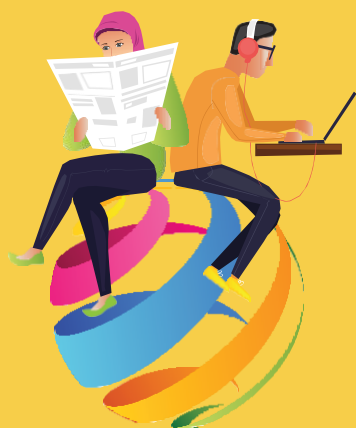# WHO
MAKES THE
NEWS?

GMMP

Global Media
Monitoring
Project

2020

England, Northern
Ireland, Scotland,
Wales and the
Republic of Ireland

COMBINED FIVE-NATION REPORT

NATIONAL REPORT

GMMP

Global Media Monitoring Project

2020

WACC communication for all

CODE for AFRICA

University of **Strathclyde Glasgow**

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UN WOMEN
United Nations Entity for Gender Equality and the Empowerment of Women

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Acknowledgements

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Data source: Global Media Monitoring Project, 2020

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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 desig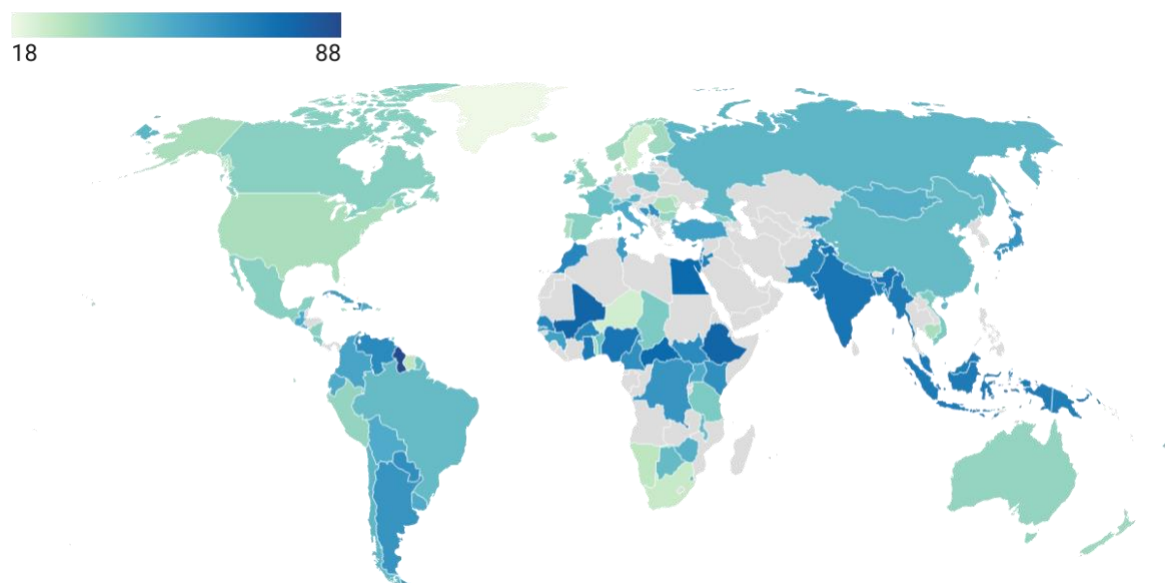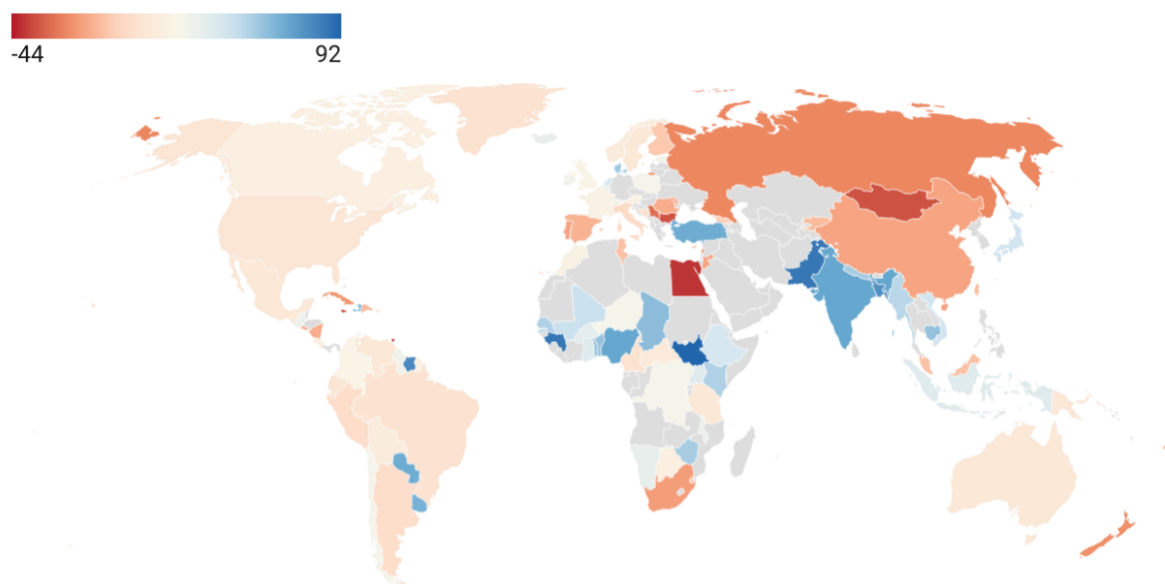ned to capture a snapshot of gender on one 'ordinary' news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime and other issues.

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".[1]

The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.[2] 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.

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[1] *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

[2] Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

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."[3]

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 news outlets. The number of participating nations increased by 63% since 1995 as baseline data was 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.

Regional Context

News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself, cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced and sometimes challenged by the media. Who is behind the camera, who sits in the newsroom and who controls the news desk have an influence on what the public get to read, hear and watch about the world's events and GMMP calls attention to the extent to which news media continue to discharge their responsibilities as the fourth estate.

In 2015, 33 countries participated in GMMP 2015 and in 2020, 32 countries took part (see Annex 2). While there has been a core set of European countries which have participated in all or nearly all the GMMP monitoring days, 2020 was particularly challenging because of Covid-19. That so many people, coordinators and monitors did so, is a testament to their and our commitment to the broader GMMP project. While the impact of the pandemic continues to be felt as I write this report in June 2021, it is interesting that on

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[3] In *Who makes the news? The Global Media Monitoring Project report*, 2015

2020 monitoring day, only 27% of stories were coded as associated with Covid-19. This gives us confidence to suggest that the data discussed in this report continue to serve an important comparative function in relation to previous iterations.

National Context

In the UK, Covid dominated news agenda in relation to two major stories carried by all the mainstream media: a) PM Boris Johnson was asked in a press briefing about the new C-19 restrictions which had just been imposed on the North East of England and made a mistake. He later took to Twitter to say he had 'misspoken' and put the record straight; b) students are to be 'allowed' to return home over the Christmas break: earlier it had been suggested that they would have to stay on campus or in their accommodation over Christmas if they tested positive or someone in the household did, to prevent the spread to other parts of the country; c) another story which was carried by many news outlets concerned the 46th birthday of actor Gwyneth Paltrow who posted pictures of her naked body on her Instagram account claiming that she looked good for her age because of what she ate; d) a fourth story which was widely reported concerned the murder of a police officer who was shot by a man who had been arrested and was in a holding cell in the police station awaiting processing; e) a fifth story which was widely reported was allegations that Donald Trump had paid almost no tax since he became President and very little in the preceding 10 years.

In the Republic of Ireland, Covid-19, in some form, was also present across the news media coded. September 29th was the day which recorded more than one million deaths worldwide from the virus, so much of the coverage had a slightly more global element than normal coverage over the previous six months. Domestically, four other stories appeared repeatedly across the news: a) Covid development in Ireland, such as fears of a growing second wave, employment/economic concerns, etc., and reaction to footage of students in Galway city drinking/congregating on the streets; b) a follow-up story about a high-profile judge who attended a golf dinner and breached Covid-19 guidelines; c) the release of national crime figures (news reports typically highlighted the data and trends, rather than any kind of analysis that drew on external sources); d) ongoing reaction to the news the previous day that a politician was resigning his role to become involved in a banking lobbying group which drew a lot of attention due to questions over a conflict of interest.

Executive Summary

- Over the 15-year time period from 1995 to 2010, there was a slow but steady improvement in the visibility of women as producers and subjects of news in the UK and the Republic of Ireland. Between 2010 and 2015, there were some indications that this improvement had stalled in some areas and the current data for 2020 show that there has been some progress in women's visibility over the past five years, but it is painfully slow, mostly showing increases of a few percentage points and in some aspects, women are less visible than they were in 2010.

