

Code (Year-of-Publication Ordinal Number, Batch/Survey)	Excerpted from (Sole listing of a governmental agency means that the artifact was obtained from the e-portal of said agency)	Visual Cues (description; message)	Visual Semiotics		Special Note	Note			
			Heterosexual Families and Persons; Dimorphic Gender Expressions and/or Equality; or Chrononormativity (logical value B)	Representation of Non-Normative Sexualities; Counterhegemonic Gender Expressions; or Queer Time (logical value ~B)		Value	Meaning	Logical Value	Sample Size
Survey 1						1	PRESENT	A	n=190
2024.1.1	Department of Culture and Sports of Hanoi	civic participation, heterosexual couple; equal capacity for both genders ("tham gia và quyết định mọi công việc trong gia đình và xã hội"); state-endorsed gender equality advocate	1	0	0	ABSENT	~A		
2015.1.1		mother & child as vulnerable figures; anti-domestic violence slogan, women-children vulnerability need protection	1	0					
2015.2.1		woman & man equal position in collaborative posture, industrial backdrop showing urban development ; gender equality ("cùng nhau hội bản"), encourage contribution and effort of both genders to the unity and productive country ("quê hương giàu mạnh")	1	0					
2017.1.1	Public Display, HCMC, by Sub-Department of Population and Family Planning (managed by Department of Health)	heterosexual family with kids, heart-shaped frame showing happiness; portray ideal family	1	0					
2020.1.1	Ministry of Culture, Sport and Tourism	heterosexual family with kids, urban development backdrop; portray ideal family	1	0					
2019.1.1		nuclear family unit with heterosexual parents, professional attire & urban development backdrop; idealized family harmony ("gia đình văn hóa")	1	0					
2017.2.1		gendered color coding: pink for woman, blue for man; encourage family unity, portray ideal family	1	0					
2017.3.1		heterosexual family with kids; portray ideal family	1	0					
2019.2.1		heterosexual family with kids; portray ideal family	1	0					
2019.3.1		multigenerational heterosexual family; moral family hierarchy & filial piety	1	0					
2023.3.1		male physical dominance; anti-domestic violence message portrayed through the gendered power dynamic (male aggressive, female weak) and symbolic consequence (the broken heart = destroyed domestic happiness)	1	0					
2021.3.1		heterosexual family with kids; portray ideal family	1	0					
2022.7.1		binary gender representation across diverse ethnics and jobs; gender equality	1	0					
2026.3.1		heterosexual family with kids; portray ideal family	1	0					
2024.3.1	Sub-Department of Population and Family Planning of HCMC, managed by Department of Health	binary gender symbols/male-female dichotomy; anti sex selection, gender equality	1	0					
2024.4.1		heterosexual family with kids; portray ideal family	1	0					
2024.5.1		heterosexual family with kids; portray ideal family	1	0					
2025.2.1		heterosexual family with kids; portray ideal family	1	0					
2020.2.1	Ministry of Education & Training	multigenerational heterosexual family; moral family hierarchy and encourage joint effort from different roles in family	1	0					
2020.4.1		heterosexual family with kids, depict abuse and dominance of both male and female gender in household context; anti-domestic violence	1	0					
2025.1.1		heterosexual family with kids; portray ideal family	1	0					
2022.1.1	Department of Culture and Sports of Ninth Binh Province	heterosexual family with kids; portray ideal family	1	0					
2022.2.1		heterosexual family with kids; portray ideal family	1	0					
2024.7.1		heterosexual family with kids; portray ideal family	1	0					
2024.10.1	Vietnam News Agency, managed by the Ministry of Culture, Sports and Tourism of Vietnam	male-female pairing, binary gender symbols; promote gender equality & focus on legal inequality & salary gap	1	0	[No note]				
2023.1.1		male-female dichotomy, gendered color coding: pink for woman, blue for man; advocate against gender inequality	1	0					
2020.5.1		binary gender symbols/male-female dichotomy, balance scale inequality; recognize struggle of women in COVID-19 time in terms of unpaid labor & abuse and the lack of women leadership roles in government agencies, advocate against gender inequality	1	0					
2025.3.1	Footage by HTV News Center (Ho Chi Minh City Television and Radio Station), managed by the Ministry of Science and Technology	heterosexual family with kids; portray ideal family	1	0					
