WHO
MAKES THE
NEWS?

GMMP

Global Media
Monitoring
Project

2020

Japan

NATIONAL REPORT

GMMP

Global Media Monitoring Project

2020

WACC
communication for all

CODE for AFRICA

In Partnership with

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

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Pacific Media Assistance Scheme

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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.[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: 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

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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.

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 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

Gender equality in Japan's media still has a long way to go. The overall presence of women in media in Japan is 20% for GMMP 2020, slightly lower than the 21% in GMMP 2015. Women's representation is especially low in Politics and Government: 8% (Newspapers and Television), 6% (Internet and Twitter). Their small presence is directly proportional to the World Economic Forum's Gender Gap Index (GGI) in which Japan ranked 121st out of 153 countries in 2020 and 120th among 156 nations in 2021. The index formulates and quantifies the gender gap according to 14 items in four fields -- politics, the economy, education and health -- in each country. Japan came in 147th place in the political field, which is mainly based on the percentage of female members in the Diet, and 117th place in the economic field, mainly based on the percentage of female managers.

The overall percentage of stories by female newspaper reporters in Japan was 20%, a big drop from the 32% in GMMP 2015. There were 41% in broadcast news, less than the 47% in GMMP 2015. Looking into the actual numbers of media reporters, women make up 22.4% (Newspapers) and 23.5% (Television). The percentage of women in television newsrooms on average was 25.3%. There are no women with decision-making power in directorial positions in the newsroom of Tokyo-based television studios. Thus women-focused topics from a woman's viewpoint are hardly ever taken up on news programs. Qualitative analysis indicates that there are few articles or images in which there are blatantly negative stereotypes of women. It is clear, however, that women are under-represented in the news, especially in economic news coverage. In the story of the merger of two giant telephone companies, women were totally invisible and silent even though about 50% of mobile phones users are women. This was particularly evident in a story on television about how the COVID-19 pandemic caused a decline in land prices; women were treated as invisible beings while men were depicted as house and land owners.

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

Japan has a long history of involvement in the GMMP since its inception in 1995 under the leadership of the late Midori Suzuki, a scholar and activist of the Media Literacy movement, and Forum for Citizens Media (FCT, now FCT Media Literacy Institute), a non-profit organization. No only FCT members but also private researchers, scholars, and teachers from post-secondary institutions were involved in the GMMP in the past. Suzuki carried the GMMP beyond a one-day monitoring activity, monitoring media content to utilize for media literacy workshops to heighten participants' awareness of the existing media in Japan.

In 2004, in the run-up to GMMP 2005, Suzuki held an Asia-Pacific Forum on Active Audience called The Global Media Monitoring Project (GMMP) and Media Literacy at Ritsumeikan University where she had taught. Scholars and activists from Korea, Thailand, Australia, and the Philippines were invited as guest speakers. The keynote speaker, ANWIC's executive consultant Teresita Hermano, talked about the importance and significance of the GMMP, saying that the greatest challenge for the GMMP was to make the invisible visible—to find the women who figure prominently in all of our daily lives yet never make the news. After Suzuki's death FCT continued to participate, in GMMP 2010 and GMMP 2015.

For GMMP 2020, FCT and the Journalism and Media Seminar at Waseda University over which I preside carried out two trial coding based on the GMMP monitoring guidelines in preparation for the actual coding. FCT held on-line seminars in August and December, before and after the monitoring day, to discuss the significance and the outcome of the GMMP. We will be releasing the results of the GMMP in September 2021 and promote media literacy workshops with Covid-19 related content from newspapers, television and digital sources.

Kyoko Takahashi, National Coordinator for Japan, GMMP 2020

EXECUTIVE SUMMARY

■ The overall presence of women in the news in Japan remains quite low: 20% (Newspapers, Television), 18% (Internet, Twitter). The percentage for the overall presence of women in print and on television was slightly lower than the 21% in GMMP 2015.

■ Women's presence is extremely low in Politics and Government with only 8% for print and television and 6% for Internet and Twitter. This certainly reflects the gender inequality in Japan's political landscape.

■ The 20% of women overall who were subjects in newspapers and on television and the 18% on the Internet and Twitter were represented only in limited occupations or positions including homemakers, students, nurses and shopkeepers. Quite a few women appeared in non-professional occupations.

■ About 35% of the stories we coded were Covid-19 related: 56% (Newspapers), 31% (Television), 43% (Internet), and 19% (Twitter). Stories related to Covid-19 are mainly seen as economic news in the media in general: 57% (Newspapers), 55% (Television), 33% (Internet), and 60% (Twitter).

■ Women appear in the news as providers of personal accounts, in many cases, anonymously, and only rarely as knowledgeable experts.

■ The traditional gender role has strengthened during the coronavirus pandemic. In fact, in coverage of Covid-19 on television, women are marginalized as subjects in the news, whereas men are likely to be found as leaders in political and economic stories.

A DAY IN THE NEWS IN (JAPAN)

<u>September 29, 2020</u>

There were no big events on September 29th in Japan. However, several media outlets reported on two news items: 1) NTT, Japan's leading telecommunication company, acquiring 100% ownership of its subsidiary, NTT DOCOMO, and 2) a decline in land prices due to the COVID-19 pandemic. Covid-19 infections as of September 29th stood at 83,204 and the number of deaths was 1,574. On a superficial level it looked like the number of infections was trending down, so in July, rather than invest in controlling the spread of Covid-19, the Japanese government decided to give priority to the economy and promoted domestic tourism by covering half the cost of certain expenses related to domestic travel. Due to this campaign, during the month of September there was an increase in topics on the economy and business rather than the prevention of Covid-19 infection.

