

WHO MAKES THE NEWS?



GMMP

Global Media
Monitoring
Project

2020

AUSTRALIA

NATIONAL REPORT



GMMP

Global Media
Monitoring
Project

2020



GMMP 2020 is licensed under creative commons using an Attribution-NonCommercial-NoDerivs.

GMMP 2020 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change,.



Data for GMMP 2020 were collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, university researchers, students, mediaprofessionals, journalists associations, alternative media networks and faith groups.

Noncommercial. You may not use this work for commercial purposes.

No derivative Works. You may not alter, transform, or build upon this work.

For any use or distribution, you must make clear to others the license terms of this work. Your fair use and other rights are in no way affected by the above



In Partnership with



Australian Broadcasting Corporation



Acknowledgements

I am enormously grateful to the many people who helped to gather samples of newspapers, broadcast bulletins and online stories. This proved challenging in 2020 due to the impacts of technological changes, economic instability, and the COVID-19 pandemic on the news media industry. Large newsagents were no longer selling newspapers from every state, accepts for postal deliveries were not being accepted, and online services of newspapers and other news media were using a wide range of systems and formats that affected how stories were collected and stored.

Alice Steiner provided essential assistance in her typically quiet, efficient, and intelligent way with advice about how to record and store radio bulletins and some newspapers. Paul (Campo) Campion brightened my day with his enthusiasm and generous offer to collect multiple radio bulletins. Kathryn Bowd, Karen Marchant, and Alex Wake all provided much appreciated assistance by sending newspapers from South Australia, the Northern Territory and Victoria respectively. Charlotte Flew was calm and supportive when assisting with on-the-day collection of online samples.

I owe thanks to the Queensland University of Technology journalism students and future media leaders who became involved: Elizabeth Aboud, Shanelle Adams, Hannah Davies, Nicole Keramos, Holly Payne, Isabella Pol Bodetto and Matthew Tsimpikas. All showed a passion for exploring issues affecting equity in news journalism. They helped with some of the newspaper and/or data analysis. Charlotte Flew and Erin Godwin were other helping hands who assisted in analysing the stories.

Each person's contribution is outlined in more detail in Annex 2. Thank you to all of you for helping to make this report possible.

Angela Romano
Queensland University of Technology
Australian Coordinator, 2020 Global Media Monitoring Project

Table of Contents

PREFACE	6
Global Context	6
National Context	7
EXECUTIVE SUMMARY	9
A DAY IN THE NEWS IN AUSTRALIA	10
THE CONTEXT	11
TOPICS IN THE NEWS	13
NEWS SUBJECTS AND SOURCES	14
JOURNALISTS AND REPORTERS	18
FOCUS ON COVID-19 NEWS	19
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	21
REFERENCES	23
Annex 1. Methodology	24
Annex 2. List of Monitors and Data Coders	26

THE WORLD AT A GLANCE
GENDER GAP IN SUBJECTS, SOURCES AND REPORTERS IN THE NEWS.

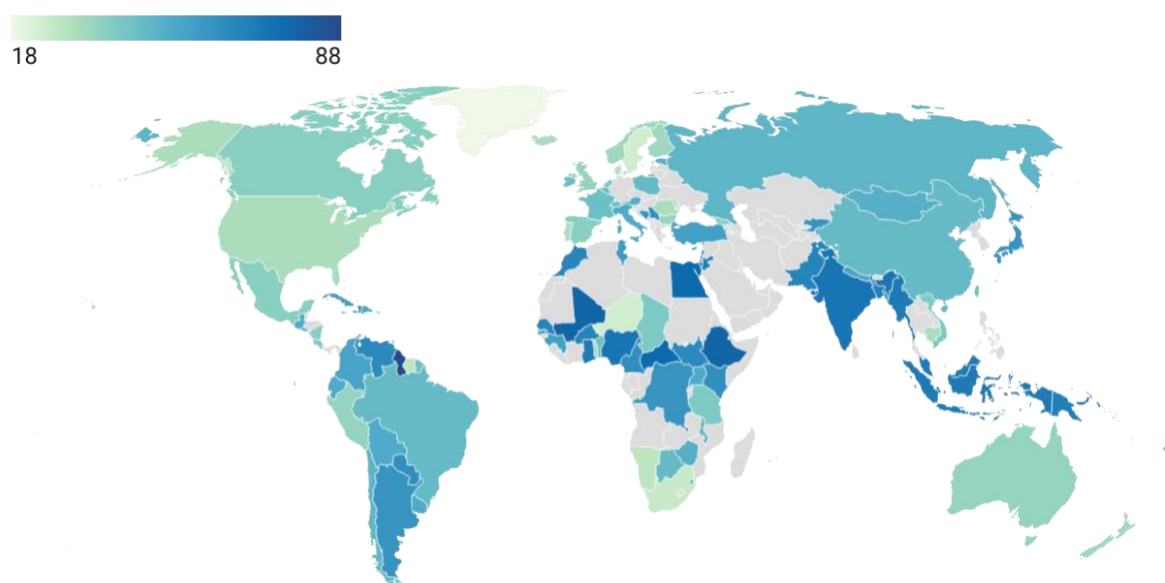


Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio, and television news.

Data source: Global Media Monitoring Project, 2020

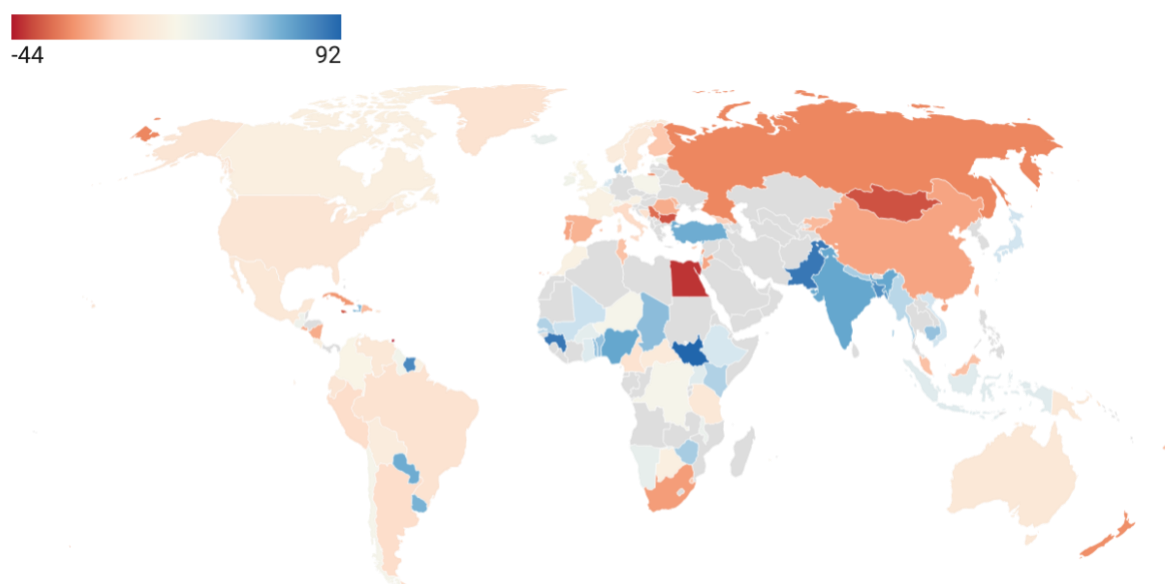


Figure 2. Gender gap: Reporters in the stories. Newspaper, radio, and television news.