2013.1.1	Ministry of Justice	conventional family framework portray male aggressive figure as husband and wife as a woman; anti-domestic violence	1	0					
2011.1.1		binary gender expression (woman: long hair, heels   man: short hair, dress shoes) ; gender equality law	1	0					
2024.8.1	Vietnam Law Newspaper, managed by the Ministry of Justice of Vietnam	male-female pairing; promote gender equality and equal contribution of both genders to socioeconomic development of country	1	0					
2022.3.1	Department of Health of Ninh Binh Province	male-female symbols, heterosexual couple; anti-sex selection, promote gender equality	1	0					
2020.3.1	Family and Society Newspaper (Vietnam), managed by the Ministry of Health	binary gender contrast: sex ratio imbalance, population control	1	0					
2026.1.1	Department of Justice of Dong Nai Province	binary gender contrast, heterosexual family with kids; promote gender equality and domestic violence prevention	1	0					
2024.9.1	Luc Nam District Women's Union, managed by the Vietnam Women's Union	binary gender symbols, heterosexual family with kids; promote gender equality and gender-based violence prevention	1	0					
2021.1.1	Department of Culture, Sports and Tourism of Phu Tho Province	heterosexual family with kids; portray ideal family	1	0					
2021.2.1		heteronormative family unit, heterosexual couple with kids; anti-domestic violence	1	0					
2018.1.1	Department of Justice of Binh Duong Province	heteronormative family unit, heterosexual couple with kids; anti-domestic violence	1	0					
2026.2.1	Vietnam Women's Union	conventional family framework with heterosexual couple; construct family happiness through joint & sharing labor	1	0					
2023.2.1	Cao Bang Provincial Federation of Labour, managed by the Vietnam General Confederation of Labour	heterosexual family with kids; portray ideal family	1	0					
2020.6.1	Quang Binh Provincial Women's Union, managed by the Vietnam Women's Union	heteronormative family unit, heterosexual couple with kids; anti-domestic violence	1	0					
2024.11.1	Department of Health of Binh Duong Province	heterosexual family with kids; portray ideal family	1	0					
2024.12.1	Footage by HTV Binh Duong Center, managed by Ho Chi Minh City Television (HTV)	heterosexual family with kids; portray ideal family	1	0					
2024.13.1	Da Nang Culture and Cinema Center, managed by the Da Nang Department of Culture, Sports and Tourism	heterosexual family with kids; portray ideal family	1	0					
2025.4.1	Quynh Nhai District Women's Union, managed by the Vietnam Women's Union	binary gender representation across diverse ethnics and jobs; gender equality	1	0					
2022.4.1	Footage by Phu Tho Radio, managed by the Phu Tho Department of Information and Communications	binary gender expression; anti sex selection before birth & advocate for gender equality	1	0					
2022.5.1	Lang Son Newspaper, managed by the Lang Son Provincial People's Committee	heterosexual family with kids; portray ideal family	1	0					

2018.2.1	Department of Culture and Sports of Quang Binh Province	heterosexual family with kids; portray ideal family	1	0	
2022.6.1	Ethnic Minority and Development Newspaper, managed by the Committee for Ethnic Minority Affairs of Vietnam	heterosexual family with kids; portray ideal family	1	0	
Survey 2					
2016.1.2	HCMC Party Committee	Heterosexual families with kids, with dimorphic portrayal of gender; portrayed as ideal	1	0	
2023.9.2		Staged advocacy against domestic abuse, involving with a heterosexual family with a child	1	0	
2020.1.2		Event backdrop, portrayed a heterosexual family with child, with dimorphic gender cues	1	0	
2024.5.2		Advocated against domestic violence, portrayed a heterosexual family with kids, in dimorphic gender depictions.	1	0	
2020.2.2	Vietnam's Women Union	Advocated for gender equality, portrayed women in hegemonic femininity, framed family-building as ideal alongside career development.	1	0	
2020.3.2	HCMC People's Committee (event by and on e-portal of)	Advocated against domestic violence, involved heterosexual family with child, dimorphic portrayal of gender	1	0	
2023.2.2		Event backdrop about building a happy family, which leads to national prosperity; has 2 heterosexual families with kids, in dimorphic gender portrayals	1	0	