THE CONTEXT

<u>Media landscape:</u>

■ Japanese newspapers still sell over 35m copies each day, with around 0.61 copies per household. The largest print circulation remains the conservative Yomiuri Shimbun's 7.7m, followed by 5.2m for the liberal Asahi Shimbun, but total circulation continues to fall by around 2m a year.

■ There is one public television broadcaster, Japan Broadcasting Corporation, funded by viewer payments of a television license fee, and five commercial broadcasters funded by advertisements. Since Japan is the super-aged society, many television viewers are elderly people in their 60's and 70's. Young people generally don't watch television regularly unless some news or programs go viral on SNS. In Japan there is no independent agency like the FCC in the United States to regulate radio, television, satellite, or cable communications across the country. Broadcast media is governed instead by the Ministry of Internal Affairs and Communications based on the Broadcast Act, sometimes causing tension between the government and the media over government interference.

■ Only 12% of the population listens to the radio on weekdays in Japan. The breakdown, by age, is: 10's (2%), 20's (4%), 30's (7%), 40's (10%), and 50's (11%). In light of this, we decided to exclude radio news from monitoring.

■ One of the most peculiar phenomena in Japan's media landscape is that Yahoo News, an aggregator that doesn't produce original news but posts a variety of news on its web site, is a frontrunner in providing news via the Internet. This has been made possible by Yahoo News Japan having contractual partnerships with more than 500 media outlets.

■ According to a survey by the Ministry of Internal Affairs and Communications, one out of three Japanese, or 38.7% of Japanese, have a Twitter account. The number is extremely high, about 70%, for those in their 10-20's. The curation site Meyou's Twitter follower rankings has Nihon Keizai Shimbun, Japan's leading economy journal, listed as 20th and NHK News, operated by the public broadcaster NHK, as 26th.

<u>Media monitored:</u>

In selecting which media to monitor for GMMP 2020, we focused on large circulation and large impact media sites in Japan, including top three nation-wide daily newspapers, one public broadcast and five commercial television stations, a giant news aggregator, and three media Twitter accounts.

■ **Newspapers**

1. The Asahi Shimbun (national, daily)
2. The Yomiuri Shimbun (national, daily)
3. The Mainichi Shimbun (national, daily)
4. The Sankei Shimbun (national, daily)

Japan has five national newspapers. These four above were monitored by FCT and the Toyonaka Group. Although a fifth, Nihon Keizai Shimbun, is one of the major newspapers in Japan, we have excluded it as it is a professional economic journal.

■ Television

1. News 7 (NHK, Japan Broadcasting Corporation)
2. News Watch 9 (NHK, Japan Broadcasting Corporation)
3. Hodo Station (TV Asahi)
4. news zero (NTV, Nippon Television Network Corporation)
5. NEWS 23 (TBS, Tokyo Broadcasting System Television)
6. Live News α (Fuji Television Network)

There is 1 public broadcasting (NHK) and 5 commercial stations in Japan. We coded two NHK and 4 commercial night news programs that are broadcast nationwide and have a big impact.

Internet

1. Yahoo News Japan

Japanese newspapers have a paywall blocking access to their news online. Therefore, we only monitored Yahoo News. Yahoo News Japan selects the latest domestic news as well as foreign news from news agencies, newspapers, magazines, and television news. We selected 14 stories from 6:30 p.m. on September 29th.

■ Twitter

1. NHK News (@nhk_news)
2. The Asahi Shimbun (@asahi)
3. The Mainichi Shimbun (@mainichi)

We accessed the curation site Meyou and chose the three top-ranking Twitter accounts, from which we selected 46 tweets stamped 6:30 p.m. or earlier on September 29th.

The monitors:

There were four monitoring groups consisting of about 42 people who monitored 178 stories. Many of the monitors were university students working under the supervision of professors at two universities as well as citizen volunteers who have a strong interest in gender issues.

(1) Ms. Hisako Nishimura, chair, FCT Media Literacy Institute: five monitors
(2) Prof. Kyoko Takahashi, Waseda University, Tokyo: 18 student monitors
(3) Toyonaka Women's Group: six monitors
(4) Dr. Yusuke Morimoto, Hirosaki University, Aomori: 10 student monitors

TOPICS IN THE NEWS

- There was relatively greater coverage of Politics and Government and the Economy in the news on September 29. 2020. Politics and Government: Newspapers (33%), Television (31%), Internet (24%) and Twitter (26%); the Economy: Newspapers (16%), Television (31%), Internet (21%) and Twitter (11%). Television news is more likely to take up bigger, sensational issues like events and accidents. If there are no such events, then political and economic issues become the major events of the day. We don't see any differences in such trends between Twitter in particular and Newspapers and Television. Major television and newspaper companies operate the Twitter accounts we monitored so there are some points of similarity in the selection of topics. The Internet news that we monitored, Yahoo News Japan, selects items from their approximately 500 contractual media partners. It's not so easy to see a trend in one day of monitoring.