Data source: Global Media Monitoring Project, 2020

PREFACE

Global Context

The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one 'ordinary' news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime, and other issues.

It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television, and print news. The media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.

The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women (MediaWatch, 1995).

The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research (Gallagher, 2005). Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.

By the fifth GMMP in 2015, it was clear that "ordinary" news days could not be predicted or planned in advance: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.

The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about, or seen in newspaper, television, and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.

Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space, and content delivery platforms.

UN Under-Secretary-General and UN Women Executive Director Phumzile Mlambo-Ngcuka underlined that the ways in which women are depicted in the media “have a profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive models not victims, plays an under-appreciated part in creating a better, freer world for all of us” (Macharia, 2015).

Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.

GMMP teams in 116 countries monitored 30172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2251 outlets. The stories contained 58,499 news subjects and sources and were reported and presented by 28,595 journalists. The number of participating nations increased by 63% since 1995 as baseline data were collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.

Findings from the sixth GMMP reveal a mixed picture of progress, stagnation, and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators. The past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

National Context

Research about Australian journalism has shown for several decades that women have been underrepresented or typecast in news media stories. Men appear in a far wider range of roles and positions, tending only to be absent from news stories for a limited range of functions, such as homemakers (e.g., Price & Payne, 2019; Romano & De Ponte, 2002; Romano, 2010). Other research has identified a masculine culture in newsrooms (e.g., North, 2014), and despite increasing numbers of women in newsrooms in recent decades, a predominance of men in top leadership positions (e.g., Bacon & Dalley, 2013). Much of this research has involved content analysis or interviews that have been conducted over limited periods of time. Even though many of these research activities have been small in scale, the findings have repeatedly told the same story – that women are substantially underrepresented in the Australian news media as sources of news and, until recently, as the reporters of news. The sample of stories studied in the 2020 GMMP Australia report found that parity had been reached in this sample of stories in terms of the number of appearances of women as news presenters and reporters compared to their male counterparts. It indicated that deficits remain in the number and variety of representations of women who are quoted or discussed in Australian news media stories.

Across Australian society overall at the time the 2020 GMMP research was conducted, gender equity was relatively high by global standards, but there were many areas where improvements were needed. In national politics, there was an equal representation between male and female parliamentarians in the federal upper house, the Senate, although women comprised only 29 per cent of members in the lower house, the House of Representatives. Of Australia's six states and two territories, two had female heads of government. The Australian Bureau of Statistics' *Gender Indicators, Australia: 2020* report indicates clear

gender differences in terms of employment, education, suicide rates and crime rates. The workforce participation rate was two-thirds for women (67.6 per cent) compared to more than three-quarters for men (78.1 per cent). Men comprised two-thirds (61.4 per cent) of managers and more than four in five (82.9 per cent) of Chief Executive Officers (CEOs). In May 2020, women's full-time average earnings were 86 per cent of that of men, despite women having higher educational attainments than men on average. For Australians aged 20-24 years, 92.5 per cent of women compared to 87.5 per cent of men have completed high school or higher qualifications. Among Australians aged 18-64, 37.1 per cent of women had attained a bachelor's degree compared to 29.4 per cent of men. In terms of safety and well-being, females (4.4 per cent) aged 15 or older were slightly less likely than males (5.2 per cent) of the same age bracket to have experienced actual or threatened physical assault in the past 12 months. By contrast, there was five times the number of recorded incidents of sexual assault of females than for males. Men's rate of suicide was three times higher (19.8 per cent) than that of women (6.3 per cent) after standardizing for age. In terms of criminal activity, men comprised 92.6 per cent of sentenced prisoners. Among the prison population, males were far more likely to have been sentenced than females for 'acts intended to cause injury' (18.5 per cent compared to 13.5 per cent) and 'sexual assault and related offences' (15.9 per cent compared to 1.9 per cent).

Domestic violence, sexual harassment, sexual assault, and gender-based violence are regular topics in political, crime, courts, and other news stories. The Australian Human Rights Commission in 2017 found that Australia has a 'disturbingly high rate of violence against women'. The Commission found concerns about family and domestic violence, sexual assault, sexual harassment, violence in residential settings and online violence and harassment. A subsequent report by the world's first national inquiry into sexual harassment in the workplace found that harassment was pervasive for all genders, but women were more likely (39 per cent) to experience such harassment than men (26 per cent) (Australian Human Rights Commission, 2020).

Issues relating to LGBTIQ+ (lesbian, gay, bisexual, trans and gender diverse, intersex, and queer and questioning) people are regularly on news and social discussion agendas. A voluntary postal survey, which was circulated by the Federal Government in 2017 on the issue of same-sex marriage, generated enormous public debate. After 61.6 per cent of survey respondents voted in favour, same-sex marriage was ratified through national legislation. Other topical issues have been puberty blockers and gender reassignment for young people who identify as transgender, and suicide rates and the mental health of LGBTIQ+ individuals.

EXECUTIVE SUMMARY

The Australian study for the Global Media Monitoring Project (GMMP) involved an analysis of 570 stories that were sampled from 37 Australian newspapers, radio and television stations, and internet news services on September 29, 2020. This snapshot of reporting on that day indicates that women are underrepresented as sources who are quoted or discussed in Australian news stories.

Females made up only 32 per cent of the 1706 news sources who were heard, written about, or seen in the stories that were studied, even though women and girls form a little more than half the population (50.4 per cent). Neglect of females was particularly noticeable in the three types of sources that dominated the news. Out of people who were quoted or discussed in the sampled stories, females were 24 per cent of politicians, 15 per cent of sportspeople and 16 per cent of businesspeople. Females did, however, dominate when journalists quoted or discussed a parent/homemaker, comprising 76 per cent of sources in that category.

In the stories sampled for the 2020 Australian GMMP study, there was parity in the number of female and male reporters. In terms of anchors who presented bulletins, female anchors outnumbered males in television and male announcers outnumbered females in radio. For the first time since the five-yearly GMMP studies commenced in 1995, females have outnumbered males in the percentages of reporters and presenters combined, mainly due to the large number of television stories in the sample.

Fast Facts

<i>Most Frequently Quoted Positions/Occupations</i>	<i>Female Sources</i>	<i>Male Sources</i>
Politician, member of parliament	24%	76%
Sportsperson, coach, or referee	15%	85%
Businessperson, executive, manager, stockbroker, etc	16%	84%
Lawyer, judge, magistrate, etc	44%	56%
Govt employee, public servant, spokesperson, etc	43%	57%
Police, military, para-military, militia, fire officer	15%	85%
Parent, homemaker	76%	24%
Media professional, journalist, filmmaker, etc	30%	70%
Celebrity, artist, actor, TV personality, writer, singer	50%	50%

<i>Reporters and Presenters of News</i>	<i>Female</i>	<i>Male</i>
Reporters (All Media)	49%	51%
Radio Presenters	42%	58%
Television Presenters	77%	23%
Journalists/Presenters Overall (All Media)	56%	44%

For further information, please contact the report's author:

Dr Angela Romano
Associate Professor of Journalism, Queensland University of Technology
Australian Coordinator, Global Media Monitoring Project
Email: a.romano@qut.edu.au

A DAY IN THE NEWS IN AUSTRALIA

On September 29, 2020, Australia's news media were covering the grim milestone that the world had reached 1 million COVID-19 related deaths. Media organizations followed a wide range of different COVID-related issues, although there was no COVID-related topic that dominated the news agenda. Stories outlined how the pandemic was affecting travel to and within Australia, breaches of border restrictions, impacts on the economy and employment, challenges to maintaining mental and physical health, social and cultural activity, COVID outbreaks in aged-care facilities, purported mismanagement of quarantine hotels that led to increased transmission of the disease, and other COVID-related matters.