- Across the five nations, we sampled 81 media including 23 newspapers, 17 TV and 11 radio programmes, 13 twitter news sites and 17 online news sites. We coded a total of 1090 stories, 2040 sources and 893 media professionals.

- While we coded the secondary topic for Covid-19 stories so as to be able to provide comparisons between the 2020 data and previous GMMP iterations, Covid-19 dominated the news agenda, comprising the primary or secondary topic in 40% of all stories and so the pandemic has necessarily exercised some influence in terms of our findings. We cannot really know quite how the news landscape on sampling day was particularly influenced by Covid-19, nor can we readily disentangle issue of gender from issues of Covid but nonetheless, it is worth highlighting some of the headlines from the 2020 dataset.

- We coded a total of 1090 news stories across five media, distributed as: print (353), radio (101), TV (185), internet (228) and twitter (228). Perhaps unsurprisingly, the major topic of 'science/health' was the most popular and accounted for 23% of stories. The influence of the pandemic is very clear in these data when compared with the 2015 data from GMMP UK/Republic of Ireland, when the 'science/health' major topic accounted for 8% of all news stories across all media.

- There were only six stories which were coded as explicitly *about* gender although around 60 stories (5%) across all five media platforms mentioned some aspect of gender in/equality or challenged gender stereotypes in some way.

- Across all five media types, we coded 2040 sources (an increase of 80 sources on 2015) of which 31% were women in legacy media and 27% were women in internet and twitter stories. If we disaggregate the five media, print provides the most opportunities for women's visibility (32%, an increase of 1% on 2015), followed by TV (31% an increase of 2% on 2015), twitter (28%) and internet (27%), with radio including the least number of women (23%, an increase of 1% on 2015). In 2015, sources for twitter and internet were combined at 25% so again, a slight increase in 2020.

- Overall, across all media, women comprise 29% of all sources and subjects, an increase of 2% on 2015. The headline takeaway from this is that women are slightly more visible as sources and subjects in news than in 2015, but for every one woman in the news there are nearly three men, a ratio that has scarcely changed over 25 years.

- Women were most likely to be sources or subjects in stories categorized as 'social and legal' and least likely to be included in stories focused on 'politics and government'. They are thus

significantly under-represented in hard news stories such as politics and the economy and in all the authoritative, professional and elite source occupational categories and are, instead, significantly over-represented as voices of the general, public as homemakers, parents, retired persons and young people.

- We also looked at the visibility of women and men from minority ethnic backgrounds, identified either visually through accompanying photographs as being non-white or else through their ethnicity being mentioned in the news stories themselves. We coded 124 (6%) people as being from minority ethnic backgrounds, 30% of whom were women which confirms the same pattern of gendered in/visibility we see across all sources.

- If we look at the *function* women perform in stories, their contribution as experts (26%) and spokespeople (27%) are modest and have increased by 6% and 1% respectively on 2015 and they are much more likely to speak in a personal capacity because of their particular experience or direct involvement in the story. In other worlds, women are still positioned in the private sphere of citizen rather than the public sphere of expert and professional.

- Findings show that there is an inverse relationship between gender and age, so as women's age increases, so their visibility in the news decreases: 31% of sources/subjects who were coded as aged 50-64 in print media and 25% on TV were women, dwindling to 13% and 15% in the 65-79 age group for the same media.

- As well as looking at subjects and sources, we also considered the people who are behind the camera and in the newsrooms and coded a total of 893 journalists, reporters and presenters, 41% of whom were women. The total number of media professionals has increased by 431 on 2015 and the total number of women has increased by 9% on 2015, largely because of the number of women writing in the digital news landscape.

- In terms of medium of employment, Twitter showed the most stories with a woman journalist (51%), followed by TV (49%), internet (41%), print (37%) and finally radio (23%). Interestingly in TV, the number of stories with women journalists has seen a significant increase (15%) whereas for print (5%) and radio (2%), the increase has been rather less dramatic and for radio, the number of women reporting stories is 13% lower than in 2010.

- Looking at TV and radio presenters, 47% of stories presented on radio had women presenters, a more than doubling on 2015 (23%) although the proportion of TV presenters has scarcely changed over the past five year, up 1% to 51%.

- As with news subjects, we also coded the age of 153 TV presenters (79 women and 74 men) and found that 100% of everyone coded between the ages of 19 and 34 were women, with two-thirds of women comprising the 35-49 yrs age group but only 37% of presenters who were coded in the age group 50-64yrs. When we did the same for on-screen reporters, we coded 100 reporters (50 women; 50 men) and we see the same pattern, with 80% of the age group (35-49 yrs) being women, 50% of the next oldest age group comprising women and only 16% of reporters in the age group 50-64ys comprising women.

- In summary, women continue to be under-represented as much as subjects and sources in news media, as media professionals. They remain largely confined to the sphere of the private, emotional and subjective, while men still dominate the sphere of the public,

rational and objective. Given that more women than men are graduating from university journalism courses, our findings suggest that women might be entering the profession but are not progressing into the more prestigious beats at the same rate as men. Women have been slowly advancing across the range of professions but do not enjoy the same visibility in the media as expert and authoritative sources. The silencing of women's voices as subjects, creators and narrators of news is not a good news story, not for women, not for men, not for society.

# A DAY IN THE NEWS IN FIVE NATIONS

THE CONTEXT

We looked at 81 media including 23 newspapers, 17 TV and 11 radio programmes, 13 twitter news sites and 17 online news sites. We coded a total of 1090 stories, 2040 sources (29% women) and 893 media professionals (41% women). The media outlets were chosen on the basis of distribution, popularity and reach, and for the online/Twitter outlets, our choices were based on sites which published a minimum number of stories and tweets as set out in the global GMMP methodology. The five national coordinators were assisted by a team of 37 media monitors and a list of their names and the media we monitored is contained in Appendix 2. We also included three special questions: a) is this person from a minority ethnic background; b) is the story about the Black Lives Matter campaign; c) is this story about the Covid-19 regulations. Throughout the report, where we mention "legacy media" we mean print, TV and radio and "digital" refers to the online news websites and Twitter accounts we sampled. We also use the abbreviation "RoI" to refer to the Republic of Ireland.

A. TOPICS IN THE NEWS

We start the description of the data we collected with the focus of the news on sampling day and Fig 1 provides a breakdown on topics by main categories: these 6 categories aggregate a total of 1090 stories. However, given the pandemic, we coded for topics which related to Covid-19 (yes/no) but also coded those Covid-19 stories with their associated topic focus. This means that Fig 1 includes **all** stories, both Covid-19 stories and non-Covid-19 stories, and Fig 2 shows the breakdown of the sub-topics associated with the Covid-19 stories. We provide a discussion of the Covid-19 stories later in this report.