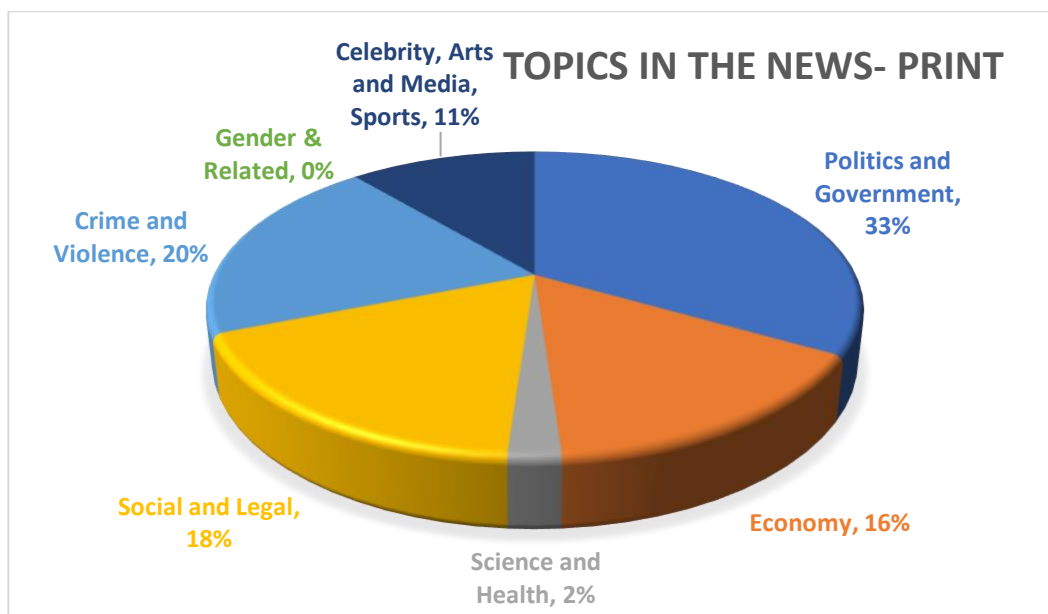**Figure 1-1- Topics in the news: Newspapers**

Figure 1-2- Topics in the news: Television

TOPICS IN THE NEWS- TELEVISION

- Celebrity, Arts and Media, Sports, 17%
- Other, 1%
- Politics and Government, 24%
- Crime and Violence, 11%
- Social and Legal, 3%
- Science and Health, 14%
- Economy, 31%
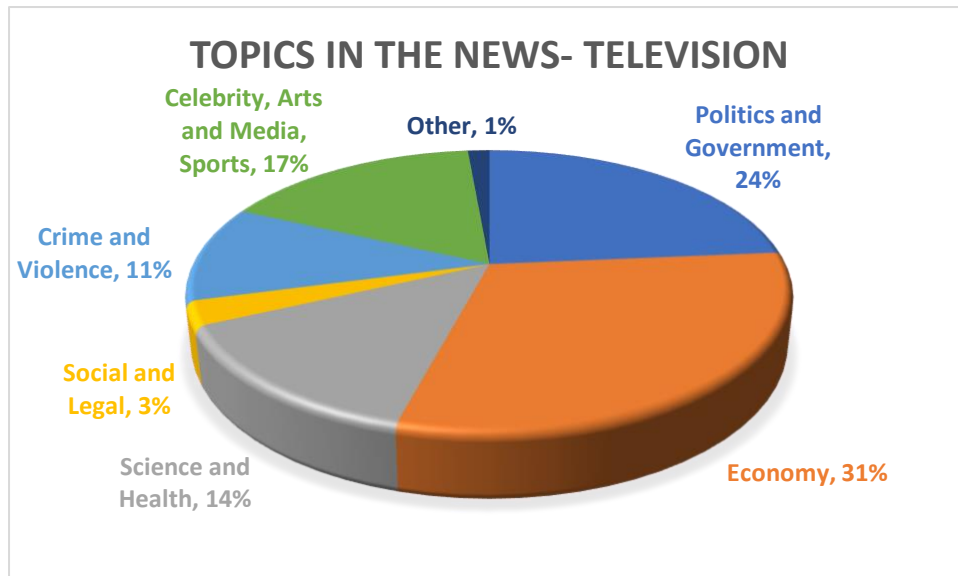
Figure 1-3- Topics in the news: Internet