In domestic news, a big story was the finalization of a damages claim against the owners of the Dreamworld theme park in which a poorly maintained ride had malfunctioned, claiming the lives of four people. It was annual, national Police Remembrance Day, resulting in coverage of men and women in the force who died in accidents or due to crime in the course of their duties. Other prominent domestic stories were an industrial dispute involving waterfront workers and the latest developments from an ongoing investigation into allegations of corruption connected to the casino businesses of Crown Resorts Limited. In international news, topics under discussion were US President Donald Trump's tax affairs and an announcement that a royal couple, British Prince Harry, and American actress Meghan Markle, were planning to become involved in a reality TV show.

Australia is a nation of sports lovers, so there were numerous sports stories among the main news mix. These prominently featured personalities and events in men's sport, such the Brisbane Broncos rugby league team signing a new coach, drug charges being laid against two Australian Football League (AFL) players, forecasts about weekend events, and other reports about sportsmen. There was some coverage of women's sport, including controversy about one netball team's decision not to give its sole Indigenous player time on court during the Indigenous Round, the signing of a new male coach for the Australian women's soccer team, and selections of new players for the AFL Women's competition. French Open updates focused on male tennis players, with a smaller number of mentions of female players.

THE CONTEXT

Australia's main news media services are provided by two-state funded broadcasters, three commercial free-to-air television networks, one pay television network, and many newspapers, radio stations and online new services. Australian news media organisations are experiencing financial challenges due to the long-term impacts of changes in audiences in the digital era and the short-term impacts economic impacts of the COVID-19 pandemic. This led to the closure of many news organizations in 2020 and reductions in the length of newspapers or news bulletins, with the impact particularly notable among smaller news organizations in regional Australia.

Nine daily newspapers were studied, representing a spread of major newspapers from across Australia. These were one national newspaper, *The Australian*, and a mix of newspapers from all but one of Australia's six states and two self-governing territories.

<i>Newspaper</i>	<i>Area Serviced</i>
The Advertiser	State of South Australia, particularly the capital, Adelaide
The Australian	National
The Age	State of Victoria, particularly the capital, Melbourne
The Canberra Times	Australian Capital Territory, particularly the capital, Canberra
The Courier-Mail	State of Queensland, particularly the capital, Brisbane
Daily Telegraph	State of New South Wales, particularly the capital, Sydney
NT News	Northern Territory, particularly the capital, Darwin
Herald Sun	State of Victoria, particularly the capital, Melbourne
The Mercury	State of Tasmania, particularly the capital, Hobart
Sydney Morning Herald	State of New South Wales, particularly the capital, Sydney

Australia's main television services are provided by six large networks. Two are national public broadcasters, the Australian Broadcasting Corporation (ABC) and Special Broadcasting Service (SBS). Major news services are also offered by four commercial networks -- the Seven Network, Nine Network and Network Ten free-to-air services and the Sky pay television network. The major evening bulletins from ABC, Seven, Nine, Ten and SBS networks were chosen for the study because the early evening bulletins are the main news programs for each of the networks. On the Sky network, the Sky News Australia channel focuses on a mix of information and analysis in the evening, so its latest daytime bulletin, News Day, was recorded. SBS and Sky News produce national bulletins only. The ABC, Seven, Nine and Ten networks all produce different bulletins for different cities or regions. There is a significant amount of sharing of content within networks, so only one bulletin per network was chosen. Australia's third-largest city, Brisbane, was chosen as the city from which to record bulletins. Brisbane is the capital city of Australia's third-largest state and is often considered a representative market that has characteristics of both the larger and smaller capitals in Australia. Content in Brisbane news bulletins includes a mix of local news, national news, news from other major capitals and occasional news from smaller cities and regional Australia.

<i>Channel</i>	<i>Bulletin</i>	<i>Time</i>	<i>Broadcast Area</i>	<i>State owned / Commercial</i>
ABC TV	ABC News	7:00-7:30pm	Brisbane	State owned
Seven	Seven News	6:00-7:00pm	Brisbane	Commercial
Nine	Nine News	6:00-7:00pm	Brisbane	Commercial
Ten	Ten News First	5:00-6:00pm	Brisbane	Commercial
SBS TV	SBS World News	6:30-7:30pm	National	State owned
Sky News	News Day	1:00pm-2:00pm	National	Commercial

In radio, the 8:00 am news bulletins of all commercial stations and the local Australian Broadcasting Corporation station that serve the city of Brisbane were recorded and analysed. Brisbane was selected for the reasons outlined in the discussion above about television bulletins. Additionally, each of the selected radio stations is affiliated with a major radio network that serves other parts of Australia, thus the sample provides an indicative representative sample of the style and types of content that is broadcast across the country. Within networks, there is widescale sharing of content across the stations in the different cities, thus a very similar range of stories will have been aired in every state and territory.

<i>Name</i>	<i>Call Sign</i>	<i>Network Owners</i>
ABC	612 AM	Australian Broadcasting Corporation
4KQ	693 AM	Australian Radio Network Pty Ltd, affiliated with Pure Gold Network
4BH	882 AM	Nine Entertainment Co
4BC	1116 AM	Nine Entertainment Co
River	94.9 FM	Grant Broadcasters (Star Broadcasting Network Pty Ltd)
KIIS	97.3 FM	Australian Radio Network (ARN) and Nova Entertainment Co
Triple M	104.5 FM	Southern Cross Austereo
Hit 105	105.3 FM	Southern Cross Austereo
Nova	106.9 FM	Australian Radio Network (ARN) and Nova Entertainment Co

For Internet news, the seven most used news websites were selected based on rankings of the Alexa Internet and Similarweb web analytic services.

<i>News Service</i>	<i>Web Address</i>
ABC News Online	abc.net.au/news/
The Age Online	theage.com.au
Daily Mail Australia	www.dailymail.co.uk/auhome/index.html
The Guardian Australia	www.theguardian.com/au
News.com	news.com.au
Nine News	9news.com.au
Sydney Morning Herald Online	smh.com.au

For Twitter, new services with the largest numbers of followers were selected. Two services with large followings – MSN Australia and the Daily Mail Australia – were not included in this sample due to the small number of tweets they produced on September 29, 2020.

<i>News Service</i>	<i>Handle</i>
News.com.au	@newscomauHQ
ABC News	@ABCNews
Nine.com.au	@9NewsAUS
The Guardian Australia	@GuardianAus
SMH	@smh

TOPICS IN THE NEWS

The GMMP study classifies news stories into seven major topic areas: 'Politics and Government', 'Economy', 'Science and Health', 'Crime and Violence', 'Celebrity, Arts, Media and Sports', 'Gender and ReRelated' and 'Other' (see Figure 1).

Figure 1: Topics of Sampled Australian News Media Stories by Category

Story Category	Newspapers (N = 140)	Radio (N = 73)	Television (N = 166)	Internet (N = 99)	Twitter (N = 92)	All Media (N = 570)
Politics and Government	16%	14%	13%	25%	30%	19%
Economy	26%	14%	22%	16%	15%	20%
Science and Health	6%	10%	18%	17%	18%	14%
Social and Legal	21%	10%	13%	2%	10%	12%
Crime and Violence	13%	7%	9%	21%	9%	12%
Gender & Related	1%	0%	0%	3%	1%	1%
Celebrity, Arts, Media & Sports	17%	34%	19%	15%	16%	19%
Other	0%	12%	7%	0%	0%	4%
Overall	100%	100%	100%	100%	100%	100%*

(*Figures in the 'All Media' column add to 101% due to rounding, but 100% has been entered in the 'Overall' row as the corrected percentage.)