Fig 1 – stories by major topic category
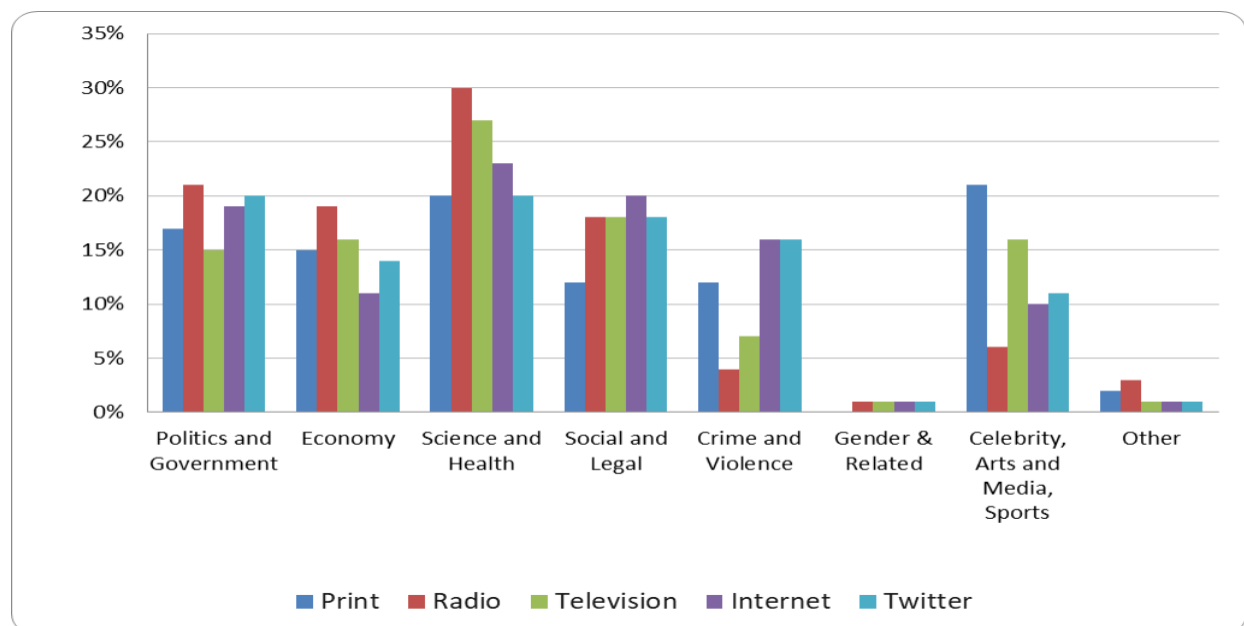
We coded a total of 1090 news stories across five media, distributed as: print (353), radio (101), TV (185), internet (228) and twitter (228). Perhaps unsurprisingly, the major topic of 'science/health' was the most popular across most media (with the exception of print) and several of the other major topics showed similar patterns of frequency. Topic categories which showed the most difference between the different media were 'crime and violence' which were much more popular with digital media than broadcast and 'celebrity, arts, media and sports' which were much more popular in print and TV news. In volume terms across legacy media, 'science and health' topics accounted for 23% of stories, followed by 'politics and government' and 'celebrity, arts, media and sports' with both accounted for 17% and then economy (16%), 'social and legal' (15%) and 'crime' (9%). The frequencies for digital media were: 'science and health (21%), 'politics and government' and 'social and legal' (both 19%), 'crime and violence' (16%), 'economy' (12%) and 'celebrity, arts, media and sports' (10%). Digital media's higher incidence of stories about crime and violence compared with legacy media is interesting and perhaps relates to assumptions about the audience for digital news as being more vulnerable to 'clickbait' stories. The influence of the pandemic is very clear in these data when compared with 2015 when the 'science/health' major topic accounted for 8% of all news stories across all media. Across all media, we only coded six stories as gender-focused (one radio, one TV, three internet and one twitter) although as we will see later, there were more stories which included some element of gender in their narrative. As is clear from Fig 2, none of the Covid-19 stories had a gender aspect.

Fig 2 – the sub-topics associated with Covid-19 stories
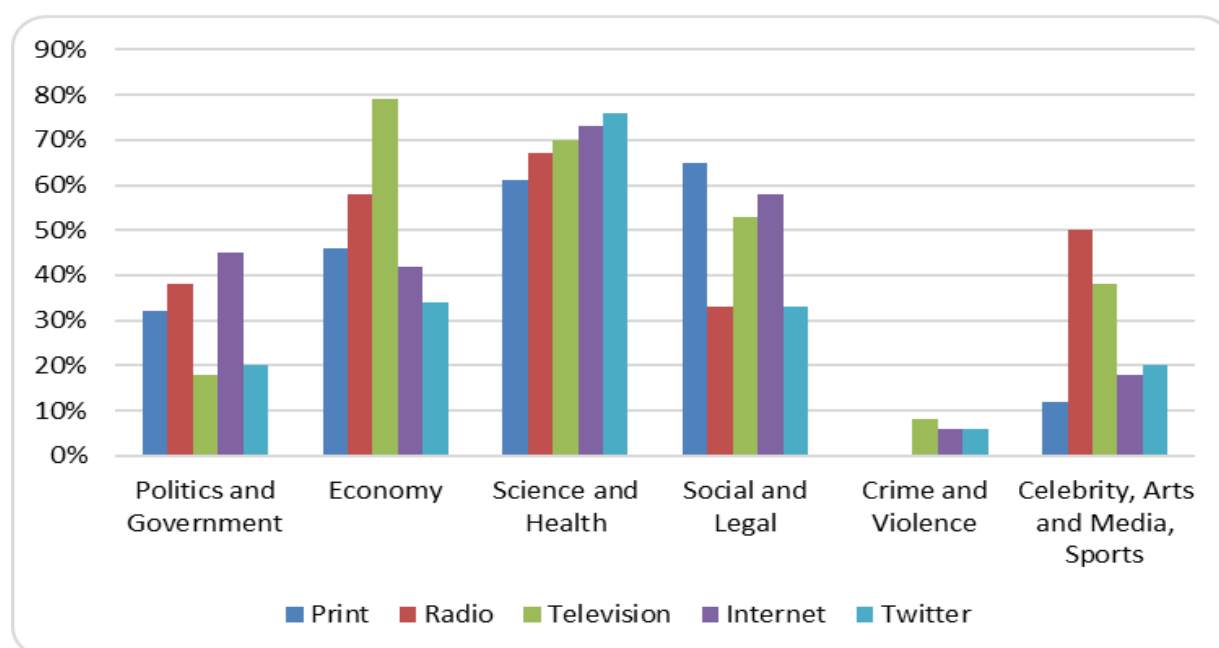
B. NEWS SUBJECTS AND SOURCES

Overall visibility

Across all five media, we coded 2040 sources of which 31% were women in legacy media and 27% were women in internet and twitter stories. If we disaggregate the five media, print provides the most opportunities for women's visibility (32%), followed by TV (31%), twitter (28%), internet (27%), with radio including the least number of women's voices (23%). Overall, across all media, women comprise 29% of all sources and subjects. As Table 1 below shows, in 2020 women were most likely to be sources or subjects in stories categorized as 'social and legal' and least likely to be included in stories focused on 'politics and government'. Looking at the historical data, we can see that for both legacy and digital media, there is a slight (+2%) increase in women's voices over the past five years but the proportion is still less (- 1%) than the 2010 landscape which, for a period of 10 years, is extremely disappointing. We coded six stories under the 'gender-related' major topic but sources in these stories do not appear in Table 1 as the combined number is <1%.

Table 1 – major topics in which women appear x medium

MAJOR TOPIC	PRINT, RADIO, TV			INTERNET, TWITTER	
	2010	**2015**	**2020**	**2015**	**2020**
Politics and Government	25%	20%	24%	15%	21%
Economy	27%	24%	27%	32%	24%
Science and Health	31%	42%	30%	29%	**32%**
Social and Legal	43%	31%	**38%**	31%	21%
Crime and Violence	34%	42%	31%	32%	27%
Celebrity, Arts and Media, Sports	31%	23%	**37%**	10%	45%
TOTAL	**32%**	**29%**	**31%**	**25%**	**27%**

While it's good to see more women appearing in the higher 'value' news genres such as politics and the economy, both of which have seen an increase on the 2015 data, there is almost no movement from 2010 and in fact a slight decrease for their visibility in these stories. Given that the British Parliament has the largest proportion of women MPs in this current term than any other period in its history, the lack of visibility is woeful: there have also been increases in the proportion of women elected to the Irish Parliament, the Dáil Éireann (the Irish Parliament), as well as the devolved administrations, but their voices continue to be sidelined. However, this can be partially explained by the fact that, as we saw earlier, the pandemic was (and still is) a significant feature of the 2020 news landscape with political voices being dominated by political leaders and those with health portfolios, almost all of whom are men, with the exception of Scotland, which has a woman Leader (First Minister Nicola Sturgeon) and a woman Health Secretary (Cabinet Secretary for Health and Sport, Jeane Freeman). If we look only at the Scottish data, we see that women accounted for 33% of voices in political news and 42% of voices in science and health topics across legacy media, showing the importance of women who occupy elite political position in relevant areas, but also the potential skew. While we did not code individual names, it is likely that Sturgeon and Freeman accounted for a high proportion of voices in those two categories.

The broader lack of women's political voice was noted in several news reports which appeared periodically during the first year of the pandemic, in which commentators pointed to the very male-dominated line-ups of press briefings and the general absence of women's political voice. The 'politics/government' category accounts for the highest volume of all media stories (22%), so women's absence in these stories is a double blow. Interestingly, when compared with the 2020 data for Europe comprising 33 countries including the UK and the Republic of Ireland, women in our sample were more visible in stories about celebrity (+7%), crime/social (+5%), social/legal (+2%) and politics (+2%) and less visible in stories about the economy (-3%) and science/health (-6%) than the European average.

For internet and twitter stories, we see a slightly different trend, with a more than fourfold increase in women's visibility in the lighter news genres such as celebrity, arts, media and sports which is interesting but the reason why is not immediately obvious although as we suggest at the beginning, this could simply be a function of the orientation of the news agenda on the sampling day. Interestingly, looking at the Scottish data, only 13% of political stories included women's voices, so prominence is not always associated with frequency, at least not in digital media. Different patterns of visibility can be discerned when comparing our data with that from the European region for internet and twitter stories, where women are more visible in stories about celebrity (9%), crime/violence (+2%), science/health (+1%) and less visible in stories about social/legal (-14%), economy (-3%) and politics (-3%).