TOPICS IN THE NEWS-INTERNET

- Celebrity, Arts and Media, Sports, 14%
- Politics and Government, 21%
- Crime and Violence, 7%
- Social and Legal, 21%
- Economy, 21%
- Science and Health, 14%
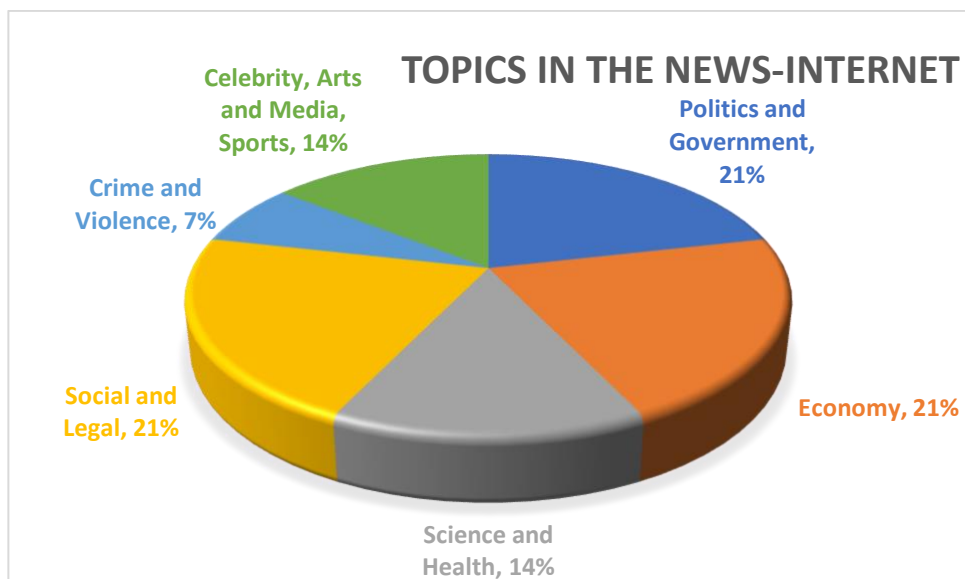
Figure 1-4- Topics in the news: Twitter
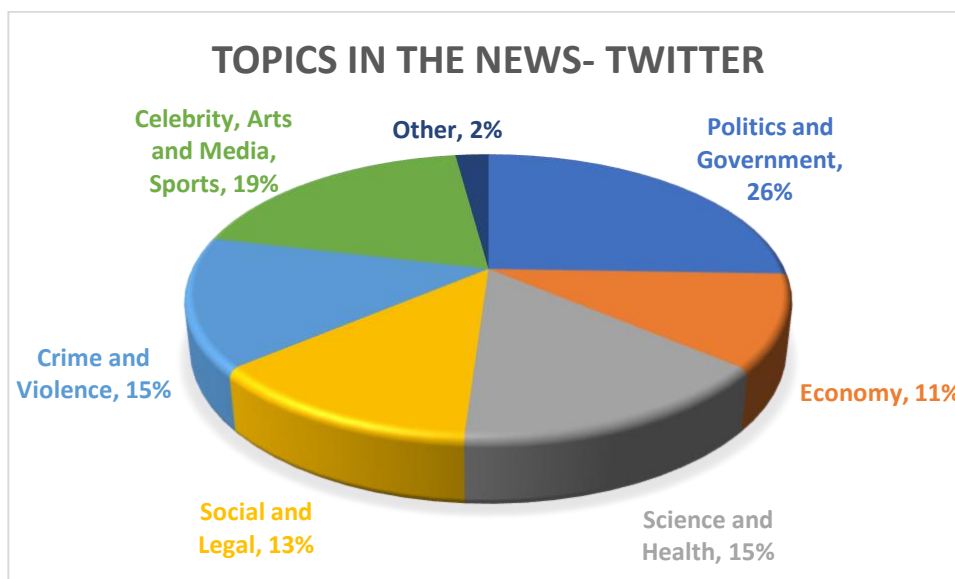
TOPICS IN THE NEWS- TWITTER

- Celebrity, Arts and Media, Sports, 19%
- Other, 2%
- Politics and Government, 26%
- Crime and Violence, 15%
- Economy, 11%
- Social and Legal, 13%
- Science and Health, 15%

■ About 35% of the stories we coded were Covid-19 related: 56% (Newspapers), 31% (Television), 43% (Internet), and 19% (Twitter). The stories related to Covid-19 are generally included in economic news in all media: 57% (Newspapers), 55% (Television), 33% (Internet), and 60% (Twitter). One of the reasons why economic and business news increased was because during the month of September the Japanese government gave priority to the economy rather than to control of Covid-19 infections. It promoted domestic tourism by covering half the cost of certain expenses related to domestic travel.

Table 1-5- Overall percentage of the story related to Covid19 by by medium

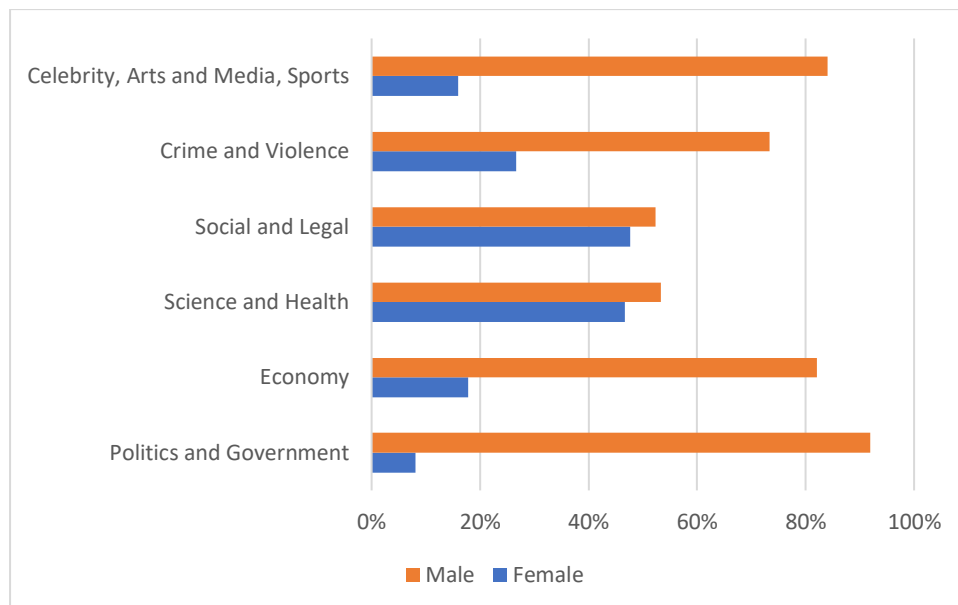| Print	Television	Internet	Twitter
56%	31%	43%	19%

NEWS SUBJECTS AND SOURCES

Overall presence of women and men as news subjects in Japan:
- ■ The term "news subjects" need to be clarified. Here news subjects could be understood in two ways: 1) a subject is someone whom the news story is about, or, 2) a subject is someone who appears in the story as a source of information and plays a role in that story, such as eyewitnesses, experts or spokespersons.

