%** Say TV and movies **perpetuate religious stereotypes**

**Audiences want more accurate, complex, diverse, and nuanced depictions of faith.**

## OUR CORE QUESTIONS: *THE HOW & WHY*

**This phase of research set out to move from the *What* to the *How and Why*:**

**Our core questions:** How can creators tell authentic stories about faith in a way that tangibly fosters engagement? Why do some stories land better than others?

**Through a robust, multi-method approach, we uncovered guidance for creators to create content that generates engagement with audiences.**

# How we did it: Consumer-led, multi-method research

## PHASE I QUALITATIVE

**32**

AVID ENTERTAINMENT CONSUMERS

*(Recruited to represent a diverse mix of demographic characteristics and ideologies)*

### RELIGIOUS IDENTITY

Christian/Catholic	6
Jewish	5
LDS	3
Muslim	3
Spiritual	5
Hindu	1
Jehovah's Witness	2
Agnostic/Atheist	5
Other/None	2

**12,723**

ONLINE INTERVIEWS

### GENDER BREAKDOWN

Male	50%
Female	50%

**78%**

IDENTIFY AS SPIRITUAL,  
RELIGIOUS OR A PERSON OF FAITH

**56%**

WATCH TV OR MOVIES DAILY

## PHASE II QUANTITATIVE

### AGE BREAKDOWN

18-34	26%
35-49	24%
50-64	25%
65+	25%

### RELIGION IDENTITY *n-size*

Christian	5,579
Catholic	2,072
Protestant	2,266
Jewish	2,467
Muslim	2,652
Eastern Religions	90
Other religion	265
Atheist/Agnostic	1,538



### Who did we reach?

- General population consumers who watch TV or movies at least weekly
- Oversamples of Jewish and Muslim respondents to achieve statistically readable sample among all major faith groups in the U.S.

### How we reached them:

Professionally recruited. Survey administered online.

### When did we reach them?

In two waves, between September 9-18 & November 13-25, 2025.

*NOTE: Religious affiliation was weighted to reflect U.S. population.*

# Measuring Impact: A first-of-its kind evaluation system for measuring mainstream faith portrayals

We tested 100+ scenes from 50 series and films, assessing each against a consistent set of criteria that captures entertainment value, its portrayal of faith, and engagement

## ENTERTAINMENT VALUE

- How much did you **like** or **dislike** this scene?

x1

## FAITH PORTRAYAL

- How **well** or poorly do you think **faith was portrayed** in this scene?
- To what extent do you **agree** or disagree that each of the following **describes this scene?** (average agreement across ALL “totems”)

x1.5

## ENGAGEMENT IMPACT

- Overall, did this scene make you think **more positively** or negatively **about faith**, or did it have no impact?
- How this scene affect your **interest in seeing the full show/film / more content like it?**

x2

**Weighting**  
*(Based on Relative Importance of Each Component):*

# Defining “Totems”: The storytelling features that we used to assess what drives engagement

## General Totems

- Feels like they’re made for people like me
- Is relatable
- Is easy to understand
- Avoid clichés or overused tropes
- Makes you reflect or think differently
- Has characters who feel layered and complex
- Connects to broader social issues
- Shows realistic characters and situations
- Uses humor respectfully
- Is emotionally moving
- Is entertaining

## Faith-Specific Totems

- Depicts faith authentically
- Depicts faith accurately
- Shows different perspectives within a faith
- Shows characters exploring their faith
- Places faith in contemporary/modern settings
- Weaves faith naturally into the story / journey
- Teaches you something new about faith
- Challenges common stereotypes about faith
- Appeals to people of a different faith
- Appeals to people with no faith or spirituality
- Avoids offending people of a certain faith
- Avoids preachy or heavily faith-based language

### Consumer-Defined Totems

*Themes surfaced in qualitative discussions with viewers informed our scene evaluation criteria*

# **Adding Scale & Depth: Supplementary analysis, grounded in how consumers talk about faith in entertainment**

## Tonal Video Coding

To identify the **dominant tones in each scene**, we used an AI-assisted coding approach grounded in our research:

### Step 1:

Our primary research was used to inform the model, which synthesized the survey inputs into a comprehensive taxonomy of 130+ **tones** used to describe the scenes



### Step 2:

Each scene was evaluated against this research-derived **tone library**, with the AI identifying the most prominent tones present in each individual scene.

This approach allowed us to **scale consistent coding across all content** while remaining anchored in audiences' language

## Social Listening

Separately, we **analyzed organic YouTube comments** for each scene, grouping viewer commentary into thematic buckets and surfacing illustrative quotes. These organic reactions **validate survey and AI findings**, while **adding further depth and lived context to our research**.



# **Adding Scale & Depth: A research-informed taxonomy of 130+ tones used to assess each scene**

Positive			Neutral				Negative	
Affectionate	Generous	Redemptive	Absurdist	Confused	Observational	Traditional	Angry	Melancholy
Affirmative	Happy	Relieved	Adventurous	Contemplative	Pensive	Transcendental	Anxious	Moralistic
Appreciative	Harmonious	Resilient	Ambiguous	Defiant	Philosophical	Uncertain	Authoritarian	Ominous
Approachable	Heroic	Resolute	Ambitious	Dependent	Poetic	Urgent	Bitter	Oppressive
Artistic	Honest	Respectful	Ambivalent	Desperate	Profound	Wondering	Bleak	Overwhelmed
Calm	Hopeful	Reverent	Apologetic	Devotional	Provocative		Controversial	Regretful
Comedic	Inspiring	Satisfying	Assertive	Dramatic	Realistic		Cynical	Sarcastic
Comforting	Instructive	Serene	Assured	Emotional	Reflective		Disapproving	Satirical
Compassionate	Intimate	Spiritual	Candid	Existential	Reserved		Disillusioned	Sorrowful
Confident	Lighthearted	Supportive	Cautious	Idealistic	Serious		Disrespectful	Strict
Cultural	Loyal	Tender	Challenging	Inquisitive	Skeptical		Distraught	Tense
Determined	Magical	Uplifting	Chaotic	Intellectual	Solemn		Frustrated	Uncomfortable
Didactic	Open-Minded	Vulnerable	Climatic	Intense	Somber		Guilty	
Earnest	Passionate	Warm	Compliant	Introspective	Speculative		Heartbreaking	
Empathetic	Peaceful	Whimsical	Concerned	Metaphorical	Surprised		Hostile	
Empowering	Progressive	Wise	Conflicted	Mysterious	Thought-Provoking		Ironic	
Excited	Reconciliatory		Confrontational	Neutral			Manipulative	

# The Findings

# 100+ scenes: How mainstream faith portrayals perform on screen

## Our Top-Performing Scenes

1.		<b>The Pitt</b> Dr. Robby Thanks Whitaker	6.		<b>Nobody Wants This</b> Noah's Sermon
2.		<b>Young Sheldon</b> Sheldon Convincing His Mom to Believe in God	7.		<b>The West Wing</b> Parable Conversation
3.		<b>Nobody Wants This</b> I Love You	8.		<b>Hacksaw Ridge</b> Desmond is Jailed & Speaks in Court
4.		<b>Hacksaw Ridge</b> Plead Guilty	9.		<b>Selma</b> MLK Jr. in Jail
5.		<b>Hacksaw Ridge</b> Desmond Asks God for Strength	10.		<b>God's Not Dead</b> Sin Is Like a Jail Cell

## Our Lower-Performing Scenes

97.		<b>Broad City</b> A Plane Full of Jews	102.		<b>Nobody Wants This</b> Abby Making Content
98.		<b>The Big Sick</b> Hospital Lunch	103.		<b>A Serious Man</b> The Bar Mitzvah
99.		<b>A Serious Man</b> Advice From The Junior Rabbi	104.		<b>Community</b> Cult or Religion Discussion
100.		<b>Community</b> Everyone's Religion	105.		<b>Broad City</b> Yom Kippur
101.		<b>We Are Lady Parts</b> Amina's Matchmaking Meeting	106.		<b>Mo</b> Nicolas' Mom's Prayer

# What the data tells us

---

## 1 FAITH BELONGS IN MAINSTREAM CONTENT

**92%** Of consumers say faith has a role to play in entertainment; representing **180 Million+ potential viewers**

**77%** Believe that faith in mainstream entertainment can have **broad** appeal

## 2 EMOTION STRENGTHENS FAITH PORTRAYALS

**6 of 10**  
Of our leading scenes are defined as **emotional, reflective, or thought-provoking**

Consumers are consistently drawn to **content that invites reflection**, rather than overt messaging

## 3 EVERYDAY MOMENTS MAKE FAITH ACCESSIBLE

**Stories grounded in the familiar** perform best; common themes include:

**FAMILY**



**LOVE**



**RESPECTFUL  
TOUCHES OF HUMOR**

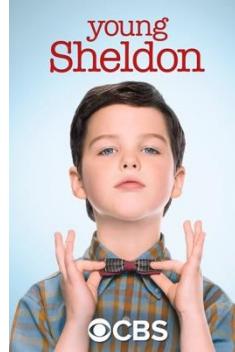


# Finding 1: Faith Belongs in the Mainstream

# The top-performing scenes come from mainstream content with tremendous commercial success



2 Golden Globes, 5 Emmy awards,  
10M+ viewers globally



3 Family Film & TV awards, 2 Kid's Choice awards, 12M+ average viewers globally



#1 on Netflix and 15M+ average viewers globally



\$180 million grossed worldwide, 2 Academy Awards & 4 additional nominations



26 Emmy, 2 Peabody, and 3 Golden Globe awards, 17M+ average viewers globally



Academy Award nomination for best picture; \$70M grossed globally

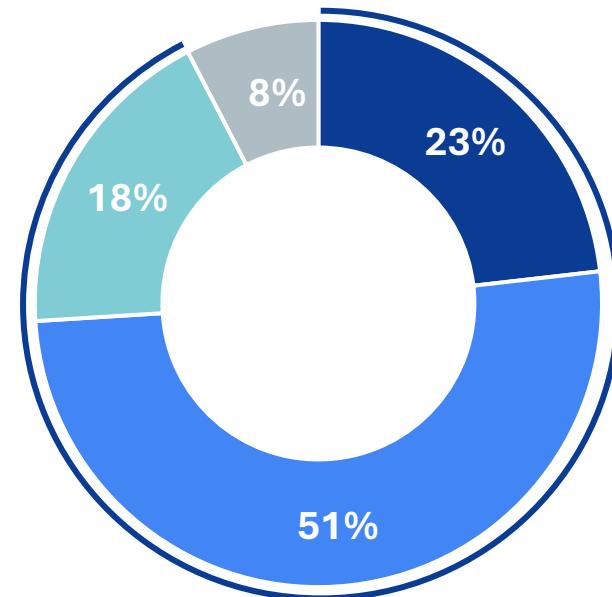
## SELMA

# Seeing mainstream portrayals of faith deepens connection with entertainment, including for the non-religious

What role should faith & spirituality play in entertainment?