Occupation
Along with understanding which topics invite or attract women's voices, *who* they are is also meaningful to analyse. Table 2 gives a breakdown of occupations of women subjects and sources as a proportion of all occupations we coded, although 116 sources had no occupation mentioned, across legacy media. There were a number of occupational codes which returned 0 for women including tradesperson/labourer, religious figure, sex worker

and criminal suspect. As the data make very clear, women feature strongly as members of the public with no other occupation provided and in predominantly non-professional occupations. Unsurprisingly, politicians feature significantly in our sample, constituting by far the largest group of sources and subjects (40%) but women are significantly under-represented as a proportion of political sources, even though they comprised the largest occupational group amongst all women in the sample (101 women – 26%). The percentage of women politicians in the news in the British and Irish news stories are very similar (25% and 24% respective), but again, if we look at the Scottish data, we see that 33% of politicians we coded were women.

What's interesting about comparing the UK data with the Republic of Ireland is that although the percentage of women speaking in stories is more or less the same, they comprise 34% of the UK Parliament and 22% of the Irish Parliament, the Dáil Éireann. This suggests that Irish media are more willing to give their women politicians a voice than their British counterparts. A similar pattern can be seen in the internet and twitter stories with the most popular occupations amongst women sources comprising politician, government employee, academic and media professional. Looking at the data for women's occupations in 2015 which indicated the top five and the bottom five most frequent occupations, we see that there are some interesting differences but the highest % increases are where the actual number of sources has decreased. The biggest % increase is in the academic expert occupation and this could be explained by the more frequent inclusion of health academics because of the pandemic. Conversely, the biggest % decrease is amongst health workers. This suggests an increased reliance on expert sources at the expense of individuals on the ground, further confirming much of the literature which suggests that high 'status' sources are preferred as authoritative voices but as we see in Fig 3, these are still mostly men.

Table 2 – Occupation of sources/subjects

OCCUPATION	% (+/- 2015)	N (+/- 2015)
Retired person, pensioner	67	3
Homemaker, parent	66 (+8%)	9 (-15)
Child, young person no other occupation given	65	20
Student, pupil, schoolchild	50 (-34%)	34
Villager or resident	50	2
Activist or worker in civil society org., NGO, trade union	45	44
Media professional, journalist, film-maker, etc.	43	28
Academic expert, lecturer, teacher	40 (+25%)	59 (-6)
Royalty, monarch, deposed monarch, etc.	38 (-29%)	18
Health worker, social worker, childcare worker	31 (-57%)	21 (+1)
Lawyer, judge, magistrate, legal advocate, etc.	27 (+9%)	29 (-20)
Doctor, dentist, health specialist	25	44
Politician/ member of parliament, ...	24 (+2%)	409 (+5)
Business person, exec, manager, stock broker...	21 (+8%)	70 (- 32)
Office or service worker, non-management worker	20 (-47%)	10
Police, military, para-military, militia, fire officer	19	32
Celebrity, artist, actor, writer, singer, TV personality	18	50

|		
Government employee, public servant, spokesperson, etc.	14	91
Sportsperson, athlete, player, coach, referee	8	24
Science/ technology professional, engineer, etc.	7 (-3%)	17

Function

When we look at the function that women perform in the stories in which they appear we see that women are most likely to be included either because they provide eye witness testimony, or because of personal experience, or as the voice of public opinion. Fig 3 below shows the functions that women perform across legacy and digital media and although there are some differences between them, the pattern is broadly similar: only around one quarter of women contribute as experts or spokespeople. Twitter is something of an outlier in terms of women's role in news stories, including half as many women experts as the other media and, conversely, including nearly twice as many women speaking their person testimonies. Print media were the most likely to include women as voices of authority and competence, perhaps because print is a longer-form of journalism than the other four and journalists can include a more diverse range of sources by not always having to reach for the usual suspect.

Fig 3 – function of source x medium
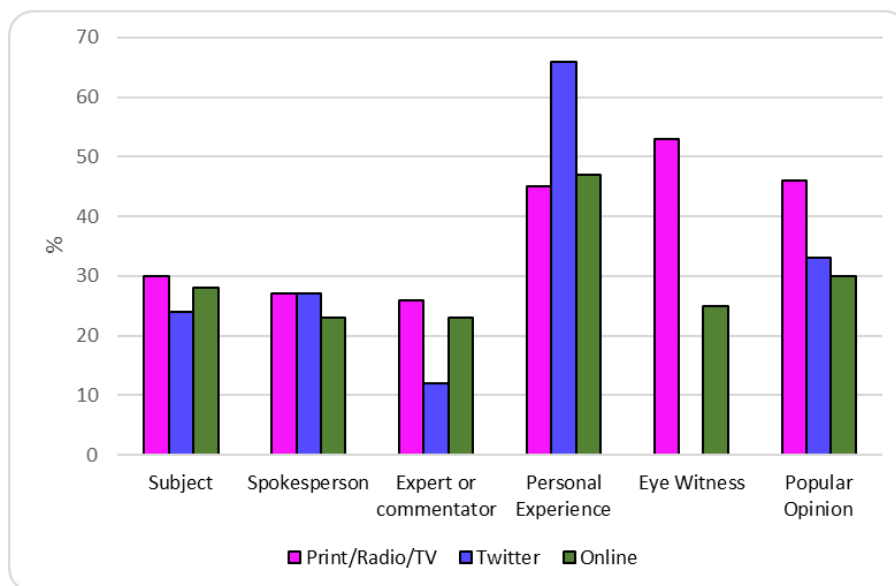
As we see from Fig 4 below, there has been very little change in terms of the function that women perform in news stories over the past decade, with a significant skew which continues to place women in the realm of the personal rather than professional. Over the 10-year period since 2010, the proportion of women spokespeople has risen by 2% and by 1% for women experts. This, despite efforts by media unions, third sector and and some media organsiations to increase the pool of women experts through initiatives such as expert women databases such as *The Women's Room* (https://www.thewomensroom.org.uk/)

Fig 4 – function of source x time period

Legend: ■ 2010 ■ 2015 ■ 2020
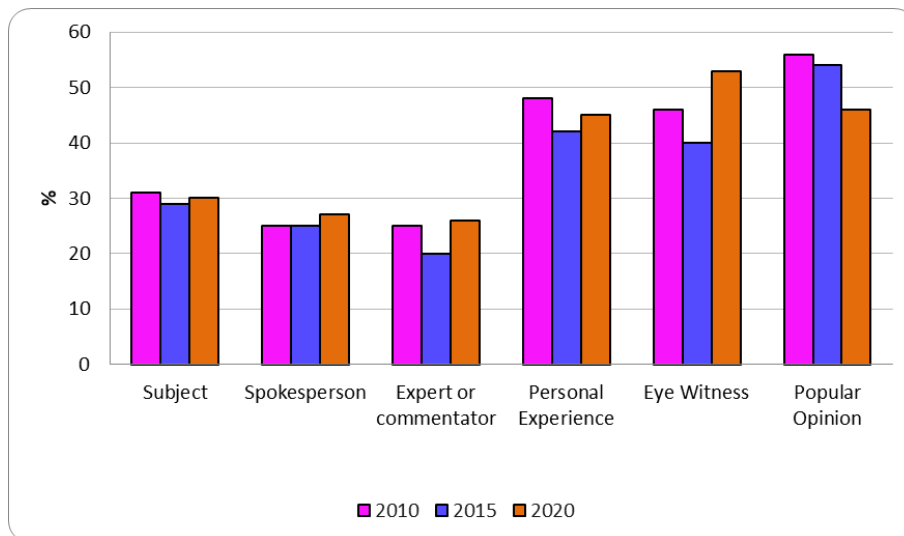
The age thing

Across the media of print, TV and the internet, we coded for age where it was possible to do so, and found that as sources got older, women were less and less visible across all media. For example, the most frequent age groups were 35-49 yrs and 50-64 yrs, and in print media, women comprised 43% and 31% of sources in those age groups and for TV, the statistics are even more stark at 32% and 25%. Internet stories showed a similar pattern of 25% and 25% respectively. In the age category of 65-79 yrs, there were even fewer women: 13% (print) 15% (TV) and 8% (internet) although interestingly, their numbers increased slightly in the admittedly very infrequent (n=15) visibility of sources aged 80+ yrs, comprising 27% and 25% respectively for print and TV. These findings are consistent with the many studies which show how women more or less fall off the edge of the media landscape when they reach middle-age.