The 'Economy' was the leading news category, making up 20 per cent of the sampled news stories. Stories ranged from local stories about economic promises made during Queensland's state election to coverage of United States President Donald Trump's tax payments. Stories about 'Politics and Government' comprised 19 per cent of the sample. 'Celebrity, Arts, Media and Sports' also comprised 19 per cent of all stories, with the figures being highest in radio (34 per cent) due to numerous sports stories that featured in radio bulletins. 'Science and Health' stories were 14% of the sample. Almost half discussed COVID-19, but many other topics were also reported on, including quirky subjects such as research on how people become left- or right-handed. 'Social and legal' and 'Crime and violence' stories were each 12 per cent of the sample. The former included a decision about damages paid after a fatal accident at a leisure park, accidents, and disasters, such as wildfires in the US. The latter addressed smaller crimes such as face slapping and spitting to larger crimes such as drug dealing, corruption, and murder. A few stories (1 per cent) were gender-related, mainly relating to rape cases. Almost one-third of stories (32 per cent) from the overall sample included content with a connection to COVID-19 (see Figure 2).

Figure 2. Percentage of News Media Stories that Related to COVID-19 by Category

Story Category	Newspapers (N = 140)		Radio (N = 73)		Television (N = 166)		Internet (N = 99)		Twitter (N = 92)		All Media (N = 570)	
Story Relates to COVID-19?	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Politics and Government	59%	41%	60%	40%	43%	57%	64%	36%	75%	25%	61%	39%
Economy	56%	44%	20%	80%	33%	67%	56%	44%	50%	50%	45%	55%
Science and Health	50%	50%	14%	86%	47%	53%	18%	82%	59%	41%	41%	59%
Social and Legal	27%	73%	0%	100%	10%	90%	0%	100%	11%	89%	16%	84%
Crime and Violence	17%	83%	0%	100%	7%	93%	10%	90%	13%	88%	10%	90%
Gender & Related	0%	100%	0%	0%	0%	0%	33%	67%	0%	100%	17%	83%
Celebrity, Arts, Media & Sports	33%	67%	0%	100%	3%	97%	27%	73%	7%	93%	13%	87%
Other	0%	0%	0%	100%	9%	91%	0%	0%	0%	0%	5%	95%
Overall	40%	60%	12%	88%	24%	76%	35%	65%	45%	55%	32%	68%

NEWS SUBJECTS AND SOURCES

People who were discussed or quoted in the Australian news media stories that were studied were predominantly male (see Figure 3 below). Overall, 68 per cent were male, 32 per cent were female and less than 1 per cent (0.12 per cent) had other gender identification. In the sample, only two stories discussed people who had other gender identification. Both were Internet news stories that focused on a transgender woman.

Newspapers had the highest percentage of female sources, with 36 per cent of sources being female and 64 per cent male. The second-highest percentage of female sources was in Internet news publications with 33 per cent female, 66 per cent male and less than 1 per cent transgender (0.43 per cent). This was followed by television news bulletins with 27 per cent female and 73 per cent male sources, Twitter with 23 per cent and 77 per cent male sources, and radio news bulletins with 19 per cent female and 81 per cent male sources. Radio had a notably lower percentage of female sources than all other media due to the bulletins dedicating a large proportion of time to sports stories and the large numbers of predominantly male players, coaches and other sporting figures being discussed. The low representation of female sources in Australian sports journalism is discussed further below.

Figure 3. Male, Female and Other Gender Sources in Different Types of News Media

Gender of News Source	Print (N = 658)	Radio (N = 88)	Television (N = 430)	Internet (N = 469)	Twitter (N = 61)	All Media (1706)
Female	36%	19%	27%	33%	23%	32%
Male	64%	81%	73%	66%	77%	68%
Other	0%	0%	0%	<0.5%	0%	<0.5%

(Numbers greater than zero and less than 0.5 are represented as <0.5 rather than rounding them down, and 0 is used only when there zero entries recorded. The 'Overall' figures in the 'Internet' column appear as if they add to less than 100% due to rounding of all figures except <0.5 to whole numbers.)

Male sources formed a substantive majority in news stories in the 'Politics and Government', 'Economy', 'Science and Health', 'Social and Legal', 'Crime and Violence', 'Celebrity, Arts, Media and Sports', and 'Other' topics – categories that made up 99 per cent of the stories that were studied. The only exception was stories in the 'Gender and Related' category, with females forming a small majority of 55 per cent compared to males being 45 per cent of sources, however, only 1 per cent of all stories fell into this category. Males were particularly dominant news about the 'Economy' (75 per cent male, compared to 25 per cent female). Despite the high proportion of females working in the entertainment, arts and media industries, males formed almost three-quarters of sources (74 per cent, compared to 26 per cent female) in the 'Celebrity, Arts, Media and Sports' category. This is due to the Australian news media's intense focus on men's sports and sportsmen. Reflecting the political sphere in Australia and other countries that feature prominently in Australian news, such as the United States, males also formed most sources in stories about 'Politics and Government' (70 per cent male, 30 per cent female).

Apart from the 'Gender and Related' category, there were only three categories in which females comprised more than a third of all sources. These were 'Social and Legal' (females 45 per cent, males 55 per cent), 'Science and Health' (females 35 per cent, males 65 per cent) and 'Crime and Violence' (females 34 per cent, males 64 per cent, other 2 per cent).

Two stories in the sample included a source who was defined as a gender other than male or female. In both cases, they were Internet stories in the 'Crime and Violence' category, and the source was a transgender woman. Both stories reported evidence from a court trial of a police Senior Constable following a verbal and physical confrontation in Sydney that involved the woman, the Senior Constable, and a Junior Constable.

Figure 4. Female, Male and Other Gender Sources in Different Categories of Stories

Story Category	Traditional Media <i>Newspapers, Radio, TV</i> (N = 1176)			New Media <i>Internet & Twitter</i> (N = 530)			All Media (N = 1706)		
	Female	Male	Other	Female	Male	Other	Female	Male	Other
Politics and Government	32%	68%	0%	27%	73%	0%	30%	70%	0%
Economy	24%	76%	0%	27%	73%	0%	25%	75%	0%
Science and Health	32%	68%	0%	42%	58%	0%	35%	65%	0%
Social and Legal	46%	54%	0%	32%	68%	0%	45%	55%	0%
Crime and Violence	35%	65%	0%	33%	65%	2%	34%	65%	1%
Gender & Related	58%	42%	0%	53%	47%	0%	55%	45%	0%
Celebrity, Arts, Media & Sports	21%	79%	0%	34%	66%	0%	26%	74%	0%
Other	22%	78%	0%	0%	0%	0%	22%	78%	0%
Overall	32%	68%	0%	32%	67%	<0.5%	32%	68%	<0.5%

(Numbers greater than zero and less than 0.5 are represented as <0.5 rather than rounding them down, and 0 is used only when there zero entries recorded. The 'Overall' figures in the 'Internet' columns appear as if they add to less than 100% due to all figures except for <0.5 being rounded to whole numbers.)