2024.1.2		Event backdrop about building a happy family, depicted a heterosexual family with kids, with dimorphic gender portrayals	1	0	
2022.1.2		Advocate against domestic violence, with heterosexual couple and dimorphic portrayal of gender	1	0	
2023.7.2	Hanoi People's Committee (event by and on e-portal of)	Ceremony for the awarding of the title "Family of Culture," an enshrinement of families who live up to the idealistic; event backdrop portraying a heterosexual family with child	1	0	
2024.2.2		Planned parenthood advocacy, with natalist undertone, framing childbirth as the "career of all citizens"	1	0	
2021.2.2	Public Display, Vinh Phuc province, by VNPA Sub-Dept in VP	Advocating for gender equality, backdrop depicting a heterosexual family, with hegemonic femininity	1	0	
2022.2.2	Public Display at an event by Vietnam Youth Federation	Ceremony celebrating "Exemplary Young Family of Vietnam," backdrop featuring a photo of a heterosexual family	1	0	
2023.3.2	VNPA Sub-Dept HCMC	Planned parenthood poster, with natalist overtone, urging every family to kindle two children "for the sake of the national prosperity," with a heterosexual family with children portrayed on the left-hand side	1	0	
2023.4.2		Poster encouraging premarital health check-ups, with heterosexual couple portrayed	1	0	
2023.5.2		Poster encouraging premarital health check-ups, with heterosexual couple portrayed	1	0	
2023.6.2		Pamphlet, mandating gender equality as foundation for development; with portrayal of heterosexual families with children, and dimorphic gender equality	1	0	
2023.8.2	Hanoi moi, Newspaper, managed by Hanoi Party Committee	Poster urging every family to have 2 children for "the sake of the national future," with heterosexual family with children, and dimorphic gender expressions	1	0	
2025.1.2	Ly Luu Chinh Tri, Magazine, managed by HCM National Political Academy (HCMNA)	Article calling for the assemblance of "the Vietnamese family values in the new era," illustration being a heterosexual family with dimorphic gender expressions	1	0	[No note]
2025.2.2	Quan Doi Nhan Dan, Newspaper, managed by Ministry of Defense	Calling for the strive towards being families of culture as making all cells of the national fabric healthy; illustration being a heterosexual family with dimorphic gender expressions	1	0	
2025.11.2		Advocation against gender-based violence, with dimorphic gender expressions and equality.	1	0	
2025.3.2	Dien to Chinh phu, Newspaper, managed by the Government of the Socialist Republic of Vietnam	Call for action towards a non-violent family, with depiction of a heterosexual family with children and dimorphic gender expression	1	0	
2025.4.2	Ca Mau Online, E-Newspaper, managed by Ca Mau's Provincial Party Committee	Contests of propagandizing of domestic abuse prevention; event backdrop featuring a heterosexual family with children, conforming to dimorphic gender expressions	1	0	
2025.5.2	Public Display, Danang city	Truck with posters celebrating Vietnam Population Day, with 3 heterosexual families with children, conforming to dimorphic gender expression	1	0	
2025.6.2	Vietnam People's Police University	Advocation against domestic violence, with an ideal family being a heterosexual one with children, conforming to dimorphic gender expression	1	0	
2022.6.2	Dai Bieu Nhan Dan, Newspaper, managed by the National Assembly of Vietnam	Advocating for dimorphic gender equality, with dimorphic gender expressions	1	0	
2025.8.2		Advocation against domestic violence, with an ideal family being a heterosexual one with children, conforming to dimorphic gender expression	1	0	
2026.1.2	Hanoi Department of Sports, Cultures, and Tourism	Advocation against gender-based violence, with dimorphic gender expression and equality	1	0	
2024.7.2		Advocation against domestic violence, with an ideal family being a heterosexual one with children, conforming to dimorphic gender expression	1	0	
2022.3.2	Dak Lak Department of Industry and Trade	Advocating for dimorphic gender equality, with dimorphic gender expressions	1	0	
2021.3.2	Toquoc, Newspaper, managed by the Ministry of Sports, Tourism, and Culture	Advocation against domestic violence, with dimorphic gender expression	1	0	
2021.4.2	Poster for an online competition by Labour Union of the Ministry of Natural Resources and Environment	Advocacy for domestic abuse prevention, poster having a heterosexual family with children, with dimorphic gender expression	1	0	