The gender in/equality dimension

As well as a general interest in where women appear across the news landscape, we were also interested in understanding more about those news stories which are explicitly focused in issues of gender in/equality or where being a woman was the focus of a story. Of the 638 stories we coded in print, radio and TV, two (one each in TV and radio) were coded as being *about* gender as the primary focus (both stories coded as 'Sexual harassment against women, rape, sexual assault, #MeToo #TimesUp'), although 25 stories (4%) mentioned some aspect of gender and equality/inequality, the most popular major topic category being the composited category of 'social and legal'. In terms of stories which challenged gender stereotypes, we coded 5% of stories as including this dimension with the major topic categories of 'politics' and 'crime/violence' being the most likely. Of the 452 internet and twitter stories in the sample, four were coded as being about gender, three of which were coded as 'sexual harassment against women, rape, sexual assault, #MeToo #TimesUp' and one as 'other gender violence'. In these four stories, three of which were written/reported on by women and one by a man, three women were coded as subjects/sources as were seven men, demonstrating that even in stories about gender-based violence and harassment, men were still more than twice as likely to be mentioned or sourced than

women which says something rather troubling about who is accorded authority and competence to speak on these issues. There were a further six stories which focused on gendered aspects of major topics, including three about women politicians (all reported on by men) and three on some aspect of the women's movement, feminist activism or gender advocacy, two of which were reported on by women and one by a male reporter.

Across all story topics in legacy media, women journalists were no more likely than men to mention gender in/equality issues in their reportage with the exception of stories in the 'politics and government' category, where women journalists (11%) were more than twice as likely as men (4%) to mention the issue. Conversely, men were slightly more likely (6%) to write stories which challenged gender stereotypes than women (4%), although such stories work in both directions in terms of which gender stereotypes are being challenged. In 2015, 27 stories (4%) included some aspect of gender in/equality, so we have seen absolutely no change across the past five years, despite campaigns such as #me too, Times Up, and the regular highlighting of gender pay gaps and women's vulnerability to precarious employment, all significantly exacerbated by Covid-19.

Victims and survivors
Across much media research, there has been a marked tendency for women to feature in news as victims or survivors, often of male violence. Across legacy media, in 2010, women were three times more likely to be described as a victim than men with a total of 19% of all sources coded as victim. By 2015, the 'victim' status for both women and men had decreased to 11% although 78% of domestic violence victims were women. In 2020, 10% of all sources were described as victims, comprising 36 women (55%) and 30 (45%) men. In addition to the 'other' victim category for both women and men, the next most frequent victim category was as victim of domestic violence/rape/murder (19% respectively) with slightly more women (54%) than men coded in this category. However, only women were coded as victims of non-domestic sexual violence/rape/murder: men were more likely to be described as victims of non-domestic crime (66%) and of war/terror (75%). Only 10 people were coded as survivors (5 women; 5 men). When we compare the UK/RoI data with the European data, we see that 62% of women were coded as victims of domestic violence/rape and murder, 79% of women were coded as victims of non-domestic sexual violence and 48% as victims of non-domestic crime. These small but important differences demonstrate why its important to disaggregate regional data in order to identify national trends.

Those extra little details
There are several other gender-based differences in story content which are useful to discuss. for example, for the UK legacy media, 23% of women subjects compared with 10% of men had their family status mentioned and for digital media, the figures were 24% and 8%. For the RoI, the data were 15% and 5% respectively for both legacy and digital media. Women journalists were much more likely to mention women's family status than their male counterparts and for internet stories, women journalists were significantly more likely to source women to speak than men. Similarly, there were differences in the extent to which women and men are invited to speak in stories with women being slightly more likely (87%) to be quoted than men (78%). Interestingly, this is a switch from the 2015 data which showed the opposite tendency. Finally, women were more likely to be photographed than men in the UK (37% and 27% respectively) although women and men were almost equally

likely to be photographed in RoI stories (37% and 38%).

The multiplier effect
Given that most of the digital media sites which were sampled (online news and twitter) were the online versions of the legacy media we sampled, all the data are presented separately so as to avoid amplification and over-representation of the findings. We were interested to understand the extent to which news stories are multi-purposed across different digital platforms and found that 43% of online news stories were shared on twitter and 32% on Facebook, demonstrating the transversal nature of the media's digital footprint. The majority of tweets were original, 91% for UK and 88% for RoI.

Special Questions
In 2020, the GMMP methodology added a new aspect which encouraged national coordinators to ask up to three 'special questions' which were pertinent to their particular context. A number of European countries, including those in the UK and the Republic of Ireland devised one SQ which asked if the source/subject was a member of a minority ethnic community. The answer was determined by two criteria: whether the person was from a visible minority compared with the majority (white) population where stories included a picture; or if the person's ethnic identity was mentioned in the news story itself in order to pick up sources and subjects who were visibly white but from countries other than the five nations in our sample. This is a very imprecise measure because of the subjective nature of identification by eye only, hence also looking for mention of ethnic markers in the news stories themselves, but our data does at least give a *sense* of minority/majority representation. We coded 124 sources and subjects as being from a minority ethnic background (6%) with news items concerned with crime being the most likely to mention or include such a person (32%), followed by political stories (19%), stories about the science/health (17%) and celebrity stories (14%). Stories including people from minority ethnic backgrounds were more likely to be carried by print media (37%) than any other media, with internet stories being the second most likely at 31%.

Interestingly, women from minority ethnic communities were most likely to appear in celebrity stories (77% of all sources in these stories and 37% of all women) and crime stories (25% of all sources and 26% of all women). Only one source (out of 21 coded) about science/health was a woman. The latest official figures for Black and Minority Ethnic communities in the UK, taken from the 2011 census, is estimated at around 14% although by 2020, this will have increased substantially, likely by at least 50%, but even at the official figure, it is obvious that people from those communities are considerably under-represented across the news landscape.

The killing of George Floyd in on 25 May 2020 sparked protests around the world, many using the hashtag #BlackLivesMatter, so our second SQ was to ask if the news item was about any aspect of the BLM movement. However, by the time of the collection point, as is so often the case, the BLM movement had ceased to be especially newsworthy and we only coded five stories about it, two in politics-focused stories and three on celebrity news.

Our third special question related to Covid itself and asked if the story was about the Covid restrictions because in late September 2020 in the UK, there was considerable confusion about what the restrictions were and which nations were observing which restrictions, to the point where even the Prime Minister gave the 'wrong' answer to a

journalist and subsequently took to social media to remedy his error. This special question was not included in the Republic of Ireland sample as it was not relevant. We coded 110 such stories, most of which were science/health and social/legal (31% and 28% respectively) with print, TV and the internet being the media most likely to carry such stories. Women's voices accounted for 40% of the sources in this latter group of stories, comprising exactly half the sources in science/health stories and just over half the sources in the social/legal stories.

D. JOURNALISTIC PRACTICE

As well as looking at subjects and sources, we also considered the people who are behind the camera and in the newsrooms and coded a total of 893 journalists, reporters and presenters, 41% of whom were women. This is an increase of 9% on the 2015 study where we coded 431 media professionals, of whom 32% were women. In terms of medium of employment, Fig 5 shows the percentage of women working as journalists in the three legacy media over the past 10 years, demonstrating that for TV, the number of women working as journalists has seen a significant increase whereas for radio and print the increase has been rather less dramatic and for radio, their numbers are nowhere near as high as in 2010. Women are also significantly involved in digital reporting, with 41% of online and 51% of twitter stories being attributed to women journalists which suggests that the digital landscape is offering more opportunities for women journalists, although this does not seem to have had an impact on women's visibility in digital news which remains below the level of legacy media. In terms of TV and radio presenters, we coded 47% of stories presented on radio had women presenters, a more than doubling on 2015 (23%) although the proportion of TV presenters has scarcely changed over the past five years, up 1% to 51%. That women are more visible as announcers on TV than in any other role or medium reflects the findings of many other studies and is likely to be associated with what has been termed the 'feminisation' or 'intimisation' of news, where news is fronted by an attractive young-ish woman (sometimes paired with an older, not necessarily attractive man), whose friendly persona is regarded as more appropriate for delivering news-as-infotainment. Their 'success' in this role is somewhat offset by women's continuing struggle to achieve visibility as reporters across all media.