In terms of the occupation of the sources who were quoted or discussed in stories, the largest single category to appear was 'politician or member of parliament', making up 24 per cent of all sources (see Figure 5 below). Males made up 76 per cent of sources in this category. There was greater gender equity in the related but considerably smaller 'government employee, public servant, spokesperson, etc' category, with men forming 57 per cent and women 43 per cent of all sources. There was almost gender parity in the small number of sources in the 'royalty, monarch, deposed monarch, etc' category, with 52 per cent male and 48 per cent female sources. This reflected the popularity of stories that discuss Queen Elizabeth II and other female members of the British royal family.

The second-largest category of sources were sportspeople, including athletes, players, coaches and referees, a category that made up 15 per cent of all sources. Males dominated the category, forming 85 per cent of sources compared to 15 per cent of female sources. This corresponds with greater funding for and media focus on professional men's sports in Australian society compared to women's sports.

Females were also rarely represented in the third largest category of sources, which was businesspeople. Males were 84 per cent of people identified as 'businessperson, executive, manager, stockbroker, etc' compared to 16 per cent females. By contrast, females were dominant in another white-collar category traditionally seen as a female domain, that of 'office or service worker/non-management worker' (60 per cent female, 40 per cent male). People in this latter category rarely appeared in the sampled news stories on account of having fewer opportunities to undertake newsworthy actions or represent their organizations.

The largest occupational category for female sources was the traditional role of 'homemaker or parent', with females comprising 76 per cent and males 24 per cent in this classification. Other categories in which females predominated were pre- and post-career roles, such as 'retired person or pensioner' (75 per cent female, 25 per cent male) and 'student, pupil or schoolchild' (63 per cent female, 37 per cent male). There was parity in the 'health worker, social worker, and childcare worker' category, with 50:50 division of female and male sources, although females slipped to a minority in the representation in higher-level professional healthcare positions such as 'doctor, dentist or health specialist'. Equal gender representation was also seen in the 'celebrity, artist, actor, TV personality, writer and singer' category, which reflects the high number of females in the arts and entertainment industries.

Figure 5. Occupation of Female, Male and Other Gender News Sources

Occupation of News Source	Traditional Media <i>Newspapers, Radio, TV</i>			Internet				Twitter			All Media			
	F	M	(N)	F	M	X	(N)	F	M	(N)	F	M	X	(N)
Royalty, monarch, deposed monarch, etc	60%	40%	(15)	17%	83%	0%	(6)	0%	0%	(0)	48%	52%	0%	(21)
Politician, member of parliament	25%	75%	(277)	24%	76%	0%	(108)	5%	95%	(19)	24%	76%	0%	(404)
Govt employee, public servant, spokesperson, etc	47%	53%	(72)	25%	75%	0%	(16)	0%	100%	(1)	43%	57%	0%	(89)
Police, military, para-military, militia, fire officer	15%	85%	(59)	15%	85%	0%	(27)	0%	100%	(1)	15%	85%	0%	(87)
Academic expert, lecturer, teacher	32%	68%	(37)	61%	39%	0%	(18)	50%	50%	(2)	42%	58%	0%	(57)
Doctor, dentist, health specialist	17%	83%	(12)	50%	50%	0%	(4)	0%	100%	(1)	24%	76%	0%	(17)
Health worker, social worker, childcare worker	0%	100%	(1)	60%	40%	0%	(5)	0%	0%	(0)	50%	50%	0%	(6)
Science / technology professional, engineer, etc	8%	92%	(12)	33%	67%	0%	(3)	0%	0%	(0)	13%	87%	0%	(15)
Media professional, journalist, filmmaker, etc	19%	81%	(37)	45%	55%	0%	(29)	0%	0%	(0)	30%	70%	0%	(66)
Lawyer, judge, legal advocate, magistrate, etc	49%	51%	(67)	31%	69%	0%	(29)	0%	0%	(0)	44%	56%	0%	(96)
Businessperson, executive, manager, stockbroker, etc	15%	85%	(80)	20%	80%	0%	(41)	0%	100%	(1)	16%	84%	0%	(122)
Office or service worker, non-management worker	67%	33%	(3)	50%	50%	0%	(2)	0%	0%	(0)	60%	40%	0%	(5)
Tradesperson, artisan, labourer, truck driver, etc	0%	100%	(10)	0%	100%	0%	(4)	0%	100%	(1)	0%	100%	0%	(15)
Agriculture, mining, fishing, forestry	33%	67%	(3)	0%	100%	0%	(5)	0%	0%	(0)	13%	87%	0%	(8)
Religious figure, priest, monk, rabbi, mullah, nun	0%	100%	(8)	0%	0%	0%	(0)	0%	100%	(2)	0%	100%	0%	(10)
Activist or worker in a civil society org, NGO, or union	37%	63%	(38)	44%	56%	0%	(9)	0%	0%	(0)	38%	62%	0%	(47)
Sex worker	0%	0%	(0)	0%	0%	0%	(0)	0%	0%	(0)	0%	0%	0%	(0)
Celebrity, artist, actor, TV personality, writer, singer	41%	59%	(37)	69%	31%	0%	(16)	60%	40%	(5)	50%	50%	0%	(58)
Sportsperson, athlete, player, coach, referee	12%	88%	(172)	23%	77%	0%	(69)	13%	87%	(15)	15%	85%	0%	(256)
Student, pupil, schoolchild	79%	21%	(14)	20%	80%	0%	(5)	0%	0%	(0)	63%	37%	0%	(19)
Homemaker, parent	80%	20%	(51)	65%	35%	0%	(20)	67%	33%	(3)	76%	24%	0%	(74)
Child, young person	64%	36%	(25)	46%	54%	0%	(13)	0%	100%	(1)	56%	44%	0%	(39)
Villager or resident	32%	68%	(25)	100%	0%	0%	(1)	0%	0%	(0)	35%	65%	0%	(26)
Retired person, pensioner	75%	25%	(4)	0%	0%	0%	(0)	0%	0%	(0)	75%	25%	0%	(4)
Criminal, suspect	52%	48%	(23)	0%	100%	0%	(2)	0%	100%	(2)	44%	56%	0%	(27)
Unemployed	0%	100%	(2)	0%	100%	0%	(1)	0%	0%	(0)	0%	100%	0%	(3)
Other	67%	33%	(3)	0%	0%	0%	(0)	0%	0%	(0)	67%	33%	0%	(3)
Not stated	43%	57%	(89)	61%	33%	6%	(36)	71%	29%	(7)	49%	49%	2%	(132)
Overall	32%	68%	(1176)	33%	66%	<0.5%	(469)	23%	77%	(61)	32%	68%	<0.5%	(1706)

(F = Female, M = Male, X = Other Gender. There were no Other Gender sources in the Traditional Media and Twitter stories. Numbers greater than zero and less than 0.5 are represented as <0.5 rather than rounding them down, and 0 is used only when there zero entries recorded. The 'Overall' figures in the 'Internet' columns appear

as if they add to less than 100% due to all figures except for <0.5 being rounded to whole numbers.)

A small but substantive portion of sources did not have their occupation mentioned (8 per cent of sources). The stories instead referred to something that the sources had experienced or witnessed, such as being the victim of crime, spectator or bystander to an important event, or a person with a particular characteristic relating to the story's theme (e.g., COVID-19 sufferer, left-handed person, dog owner, etc). There was equal representation of males and females (49 per cent females, 49 per cent males) among sources whose occupation was not stated, and one source was identified in two stories as transgender (2 per cent).