- Central to the story
- Present but not the main focus
- Subtle, light references
- Not at all

**92%**  
Of entertainment consumers are open to faith representation in entertainment



After seeing the clips:

**58%** say that content with faith themes is more appealing

+5 up from beginning of survey  
(+15 among Atheists/Agnostics)

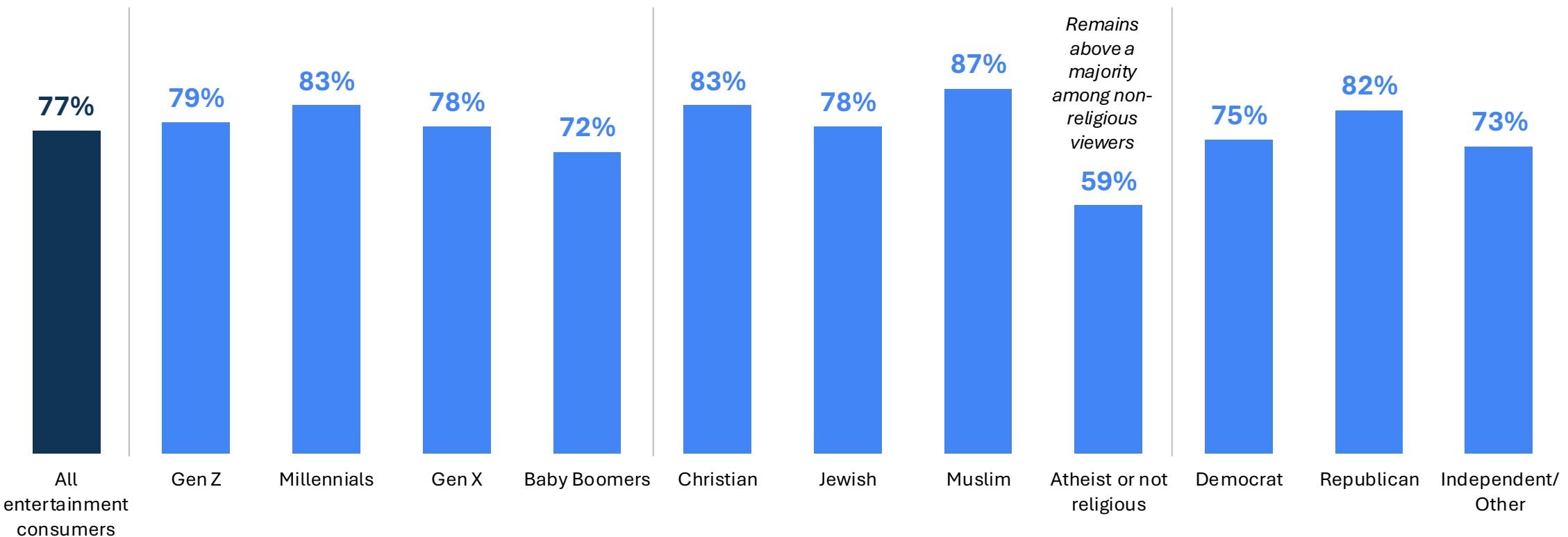
**61%** say that content with faith themes is more relatable

+8 up from beginning of survey  
(+13 among Atheists/Agnostics)

# Consumers of all ages and backgrounds say that faith in entertainment is **broadly appealing**

**Can stories that focus on a specific faith or spiritual tradition have broad appeal?**

*Showing rate who believe these stories can appeal broadly or somewhat broadly to all audiences*





## Finding 2: Emotion Strengthens Faith Portrayals

# Our leading scenes consistently express vulnerability, emotion, and reflection, not certainty

## The Pitt

Dr. Robby Thanks Whitaker



1

This scene captures the aftermath of an **emotional collapse and moment of grief**, where Dr. Robby leans on faith for strength as he explains the Shema and thanks Whitaker for supporting him.

### Key Themes:

- *Coping With Tragedy*
- *Professional Endurance*
- *Support and Solidarity*

### Key Tones:

- *Reflective*
- *Vulnerable*
- *Empathetic*

## Young Sheldon

Sheldon Convincing His Mom to Believe in God

2



A tender scene where Sheldon tries to comfort his mother as she struggles with **doubt, guilt, and a crisis of faith**.

### Key Themes:

- *Doubt and Faith*
- *Parental Guilt/Struggle*
- *Divine Design/Fine-tuning*

### Key Tones:

- *Emotional*
- *Pensive*
- *Tender*

## Nobody Wants This

I Love You



3

A heartfelt conversation between Joanne and Noah, a rabbi, as they **navigate love, identity, belonging, and honesty** within an interfaith relationship.

### Key Themes:

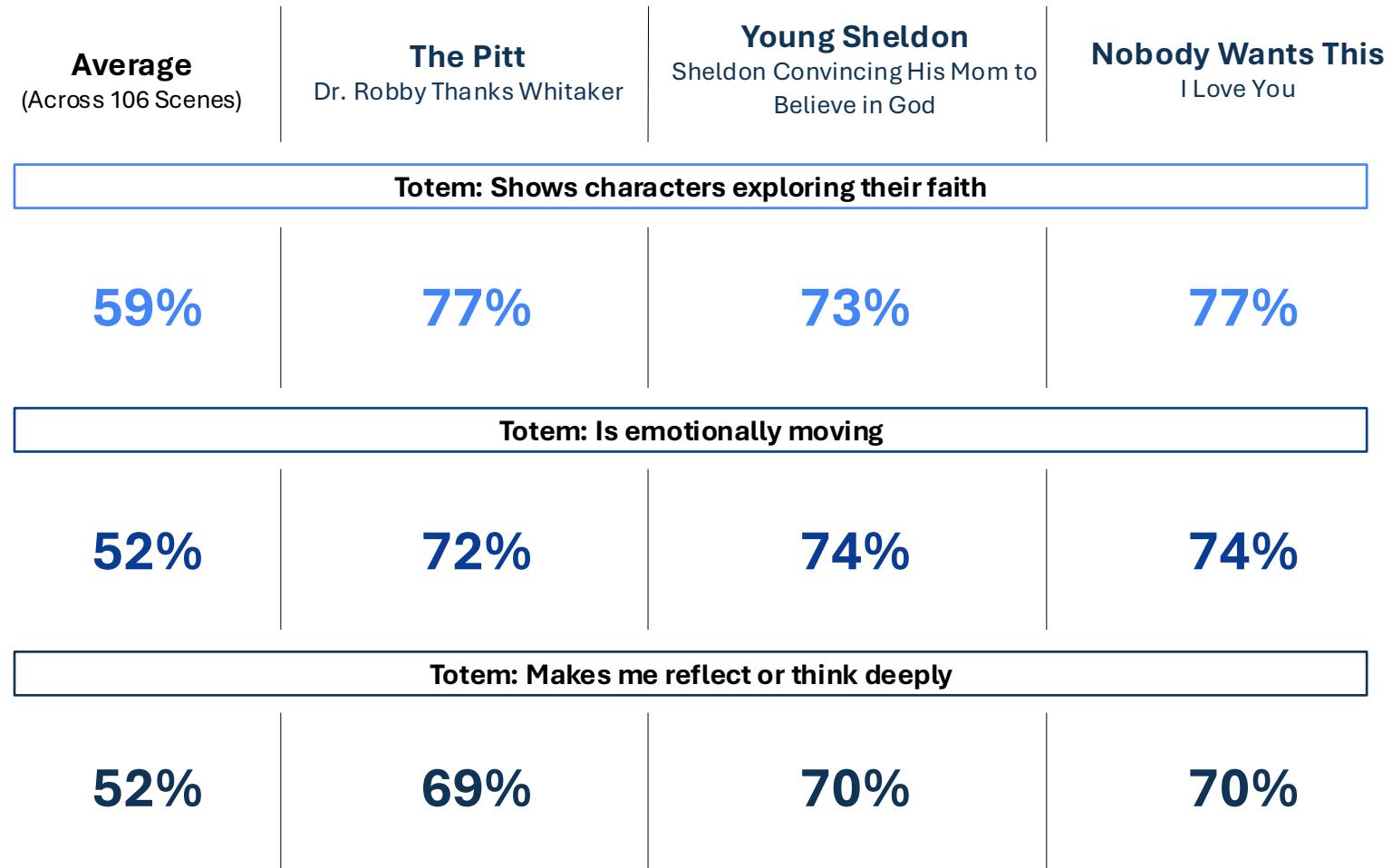
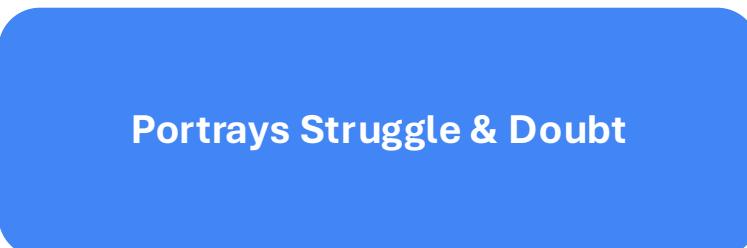
- *Interfaith Romance*
- *Identity & Belonging*
- *Personal Integrity*

### Key Tones:

- *Emotional*
- *Pensive*
- *Honest*

# Our top scenes are viewed as deeply **thought-provoking** and **moving**

**Showing percent of viewers who agree that totem describes each scene**



# Viewers' own words reinforce the importance of this complexity, emotion and reflection

***In Viewers' Own Words:***  
**Why top performing scenes portray faith positively**

**Portrays Struggle & Doubt**

**Deeply Emotionally Moving**

**Invites Reflection**

**The Pitt**  
Dr. Robby Thanks Whitaker

Reflective | Vulnerable | Empathetic

“It shows characters grappling with their beliefs in a meaningful way.”

“I feel like this shows real human confusion and wonder.”

“It shows how faith impacts daily decisions and relationships authentically.”

**Young Sheldon**  
Sheldon Convincing His Mom to Believe in God

Tender | Emotional | Pensive

“It shows how people have questions about their faith but continue to try to understand it.”

“The character’s beliefs were expressed genuinely and with emotional depth, making their faith seem authentic.”

“Rather than a grandiose statement, it demonstrates faith in a straightforward, sincere moment.”

**Nobody Wants This**  
I Love You

Honest | Emotional | Pensive

“We all struggle with faith in our own personal way.”

“She’s being very honest with him that she cannot commit to his faith the way he needs her to.”

“It brings faith to a realistic, relatable scenario.”

# Finding 3: Everyday Moments Make Faith Accessible

# Grounding familiar topics in faith helps audiences see themselves on screen

---

## Family & Intergenerational Relationships

Examples:

*Young Sheldon (Sheldon Convinces His Mom)  
The Big Sick (Family Argument)*

## Respectful Humor, Avoiding Mockery

Examples Watchouts:

*The Big Sick (Hospital Lunch)  
Broad City (Yom Kippur)*

## Familiar Access Points

Tools & Plot Devices That Help Ground Audiences

## Love & Romance

Examples:

*Nobody Wants This (I Love You)  
This Is Us (Hospital Chapel)*

## Lighthearted & Warmth

Examples:

*Coco (Miguel Crosses Into the Land of the Dead)  
Nobody Wants This (Noah's Sermon)*

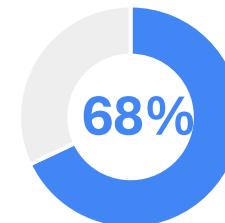
# Relationships resonate deeply with audiences when **faith** plays a role in the story

**Family & Intergenerational**

2

**Young Sheldon**  
Sheldon Convincing His Mom to Believe in God

*% Agree*  
depicts *faith* through everyday experience



*Tonal Coding*

Emotional  
Tender  
Pensive

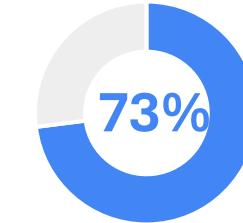
*In Viewers' Own Words*

“Although we don’t know what has made mom question her faith, having Sheldon as her son and him telling her she is the best mom for him – it’s that **warm feeling inside** that the world needs right now.”

**Love & Romance**

3

**Nobody Wants This**  
I Love You



*Tonal Coding*

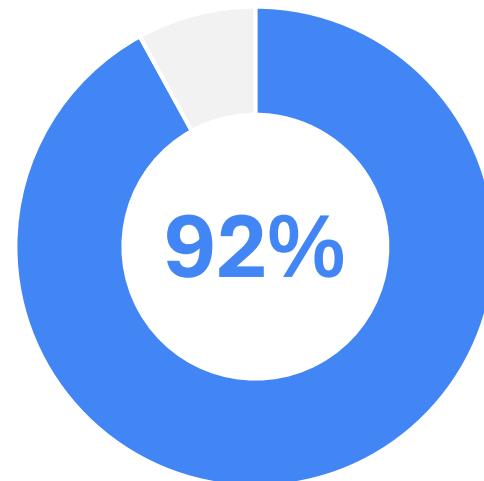
Pensive  
Emotional  
Honest

“The characters show **sincerity** and **depth** in their beliefs. That **emotional honesty** is what made it stand out as a good portrayal.”