Fig 5 – journalist x medium x time period
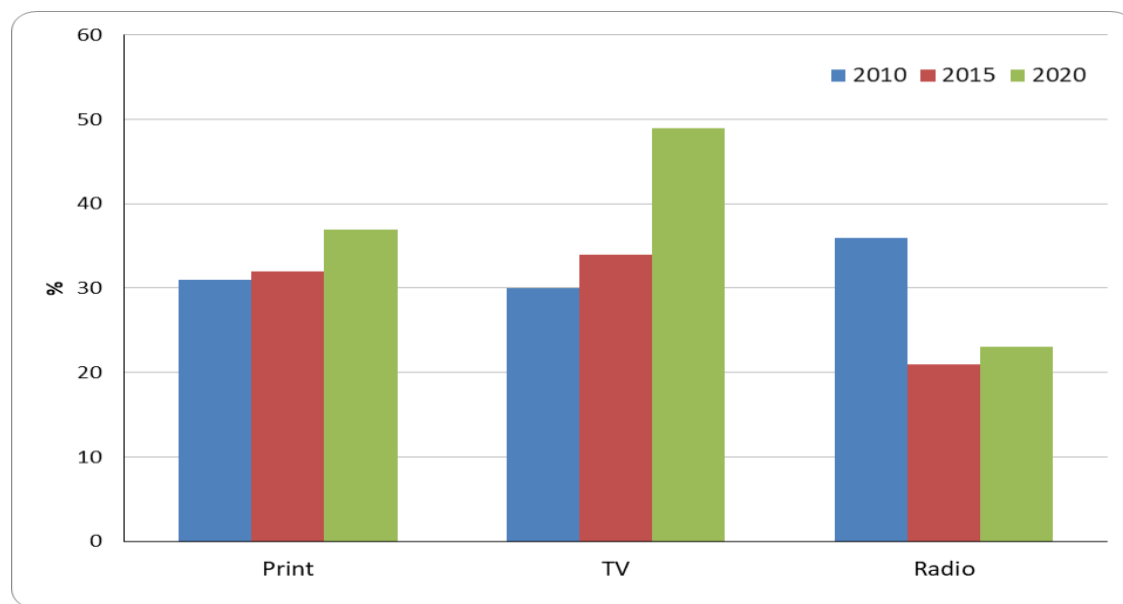
Notwithstanding the caveats around the problems of subjectivity when coding for age, when we did this for news presenters, we attempted to find out the actual ages of presenters by using search engines although this did not always yield information. However, we coded the age of 153 TV presenters (79 women: 74 men) and found that 100% of everyone coded between the ages of 19 and 34 were women, with two-thirds of women comprising the 35-49 yrs age group but only 37% of presenters who were coded in the age group 50-64 yrs.

When we did the same for on-screen reporters, we coded 100 reporters (50 women; 50 men) and we see the same pattern, with 80% of the age group (35-49 yrs) being women, 50% of the next oldest age group comprising women and only 16% of reporters in the age group 50-64 yrs comprising women. Once again, these findings reflect other research which show that younger women are often paired with avuncular men and given the lighter stories to present, yet another example of horizontal segregation. The near-invisibility of older women as both presenters and reporters is also a trend found in much of the literature, although the statistics are a slight improvement on the 2015 landscape when, for example, only 4% of reporters in the older age group were women.

Scope
In terms of geographic scope, we saw similar patterns for women and men writing local and national stories, with around two-thirds writing stories coded as 'national' and around 20% being 'local' across legacy media outlets. Where there were differences were in the 'sub-regional' and 'foreign' stories, with 5% of women writing the former compared with 3% of men, and 11% of women writing the latter compared with 15% of men. While these are relatively small percentage differences, there were twice as many men writing foreign news stories than women which suggests that women still struggle to attract the international beats compared with men. In terms of major topics, women and men have very different beats as demonstrated in Fig 6. Women are more likely to write stories about celebrities (54%), science and health (45%) and social/legal (37%) and men more likely to write stories

on politics/government (75%), crime/violence (74%) and the economy (68%). This once again conforms to other studies which look at horizontal segregation in terms of news beats with women working in the least prestigious area of celebrity and lifestyle.

Fig 6 – journalism beat
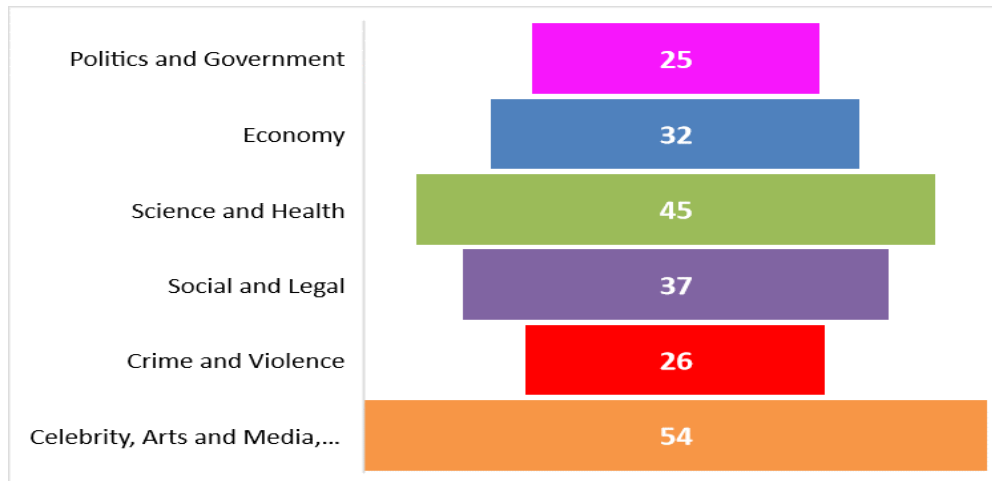
E.   FOCUS ON COVID-19 NEWS

Covid-19-related stories accounted for 40% of all stories across all media, with TV having the highest proportion (51%) and twitter the lowest (33%). Table 3 demonstrates the key differences between Covid-19 stories and all stories. This demonstrates the considerable impact that the pandemic had on news content. In terms of major topic, although 'science and health' were the top topics across all media, there was more variation across the other topic areas, with print and internet favouring 'social and legal', radio and TV favouring 'economy' and twitter favouring both economy and 'social and legal'. This demonstrates that the pandemic not only affected the health of the nation but was associated with all aspects of social, cultural and economic life. While stories focused on crime and violence showed the least association with Covid-19, those that did were mostly stories about the rise in domestic violence, including increased use of helplines and incidence of reported crime as a consequence of lockdown measures. Neither of the gender-focused stories showed a Covid-19 association.

Given that 40% of all stories were related to Covid-19, when we compare the Covid-19 stories with all stories, we see that some media and some topics are particularly dominated by pandemic narratives, in particular TV and internet stories about the economy, print stories about social/legal and twitter stories about science and health. What is perhaps surprising is how few Covid-19 stories are related to crime and violence, given the increased incidence of domestic violence during lockdown although this can also be understood as a function of the GMMP methodology and its focus on a single reporting day. It also needs to be acknowledged that some of the numbers are very small: for example, there were only six stories in the 'celebrity' category on radio and only four stories in 'crime/violence'.

Table 3 – Covid-19 stories and all stories x topic and medium

COVID-19-RELATED	PRINT	RADIO	TV	INTERNET	TWITTER
Politics and Government	32%	38%	18%	45%	20%
Economy	46%	58%	79%	42%	34%
Science and Health	61%	67%	70%	73%	76%
Social and Legal	65%	33%	53%	58%	33%
Crime and Violence	0%	0%	8%	6%	6%
Celebrity, Arts and Media, Sports	12%	50%	38%	18%	20%
ALL TOPICS	**PRINT**	**RADIO**	**TV**	**INTERNET**	**TWITTER**
Politics and Government	17%	21%	15%	19%	20%
Economy	15%	19%	16%	11%	14%
Science and Health	20%	30%	27%	23%	20%
Social and Legal	12%	18%	18%	20%	18%
Crime and Violence	12%	4%	7%	16%	16%
Celebrity, Arts and Media, Sports	21%	6%	16%	10%	11%

Finally, Fig 7considers women's functions across different story topics. They contribute as experts across the broad topics of politics, economy, science/health and social legal but still comprise less than 28% of expert commentators.