When considering the function that sources played in stories, the core subject of a story was usually male (71 per cent), with less than a third being female (28 per cent) and less than one per cent being another gender (in this case, transgender, 0.35 per cent) (see Figure 6). Females also formed less than a third of spokespeople (30 per cent) and experts or commentators (32 per cent). Females were a sizeable minority in the categories of sources who shared their personal experience (42 per cent), expressed popular opinion (39 per cent) or were eyewitnesses (36 per cent). Female sources dominated the 'Other' and 'Don't know' categories. Together those two categories formed less than 1 per cent of the sample, thus the 'Other' and 'Don't know' figures cannot be seen as significant.

Figure 6. Function Played by Male, Female and Other Gender Sources in the Stories

Function Played by News Source in the Story	Traditional Media Newspapers, Radio, TV			Internet				Twitter			All Media			
	F	M	(N)	F	M	X	(N)	F	M	(N)	F	M	X	(N)
Subject	28%	72%	(566)	35%	64%	1%	(258)	23%	77%	(56)	28%	71%	<0.5%	(569)
Spokesperson	26%	74%	(241)	26%	74%	0%	(77)	0%	100%	(2)	30%	70%	0%	(553)
Expert or commentator	34%	66%	(219)	32%	68%	0%	(93)	0%	100%	(1)	32%	68%	0%	(298)
Personal Experience	50%	50%	(119)	30%	70%	0%	(30)	50%	50%	(2)	42%	58%	0%	(213)
Eyewitness	57%	43%	(7)	50%	50%	0%	(6)	0%	0%	(0)	36%	64%	0%	(39)
Popular Opinion	35%	65%	(17)	100%	0%	0%	(2)	0%	0%	(0)	39%	61%	0%	(23)
Other	57%	43%	(7)	100%	0%	0%	(2)	0%	0%	(0)	67%	33%	0%	(9)
Do not know	0%	0%	(0)	100%	0%	0%	(1)	0%	0%	(0)	100%	0%	0%	(2)
Overall	32%	68%	(1176)	32%	66%	<0.5%	(469)	23%	77%	(61)	32%	68%	<0.5%	(1706)

(F = Female, M = Male, X = Other Gender. There were no Other Gender sources in the Traditional Media and Twitter stories. Numbers greater than zero and less than 0.5 are represented as <0.5 rather than rounding them down, and 0 is used only when there zero entries recorded. The 'Overall' figures in the 'Internet' columns appear as if they add to less than 100% due to all figures except for <0.5 being rounded to whole numbers.)

JOURNALISTS AND REPORTERS

Female journalists outnumbered males in the 2020 GMMP sample of Australian news stories, with females comprising 56 per cent of all reporters and presenters compared to males comprising 44 per cent. Females achieved the majority due to the large number of female news anchors who presented television stories (see Figure 7). However, when the figures were broken down by reporters compared to presenters, male reporters formed a slight majority, 51 per cent being male compared 49 per being female (see Figure 8).

Figure 7. Gender of Reporters and Presenters in Different Types of News Media

Gender	Newspaper (N = 149) (22% of sample)	Radio (N = 76) (11% of sample)	Television (N = 263) (38% of sample)	Internet (N = 112) (16% of sample)	Twitter (N = 88) (13% of sample)	All Media (N= 688) (100% of sample)
Female	44%	45%	65%	54%	56%	56%
Male	56%	55%	35%	46%	44%	44%

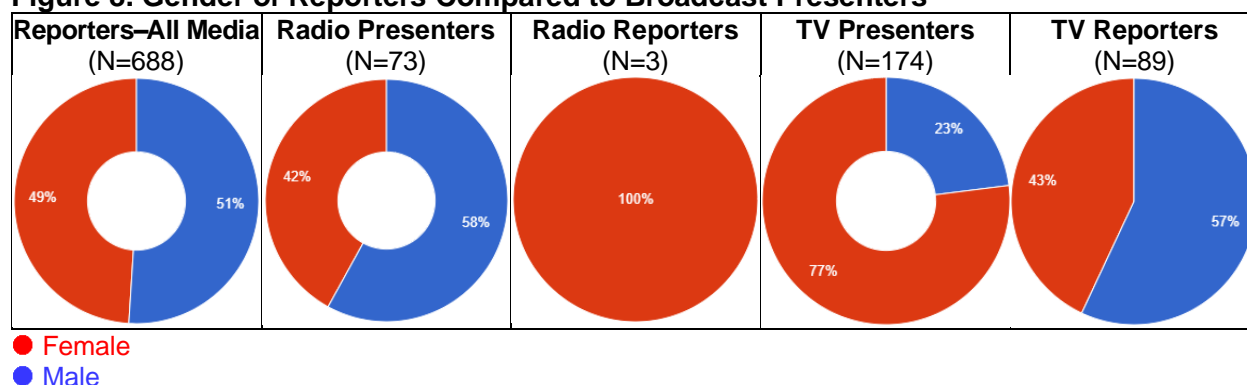
The largest number of reporters/presenters in the overall sample were television journalists, who made up 38 per cent of all reporters and presenters (see Figure 7). In television, females formed a substantive majority, making up 65 per cent of reporters and presenters combined. Female news anchors read introductions or voiceovers for 77 per cent of television news stories, although females were not the majority of reporters for the medium, as they represented only 43 per cent of television reporters.

Newspapers formed the second-largest group, with newspaper reporters forming 22 per cent of the overall sample. Male reporters (56 per cent) outnumbered female reporters (44 per cent) in newspapers.

In radio, there were more males than females overall (55 per cent male to 45 per cent female). Almost all radio stories in the sample involved a newsreader reading a script and only three stories had a packaged voice report by one of the station's news reporters. All three radio reporters were female (100%). When it came to stories read by the newsreaders, there were far more stories presented by males than females (58 per cent male to 42 per cent female). Radio stories made up the smallest percentage of stories in the sample due to the short nature of radio bulletins. As a result, unlike the television figures, the radio figures were not large enough to have a substantive influence on the gender balance of the overall sample.

Figures for new media were similar to the 'all media' average. Females made up 56 per cent of reporters and presenters of the sampled news Tweets and 54 per cent of the sampled Internet news stories.

Figure 8. Gender of Reporters Compared to Broadcast Presenters



FOCUS ON COVID-19 NEWS

Almost one-third of news stories (32 per cent) had a COVID-19 connection in their content. When considering the gender of who was quoted or discussed in the stories that had a COVID-19 connection, 32 per cent of sources were female and 68 per cent male. This was the same gender division as seen in figures for both COVID-related and non-COVID-related stories combined (see Table below). There were no sources that identified as having a gender other than male or female in COVID-related stories.

Figure 9. Sources in Stories Related to COVID-19

Story Category	Sources in COVID-Related Stories (N = 544)			Sources in All Stories (N = 1706)			COVID-Related Stories in Whole Sample (N = 570)	
	Female (N=165)	Male (N=379)	Other (N=0)	Female (N=718)	Male (N=986)	Other (N=2)	COVID-Related % (N)	Not COVID-Related % (N)
Politics and Government	31%	69%	0%	30%	70%	0%	61% (65)	39% (41)
Economy	21%	79%	0%	25%	75%	0%	45% (50)	55% (62)
Science and Health	21%	79%	0%	35%	65%	0%	41% (32)	59% (47)
Social and Legal	50%	50%	0%	45%	55%	0%	16% (11)	16% (58)
Crime and Violence	87%	13%	0%	34%	65%	1%	10% (7)	90% (60)
Gender & Related	75%	25%	0%	55%	45%	0%	17% (1)	83% (5)
Celebrity, Arts, Media & Sports	32%	68%	0%	26%	74%	0%	13% (14)	87% (97)
Other	25%	75%	0%	22%	78%	0%	5% (1)	95% (19)
Overall	32%	67%	0%	32%	68%	<0.5%	32% (181)	68% (389)

(Numbers greater than zero and less than 0.5 are represented as <0.5 rather than rounding them down, and 0 is used only when there zero entries recorded.)