2023.10.2	Poster for an online competition by the Long An Province's Women Union	Heterosexual family, 2 parents and child; as ideal family	1	0	
2025.9.2	Poster for an online competition by Lam Dong Department of Sports, Tourism, and Culture	Advocacy for domestic abuse prevention, poster having a heterosexual family, with dimorphic gender expression; features 1 heterosexual family with child, 2 heterosexual couples, all with dimorphic gender expression	1	0	
2022.4.2	Poster for an online competition by Binh Dinh Province's Labor Union	Advocation for dimorphic gender equality in the workforce; with dimorphic gender expression in portrayals of the workers	1	0	
2025.10.2	Public Display, at an award ceremony by Danang University of Technology and Education	Advocating for dimorphic gender equality, with dimorphic gender expressions	1	0	
2021.5.2	Poster for an online competition by Tien Giang Department of Labor, War Invalids, and Social Affairs	Advocating for dimorphic gender equality and gender-based violence prevention, with dimorphic portrayal of gender	1	0	
2022.5.2	Poster for an online competition by Hanoi Women's Union	Advocating for dimorphic gender equality in the workforce, featuring workers with heteronormative gender expressions	1	0	
2024.8.2	Phap Luat Chinh Sach, mouthpiece of the Institute of Law and Policy Sciences				1) Visual artefacts has no present LGBTQ+ figures while articles from which they are excerpted does acknowledge queerness in the workforce
2024.9.2					2) Visual artefacts are prima facie generated by AI; thus, the implied bias of either the prompter or the LLM is present
2024.10.2					
2024.11.2					
2024.12.2					
2024.13.2					
2024.14.2					

2024.15.2	Phnu/Vietnam, Newspaper, managed by Vietnam Women's Union	Advocating for dimorphic gender equality, with dimorphic gender expressions	1	0	[No note]
2024.16.2		Advocating for dimorphic gender equality, with dimorphic gender expressions	1	0	
2025.12.2	TuyenQuangOnline, Newspaper, managed by Tuyen Quang Provincial Party Committee	Advocating for dimorphic gender equality, with dimorphic gender expressions	1	0	
Survey 3					
2016.2.3	Vietnam News, managed by Vietnam News Agency	A painting depicting three children on a seesaw: a little girl with pigtails wearing a pink dress sits alone on the left, counterbalancing the two boys; gender equality.	1	0	
2016.1.3		he; domestic violence	1	0	
2021.1.3	Khanh Hoa People's Committee	The campaign against domestic violence, with its ideal family model being a heterosexual family with children; aligns with gender equality	1	0	
2018.1.3	National Education Union of VietNam	The campaign against domestic violence, with its ideal family model being a heterosexual family with children; aligns with gender equality	1	0	
2022.2.3	Hung Yen Department of Sports, Tourism and Culture.,	The painting depicts various scenes of men and women in various activities, including martial arts training, stage performances, and sports; gender equality	1	0	
2022.1.3	Bao Dien Tu, newspaper, managed by Ministry of Information and Communications	advocated for the prevention of domestic violence, including domestic violence laws; prevention of domestic abuse	1	0	
2025.1.3	Bao Dien Tu, newspaper, managed by Ministry of Information and Communications	The image shows two men and two women talking, with the caption "Vietnam aims for genuine gender equality"; gender equality	1	0	
2023.1.3	Phu Nu Viet Nam newspaper, managed by Vietnam Women's Union	The image contains approximately 14 hands of different colors, notably one pink hand representing a woman and one blue hand representing a man; gender equality.	1	0	
2015.1.3	Hanoi Department of Culture and Sports	The image depicts a heterosexual family with one child, promoting the message "The warmth of family life and "Sharing Household Chores Between Women and Men."; gender equality	1	0	
2022.3.3	HEALTH AND LIFE ONLINE NEWSPAPER, managed Vietnamese Ministry of Health.	Propaganda images supporting Vietnamese Family Day on June 28th feature a picture of a heterosexual family with their grandparents.; ideal family	1	0	
2023.3.3	Public Display, DakLak	A gender equality campaign, divided into two sides: one side representing independent working women and the other side representing women who care for family life; gender equality.	1	0	