Fig 7 – source x major topic x function

23
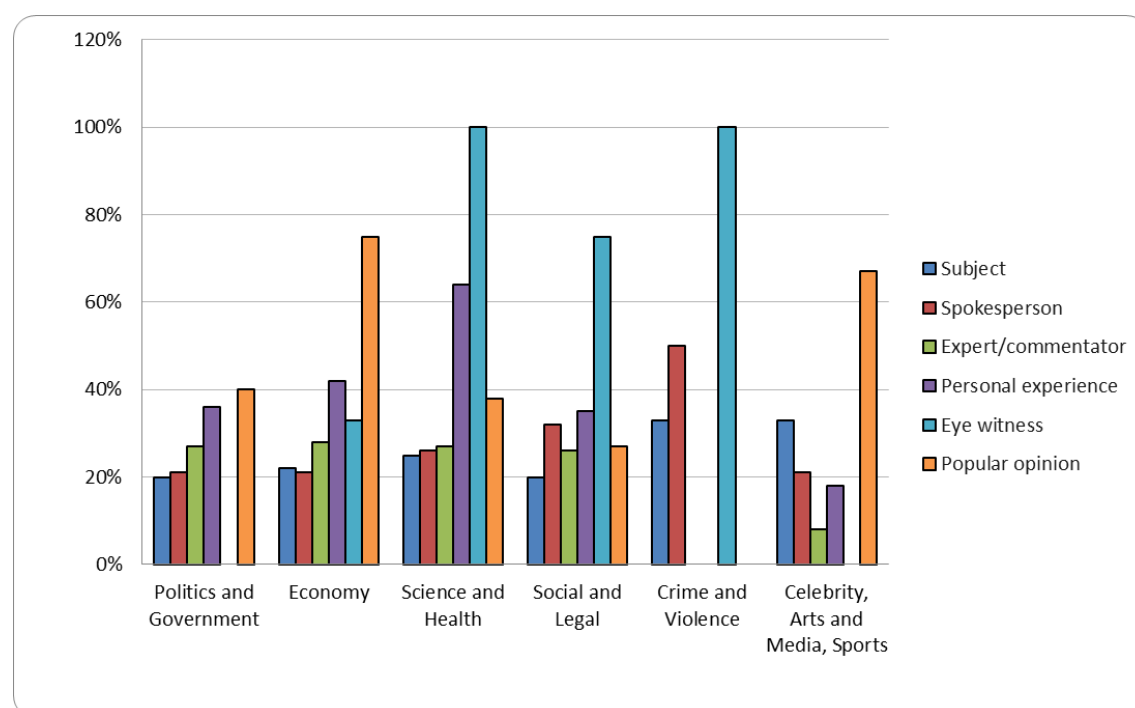
Women were least likely to be the subjects of news and featured most strongly in science and health topics (25%): across the whole sample, women were coded as subjects in 30% of news stories. However, they mostly contribute personal experiences, popular opinion and eye witness accounts, mostly in economic topics (75% of popular opinion voices), science and health (64% of personal experiences) and social/legal (75% of eye witnesses). Across the whole sample, women were coded as providing 55% of eye witness accounts, 45% of personal experiences and 44% of public opinion. This suggests that Covid-19 stories provided more opportunities for women's voices to be heard but they were mostly in the domain of the personal rather than political or professional.

F. CASE STUDIES

ARTICLE # 1

Headline: "Sin the mood"
Published in the *Irish Daily Mirror*, print version
Blatant stereotype

Summary: Ann Summers is an 'adult' brand which sells a variety of adult merchandise including lingerie. Here, the story is about their new 'Halloween at home' campaign which features two reality TV stars, Maura Higgins and Chloe Ross.

Analysis: The story takes up most of a page (3) using a very large image taken from the photoshoot for the Halloween campaign, accompanied by a small amount of text. The main focus is on Maura

Higgins who is in the centre of the picture, and in the separate inset picture in the top left of the page. Although the photograph includes women from a mix of ethnic backgrounds and body shapes, which could be seen as positive (although this is down to Ann Summers rather than the journalist), it nonetheless re-circulates the male gaze which merely consumes the female body for its own entertainment while denying women's agency, despite their provocative 'power' stance, by pouting for the camera. That the photo is on page 3 is also salient given that the UK's *Sun* newspaper routinely portrayed semi-naked young women on page 3 and indeed 'page 3' became synonymous with naked women. The play on words in the title is a typical tabloid conceit designed to be a bit 'cheeky' and to show that the article is meant to be light-hearted and fun, perhaps attempting to obscure the very obvious pornificaion of the women. A spokesperson (unnamed woman) for Ann Summers is quoted as saying that the brand encourages customers to stay safe and sexy.

MEDIA ACCOUNTABILITY SCORECARD
Story is fair, accurate and balanced from a gender equality perspective - POOR
Story clearly highlights the human and/or women's rights dimensions of the issue - POOR
Story contains the views, perspectives and concerns of women as well as men, told in their own voices – POOR
SCORE: E

ARTICLE #2

Two story comparison (on same page)
Headline 1: "She's Gwynspirational"
Headline 2: "New album for birthday boy Cliff"
Published in the *Daily Mirror*, print version
Subtle stereotype
Summary: two articles appear on the same page, both about celebrity birthdays, actor Gwyneth Paltrow (48) and singer Cliff Richard (80) but the orientation and focus of each article is very different.
Analysis: the Paltrow article includes a very large photo of Paltrow looking happy and tanned and two smaller inset photos, one of an Instagram post Paltrow made of herself and one of her and her two children. The article mentions that she company she founded has produced a body butter and that she is the face of an anti-wrinkle treatment, positioning her as someone who monetises her body/face, although she is also framed as an entrepreneur. But the journalist fails to mention that she's an established actor who has won several major awards including an Oscar, an Emmy and a BAFTA. On the other hand, the much smaller article (in terms of page space) on Cliff Richard documents his past and current achievements, describes him as a 'veteran pop star' who has sold more than 250 million records and mentions his knighthood (*Sir* Cliff Richard). All this information is crammed in a small space because the accompanying photo is tiny and the font is small. The overall impression is that Paltrow is little more than a pretty body and a mother of two, while Richards is a highly accomplished artist who has been honoured for his achievements.

MEDIA ACCOUNTABILITY SCORECARD
Story is fair, accurate and balanced from a gender equality perspective - **WEAK**
Story clearly highlights the human and/or women's rights dimensions of the issue - **WEAK**
Story contains the views, perspectives and concerns of women as well as men, told in their own voices – **WEAK**
SCORE: D

ARTICLE #3

Headline: "Dad spent two days identifying dismembered body parts of daughter 'killed by her lover'"
Published by *The Mirror*, online
Subtle stereotype/missed opportunity
Summary: this is a story about the trial of a man accused of murdering his lover. The prosecution's case is that Anastasia Yeschenko was a young woman student who was shot three times at close range, her body dismembered and then thrown in a river in St Petersburg by the man described as her 'lover' who has also one of her university professors, Oleg Sokolov.
Analysis: the headline is rather misleading as Yeschenko's father is only quoted once at the beginning of the article and the rest of the content comprises quotes from neighbours who heard a row on the night she died, and a comment from her mother that Anastasia was about to end the relationship. We are told nothing about Yeschenko's character but Solokov is described as an "internationally-acclaimed Napoleon expert". As part of his defence, Sokolov alleged that Yeschenko sent him 'vile and disgusting' text messages. The article also includes two photos of Yeschenko and Sokolov enjoying time together, with the subtle implication that there must have been a reason why Solokov was provoked to murder since he was not denying his action, merely justifying it as provocation. The only perspective we read is Sokolov's and a video showing him in court defending himself sits at the top of the article: he is quoted at the top, in the substance and at the end of article. The very obvious power differential between the two, both in status and age (she was 24, he was 64) is not discussed, nor are comments invited to describe Yeschenko's character, so she is left tainted by Sokolov's comments as a 'disgusting' woman and implicitly, an unworthy victim, with no one speaking on her behalf.

> **MEDIA ACCOUNTABILITY SCORECARD**
> Story is fair, accurate and balanced from a gender equality perspective - **WEAK**
> Story clearly highlights the human and/or women's rights dimensions of the issue - **WEAK**
> Story contains the views, perspectives and concerns of women as well as men, told in their own voices – **WEAK**
> **SCORE: D**

ARTICLE # 4

Headline: "Women who go private to give birth more likely to have Caesarean"
Published in *The Irish Times*, print version
Missed opportunity
Summary: women who attend private hospitals to deliver their babies are almost three times more likely to have an elective Caesarean section than women attending a public hospital, according to a recent study.
Analysis: the article discusses women who opt for private care are more likely to have experienced pregnancy loss, infertility treatment and multiple pregnancies, and are on average more than five years older than public patients. This story reports on a study published in BMC Pregnancy and Childbirth Journal that finds women who attend private hospitals for childbirth are three times more likely than public patients to have an elective Caesarean section. The story outlines the details of the

report and includes quotes from Prof Michael Turner from the UCD Centre for Human Reproduction who is the only person quoted. By relying on just one male source and excluding the direct experience of pregnant women or new mothers, women's voices are silenced in the discussion. Women and women's health are the central subjects of this story, yet women's testimony is absent. The fight for women to have autonomy over their bodies is long and protracted in Ireland and this story reinforces the overwhelming control that men continue to exercise over women's right to choose. The story is written by a male journalist which again misses an opportunity to include a woman's voice as part of this narrative.