The largest categories of stories that had a COVID-19 connection were those that addressed topics of 'Politics and Government', 'Economy' and 'Science and Health'. In COVID-related 'Politics and Government' stories, males comprised 69 per cent of sources, while in 'Economy' stories, males comprised 79 per cent of sources. These percentages were almost identical to the percentages of male sources in the combined figures for COVID-related and non-COVID-related news for 'Politics and Government' and 'Economy'. In COVID-related stories about 'Science and Health', males were 79 per cent of sources. This was a notably higher figure than for combined COVID-related and non-COVID-related 'Science and Health' stories in which males were 65 per cent of sources. In the COVID-related 'Science and Health' stories, politicians and health professionals were the main sources, and such sources are usually male in Australian news reporting.

A smaller number of stories with COVID-19 connections addressed 'Social and Legal' and 'Celebrity, Arts, Media and Sports' topics. In COVID-related 'Social and Legal' stories, the percentage of female sources was slightly higher (50 per cent) than for all stories in this category (45 per cent), but not significantly so. The percentage of female sources in COVID-related stories (32 per cent) about 'Celebrity, Arts, Media and Sports' was substantially greater than for all stories about these topics. This was because so many non-COVID-related stories focused on sport and sportsmen. The COVID-related stories Celebrity, Arts, Media, and Sports had a lower emphasis on sport and included a wider range of topics, such as how the arts and entertainment industries has adapted to the pandemic and attempts by artists to support people who were struggling with social distancing, restrictions on movement and other challenges. Even though such stories had more male sources than females, they were less male dominated than sports related stories.

Females were the main sources in stories about 'Crime and Violence' (87 per cent) and 'Gender and Related' (75 per cent) issues. The percentage of female sources in the 'Crime and Violence' category were inflated by stories about three women accused of lying on their border pass about travelling through an interstate COVID-hotspot, thus allowing them to avoid quarantine. The trio gained national prominence when two of the group tested for COVID-19, because their widespread movements in the eight days prior to detection might have sparked a coronavirus cluster. The only story in the 'Gender and Related' category discussed a United Nations report that found most nations were failing women and girls with their COVID responses. Due to the small number of stories in the Crime and Violence' (87 per cent) and 'Gender and Related' (75 per cent), the percentages should not be considered statistically noteworthy.

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The findings of the 2020 GMMP study indicate that women and girls remain underrepresented as sources of news in Australian journalism. Women and girls formed a little more than half the population in 2020 at 50.4 per cent (ABS, 2021). Despite this, the 2020 GMMP research found that females made up less than one-third of people (32 per cent) who were quoted or discussed in the sampled Australian news media stories. The most glaring absence of females was in sport-related news, reflecting the historically heavy diet of reporting about men's sport in Australia's news media. Economic and political reporting are other priority areas where gender imbalance of sources need particular attention.

The underrepresentation of women was particularly notable among the three types of sources who were most frequently quoted or discussed in Australian news stories, which were politicians, sportspeople, and businesspeople. Female sources achieved parity with male sources as celebrities, artists, and actors. It is notable that celebrities, artists and actors category, and this type of source is associated with stereotypical characteristics of females, such as attractive appearance, communications skills, and similar attributes. Women and girls predominated as sources in occupational categories traditionally seen as 'female', such as 'homemaker or parent' and 'office or service worker/non-management worker', and pre- and post-career roles, such as 'retired person or pensioner' and 'student, pupil or schoolchild' (63 per cent female, 37 per cent male). These categories of sources, however, were not quoted frequently overall in the sampled news stories.

In terms of their role in stories, female sources appear in slightly higher percentages when reporters seek someone to discuss their personal experience (discussing illness, bereavement, or other things they have lived through), to express public opinion (such as through vox pops), or to describe events as eyewitnesses. Notably, they appear in lower percentages than male sources – they are simply less overlooked as sources in these categories than in other categories. Percentages of female appearances compared to males are lowest in roles that discuss or draw insight from an individual's expertise or actions, such as being an expert/commentator, an institutional spokesperson, or the subject of the news report.

Continued work is needed across media, political, education and other social institutions to explore ways to ensure that the balance of sources appearing in news media reflects the contributions of all genders. Some attempts have been established to help journalists find high-quality female and other diverse sources to profile or interview. The Women for Media database (<https://womenformedia.com.au/>) and the Media Diversity Australia Find an Expert Database (<https://www.mediadiversityaustralia.org/find-an-expert/>) represent positive starting points that could be scaled up if provided with appropriate support. Government, business, and community organisations, particularly those that have corporate communications units, can assist by committing themselves to train their female employees and emerging organizational leaders in how to communicate with the news media. When such organisations are contacted by journalists, they can recommend females with appropriate expertise. For news media organisations, staff training and auditing of their reportage to check for diversity and initiatives to build awareness of opportunities for expanding source networks would encourage journalists to make greater use of female expertise in business, economics, politics, sports, and other areas of society.

Women appear on the surface to have achieved parity in newsrooms in terms of numbers of females who are bylined as reporters or who present the news as broadcast anchors. The study indicated that female to male bylines and appearances as reporters were approximately equal (49 per cent female to 51 per cent male), with male presenters more

dominant in radio and female presenters more prevalent in television in the sample that was taken. It seems encouraging that for the first time since the GMMP commenced in 1995, women have achieved parity as reporters and presenters of the sampled Australian news stories. The percentages of female journalists are still low, however, if account is taken of the fact that women have formed the vast majority of students in Australian journalism degrees and other post-school study programs since the 1980s.

Given that most newsrooms predominantly hire university graduates from journalism degrees and a mix of other degrees as entry-level journalism jobs, research is needed into why women's workforce participation does not reflect the gender balance among the pool of graduates. Research on entry-level employment in news media organisations could also help to determine whether hiring practices may be affecting the gender balance among successful applicants and if so, how this might be addressed. Once a journalist has commenced work in the news industry, the length of journalists' careers, the types of stories they choose or are assigned to work on, and their promotions to senior and management positions can be affected by a range of gender-related factors. Parental responsibilities, for example, have a noteworthy factor that influences career trajectories. The Women in Media group, founded by the journalism union-cum-professional association, the Media, Entertainment and Arts Alliance, offers mentoring, awards, networking events, training and other support for the confidence and capacity of female journalists. Amid changes wrought by technological change, economic disruption and, more recently, the COVID-19 pandemic, it remains important for media organisations and other stakeholders to review and reimagine ways for women to sustain careers and opportunities for advancement in journalism. Given the current financial instability of the news media industry, a focus is needed on industry-wide support to ensure equitable opportunities.