- ■ The overall presence of women in the news in Japan was quite low: 20% (Newspapers, Television), slightly lower than the 21% in GMMP 2015, and 18% (Internet, Twitter). Women's presence was extremely low—8% for print and

television and 6% for Internet and Twitter—in Politics and Government. This certainly reflects the gender inequality in Japan's political landscape. In Japan only 9.9% of Diet members were women in 2020, much lower than the world average of 24.9%.

■ The overall female presence was low in the economic news as well: 18% (Newspapers, Television) and 20% (Internet, Twitter). Women are more likely to show up in science and health news (47%). Under Covid-19 circumstances, women were likely to appear as nurses and caretakers. More women appeared in news about social and legal issues on the Internet and Twitter (43%) on September 29, 2020.

■ **Figure2-1- Overall Presence of women and men in news-Newspapers and Television**

News makers:

■ Women overall who were subjects in newspapers and on television (20%) and on the Internet and Twitter (18%) were represented in only a limited number of occupations or positions. The most frequently mentioned occupation in the news that day was homemaker and parent (male or female)) only if no other occupation was given. In this category, 100% of the subjects were women. In the second most common category was student, pupil, school child (77%). The third most common category was doctor, dentist, health specialist (40%), with most of the female subjects being nurses. The fourth and fifth most common categories were activist or worker in a civil society organization, NGO, trade union (36%) and office or service worker, non-management worker (35%).

■ Judging from the above numbers, quite a few women appeared in non-professional occupations. On the other hand, only 11% of the women were politicians or members of parliament. The percentage of female businessperson, executive, manager, stock broker was only 2%. Again, the number of women as news subjects in media reflects the reality of the present situation in which there

are fewer women in the political and economic world. What has to be added is that 56% of the female news subjects were categorized as "not stated". It doesn't mean that we can't categorize the occupation of women in a simple manner, but rather, that in most cases, female subjects are treated as people who do not need to be mentioned specifically in a media report.

Table 2-2-Position or occupation of news sources by sex

Position or Occupation	% Female
Not stated	56%
Politician/member of parliament, ...	11%
Government employee, public servant, spokesperson, etc.	0%
Police, military, paramilitary, militia, fire officer	0%
Academic expert, lecturer, teacher	0%
Doctor, dentist, health specialist	40%
Health worker, social worker, childcare worker	0%
Science/ technology professional, engineer, etc.	0%
Media professional, journalist, film-maker, etc.	0%
Lawyer, judge, magistrate, legal advocate, etc.	0%
Business person, exec, manager, stock broker...	2%
Office or service worker, non-management worker	35%
Activist or worker in civil society org., NGO, trade union	36%
Sportsperson, athlete, player, coach, referee	7%
Student, pupil, schoolchild	77%
Homemaker, parent (male or female)) only if no other occupation is given e.g. doctor/mother=code 6	100%

<u>Function of female and male news subjects</u>

- Looking upon the function of news subjects, women were most likely to show up in a news story as giving a popular opinion (50% of the time) while they were least likely to be quoted as experts, spokespersons for national or local governments or organizations. The numbers reflects how few women are managers or politicians in Japan.

Table 2-3-Function of news subjects in story by sex

Function	% Female
Do not know	50%
Subject	18%
Spokesperson	4%
Expert or commentator	13%
Personal Experience	29%
Eye Witness	0%
Popular Opinion	50%

JOURNALISTS AND REPORTERS

News Presenters, announcers, and reporters

- The overall percentage of stories by female newspaper reporters in Japan was 20%, a big drop from the 32% in GMMP 2015. There were 41% in broadcast news, less than the 47% in GMMP 2015.
- There were no signed articles on the Internet on the monitoring day so it's difficult to know the gender of the writers. The overall percentage of stories by women reporters on Twitter was 37%.

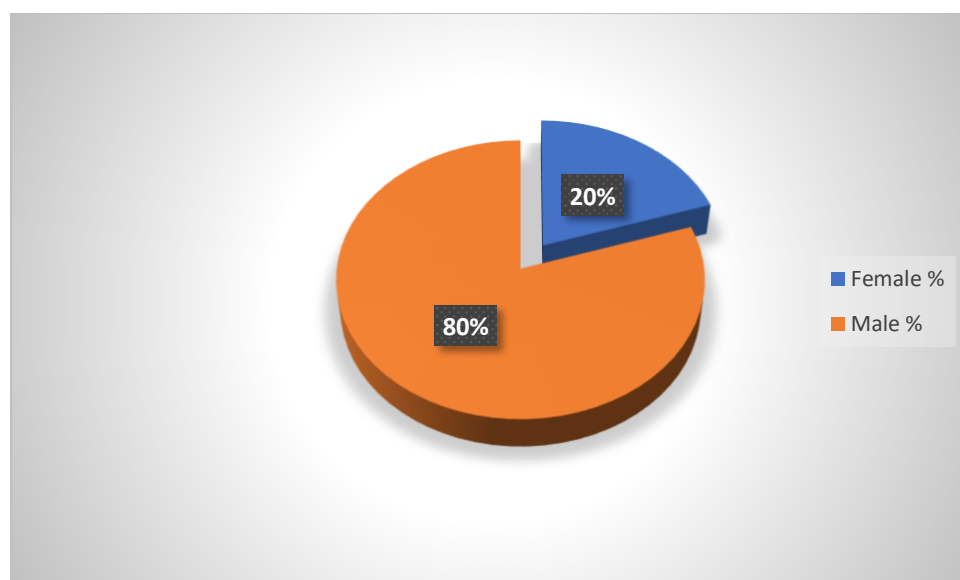**Figure 3-1- Newspaper reporters, by sex**