ARTICLE # 5

Headline: "MP suspended as she's charged with harassing woman"
Published in the *Daily Mirror* (print version)
Challenges gender stereotypes
Summary: a Labour MP, Claudia Webbe, has been suspended from the Labour Party as criminal proceedings are taken out against her by the Crown Prosecution Service.
Analysis: the case is reported in a straightforward and factual manner, with no discussion of woman-on-woman harassment or any other stereotypical comment. While the photo reveals that Webbe is from a minority ethnic background, this is not mentioned. She is credited with her profession and some minor detail relating to when she became an MP, what she did before she became an MP and which seat she won. The story includes a direct quote from Webbe and a quote from a (woman) spokesperson from the CPS. The story challenges the stereotype that the perpetrators of harassment against women are men and also avoids providing any salacious detail about the circumstances of the harassment, nor the name of the survivor.

SUMMARY AND CONCLUSIONS

The year 2020 was not a normal year around the world and the findings from GMMP2020 reflect the extraordinary nature that year not least by the increase in stories coded as 'science/health' which rose from 7% in 2015 to 23% in 2020. While we obviously had to code the Covid-19 stories as being about the pandemic, we also coded for the related topic such as education or the economy in order to provide some kind of comparison with previous GMMP iterations. That being said, the GMMP2020 data show remarkable stable similarities to previous studies when we consider, as is our focus, the visibility of women across the news landscape.

Across the five nations of England, Northern Ireland, Scotland, Wales and the Republic of Ireland, we sampled 81 media outlets which comprised 23 newspapers, 17 TV and 11 radio programmes, 13 twitter news sites and 17 online news sites. We coded a total of 1090 stories, 2040 sources and 893 media professionals. These news stories were distributed as: print (353), radio (101), TV (185), internet (228) and twitter (228).

Between the first GMMP in 1995 and 2010, we detected slow but steady improvements in the visibility of women as producers and subjects of news in the UK and the Republic of Ireland. Between 2010 and 2015, there were indications that this improvement had stalled in some areas and the current data for 2020 show that although there has been some progress in women's visibility over the past five years, it is painfully slow, mostly showing increases of a one or two percentage points and in some aspects, women are less visible than they were a decade ago.

Overall, across all media, women comprise 29% of all sources and subjects, an increase of 2% on 2015. The headline takeaway from this is that women are slightly more visible as sources and subjects in news than in 2015, but there are still nearly three men in the news for every one woman, a ratio that has scarcely changed over 25 years

When women *do* feature as subjects and sources, they are most likely to appear in social/legal stories and less likely to appear in the hard news categories such as politics and the economy. They are also more likely to be sourced as citizens providing eye witness testimony or public opinion, than as experts or spokespeople. Much as we saw in 1995, women continue to be consigned to the private and domestic realm while men are ceded the public and professional sphere. This pattern of privilege in terms of representation is mirrored in the horizontal segregation revealed in the findings in relation to who writes and speaks the news, with women reporters more likely to be working on celebrity, lifestyle and social beats and men working on politics and economics desk, therefore also getting more of their journalism on the front page.

When we consider differences between the five media we sampled, while there were some differences between legacy and digital media, the much-vaunted 'equalising' tendency promised for the latter has not materialized in terms of representation although we suggest that it has contributed to the increase in women media professionals which we have noted since 2015. However, women continue to be more successful as announcers than reporters and the age deficit which has seen women disappearing from our screens when they reach a certain age remains very much in evidence.

The silencing of women's voices as subjects, creators and narrators of news is not a good news story, not for women, not for men, not for society.

RECOMMENDATIONS AND ACTION PLAN 2021-2025

Media houses: publish gender-disaggregated data on job applications/shortlisting/appointment by level; do the same for promotions; produce Gender Equality Plans and mechanisms for monitoring progress; make the development of Gender Equality Plans a prerequisite for all companies tendering for programme commission; undertake a gender audit and produce credible short-, medium- and long-term targets for senior posts and board positions and **monitor** progress against targets.

Civil society: call out gender stereotyping using existing platforms such as the social media accounts of media organisations, OFCOM, the ASA and consumer rights programmes; work with social justice and gender-based organisations to pursue their aims of gender justice.

Researchers: undertake longer periods of media monitoring using GMMP methodology; work with unions to undertake surveys of women and men journalists and other media workers about their experiences of workplace environments and career progression; encourage universities to participate in media-focused initiatives such as the BBC's 50:50 equality campaign (https://www.bbc.co.uk/5050)as ways to encourage journalism students to develop awareness of gender in/equality issues within the journalism and media fields.

Government: impose meaningful fines on media houses where employees take out claims on grounds of sex discrimination; give media regulators more power.

Annex 1. Methodology

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. 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 media monitored

MONITORS

ENGLAND
Karen Ross (England and UK coordinator)
Amal Almoualed
Amelia Schofield
Charlotte Agg
Einat Lavy
Eleanor Gray
Emily Harmer
Flavia Pessoa Serafim
Georgie Winrow
Georgina Hellawell
Isabelle Yang
Jenny Kean
Judith Kibuye
Louise Luxton
Marloes Jansen
Melissa Hair
Olivia Sullivan
Roisin Cross
Sharon Wilkinson
Siobhan O'Reilly
Sophie Hicks
Sylwia Kieran

NORTHERN IRELAND
Bethany Waterhouse Bradley (national coordinator)
Hannah Eilish Boschert
Katheryn-Margaret Pascoe
Noirin Laney Lennox

SCOTLAND
Karen Boyle (national coordinator)
Caroline Darke
Clare McKeown
Eleanor Gall
Maja Brandt Andreasen
Melody House
Natalie Bello

WALES
Cynthia Carter (national coordinator)
Alexander Moreland
Bethan Gallivan

REPUBLIC OF IRELAND
Dawn Wheatley (national coordinator)
Isabel Aust
Maria O'Brien
Mick Donohoe
Mollie Bland

MEDIA MONITORED

Newspapers
Daily Express
Daily Mail
Daily Mirror
Sun
Guardian
Times
Telegraph
Belfast Telegraph (Northern Ireland)
Derry Journal (Northern Ireland)
Herald (Scotland)
Scotsman
National (Scotland)
Scottish Daily Mail
Scottish Sun
Daily Record (Scotland)
Western Mail (Wales)
Daily Post (Wales)
Golwg (Wales)
Irish Times
Irish Independent
Irish Daily Mail
Irish Daily Mirror
Irish Sun
23 newspapers

Radio
BBC Radio4 (morning, *Today*)
BBC Radio 4 (early evening)
Radio 5 Live
BBC Radio Ulster (*Good Morning Ulster*)
BBC Radio Scotland (*Good Morning*)
BBC Radio Scotland (*Drivetime*)
BBC Radio Cymru (Wales)
BBC Radio Wales (*Breakfast*)
RTÉ Radio One (RoI, *News@ One*, 6pm bulletin)
Newstalk (RoI, *The Hard Shoulder*, 10pm bulletin)
Today FM (RoI, *The Last Word*, 9am bulletin)
11 radio shows

TV
BBC1 (morning)
BBC1 (early evening)
ITV (lunchtime)
Channel 4 (evening)
BBC1 (evening, *Newsnight*)
Channel 5 (early evening)

BBC1 NI Newsline (Northern Ireland)
UTV Live (evening, Northern Ireland)
STV News (evening, Scotland)
BBC1 (*Reporting Scotland*, evening)
BBC Scotland (*The Nine*, 9pm)
BBC Wales (*Today*)
S4C (*Newyddion*, Wales)
ITV Wales
RTE One (1pm bulletin, 6pm bulletin)
RTÉ Two (News2Day)
Virgin Media News (8pm bulletin)
17 TV shows

Online
Mirror
Times
Guardian
Mail
BBC News
Belfast Live (Northern Ireland)
Scotsman
National (Scotland)
Scottish Sun
BBC Cymru Fyw (Wales)
Golwg 360 (Wales)
Wales Online
BBC News Wales
Irish Times.com
RTÉ (RoI)
The Journal (RoI)
Breaking News (RoI)
17 news websites

Twitter
Guardian
Times
Independent
BBC News
Herald (Scotland)
Scottish National
Daily Record (Scotland)
Scottish Sun
BBC Scotland News
RTÉ News (RoI)
The Journal (RoI)
Breaking News (RoI)
Irish Independent (RoI)
13 twitter feeds

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