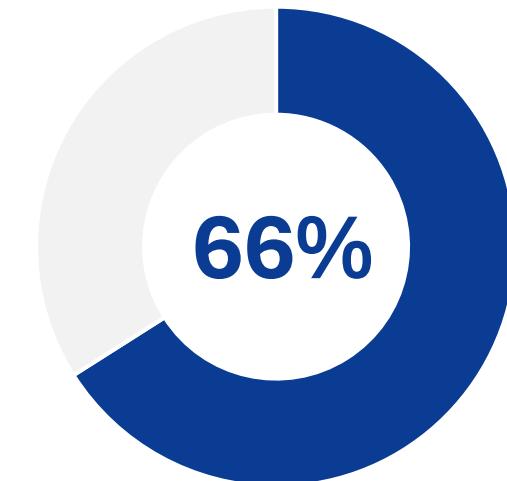
# Comedy attracts near-universal appeal in entertainment

---

**Comedy is the #1 sought out theme by viewers from entertainment**



Of viewers are  
open to seeing  
**comedy/humor** in  
the TV shows and  
movies they watch



Of viewers say it is  
important to them  
that TV shows and  
film depicting faith  
**use humor in a  
respectful way**

# Humor drives connection with content when done well, but risks alienating millions when done poorly

## Top-Performing Humorous Scenes & rate who agree each uses humor respectfully

6  
Ranking

**Nobody Wants This**  
Noah's Sermon

69%

22  
Ranking

**Young Sheldon**  
Exploring religion

70%

"When they threw in the random **crypto joke**... you can kind of **chuckle** a little bit... **loosen people up** and then... they'll be **more receptive**."

- Viewer in response to *Nobody Wants This* (Noah's Sermon)

## Lower-Performing Humorous Scenes & rate who agree each uses humor respectfully

105  
Ranking

**Broad City**  
Yom Kippur

48%

106  
Ranking

**Mo**  
Nicolas' Mom's Prayer

41%

"It **never got past the stereotypical assumptions** that are typically associated with various religions."

- Viewer in response to *Broad City* (Yom Kippur)

20-point differences represent **nearly 40 Million entertainment consumers**

# What Drives Engagement

Across scenes, we identified the totems that consistently elevate engagement with faith storytelling

# Quadrant Analysis: understanding the impact of viewer-defined totems on engagement

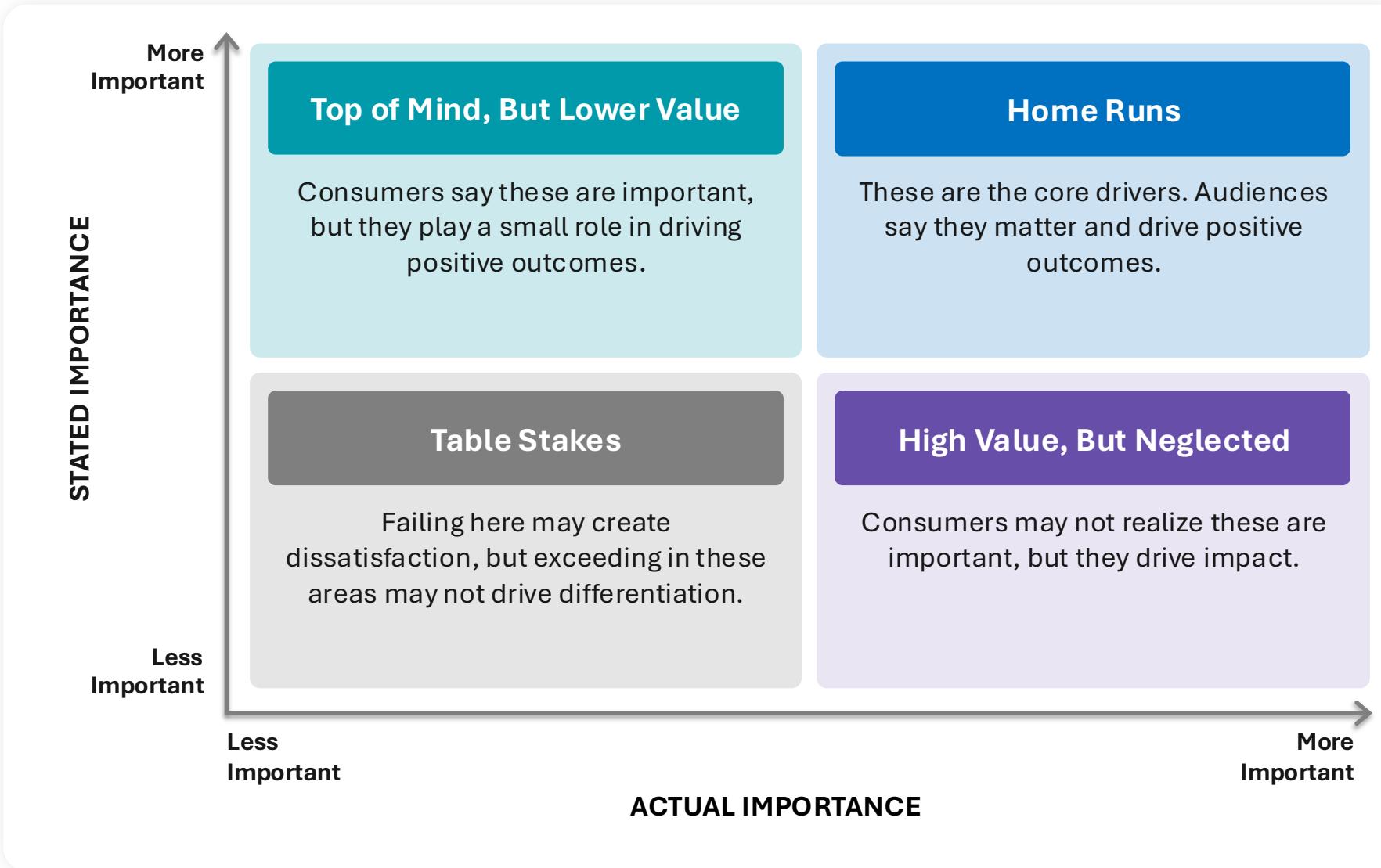
We put these totems, *which emerged in viewers' own words in our qualitative research*, to the test across two dimensions:

## 1 – Stated Importance

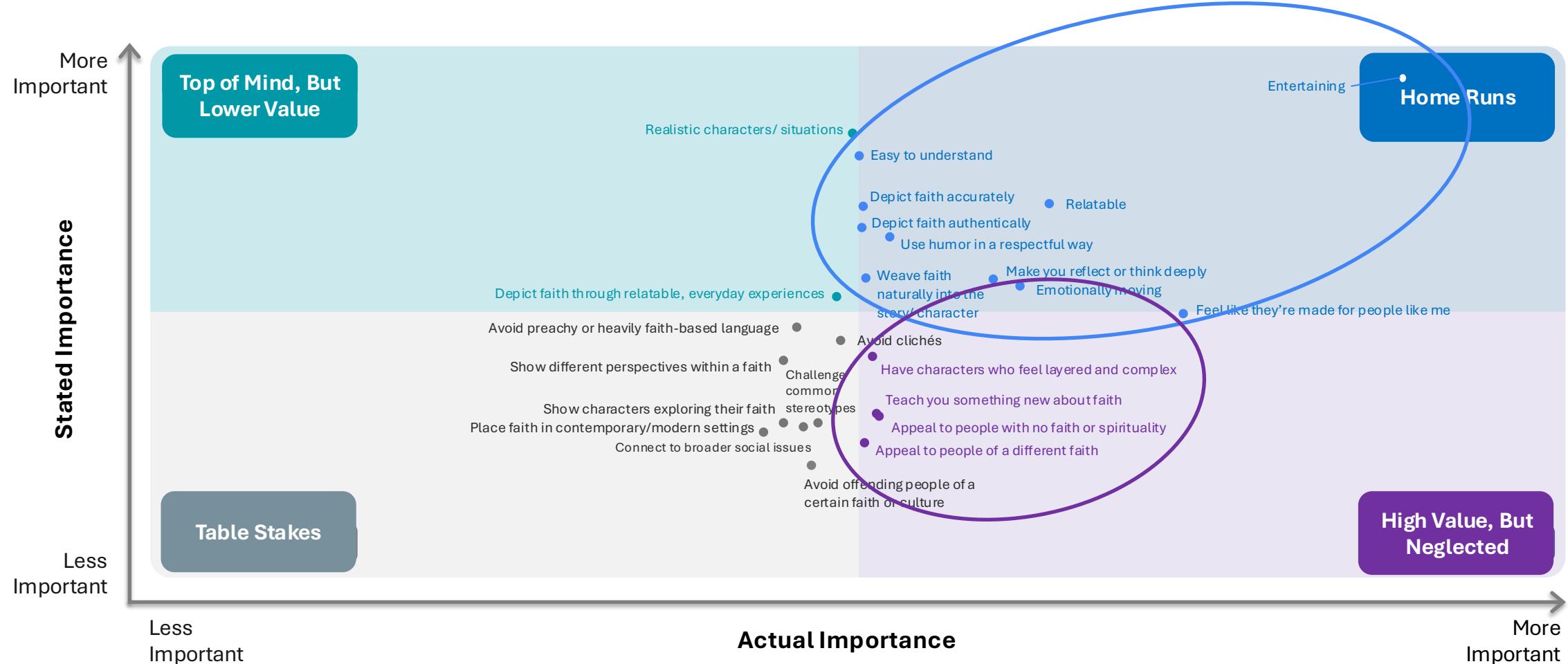
Respondents answered how important each of these totems are for films and TV shows that depict faith.

## 2 – Actual Importance

Behavioral analysis of the extent to which each of these totems drives positive engagement with different types of content.



# Quadrant Analysis: understanding the impact of viewer-defined totems on engagement



Q: How important or not important is it to you that films or TV shows that depict faith do the following?

Derived importance based on relationship between each totem and interest in seeing more content like this

# What this tells us: Emotionally moving, natural, and reflective content consistently drives engagement

Across  
100+  
Scenes:

## “Home Runs”

Audiences Say These Matter and They Drive Engagement Impact

- *Is entertaining*
- *Is relatable*
- *Is easy to understand*
- *Uses humor respectfully*
- *Is made for people like me*
- *Depicts faith accurately*
- *Depicts faith authentically*
- *Makes you reflect or think deeply*
- *Is emotionally moving*
- *Weaves faith into the story naturally*

## “High Value But Neglected”

These may not be top of mind to viewers, but behaviorally they drive engagement

- *Has layered / complex characters*
- *Appeals to people with no faith*
- *Teaches you something new about faith*
- *Appeals to people of a different faith*