2018.2.3	VietNam Women Union	A propaganda image about preventing domestic violence, in which the husband verbally abuses his wife.; domestic violence	1	0	
2017.1.3	VN Express VietNam, managed by Ministry of Science and Technology Viet Nam	A woman is holding her baby, with a sign that reads "family planning"; planned parenthood	1	0	
2021.2.3	Government Electronic Newspaper, managed by The Government Office.	The photograph depicts a typical heterosexual family.; ideal family	1	0	
2026.1.3	Government Electronic Newspaper, The Government Office.	Family planning campaign, with the goal of having only two children; family planning	1	0	
2026.2.3	People's Newspaper Online, managed by Central Committee of the Communist Party of Vietnam	Propaganda campaign, promoting childbirth among ethnic minority women; family planning	1	0	
2023.2.3	VIETNAM LAW NEWSPAPER, managed by Ministry of Justice of Vietnam	The image depicts a woman doing housework and a man sitting and reading a newspaper; gender equality	1	0	
2023.4.3	People's Army Newspaper, managed by the Central Military Commission of the Communist Party of Vietnam and the Ministry of National Defense	A ceremony awarding the title "Cultural Family," honoring families living by ideals; the event backdrop depicts a lot of heterosexual families with children	1	0	
2022.5.3	Tuoi Tre newspaper, managed by Ho Chi Minh City Communist Youth Union.	Images of a father prioritizing having sons, and a wife with her daughters; promoting gender selection in reproduction; gender equality	1	0	
2025.9.3	Ministry of Health	Family planning campaign; family planning	1	0	
2026.3.3	Committee for Ethnic Minorities	A campaign supporting the fight against HIV/AIDS, featuring an image of a woman kneeling and a man standing with his head in his hands, along with the words "Protect your heart."	1	0	
2018.3.3		The picture shows two hands holding hands (one black and one vivid colored) with the words "Let's love each other";	1	0	
2018.4.3	Vietnam Academy of Educational Sciences Trade Union	The image includes a giant man yelling at a woman and her child, with the caption "Let's work together to prevent violence and abuse against women and children"; gender equality	1	0	
2018.5.3		The image includes a man holding a colorful umbrella, shielding women inside; gender equality.	1	0	
2018.6.3		The image shows a man attacking a woman sitting on the ground with the words "Violence is a crime"; domestic violence.	1	0	[No note]
2015.2.3	COMMITTEE FOR ETHNIC MINORITIES	The fight against HIV/AIDS, featuring an image of a woman kneeling and a man standing with his head in his hands, with words "HIV/AIDS".	1	0	
2019.1.3	Dien Tu Chinh Phu, managed the Government of the Socialist Republic of Vietnam	The image shows a man beating a woman holding her child, with the words "jealousy, violence, family"; domestic violence.	1	0	
2012.1.3	Vietnam People's Army, managed by the Central Military Commission of the Communist Party of Vietnam and the Ministry of National Defense	The image depicts a typical family with a husband, wife, and child, along with the text "Family planning is the responsibility of every couple"; family planning	1	0	
2017.3.3	e-government information portal "Tieng Chung", managed by Government Office	The image includes cropped newspaper articles about HIV/AIDS along with a person in the middle of the frame, the words "AIDS is not sexy"; gender equality.	0	1	
2024.2.3	Nhan Dan online, managed by Central Committee of the Communist Party	The image shows a hand holding a child with two gender symbols on either side (one female, one male), along with a person wearing ethnic minority clothing being beaten, accompanied by the words "For a future of gender equality"; gender equality	1	0	
2025.2.3	Vietnam Law Newspaper, managed by Ministry of Justice of Vietnam	The image includes two figures representing the male (blue) and female (pink) genders, with the text "Sexual selection at birth is strictly prohibited"; gender equality	1	0	
2023.5.3	Dien Tu Chinh Phu, managed the Government of the Socialist Republic of Vietnam	The image includes a woman and a man sitting on equal footing, representing the two genders, with the words "gender equality" written on it.; gender equality	1	0	