REFERENCES

- Australian Bureau of Statistics (ABS) (2021). National, State and Territory Population, Dec 2020. Available at <https://www.abs.gov.au/statistics/people/population/national-state-and-territory-population/dec-2020/310104.xls>. Accessed 12 July 2021.
- Australian Bureau of Statistics (ABS) (2020). *Gender Indicators, Australia: 2020*. Canberra, ACT: ABS. Available at <https://www.abs.gov.au/statistics/people/people-and-communities/gender-indicators-australia/2020>. Accessed 12 July 2021.
- Australian Human Rights Commission (AHRC) (2017). *Violence against Women in Australia*. Sydney, NSW: AHRC. Available at <https://humanrights.gov.au/our-work/legal/submission/violence-against-women-australia-2017>. Accessed 12 July 2021.
- Australian Human Rights Commission (AHRC) (2020). *Respect@Work: National Inquiry into Sexual Harassment in Australian Workplaces*. Sydney, NSW: AHRC. Available at https://humanrights.gov.au/sites/default/files/document/publication/ahrc_wsh_report_2020.pdf Accessed 12 July 2021.
- Bacon, W., & Dalley, E. (2013). Where are the women in the media? *New Matilda*, March 8. Available at <https://newmatilda.com/2013/03/08/where-are-women-media/> Accessed 12 July 2021.
- Gallagher, M. (2005). *Who Makes the News? Global Media Monitoring Project 2005*. London, UK: World Association for Christian Communication. Available at https://mediamonitringafrica.org/images/uploads/gmmp-report-en-2005_small.pdf Accessed 12 July 2021.
- Macharia, L. (2015). *Who Makes the News? Global Media Monitoring Project 2015*. London, UK, and Toronto, ON: World Association for Christian Communication. https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/reports_2015/global/gmmp_global_report_en.pdf Accessed 12 July 2021.
- MediaWatch. (1995). *Global Media Monitoring Project: Women's Participation in the News*. Toronto, ON: National Watch on Images of Women in the Media (MediaWatch).
- North, L. (2016). Still a 'blokes club': The motherhood dilemma in journalism. *Journalism*, 17(3), 315-330.
- Price, J., & Payne, A.M. (2019). *Women for Media Report: 'You Can't Be What You Can't See'*. NP: Women's Leadership Institute Australia. Available at <https://apo.org.au/sites/default/files/resource-files/2019-04/apo-nid228846.pdf> Accessed 12 July 2021.
- Romano, A. & De Ponte, M. (2002). 'Changing representations of women: *The Courier-Mail* over four decades', *Australian Journalism Review*, 24(2), 2002, pp. 151-170.

Annex 1. Methodology¹

A key characteristic of longitudinal research is the assessment of change over time on the observed indicators. In the case of the 2020 Global Media Monitoring Project (GMMP), the methodology, indicators, approach to data collection and analysis are consistent with past editions of the research in order to allow for the usual historical comparisons.

Process

The global monitoring day scheduled initially for the first quarter of 2020 was postponed to later in the year due to the upheavals caused by the first coronavirus (Covid-19) wave worldwide. As the April monitoring day approached, it became quickly clear that proceeding as planned would result in a news sample that would be almost entirely focused on coronavirus stories. A new need emerged to address the practicalities of monitoring during the lockdowns and curfews imposed to contain the spread of the virus, as the regular sit-down communal coding sessions were now out of the question for most teams. The risks to health and livelihoods, the need to find ways of coping with everyday life, would shift the GMMP down on the ladder of priorities for the volunteers, potentially increasing the drop-out rate. These new challenges called for a pause on the plans to search for solutions and put in place the tools and resources necessary before monitoring could proceed.

The GMMP technical advisory group and the database development team Code for Africa worked to systematically address the issues. A new monitoring date was set for September, the coding tools were tweaked to capture Covid-19 stories without compromising on the ability to compare results across time based on story topics, exhaustive audio-visual training resources on how to code in a pandemic were put in place, electronic coding instruments were developed, and the teams were re-trained in numerous webinars.

As with previous waves of the GMMP, the initial data capture was conducted offline by volunteer teams across the 116 participating countries. For the 2020 GMMP, a spreadsheet version of the coding sheets was provided, to allow for electronic recording of the observations.

In the period leading up to the monitoring day, a series of regional and national training sessions were organised to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, and the number of media to code.

For the 2020 GMMP, teams could choose from two possible options for the monitoring:

- **Full monitoring**, whose results provide a comprehensive picture of the status of gender equality dimensions in news media.
- **Short monitoring**, a shorter version which focuses on the key GMMP indicators, for teams who wished to participate but for various reasons could not implement the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media items were collected. Across the different media types- both for the full and short monitoring-monitors captured information about the story, its main themes, and the people in the story, as journalists, as story subjects and sources.

¹ See the global report for the extended discussion on the GMMP 2020 methodology

Additionally, three optional special questions, unique to each country, allowed individual countries to analyse issues of national interest. For standardisation purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists.

To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to select the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day in September 2020, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37% and 36% of Covid-19-related stories respectively.

Media bands

The media bands system was introduced in 2005 to ensure a more even spread of data and also serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was updated with the input of the country coordinators.

Weighting

While the GMMP seeks to understand how gender is represented in media across the world, differences in media access and impact across the participating countries mean that a simple aggregation of the data would lead to biased results. For example, if a country like France submitted data from 100 media, the entries from a smaller country like Fiji would have little, if any, impact on the results. Additionally, while two countries may have similar numbers of newspapers, their impact, in terms of the number of people who read them, may be significantly different. To address these challenges, GMMP 2020 updated, re-tested and applied the weighting system first developed for the 2005 edition.

Accuracy

The GMMP involved several thousand people across 116 countries from diverse gender and media stakeholder groups, with different research abilities and working in a wide range of languages. For a study of this scale, it was crucial that accuracy was considered at each stage, to maintain the high levels achieved in previous years. Data entry and processing errors can have severe biasing effects on the data analysis, resulting in misrepresentation of the observed variables. To minimise this risk, we leveraged on a variety of automated processes, as well as the extensive media monitoring experience of the country coordinators.

Limitations

As with any study, great effort was made to ensure accuracy of the data. As observed in previous GMMPs, an exact error of measurement cannot be determined due to the study's magnitude. Conventional error measurement would involve different researchers coding the same story and then calculating a level of error from the differences between the results. Although this was not possible for GMMP, we followed best practice to make sure that there were minimal errors in the data capture and analysis generation process.

About Code for Africa

[Code for Africa](#) (CfA) is the continent's largest network of indigenous African civic technology and investigative data journalism laboratories, with over 70 staff in 19 countries, who build digital democracy solutions that are intended to give citizens unfettered access to actionable information that empowers them to make informed decisions and that strengthen civic engagement for improved public governance and accountability.

Annex 2. List of Monitors and Data Coders

Country report author

Angela Romano

Collectors of Sample Newspapers

Kathryn Bowd
Karen Marchant
Angela Romano
Alice Steiner
Alex Wake

Collectors of Radio Bulletins

Elizabeth Aboud
Shanelle Adams
Paul (Campo) Campion
Hannah Davies
Nicole Keramos
Holly Payne
Isabella Pol Bodetto

Collectors of Television Bulletins

Angela Romano
Alice Steiner

Collectors of Internet and Twitter Stories

Charlotte Flew
Angela Romano

Newspaper Data Coders

Elizabeth Aboud
Shanelle Adams
Hannah Davies
Charlotte Flew
Nicole Keramos
Holly Payne
Isabella Pol Bodetto
Angela Romano
Matthew Tsimpikas

Television Data Coders

Erin Godwin
Angela Romano

Radio Data Coders

Hannah Davies
Charlotte Flew
Angela Romano
Matt Tsimpikas

Internet and Twitter Coders

Charlotte Flew
Angela Romano

WACC



WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

Tel: +1 416 691 1999
gmmp@waccglobal.org
[@whomakesthenews.org](http://www.whomakesthenews.org)
[@whomakesthenews](http://www.whomakesthenews.org)

Assoc Prof Angela Romano
School of Communication
Queensland University of Technology
Victoria Park Rd
Kelvin Grove, QLD 4059
Australia

Tel: +61 7 3138 4000
a.romano@qut.edu.au
www.qut.edu.au
@qut