# What this means for creators: Focus on totems proven to drive the greatest impact with content

## Home Run Totems

– And The Scene That Does It Best

*Is entertaining*



**Young Sheldon**  
Exploring Religion

*Respectful humor*



**Young Sheldon**  
Exploring Religion

*Makes you reflect*



**Nobody Wants This**  
I Love You

*Is relatable*



**Young Sheldon**  
Sheldon Convincing His  
Mom to Believe in God

*Accurate depiction*



**Nobody Wants This**  
I Love You

*Emotionally moving*



**Nobody Wants This**  
I Love You

*Is easy to understand*



**Hacksaw Ridge**  
I Can't Touch a Gun

*Authentic depiction*



**Nobody Wants This**  
I Love You

*Weaves naturally*



**The Pitt**  
Dr. Robby Thanks  
Whitaker

## High Value, But Neglected Totems

– And The Scene That Does It Best

*Has layered/complex characters*



**Hacksaw Ridge**  
Desmond Asks God  
for Strength

*Appeal to people with no faith*



**The Man Who Knew Infinity**  
The Goddess Namagiri

*Teaches you something new about faith*



**Sex And The City**  
Charlotte Goes to  
Judaism Classes

*Appeal to faith of a different faith*



**Nobody Wants This**  
I Love You

# Viewers' Advice to Creators

**In their own words, viewers call on creators to lean on these totems**

# Learnings for Storytellers: Audiences call on creators to integrate faith naturally and authentically

## Integrate Faith Naturally & Subtly

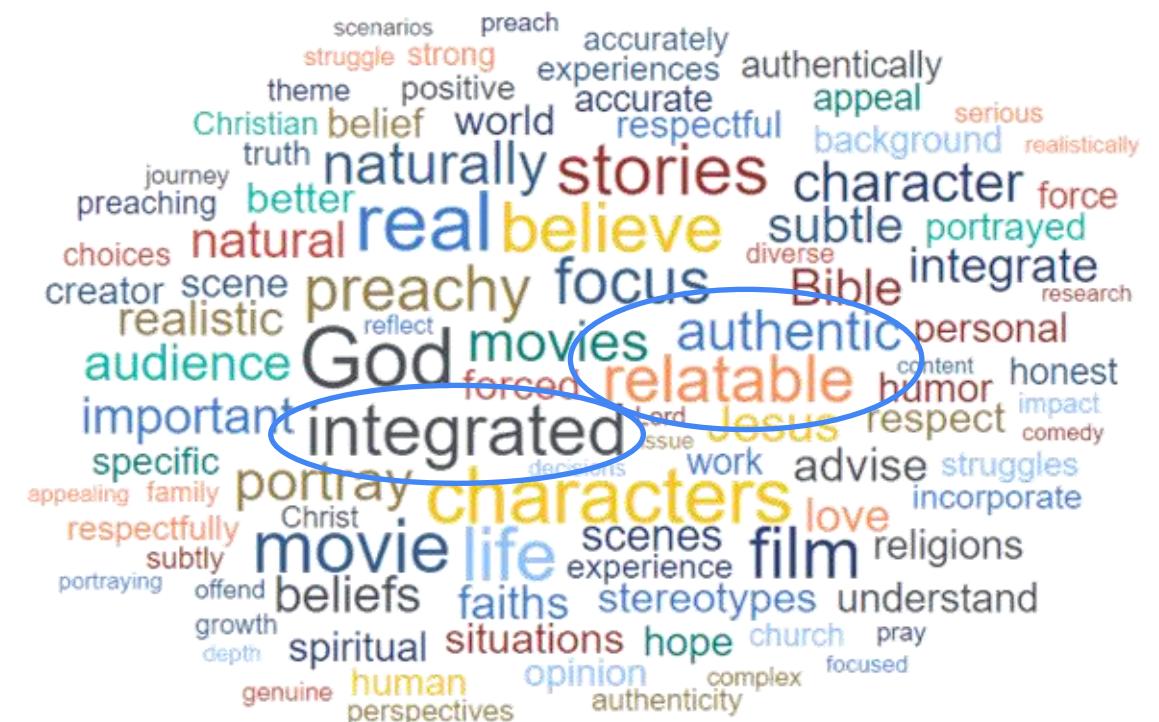
*“Show faith or spirituality naturally as part of the characters’ lives, adding depth through their experiences and choices **without forcing it.**”*

## Authentic & Accurate Representation

*“Focus on **authentic, complex characters** and show faith as part of their real struggles and choices.”*

## Human-Centered, Character-Driven Storytelling

*“Show **faith as human and relatable with doubts**, growth and compassion not just rituals.”*



## ***Learnings for Storytellers:* Audiences caution creators to avoid forced or preachy portrayals of faith**



## Preachiness and Proselytizing

*“...not to force faith or religion into a story just to check a box or push an agenda. **It often feels shallow or preachy.** Instead...**let spirituality emerge naturally through the characters...**”*

## Misrepresentation & Stereotypes

**“Research thoroughly to avoid misrepresenting religious elements.”**

## Avoid Religion as Divisive, Polarizing Topic

**“It should not create division, it should create open dialogue.”**

## Irrelevant or Distracting to the Story

**“You shouldn’t add *religious themes just to impress viewers*, They should support the story not distract from it.”**

# The Full Rankings

# Individual Scene Performance – Top 40 Scenes

1.		<b>The Pitt</b> Dr. Robby Thanks Whitaker	80.6		<b>Soul</b> Your Spark Isn't Your Purpose	73.3		<b>Reservation Dogs</b> Hotki Helps Willie Jack Pray to Spirits	69.7		<b>Coco</b> Dia de los Muertos	67.2
2.		<b>Young Sheldon</b> Sheldon Convincing His Mom to Believe in God	78.2		<b>Hacksaw Ridge</b> I Can't Touch a Gun	73.2		<b>Young Sheldon</b> Exploring Religion	69.6		<b>The Good Place</b> Welcome to the Good Place	66.8
3.		<b>Nobody Wants This</b> I Love You	77.8		<b>The Man Who Knew Infinity</b> I Am an Atheist	72.7		<b>Grey's Anatomy</b> Jackson Prays for April	68.9		<b>The Big Sick</b> Family Argument	66.8
4.		<b>Hacksaw Ridge</b> Plead Guilty	77.4		<b>Government Cheese</b> The Gospel of Kenny Sharp	72.6		<b>Orange Is the New Black</b> Cindy Wants to Convert	68.8		<b>White Lotus</b> Timothy Ratliff's Discussion with the Monk	66.8
5.		<b>Hacksaw Ridge</b> Desmond Asks God for Strength	77.3		<b>Selma</b> God Was The First to Cry	71.9		<b>Friday Night Lights</b> Lyla & Landy Discuss Faith	68.5		<b>Life of Pi</b> Discussing Pi's Religious Exploration	66.7
6.		<b>Nobody Wants This</b> Noah's Sermon	77.0		<b>Call the Midwife</b> Wisdom, Sacrifice, and Choice	71.6		<b>God's Not Dead</b> Student v. Professor Debate	68.2		<b>The West Wing</b> Bartlet & Bible Confrontation	66.1
7.		<b>The West Wing</b> Parable Conversation	76.2		<b>This Is Us</b> Hospital Chapel	70.9		<b>Les Misérables</b> Back to God	68.1		<b>Friday Night Lights</b> Tim Pranks Lyla On Air	65.9
8.		<b>Hacksaw Ridge</b> Desmond is Jailed & Speaks in Court	75.9		<b>The Pitt</b> Whittaker Finds Dr. Robby	70.4		<b>The Crown</b> Illuminating What a Christian Is	68.0		<b>Les Misérables</b> Confession & Death	65.7
9.		<b>Selma</b> MLK Jr. in Jail	73.6		<b>Forrest Gump</b> Lt. Dan Against God	70.2		<b>Coco</b> Miguel Crosses Into the Land of the Dead	67.6		<b>The Crown</b> Monarchy Is A Calling From God	65.5
10.		<b>God's Not Dead</b> Sin Is Like a Jail Cell	73.3		<b>The Man Who Knew Infinity</b> The Goddess Namagiri	70.1		<b>King Richard</b> Family Dinner	67.5		<b>Midnight Mass</b> Lent Homily	65.3

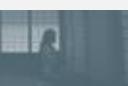
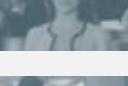
Each scene was qualitatively categorized by research team as a positive, complex or negative portrayal of faith ahead of testing:

 Positive portrayal

 Complex portrayal

 Negative portrayal

# Individual Scene Performance – Scenes 41- 80

41.		Malcom X Malcom's University Lecture	65.2		Government Cheese Why Is God So Reckless?	63.7		Midnight Mass Sheriff Hassan's Monologue on Dignity	62.3		The Good Place Chidi's Punishment	59.2
42.		Lady Bird Love & Attention	64.9		Conclave Cardinal Lawrence's Homily	63.7		Shogun Mariko & Anjin Pray Together	62.3		Ramy "Islam is Like an Orange" Discussion	59.1
43.		The Mission Redemption	64.9		Orange Is the New Black Nicky's Bat Mitzvah	63.6		Ramy Interfaith Relationship	62.2		White Lotus Faith & Friendship Discussion	58.7
44.		Abbott Elementary Barb's Challenges with the Church	64.6		Grey's Anatomy Porcine Valve Dilemma	63.6		Life of Pi Pi's Search for Religion	62.0		I Origins Eyes as Evidence	58.7
45.		This Is Us Reunion at Narcotics Anonymous	64.5		Forrest Gump Have You Found Jesus Yet?	63.5		Homeland Saul's Reflections on Politics & Religion	61.7		True Detective Rust & Martin Car Conversation	58.5
46.		Sex And The City Charlotte Goes to Judaism Classes	64.3		Call the Midwife Welcoming The New Pupil Midwives	63.3		Conclave Cardinal Benitez's Revelation	61.2		Reservation Dogs Conversation With the Spirit	58.2
47.		King Richard Fight In The Kitchen	64.2		Bend It Like Beckham Joe's Conversation with Jess' Parents	62.8		Modern Family Jay Doesn't Want to Go to Church	60.7		We Are Lady Parts Amina's First Date	58.1
48.		Mo Mo's Conversation With His Mother	64.2		Nobody Wants This Progressive Rabbi Neil	62.5		Bend It Like Beckham Jess Is Caught Playing Soccer	60.0		Abbott Elementary Teachers Discuss Their Vices	57.4
49.		I Origins Dalai Lama Anecdote	63.8		Soul Joe Meets Soul 22	62.4		Shogun John & Alvito Discuss Religion	59.7		What's Love Got To Do With It? Mo The Matchmaker	57.1
50.		Lady Bird Lady Bird Calls Her Mother	63.8		The Mission God And The Guarani	62.3		Never Have I Ever Devi's First Day of School Prayer	59.3		Boy Erased Jared Goes For a Blood Test	57.0
51.		Government Cheese Why Is God So Reckless?	63.7		Midnight Mass Sheriff Hassan's Monologue on Dignity	62.3		Shogun Mariko & Anjin Pray Together	62.3		Ramy "Islam is Like an Orange" Discussion	59.1
52.		Conclave Cardinal Lawrence's Homily	63.7		Ramy Interfaith Relationship	62.2		Life of Pi Pi's Search for Religion	62.0		White Lotus Faith & Friendship Discussion	58.7
53.		Orange Is the New Black Nicky's Bat Mitzvah	63.6		I Origins Eyes as Evidence	58.7		True Detective Rust & Martin Car Conversation	58.5		Reservation Dogs Conversation With the Spirit	58.2
54.		Grey's Anatomy Porcine Valve Dilemma	63.6		Homeland Saul's Reflections on Politics & Religion	61.7		Conclave Cardinal Benitez's Revelation	61.2		We Are Lady Parts Amina's First Date	58.1
55.		Forrest Gump Have You Found Jesus Yet?	63.5		Modern Family Jay Doesn't Want to Go to Church	60.7		Bend It Like Beckham Jess Is Caught Playing Soccer	60.0		Abbott Elementary Teachers Discuss Their Vices	57.4
56.		Call the Midwife Welcoming The New Pupil Midwives	63.3		Shogun John & Alvito Discuss Religion	59.7		Never Have I Ever Devi's First Day of School Prayer	59.3		What's Love Got To Do With It? Mo The Matchmaker	57.1
57.		Bend It Like Beckham Joe's Conversation with Jess' Parents	62.8		Midnight Mass Sheriff Hassan's Monologue on Dignity	62.3		Ramy "Islam is Like an Orange" Discussion	59.1		White Lotus Faith & Friendship Discussion	58.7
58.		Nobody Wants This Progressive Rabbi Neil	62.5		Shogun Mariko & Anjin Pray Together	62.3		Ramy Interfaith Relationship	62.2		Life of Pi Pi's Search for Religion	62.0
59.		Soul Joe Meets Soul 22	62.4		I Origins Eyes as Evidence	58.7		Conclave Cardinal Benitez's Revelation	61.2		Reservation Dogs Conversation With the Spirit	58.2
60.		The Mission God And The Guarani	62.3		Ramy "Islam is Like an Orange" Discussion	59.1		Midnight Mass Sheriff Hassan's Monologue on Dignity	62.3		We Are Lady Parts Amina's First Date	58.1