Figure 3-2- Television reporters, announcers, and presenters, by sex
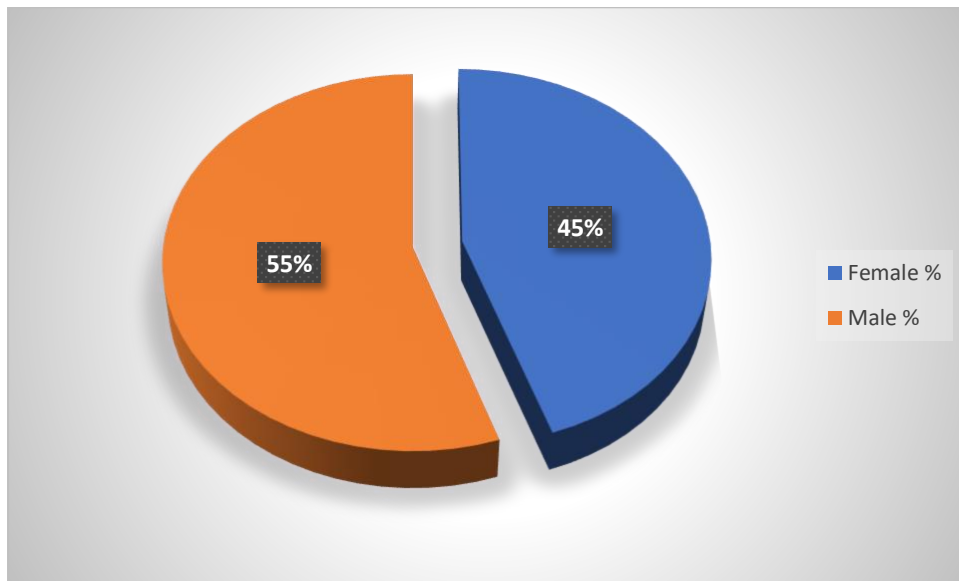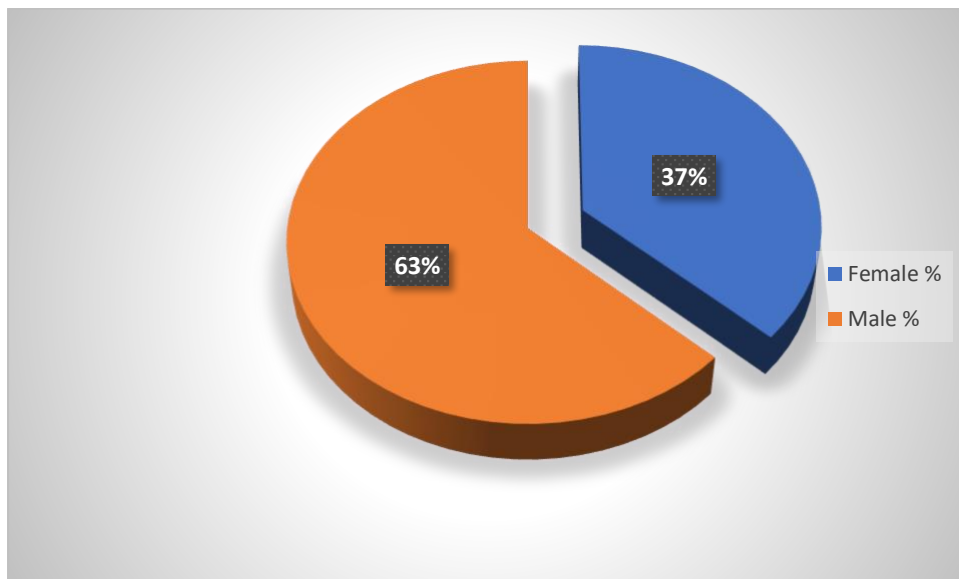

Figure 3-3- Twitter reporters, by sex

- In terms of the major stories covered by female and male reporters, 27% overall were covered by female reporters. The most frequent topic in which female reporters were present was the economy (56%), while the percentage of male reporters present in the same topic was 24%. Female reporters were less likely to be covering stories about politics (6%), while male reporters are seven times more likely to cover political stories (35%).

Table 3-4-Reports on major topics, by sex

	% Female	% Male
Politics and Government	6%	35%
Economy	56%	24%
Science and Health	6%	4%
Social and Legal	0%	10%
Crime and Violence	22%	14%
Gender & Related	0%	0%
Celebrity, Arts and Media, Sports	11%	12%

■ A breakdown of television anchors, announcers, and presenters in television studios and reporters outside the studio by age and sex showed the most common age group for female presenters and announcers was 19 to 34 (54%). The most common age group of male presenters and announcers was 35-49 (57%). It means that male presenters and announcers were more experienced than their female counterparts and the female presenters were more likely to act as assistants supporting male presenters. Moreover, the percentage of male presenters and announcers between 50-64,and between 65-79 was 7% respectively. Male presenters in general were more likely to be appointed as main anchors and commentators, while the few women in the same age group were less likely to be given those assignments.

Table 3-5- **Television reporters, announcers, and presenters, by sex**

Age	Female	Male
Do not know	15%	21%
19-34	54%	5%
35-49	29%	57%
50-64	0%	7%
65-79	0%	7%

JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

■ There were no stories challenging stereotypes except one on Twitter about the politician Angela Merkel who leads Germany thirty years after German Reunification. There were stories clearly reinforcing stereotypes. During the coronavirus pandemic

the traditional gender role has strengthened. In fact, in coverage of Covid-19 on television, women are marginalized as subjects in the news, whereas men are likely to be found as leaders in political and economic stories.