2025.6.3	PUBLIC DISPLAY, AT "IN ART WE TRUST"	The image shows a dress with a heart inside and the words "gender or male"; gender equality	1	0	
2025.7.3		The image shows a man wearing clogs with the words "Men don't have to be masculine"; gender equality.	1	0	
2025.8.3	Bac Ninh police newspaper, managed by Bac Ninh Provincial Police	Conference on gender equality and prevention and response to violence against women and children; gender equality	1	0	
2026.4.3	PUBLIC DISPLAY, HCM	A typical family with two children and the words "Family Planning"	1	0	
2026.5.3	PUBLIC DISPLAY	A typical family with two children, accompanied by the motto "stop at two children to raise them well"; family planning	1	0	



2025.9.4	Family and Society, Newspaper, managed by the official newspaper of Ministry of Health of Vietnam	on the left, a man kisses his wife who is carrying a boy but on the right, a man walks away angrily from his wife who is carrying a girl in front of an ultrasound room. husband-wife relationship, gender imbalance and the traditional "son preference"	1	0
2020.3.4		Vietnam Family Day, heterosexual family, as ideal family	1	0
2021.6.4	Department of Ca Mau Provincial People's Committee	the traditional nuclear family with a male father figure and a female mother figure	1	0
2022.1.4	TuyenQuangOnline, Newspaper, managed by Tuyen Quang Provincial Party Committee	Heterosexual couple with two children, binary gender model, ideal social unit	1	0
2022.3.4	Tuoi Tre and Phap Luat, Newspaper, managed by Vietnam Lawyers Association	the infographic features as father (male) and mother (female), the heterosexual parental unit is the constant. "teaching children core values" and "passing on the good traditional values of the family"	1	0
2022.7.4	Sub-Department of Population and Family Planning of Ninh Binh, managed by Department of Health	the ideal nuclear family as the context for "love and responsibility", it establishes the male-female parental union as the "standard" model of a family unit for young children	1	0
2023.3.4	Tuoi Tre Online, Newspaper, managed by the Ho Chi Minh City Youth Union	the traditional family as the ultimate safety net for children, the "peace" and "happiness" of the nation are directly tied to the stability of this specific parental model.	1	0
2024.3.4	VTV, managed by the national public broadcaster of Vietnam	Traditional two-parent household, heterosexual family, gender equality	1	0
2023.4.4		Vietnam Family Day." It uses the visual of a father, mother, and child	1	0
2023.5.4	A YouTube video from Suc Khoe & Doi Song Newspaper, managed by the Ministry of Health of Vietnam	the modern traditional family, heterosexual parental unit, gender equality as a condition for women to develop fully	1	0
2023.6.4	Nong Thon Ngay Nay, Newspaper, managed by the Vietnam Farmers' Union	Gender equality, a male-female pair, conventional family framework	1	0
2023.7.4	Van Hoa, Newspaper, managed by Ministry of Culture, Sports and Tourism of Vietnam	"Happy Family" model is so central to society that it is celebrated and performed in public spaces to inspire others to achieve the same traditional harmony, a representation of the nuclear family, having a man and a woman play the roles of parents	1	0
2023.8.4	State Management Review, managed by the National Academy of Public Administration of Vietnam	Heterosexual couple and their child, binary male-female union, traditional values	1	0
2023.9.4	Thai Nguyen Newspaper, managed by Thai Nguyen Provincial Party Committee	progression of a traditional family, from the wedding ceremony of a man and a woman to the successful raising of healthy children. "building a happy family is a solid foundation for a prosperous nation"	1	0
2024.2.4	Hanoimoi, Newspaper, managed by Hanoi Party Committee	the extended traditional family as the heart of the community. "united cultural families building new countryside", this connects the stability of the traditional home	1	0
2025.3.4	An article from the Southern Women's Museum	happy nuclear family, heterosexual family with the traditional ritual of a husband, wife and their children.	1	0
2025.7.4	Kinh Te & Do Thi, Newspaper, managed by the Hanoi People's Committee	Heterosexual union, cultural performancem a man and a woman acting as "parents", cultural dramatization of the ideal	1	0
2026.1.4	Vietnam Women's Union	Gender-balanced roles, ideal family model, heterosexual framework	1	0