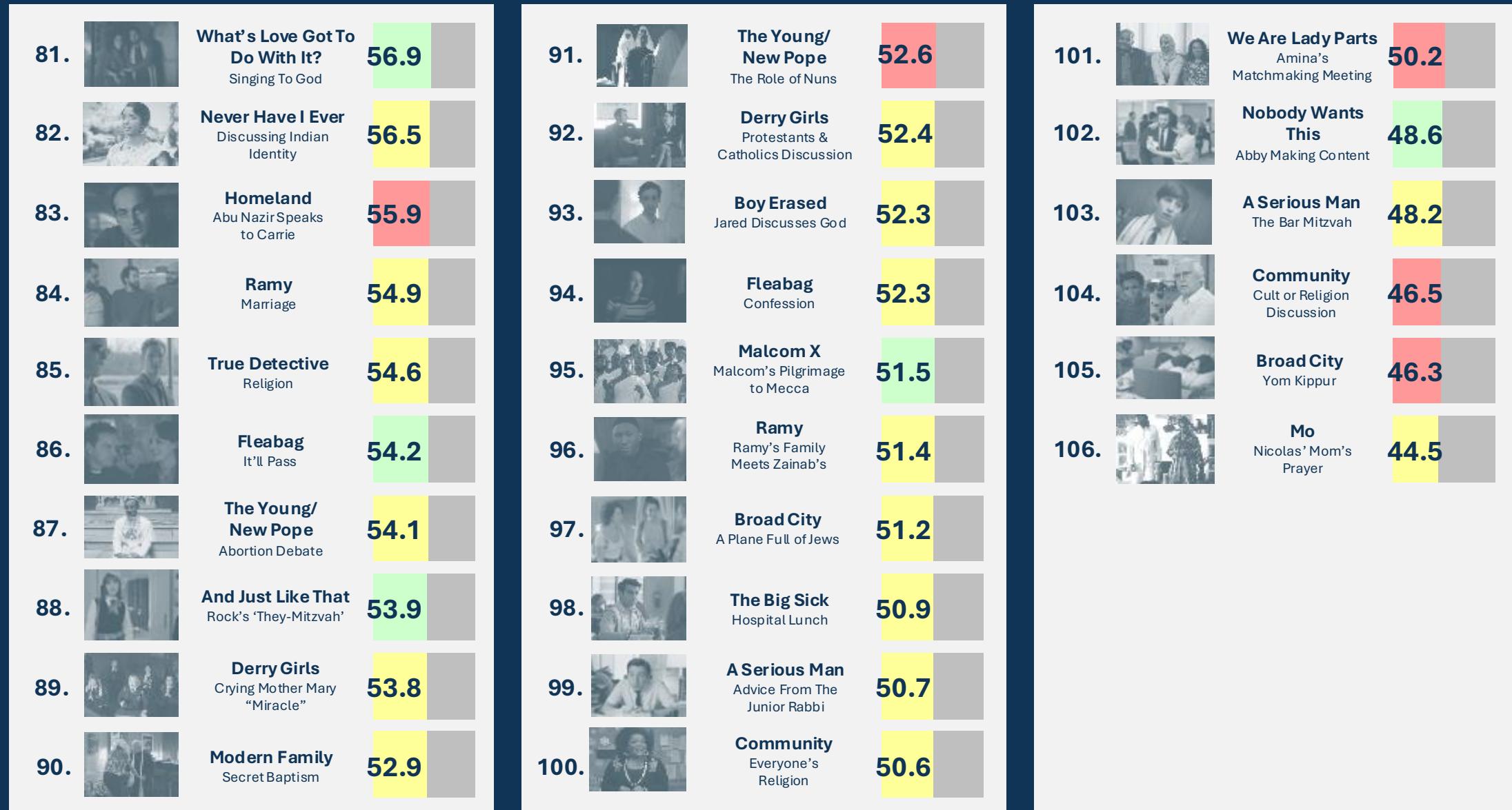
Each scene was qualitatively categorized by research team as a positive, complex or negative portrayal of faith ahead of testing:

 Positive portrayal

 Complex portrayal

 Negative portrayal

# Individual Scene Performance – Scenes 81- 106



Each scene was qualitatively categorized by research team as a positive, complex or negative portrayal of faith ahead of testing:

 Positive portrayal

 Complex portrayal

 Negative portrayal

# Top 10 Scenes By Consumers from Different Faith Traditions:

Why this matters: Audiences connect deeply with faith portrayals beyond their own traditions.

## Christians

1.		<b>Hacksaw Ridge</b> Plead Guilty
2.		<b>The Pitt</b> Dr. Robby Prays
3.		<b>Young Sheldon</b> Sheldon Convincing His Mom to Believe in God
4.		<b>Nobody Wants This</b> Noah's Sermon
5.		<b>Hacksaw Ridge</b> I Can't Touch a Gun
6.		<b>Hacksaw Ridge</b> Desmond Asks God for Strength
7.		<b>Nobody Wants This</b> I Love You
8.		<b>Hacksaw Ridge</b> Desmond is Jailed & Speaks in Court
9.		<b>God's Not Dead</b> Sin Is Like a Jail Cell
10.		<b>The West Wing</b> Parable Conversation

## Jewish

1.		<b>The Pitt</b> Dr. Robby Prays
2.		<b>Life of Pi</b> Discussing Pi's Religious Exploration
3.		<b>Nobody Wants This</b> I Love You
4.		<b>Orange Is the New Black</b> Cindy Wants to Convert
5.		<b>Conclave</b> Cardinal Benitez's Revelation
6.		<b>Midnight Mass</b> Sheriff Hassan's Monologue on Dignity
7.		<b>Nobody Wants This</b> Noah's Sermon
8.		<b>Homeland</b> Saul's Reflections on Politics & Religion
9.		<b>Hacksaw Ridge</b> Desmond Asks God for Strength
10.		<b>Orange Is the New Black</b> Nicky's Bat Mitzvah

## Muslim

1.		<b>King Richard</b> Family Dinner
2.		<b>Nobody Wants This</b> Progressive Rabbi Neil
3.		<b>Hacksaw Ridge</b> Plead Guilty
4.		<b>Life of Pi</b> Pi's Search for Religion
5.		<b>Midnight Mass</b> Sheriff Hassan's Monologue on Dignity
6.		<b>Ramy</b> "Islam is Like an Orange" Discussion
7.		<b>Young Sheldon</b> Exploring Religion
8.		<b>Young Sheldon</b> Sheldon Convincing His Mom to Believe in God
9.		<b>Ramy</b> Ramy's Family Meets Zainab's
10.		<b>The Pitt</b> Dr. Robby Prays

## Atheists/ Agnostics

1.		<b>Young Sheldon</b> Sheldon Convincing His Mom to Believe in God
2.		<b>The Pitt</b> Dr. Robby Prays
3.		<b>Coco</b> Miguel Crosses Into the Land of the Dead
4.		<b>The Pitt</b> Whittaker Finds Dr. Robby
5.		<b>Hacksaw Ridge</b> Desmond Asks God for Strength
6.		<b>The West Wing</b> Parable Conversation
7.		<b>Orange Is the New Black</b> Cindy Wants to Convert
8.		<b>Nobody Wants This</b> Noah's Sermon
9.		<b>Coco</b> Dia de los Muertos
10.		<b>Nobody Wants This</b> I Love You

# Deep Dive: Top 10

# Scene Deep Dives: Top Performing Scenes



## The Pitt

Dr. Robby Thanks Whitaker

80.6

All Consumers

2 86.0 Christian Consumers  
Rank

1 84.5 Jewish Consumers  
Rank

10 91.4 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)

86%

Entertainment impact

77%

Faith portrayal

75%

Engagement impact

*"It shows that in the darkest times of life, people can look to God for courage and strength."*

*"It shows characters genuinely grappling with their beliefs in a meaningful way."*

### Key Tones:

Reflective

Vulnerable

Empathetic

### This scene is about:

- Coping With Tragedy:** The emotional breakdown and subsequent effort to manage immense loss and grief
- Professional Endurance:** The commitment to duty and service even when personally devastated
- Support and Solidarity:** The act of one colleague offering critical emotional assistance to another

### Top Totems:

Shows characters exploring their faith

77%

### Bottom Totems:

Uses humor in a respectable way

52%

Weaves faith naturally into the story

75%

Feels like it's made for people like me

60%

Places faith in contemporary settings

75%

Teaches you something new about faith

61%

# Scene Deep Dives: Top Performing Scenes



## Young Sheldon

Sheldon Convincing His Mom  
To Believe in God

78.2

All Consumers

3 82.6 Christian Consumers  
Rank

12 78.5 Jewish Consumers  
Rank

8 91.9 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)

85%

Entertainment impact

77%

Faith portrayal

71%

Engagement impact

*"It shows **how people have questions** about their faith but **continue to try to understand it.**"*

*"The character belief were **expressed genuinely** and with **emotional depth**, making their faith seem **authentic.**"*

### Key Tones:

Emotional

Pensive

Tender

### This scene is about:

- Doubt and Faith:** Mary grapples with her belief system, while Sheldon attempts to re-affirm it
- Parental Guilt/Struggle:** Mary feels she must navigate her faith crisis alone and shield her child
- Divine Design/Fine-tuning:** Sheldon uses scientific observations to suggest an intelligent creator's existence

### Top Totems:

Is easy to understand 76% Appeals to people of a different faith 58%

Is emotionally moving 74% Uses humor in a respectful way 59%

Shows realistic characters and situation 73% Connects to broader social issues 60%

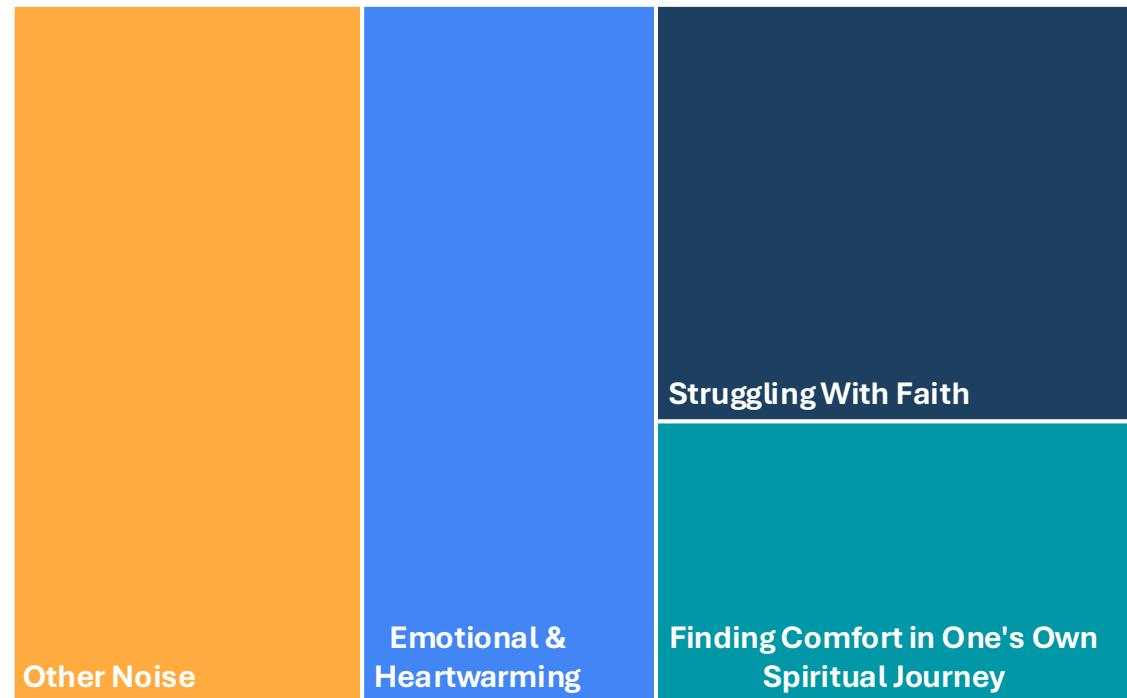
### Bottom Totems:



## Young Sheldon

Sheldon Convincing His Mom  
To Believe in God

Showing **relative frequency of themes** in YouTube comments to scene:



## Social Listening Analysis

**Emotional & Heartwarming:** Viewers emphasize Sheldon's love for his mother; human bond before ideology

- "As much as I enjoy the humor in this show, the main reason I love Young Sheldon so much is because of the sweet and heartwarming moments like this."*

**Struggling With Faith:** Debate over belief in God and scripture

- "It highlights the very real struggle many believers sometimes battle. With great sensitivity, the writers [brilliantly] portrayed that struggle."*

**Finding Comfort in One's Own Spiritual Journey:** Viewers reflect on how the scene validates personal, evolving relationships with faith

- "It's not about if God really exists or not, it's the belief that helps us live with peace."*
- "...Sheldon didn't jump on God conclusion directly hearing from others mouth, he went through a journey of knowledge."*



## Nobody Wants This

I Love You

77.8

All Consumers

7 **81.1** Christian Consumers  
Rank

3 **82.0** Jewish Consumers  
Rank

43 **86.8** Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)

88%

Entertainment impact

78%

Faith portrayal

68%

Engagement impact

*"The characters show **sincerity** and **depth** in their **beliefs**. That emotional honesty is what made it stand out as a good portrayal."*

*"Rather than being a theatrical display, their **generosity** and **humility** were a reflection of genuine religion."*

### Key Tones:

Emotional

Pensive

Honest

### This scene is about:

- **Interfaith Romance:** Navigating the difficulties and nuances of a relationship between people of two different faiths
- **Identity & Belonging:** Joanne grapples with adopting a new religious identity to fit into his world
- **Personal Integrity:** Joanne refuses to convert for her partner, prioritizing her authentic self

### Top Totems:

Is easy to understand **80%** Uses humor in a respectful way **35%**

Shows realistic characters and situations **78%** Teaches you something new about faith **54%**

Shows characters exploring their faith **77%** Is relatable **58%**

### Bottom Totems:



## Hacksaw Ridge

Plead Guilty

77.4  
All Consumers

1	87.1	Christian Consumers	Rank
13	78.4	Jewish Consumers	Rank
3	93.0	Muslim Consumers	Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

“Because the character is **trusting** in something **unseen** despite the odds which **reflects true faith**.”