- Women are under-represented in the news, especially in the economic news coverage. In the story of a merger of two giant telephone companies, women are totally invisible and silent even though about 50% of mobile phones users are women.
- Women in the news appear as providers of personal accounts, in many cases anonymously, but are rarely seen as knowledgeable experts.

FOCUS ON COVID-19 NEWS

- The overall presence of female reporters in Covid-19 related stories was 45%, much higher than the 27% of their overall presence in the news in general, that is, in non-Covid19 stories. Female reporters are less likely to appear in the category of Politics and Government. They were likely to deliver Covid-19 related stories in any category of news including Politics and Government (31%), while only 6% of female reporters presented non-Covid 19 stories.

Table 4-1- Covid-19 stories: reporters, by sex

	% Female	N	% Male	N
Politics and Government	31%	4	69%	9
Economy	51%	91	49%	87
Science and Health	29%	4	71%	10
Social and Legal	0%	0	100%	8
Crime and Violence	0%	0	100%	2
Gender & Related	0%	0	0%	0
Celebrity, Arts and Media, Sports	36%	12	64%	21

- Female news subjects and sources are more likely than their male counterparts to be seen relating personal experiences in the category of Science and Health (71%) and Social and Legal (56%). In Covid-19 stories women appear as nurses and ordinary citizens including consumers and people in need affected by the virus. During the coronavirus pandemic the traditional gender role has strengthened. In fact, in coverage of Covid-19 on television, women are marginalized as subjects in the news, whereas men are likely to be found as leaders in political and economic stories.

DIGITAL NEWS ON WEBSITES AND TWITTER

■ Yahoo News, an aggregator that doesn't produce original news but posts a variety of news on its site, is a frontrunner in providing news via the Internet. This has been made possible by Yahoo News Japan having contractual partnerships with more than 500 media outlets.

■ Yahoo News posts about 4,000 stories a day. It gets about 15 billion page views a month. It's one-day page view is 0.5 billion. All the stories are shared on Facebook and Twitter.

■ Two Twitter news accounts that we monitored were Asahi Shimbun (1.28 million followers) and Mainichi Shimbun (0.9 million followers) operated respectively by the newspaper companies of the same name. The other Twitter news account that we monitored was NHK News (3.1 million followers), operated by NHK (The Broadcasting Corporation of Japan, in English), a public broadcaster. There is very little difference in the topics on Twitter and those on television and in the newspapers.

■ There is only one article on Twitter that clearly challenges gender stereotypes. It is a story about the politician Angela Merkel who leads Germany thirty years after German Reunification. Japan's Gender Gap Index in the political sphere ranks 144th out of 153 countries. It is easy to say that Chancellor Merkel's performance can be our country's role model to challenge the political stereotype in Japan. This article previewed the feature article that appeared serially over 3 days starting with the September 30 issue of the Mainichi Shimbun. Twitter likely played a role in directing readers to the article.

CASE STUDIES

MEDIA ACCOUNTABILITY SCORECARD A: Excellent B: Good C: Fair D: Weak E: Poor		GMMP
Rights-based approach Story clearly highlights the human and/or women's rights dimensions of the issue ☐ Good, 4 ☐ Fair, 3 ☐ Weak, 2 ☐ Poor, 1	Respect for Freedom of Expression Story contains the views, perspectives and concerns of women as well as men, told in their own voices ☐ Good, 4 ☐ Fair, 3 ☐ Weak, 2 ☐ Poor, 1	
Total points: _____ A: 10 – 12 points B: 9 – 10 points C: 7 – 8 points D: 5 – 6 points E : 3 – 4 points	GRADE: _5_____	

Case Study 1. A story that is blatantly stereotyped.

Title of article: Newspaper: "Difficulty in taking measures against teachers for sexual harassment" (Petition calls for ban on pedophile teachers getting licensed again)

Name of newspaper, television or radio channel or internet news website URL:
The Asahi Shimbun (National, Daily)
There is also an online article written in English (URL: http://www.asahi.com/ajw/articles/13770891)

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Please tick yes or no.

Yes………✓……………………………………………

No …………………………………………………….

Date: September 29th, 2020

Country: Japan

Theme: 45 (Child Abuse, Sexual Violence Against Children, Neglect)

Skills:

Genre:

Your analysis: *(please feel free to write on and attach as many pages as you wish)*

More than 54,000 parents signed a petition calling on the Ministry of Education to stop reissuing teaching credentials to those dismissed for committing obscene acts against children. Even though sexual abuse by teachers is a serious problem, only **Asahi Shimbun** has reported on this type of crime. Victims, mothers of victims, a representative, and a lawyer appear in the article, all of whom are female. The harassers and the education minister are male. There is no comments from fathers, male siblings, or relatives of female victims, or male victim. We can see the typical pattern, "women are victims, and men are perpetrators", which doesn't bring about a decent cross-gender discussion.
END

CASE STUDIES

MEDIA ACCOUNTABILITY SCORECARD

A: Excellent   B: Good
C: Fair   D: Weak E: Poor

GMMP

| Rights-based approach
Story clearly highlights the human and/or women's rights dimensions of the issue

☐ Good, 4
☐ Fair, 3
☐ Weak, 2
☐ Poor, 1 | Respect for Freedom of Expression
Story contains the views, perspectives and concerns of women as well as men, told in their own voices

☐ Good, 4
☐ Fair, 3
☐ Weak, 2
☐ Poor, 1 | |

Total points: _____

A: 10 – 12 points

B: 9 – 10 points

C: 7 – 8 points

D: 5 – 6 points

E : 3 – 4 points

GRADE:
_4_____

Case Study 2. A story that conveys more subtle stereotypes

Title of article: Television: "A decline in standard land price due to COVID-19, for the first time in three years"

Name of newspaper, television or radio channel or internet news website URL:
Hodo Station (TV Asahi)

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Please tick yes or no.