“He was willing to **stand by the guidelines of his faith** and not use a gun to kill.”

### Key Tones:

Solemn

Resolute

Emotional

### This scene is about:

- Moral Integrity:** Doss maintains his convictions despite intense pressure and the risk of court-martial
- Personal Conviction:** His unwavering adherence to his principles, rooted in his faith, even when it means facing imprisonment
- Sacrifice:** The personal cost Desmond and his loved ones face due to his commitment to his faith

### Top Totems:

Weaves faith naturally into the story or character

### Bottom Totems:

Uses humor in a respectful way

Shows characters exploring their faith

Avoids offending people of a certain faith or culture

Is emotionally moving

Avoids clichés or overused tropes



## Hacksaw Ridge

Desmond Asks God For Strength

77.3

All Consumers

6 81.9 Christian Consumers  
Rank

9 78.7 Jewish Consumers  
Rank

15 90.4 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*"It shows **faith** in a light of following through even in the toughest circumstances when we don't think we can but yet with **faith** we can."*

*"It shows **genuine belief**, struggles, and **hope**, feeling **realistic** and **relatable**."*

### Key Tones:

Intense

Resolute

Desperate

### This scene is about:

- Sacrifice:** Desmond risks his life repeatedly to save soldiers in a deadly warzone
- Personal Conviction:** Desmond stays steadfast in his commitment to his conscientious objector vows in the face of battle
- Faith While Under Fire:** Putting his faith in God despite the horrors of war

### Top Totems:

Has characters who feel layered and complex

73%

Is easy to understand

73%

Is emotionally moving

72%

### Bottom Totems:

Uses humor in a respectful way

37%

Teaches you something new about faith

54%

Depicts faith through relatable, everyday experiences

58%



## Hacksaw Ridge

Desmond Asks God For Strength

## Social Listening Analysis

Showing **relative frequency of themes** in YouTube comments to scene:



**Faith & Prayer:** Viewers describe Desmond's actions as a model of prayer & righteousness

- “I love how Desmond is asking God what he wants from him and not asking why this is happening.”

**Reframing Heroism:** Discussions about faith-rooted heroism

- “Now that's courage, when you're broken and still choose to help.”

**Emotional & Spiritual Inspiration:** Desmond's prayer becomes a motivational template

- “This scene motivates me to be better.”
- “One of the best and most powerful scenes in movie history.”

**Hollywood's Anti-faith Bias:** Some view the film as victim

- “This movie didn't get an Oscar because it's too religious.”



## Nobody Wants This

Noah's Sermon

77.0

All Consumers

4 82.1 Christian Consumers  
Rank

7 80.5 Jewish Consumers  
Rank

16 90.1 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)

87%

Entertainment impact

74%

Faith portrayal

70%

Engagement impact

*“[The scene] indicated that all you have to do is look around and God is there with you.”*

*“The way the Rabbi brings everyday occurrences to religion. It’s a good way to bring faith in a relatable manner.”*

### Key Tones:

Warm

Reflective

Hopeful

### This scene is about:

- **Everyday Signs & Spiritual Purpose:** The sermon reframes the drowning-man parable to show that life's "signals" come through ordinary experiences
- **Personal Awakening:** As Noah speaks, Joanne, who isn't religious, connects with the message
- **Agency in Changing One's Path :** His sermon urges people to wake up, make choices, and reshape their lives instead of waiting for a divine signal

### Top Totems:

Is easy to understand

78%

### Bottom Totems:

Teaches you something new about faith

54%

Places faith in contemporary settings

75%

Connects to broader social issues

56%

Shows characters exploring their faith

72%

Avoids clichés or overused tropes

58%



## The West Wing

Parable Conversation

76.2

All Consumers

10 80.3 Christian Consumers  
Rank

25 75.5 Jewish Consumers  
Rank

51 86.1 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)

82%

Entertainment impact

73%

Faith portrayal

70%

Engagement impact

“...It shows that **faith can coexist with uncertainty**, which makes it more relatable and real.”

“Because that scene was about **God helps those who help themselves**, and not that you’re waiting on a miracle from God.”

### Key Tones:

Solemn

Thought-provoking

Pensive

### This scene is about:

- **Divine vs. Human Will:** The tension between heavenly guidance and earthly responsibility in decision-making
- **Misguided Faith:** The danger of passive belief without corresponding action or recognition of divine gifts
- **Interpretation of Signs:** The challenge of discerning God's will and recognizing help in everyday events

### Top Totems:

Easy to understand

79%

Shows characters exploring their faith

70%

Shows realistic characters and situations

70%

### Bottom Totems:

Teaches you something new about faith

56%

Challenges common stereotypes

56%

Connects to broader social issues

58%



## The West Wing

Parable Conversation

Showing **relative frequency of themes** in YouTube comments to scene:



## Social Listening Analysis

**Parable Interpretation & Theology:** Explaining versions of the parable of the drowning man and interpreting divine providence

- “Powerful scene. A strong lesson taught by many pastors.”
- “If God sent help, why didn’t He make it obvious?”

**Leadership & Humanity:** Discussing what the scene says about national responsibility & grieving while in power

- “This scene shows the crushing burden of leadership.”

**Acting & Writing:** Admiration for the scene and performance

- “Simply one of the best acted scenes ever.”

**Relationship with the Priest:** Discussing pastoral dynamics: confession, spiritual direction, fatherhood & the sacrament

- “This scene captures what a real spiritual father is supposed to be.”

**Grief & Rage at God:** Viewers respond deeply to Bartlet’s grief, relating to their own losses & anger at God

- “This is a parallel to most things in life. It’s okay to be angry with God.”



## Hacksaw Ridge

Desmond Is Jailed & Speaks In Court

75.9  
All Consumers

8 80.8 Christian Consumers  
Rank

30 74.7 Jewish Consumers  
Rank

30 87.6 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*“The guy was **sticking to his beliefs** and his **morals** with no compromise.”*

*“...it captured the **depth complexity** and **emotional truth** of what it means to **believe.**”*

### Key Tones:

Determined

Tense

Resolute

### This scene is about:

- Moral Integrity:** Doss maintains his convictions despite intense pressure and the risk of court-martial
- Duty v. Belief:** The conflict between military duty (bearing arms) and personal religious belief (not killing)
- Selfless Service:** Doss' desire to still contribute to the war effort and risk his life by saving, not taking, lives

### Top Totems:

Easy to understand

76%

### Bottom Totems:

Uses humor in a respectable way

38%

Shows realistic characters and situations

74%

Teaches you something new about faith

52%

Emotionally moving

69%

Appeals to people of different faith

57%



## Hacksaw Ridge

Desmond Is Jailed & Speaks In Court

Showing **relative frequency of themes** in YouTube comments to scene:



## Social Listening Analysis

**Historical Accuracy & “True Story” Awe:** Viewers say that this is a true story, and the historicity magnifies the emotional impact

- “He was a Seventh-day Adventist and everything in this scene is real.”

**Reframes Courage:** Tendency to reframe courage away from aggression toward moral conviction, self-sacrifice, and willingness to face danger unarmed

- “If you think he's a coward, you don't understand courage.”

**Religious Conviction:** Commenters strongly connect Doss' stance to Christian conviction and a personal covenant with God.

- “When you are faithful to God, all good things can happen.”
- “If you read the full story on this man, it will bring you to tears. His faith was unbelievable.”

# Scene Deep Dives: Top Performing Scenes



## Selma

MLK Jr. In Jail

73.6

All Consumers

11 79.2 Christian Consumers  
Rank

21 76.6 Jewish Consumers  
Rank

19 89.6 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*"It showed **unwavering belief** despite doubt, struggle, and uncertain outcomes."*

*"The characters express their beliefs through **sincere conversations and actions**, making it feel authentic and heartfelt."*

### Key Tones:

Somber

Resilient

Inspiring

### This scene is about:

- Systemic Injustice:** Highlighting the deeply rooted racial discrimination and its devastating impact
- Spiritual Sustenance:** Finding strength and guidance through faith and scripture during times of adversity
- Resilience in Struggle:** The unwavering commitment to continue to fight for justice despite immense suffering

### Top Totems:

Easy to understand

74%

### Bottom Totems:

Uses humor in a respectable way

37%

Shows realistic characters and situations

74%

Teaches you something new about faith

56%

Has complex/ layered characters

73%

Appeals to people of different faith

56%



## God's Not Dead

Sin Is Like a Jail Cell

73.3  
All Consumers

9 80.6 Christian Consumers  
Rank

34 74.2 Jewish Consumers  
Rank

52 86.0 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*“Because the comparison of the woman's life to a sinner fits well and makes you question God.”*

*“It shows **faith as personal**, not preachy.”*

### Key Tones:

Philosophical | Thought-provoking | Mysterious

### This scene is about:

- Suffering vs. Faith:** A man challenges an elderly woman's lifelong faith due to her debilitating illness
- Spiritual Complacency:** The woman describes how the devil allows an easy life to deter people from God
- Consequences of Sin:** Sin is depicted as a comfortable prison that eventually traps and seals one's fate

### Top Totems:

Easy to understand

73%

Emotionally moving

70%

Places faith in contemporary settings

70%

### Bottom Totems:

Uses humor in a respectable way

37%

Teaches you something new about faith

56%

Appeals to people with no faith

56%



## God's Not Dead

Sin Is Like a Jail Cell

Showing **relative frequency of themes** in YouTube comments to scene:



## Social Listening Analysis

**Sin As Comfortable Captivity:** Scene functions as a mini-sermon and reinforcement for Christian identity

- *"The jail cell is sin and not believing in God... when the door shuts, there is no turning back."*

**Spiritual Battle For One's Soul:** Discussions surrounding the claim that the "devil comes as what we desire" with urgency about salvation

- *"So true, I read somewhere the devil does not come in a red cape and horns the way we like to think of him. He comes as everything we wished for."*

**Debate With Skeptics:** Conversation is a proxy battleground for belief vs. disbelief

*"Why attack a religious movie? Instead you should be thinking on your actions after seeing it, but it seems nowadays is easier to be a jerk."*

# Deep Dives – Bottom 10



## Broad City

A Plane Full of Jews

**51.2**  
All Consumers

**96** 54.5 Christian Consumers  
Rank

**102** 61.5 Jewish Consumers  
Rank

**93** 79.0 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*"I am a Jewish person, and this does not come anywhere close to what Jewish faith is except in a stereotype."*

*"I just don't really like all the crazy over the top pro-Israel Zionism."*

### Key Tones:

Comedic

Uncomfortable

Sarcastic

### This scene is about:

- Tradition vs. Modernity:** A comedic clash between traditional values of Jewish continuity and contemporary individual desires
- Conformity vs. Individuality:** The pressure to align with group enthusiasm and predefined trip objectives
- Matchmaking:** The explicit and awkward objective of the trip to facilitate romantic pairings

### Top Totems:

Easy to understand

### Bottom Totems:

Is emotionally moving 35%

Places faith in contemporary settings

54% Depicts faith accurately 38%

Shows realistic characters and situations

54% Is relatable 39%

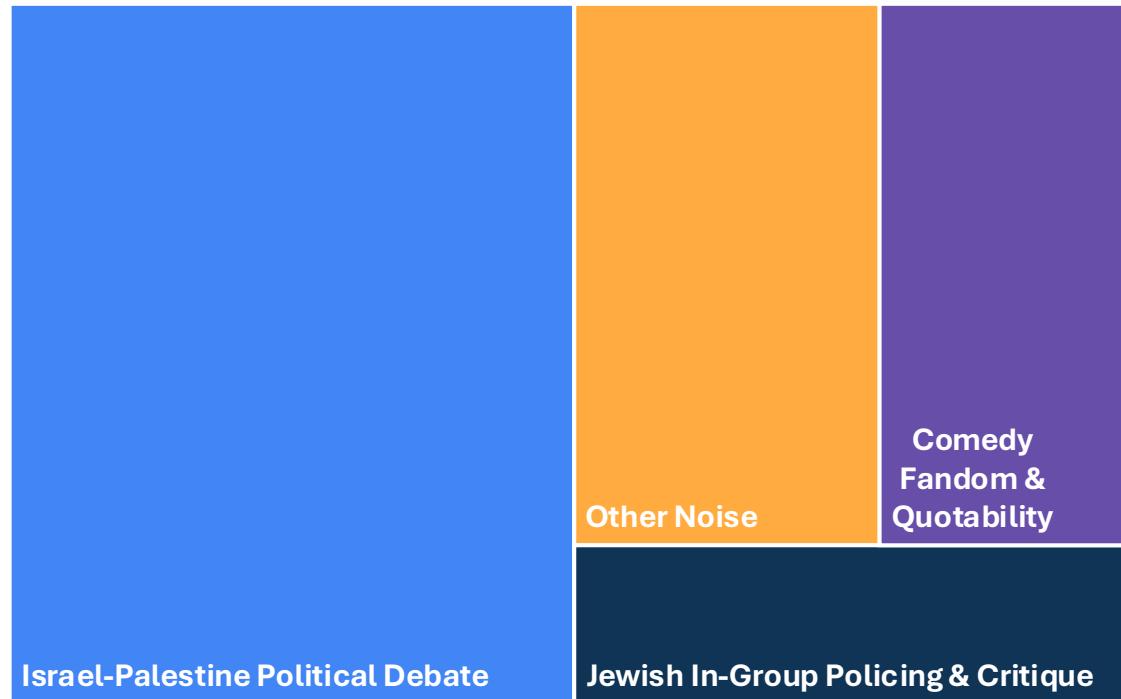


## Broad City

A Plane Full of Jews

## Social Listening Analysis

Showing **relative frequency of themes** in YouTube comments to scene:



**Israel-Palestine Political Debate:** Scene treated as a symbolic political battleground, with debate over the stance of the show makers.

- *“As a huge fan of Broad City, it’s hard to look at this episode with the same eyes after everything we’ve been seeing coming out of Palestine.”*

**Jewish In-Group Policing & Critique:** Some have interpreted it as a satire to Birthright and a critique of Zionist tourism

- *“Two of the biggest self-hating Jews in Hollywood. And they don’t even realize it. Stereotypes galore in this short clip.”*
- *“Ilana Glazer is anti-Zionist and a proud Jewish woman; This scene was written to highlight the tribalism and justification of violence to preserve the ‘motherland.’”*

**Comedy Fandom:** Admire the show and recollect the humorous clips and moments

- *“I friggin’ love Seth Green! Why have I NEVER watched Broad City?! It looks hilarious.”*
- *“I miss the 2010s.”*

# Scene Deep Dives: Bottom Performing Scenes



## The Big Sick

Hospital Lunch

50.9

All Consumers

93 56.0 Christian Consumers  
Rank

98 62.8 Jewish Consumers  
Rank

90 79.4 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*“Anytime you take what happen on 9/11 as a joke, it demonstrates poor faith and ethics.”*

*“This scene is more racist than a portrayal offaith.”*

### Key Tones:

Comedic

Uncomfortable

Sarcastic

### This scene is about:

- Cultural Identity:** Kumail's identity informs his awkward joke about 9/11, navigating his background within the social context
- Dark Humor:** Fine line between intended joke and causing discomfort or offense
- Awkward Connection:** Emily's parents are trying to make conversation with Kumail during a solemn time for them all, albeit poorly executed

### Top Totems:

Easy to understand

61%

Bottom Totems:

Teaches you something new about faith

35%

Shows realistic characters and situations

59%

Depicts faith accurately

37%

Avoids preachy or heavily faith-based language

56%

Shows characters exploring their faith

38%



## The Big Sick

Hospital Lunch

### Social Listening Analysis

Showing **relative frequency of themes** in YouTube comments to scene:



**Dark Humor:** Discussion about shared laughter and comedic reactions with a sense of guilt or surprise with themselves

- *“What made this so funny was the set up and how out of nowhere it drops.”*
- *“I died laughing in the theater with this joke!”*

**Ethics of the Humor:** Sustained debate about whether 9/11 is acceptable joke material at all

- *“9/11 isn't really a thing to joke [about].”*
- *“It's been almost 20 years, I think we can joke about it now.”*

**Context Matters:** Emphasis that the scene isn't simple shock humor - it's embedded in the narrative

- *“You realize this isn't just a joke about 9/11, it's about tension and grief.”*



## A Serious Man

Advice From the Junior Rabbi

50.7

All Consumers

88 57.4 Christian Consumers  
Rank

58 71.6 Jewish Consumers  
Rank

91 79.2 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*"The Rabbi is unrealistic, the Jewish faith is more practical."*

*"It doesn't say anything about faith, just look at the parking lot."*

*"The rabbi was not a person who should be in that position of giving advice."*

### Key Tones:

Contemplative

Philosophical

Disillusioned

### This scene is about:

- Spiritual Guidance:** Seeking wisdom and understanding from religious authorities in times of crisis
- Marital Dissolution:** The painful process and religious implications of a Jewish divorce
- Perspective Shift:** The idea that changing one's viewpoint can reveal deeper meaning or purpose in suffering

### Top Totems:

Shows realistic characters and situations

58%

### Bottom Totems:

Makes you reflect or think deeply

36%

Shows characters exploring their faith

56%

Feels like it's made for people like me

36%

Has characters who feel layered and complex

52%

Challenges common stereotypes about faith

39%



## Community

Everyone's Religion

50.6

All Consumers

102 **50.5** Christian Consumers  
Rank

45 **73.2** Jewish Consumers  
Rank

39 **86.9** Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*“...making fun of spirituality and Faith instead of actual seriousness and fulfillment that you receive through whatever Faith you choose.”*

*“Exaggerated beliefs and **satire** made faith seem **unrealistic**.”*

### Key Tones:

Comedic

Satirical

Uncomfortable

### This scene is about:

- **Religious Diversity:** Highlights the wide range of religious and non-religious beliefs present within the study group
- **Misunderstanding:** Humorous and awkward moments arise from characters' lack of knowledge or assumptions about others' religions
- **Cultural Appropriation:** Pierce comically misrepresents a spiritual practice, highlighting issues of authenticity and understanding

### Top Totems:

Easy to understand

59%

### Bottom Totems:

Is emotionally moving

31%

Avoids preachy or heavily faith-based language

55%

Avoids clichés or overused tropes

32%

Places faith in contemporary settings

54%

Makes you reflect or think deeply

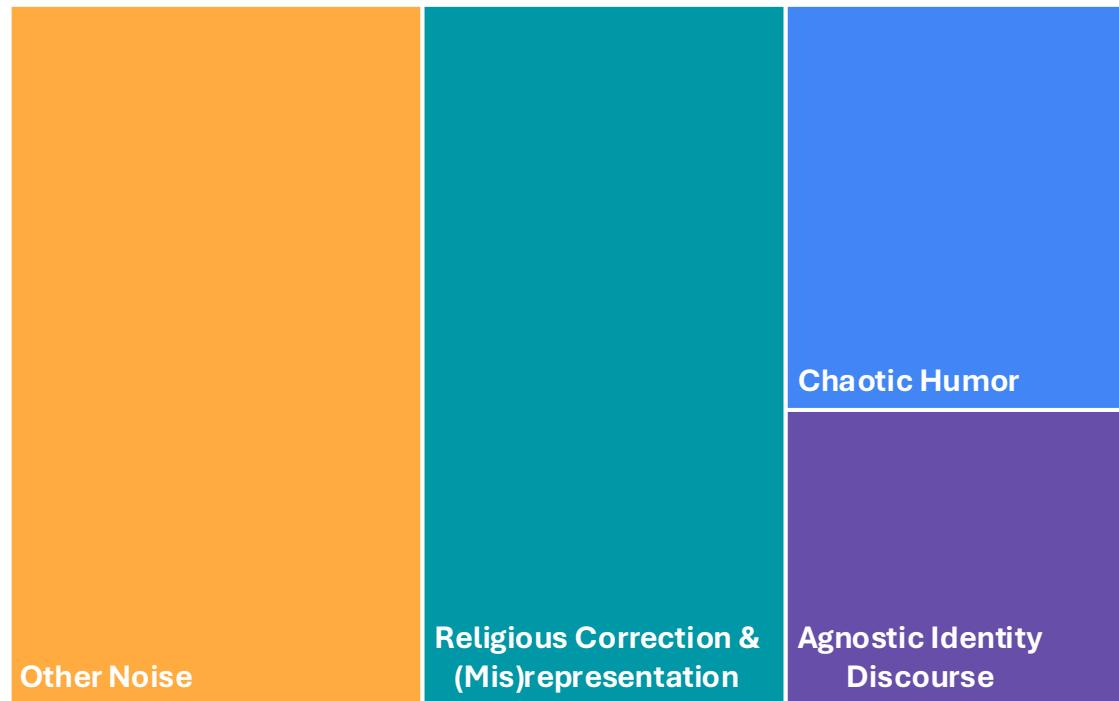
33%



## Community

Everyone's Religion

Showing **relative frequency of themes** in YouTube comments to scene:



## Social Listening Analysis

**Religious Correction & (Mis)representation:** Conversation about the religious identity of the scene's characters and actors, including debate about interpretation of faith doctrines and the degree to which they are represented.

- *"Yvette Nicole Brown is a practicing, Christian. Also, Gillian Jacobs is an Atheist."*
- *"Nah this is cheap 'representation.' They only made Abed a Muslim for Pierce to make some cheap jokes."*

**Chaotic Humor:** Viewers admire its humor and frequently quote funny words or dialogues from the scene

- *"Why is this funnier every time?"*
- *"Troy is stupid and random and so hilarious."*

**Agnostic Identity Discourse:** Discussion about agnosticism through self-advocacy and shared experiences

- *"I'm happy to see all the agnostics in this comment section. I've been agnostic since I was 8 years old, I just didn't know there was a name for it."*



## We Are Lady Parts

Amina's Matchmaking Meeting

50.2

All Consumers

101 **52.2** Christian Consumers  
Rank

89 **66.2** Jewish Consumers  
Rank

61 **85.1** Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)

58%

Entertainment impact

51%

Faith portrayal

43%

Engagement impact

*"This scene was more of a **mockery of any faith**, this does not happen in real life."*

*"It appears to be showing a **judgy type behavior** with the main character being nervous and fearful of that."*

### Key Tones:

Comedic

Empowering

Uncomfortable

### This scene is about:

- Intra-Faith Conflict:** Amina faces pressure to portray herself as more devout, modest, and traditionally pious within her faith
- Cultural Expectation:** Amina navigates cultural expectations for marriage while reconciling her personal desires and interests

### Top Totems:

Easy to understand

63%

### Bottom Totems:

Feels like it's made for people like me

35%

Places faith in a contemporary settings

58%

Is emotionally moving

36%

Shows different perspectives within a faith

57%

Makes you reflect or think deeply

38%



## We Are Lady Parts

Amina's Matchmaking Meeting

Showing **relative frequency of themes** in YouTube comments to scene:



## Social Listening Analysis

**Religious Correctness & Misrepresentation:** Debate about religious authenticity, practice correctness, and who has authority over defining “proper Islam”

- *“Why is she praying without a scarf? At least cover your hair.”*
- *“This may shock you, but not everyone in the world practices religion in the same way.”*
- *“This is the worst thing I’ve ever seen. Such a misrepresentation of Muslims and it’s so disrespectful.”*

**Admiration for the Show:** Fans praise the show’s humor, freshness, and representation

- *“Honestly one of the best shows - desperately waiting for season 2.”*



## Nobody Wants This

Abby Making Content

48.6

All Consumers

103 50.1 Christian Consumers  
Rank

106 58.5 Jewish Consumers  
Rank

23 88.8 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*“The portrayal seemed forced, unrealistic or stereotypical; lacking depth and authenticity.”*

*“There isn’t much said about faith itself.”*

### Key Tones:

Comedic

Disrespectful

Ironic

### This scene is about:

- Superficiality vs. Meaning:** Abby prioritizes social media over the deeper significance of a religious ceremony
- Authenticity in Modern Life:** The struggle to find genuine connection and meaning amidst performance culture
- Exploitation of Sacred Space:** Religious figures and events are used as backdrops for personal branding and online engagement

### Top Totems:

Avoids preachy or heavily faith-based language **67%**

Places faith in a contemporary settings **58%**

Shows realistic characters and situations **58%**

### Bottom Totems:

Is emotionally moving **36%**

Shows characters exploring their faith **36%**

Depicts faith authentically **36%**



## A Serious Man

The Bar Mitzvah

48.2

All Consumers

91 56.3 Christian Consumers  
Rank

40 73.6 Jewish Consumers  
Rank

105 72.7 Muslim Consumers  
Rank

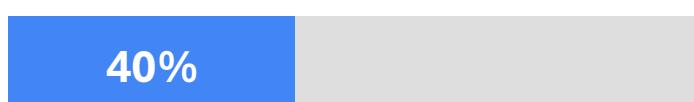
### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*"I can't understand the scene."*

*"...because the scene relied on **stereotypes** instead of showing the depth and nuance of the religion."*

### Key Tones:

Reverent

Solemn

Overwhelmed

### This scene is about:

- Rite of Passage:** A young boy transitions into religious adulthood within the community
- Community and Tradition:** Emphasizes the boy's place within a long-standing religious and cultural heritage
- Responsibility:** The elder's speech highlights new duties and expectations

### Top Totems:

Shows realistic characters or situations

57%

### Bottom Totems:

Challenges common stereotypes about faith

30%

Shows characters exploring their faith

56%

Makes you reflect or think deeply

34%

Places faith in a contemporary settings

51%

Appeals to people with no faith

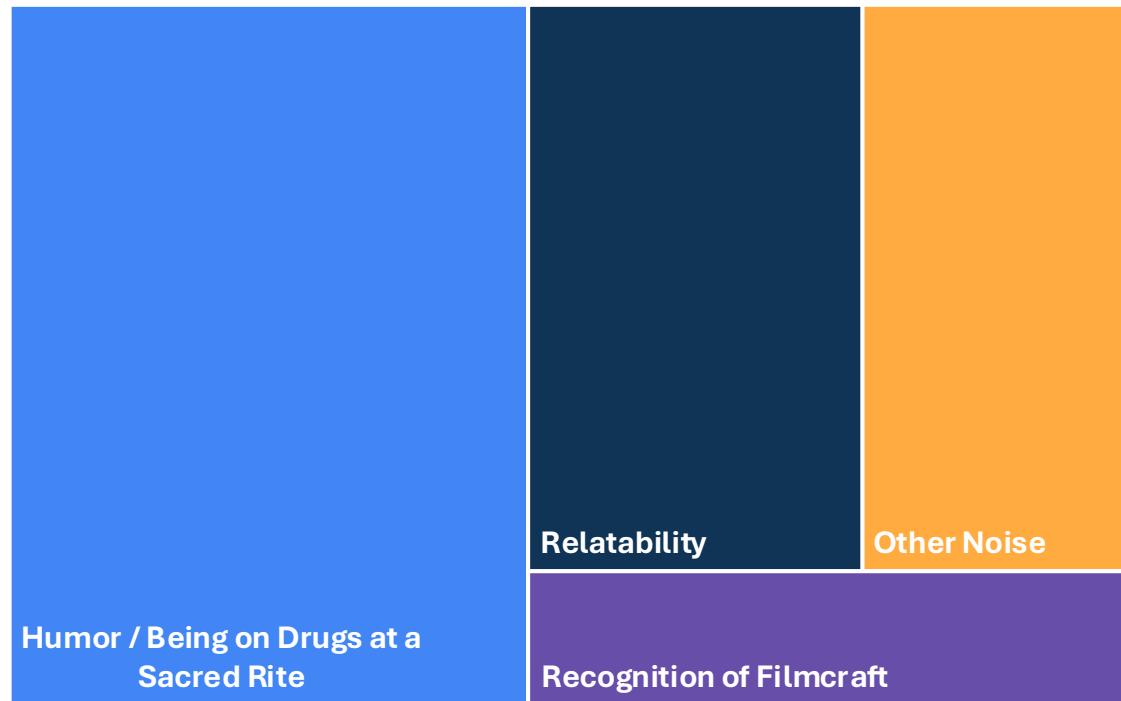
35%



## A Serious Man

The Bar Mitzvah

Showing **relative frequency of themes** in YouTube comments to scene:



## Social Listening Analysis

**Humor / Being on Drugs at a Sacred Rite:** Conversation around the accuracy of being high paired it humor about the scene's exaggerated framing

- “...this is the kind of humor I enjoy. Natural and organic humor. No punch-lines just pure dialogue and atmosphere.”

**Relatability:** The humor resonates with viewers because it reflects experiences that feel real, even without exaggeration

- “I'm Jewish and I can confirm this is exactly what a bar mitzvah feels like even when not high on weed.”
- “I had my bar mitzvah in the mid-70's and this is almost too accurate.”

**Recognition of Filmcraft:** Viewers admire the cinematography, pacing, and emotional framing

- “The cinematography of this particular scene is astounding...like I can just tell how he felt. How every single thing becomes more significant and interesting and how the shots just linger.”



## Community

Cult or Religion Discussion

46.5  
All Consumers

105 46.3 Christian Consumers  
Rank

63 70.6 Jewish Consumers  
Rank

53 86.0 Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*"I just don't see where this represents faith, it just looks like it's supposed to be a **comedy** of some sort."*

*"It doesn't explore or explain a certain faith, it **makes fun of it**."*

### Key Tones:

Comedic

Sarcastic

Absurdist

### This scene is about:

- Skepticism:** Students question the legitimacy of unconventional spiritual claims
- Cult Dynamics:** The scene explores elements of a fictional cult, including leadership and recruitment
- Belief vs. Reality:** Characters grapple with understanding what is a genuine belief system versus a fabricated one

### Top Totems:

Is entertaining

### Bottom Totems:

Is emotionally moving

Avoids preachy or heavily faith-based language

26%

Places faith in a contemporary settings

Depicts faith accurately

29%

# Scene Deep Dives: Bottom Performing Scenes



## Broad City

Yom Kippur

46.3

All Consumers

104 **48.3** Christian Consumers  
Rank

96 **63.3** Jewish Consumers  
Rank

98 **77.7** Muslim Consumers  
Rank

### Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*"It feels over-the-top and silly, **more for laughs than showing real faith** or personal meaning."*

*"**Unrealistic** portrayal of jews in my opinion."*

### Key Tones:

Comedic

Ironic

Frustrated

### This scene is about:

- Religious Observance:** The struggle to adhere to spiritual practices, even when challenging
- Atonement:** Seeking forgiveness or making amends for past misdeeds, often comically trivialized
- Self-Discipline vs. Impulse:** The internal conflict between moral obligations and immediate desires like hunger

### Top Totems:

Easy to understand **61%** Is emotionally moving **32%**

Places faith in a contemporary settings **55%** Depicts faith authentically **36%**

Avoids preachy or heavily faith-based language **54%** Makes you reflect or think deeply **36%**

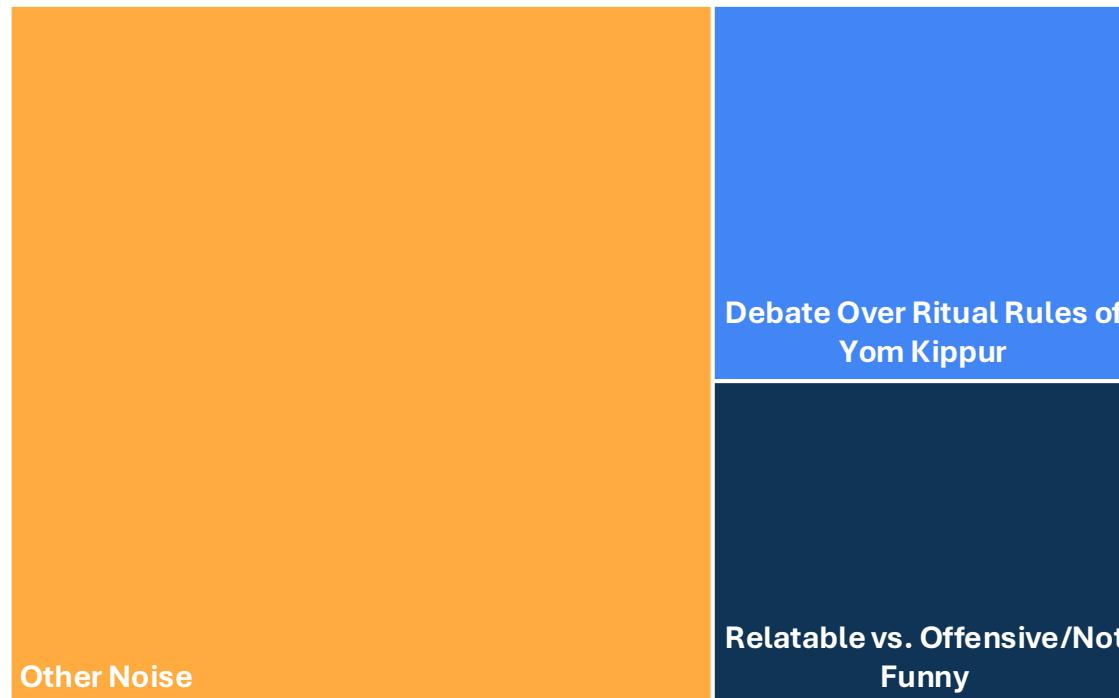


## Broad City

Yom Kippur

## Social Listening Analysis

Showing **relative frequency of themes** in YouTube comments to scene:



**Debate Over Ritual Rules of Yom Kippur:** Comments focus on the tension between cultural identity and religious observance

- “Bacon egg and cheese? how are they Jewish enough to honor Yom Kippur but not Jewish enough to abstain from pork?”

**Relatable vs. Offensive:** Many commenters debate whether the humor lands at all — with some finding the exaggeration relatable, while others see it as disrespectful or simply not funny

- “I thought the purpose of 'comedy' central was to broadcast something [that] has to be at least slightly funny.”
- “lol if you're not Jewish you probably won't find this funny. YOU GET IT, BACON EGG & CHEESE, the least kosher thing you can eat lol.”

# Scene Deep Dives: Bottom Performing Scenes



Mo

Nicolas' Mom's Prayer

44.5

All Consumers

106 **43.1** Christian Consumers  
Rank

101 **61.6** Jewish Consumers  
Rank

65 **84.6** Muslim Consumers  
Rank

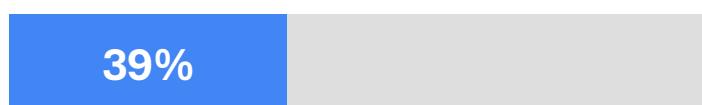
## Scoring Inputs (All Consumers)



Entertainment impact



Faith portrayal



Engagement impact

*"It displays an unwillingness for acceptance of different cultures and religions."*

*"It turned a biblical [principle] into a joke."*

## Key Tones:

Comedic

Ironic

Observational

## This scene is about:

- Familial Expectations:** Parental figures use spiritual appeals to guide and influence their adult children's life choices
- Religious Hypocrisy:** The sacred act of prayer is used to address petty, self-serving, and worldly complaints
- Intergenerational Conflict:** Traditional religious views clash with modern lifestyles and domestic irritations

## Top Totems:

Easy to understand 54% Is emotionally moving 32%

Places faith in a contemporary settings 53% Makes you reflect or think deeply 34%

Shows realistic characters and situations 48% Avoids clichés or overused tropes 34%

## Bottom Totems:

# Thank you!

## Research Team:

**Dritan Nesho**  
[Dritan@Harrisx.com](mailto:Dritan@Harrisx.com)

**Katie Anderson**  
[Katie.Anderson@Harrisx.com](mailto:Katie.Anderson@Harrisx.com)

**Shamvir Singh**  
[Shamvir.Singh@harrisx.com](mailto:Shamvir.Singh@harrisx.com)

**Allison Brady**  
[Allison.Brady@Harrisx.com](mailto:Allison.Brady@Harrisx.com)

**Morgan Berk**  
[Morgan.Berk@Harrisx.com](mailto:Morgan.Berk@Harrisx.com)