Yes………✓ ……………………………………………

No ……………………………………………………

Date: September 29th, 2020

Country: Japan

Theme: 18 (Other Stories on The Economy)

Skills:

Genre:

Your analysis: *(please feel free to write on and attach as many pages as you wish)*

Hodo Station conducted this interview of citizens in Kawaguchi-city in Saitama prefecture regarding a decline in land prices. Only men were interviewed, and no women were mentioned. We see from the content that "home buyers are men while women are invisible.
END

CASE STUDIES

MEDIA ACCOUNTABILITY SCORECARD

A: Excellent   B: Good
C: Fair   D: Weak E: Poor

GMMP

Rights-based approach	Respect for Freedom of Expression	
Story clearly highlights the human and/or women's rights dimensions of the issue ☐ Good, 4 ☐ Fair, 3 ☐ Weak, 2 ☐ Poor, 1	Story contains the views, perspectives and concerns of women as well as men, told in their own voices ☐ Good, 4 ☐ Fair, 3 ☐ Weak, 2 ☐ Poor, 1	

Total points: _____

A: 10 – 12 points

B: 9 – 10 points

C: 7 – 8 points

D: 5 – 6 points

E : 3 – 4 points

GRADE:
_4_____

Case Study 3. A story that is a missed opportunity or gender-blind

Title of article: Television: NTT acquired 100% ownership of NTT DOCOMO

Name of newspaper, television or radio channel or internet news website URL**:**
Hodo Station (TV Asahi, and news zero (NTV)

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Please tick yes or no.

   Yes……………✓………………………………………
   No ……………………………………………………….

Date: September 29th, 2020

Country: Japan

Theme: 9 (Economic Crisis, State Bailouts of Companies, Company Takeovers And Mergers)

Skills:

Genre:

Your analysis: *(please feel free to write on and attach as many pages as you wish)*

  Several media reported on this news, but almost all the people who appeared in this story were male (CEO of NTT and NTT Docomo, and spokesmen). **Hodo Station** (TV Asahi), all the users of smartphones that appeared in the program were male. On **news zero** (NTV), a female user was interviewed and made this comment: "I hope the user fees will be reduced." On the other hand, a male interviewee made a comment from the point of view of function, saying "I hope the baud rate will be higher". We confirmed the subtle stereotypes of having women concerned about aspect of domestic issues, and men about function.
END

SUMMARY AND CONCLUSIONS

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- The overall presence of women in the news in Japan was quite low: 20% (Newspapers, Television), 18% (Internet, Twitter). The percentage for the overall presence of women in print and on television was slightly lower than the 21% in GMMP 2015.

- Women's presence was extremely low in Politics and Government with only 8% for print and television and 6% for Internet and Twitter. This certainly reflects the gender inequality in Japan's political landscape.

- The 20% of women overall who were subjects in newspapers and on television and the 18% on the Internet and Twitter were represented in only limited occupations or positions including homemakers, students, nurses and shopkeepers. Quite a few women appeared in non-professional occupations.

- About 35% of the stories we coded were Covid-19 related: 56% (Newspapers), 31% (Television), 43% (Internet), and 19% (Twitter). Stories related to Covid-19 are mainly seen as economic news in the media in general: 57% (Newspapers), 55% (Television), 33% (Internet), and 60% (Twitter).

- Women appear in the news as providers of personal accounts, in many cases, anonymously, and only rarely as knowledgeable experts.

- The traditional gender role has strengthened during the coronavirus pandemic. In fact, in coverage of Covid-19 on television, women are marginalized as subjects in the news, whereas men are likely to be found as leaders in political and economic stories.

RECOMMENDATIONS AND ACTION PLAN 2021-2025

Over the next five years we hope that the results of GMMP 2020 will be used by not only FCT Media Literacy Institute, but many organizations including the media to promote fair and balanced representation of women and men in Japan.

Here are four actions that may help increase the visibility of women in the news:

1. Promote media literacy workshops. One of the most important roles of media literacy is to make the "invisible" visible. That is why it is so important to monitor the media. Media Literacy Workshops can promote gender awareness and activate dialogue between people across ages and gender. They function well to heighten participants' awareness of the gender gap and activate dialogue on what to do about it.

2. Train facilitators. The role of facilitators is quite important for media literacy workshops. Teachers and citizens in the communities alike are encouraged to develop media analysis skills so they can become workshop facilitators.

3. Hold an international forum. We can help people in Japan to understand the impact of GMMP 2020 by inviting active international players to join us on-line to talk about the impact of GMMP 2020 and promote dialogue with Japanese participants. Hearing about the experiences and activities of others so far will definitely inspire the participants to take steps forward to change the existing media gender gap.

4. Take action to eliminate the gender gap. The number of female producers and editors is less than 10% and only 1.5% of women in managerial positions have decision-making power. That is why women-focused topics presented from a woman's point of view are currently rarely presented as news. We must put together recommendations for media houses to introduce a quota system for appointing female executives with the power to act decisively as a means of closing the gender gap.

Annex 1. Methodology

A key characteristic of longitudinal research is the assessment of change over time in the observed variables.   In the case of the Global Media Monitoring Project (GMMP) that studies gender equality dimensions of news media content, the methods of data collection and analysis remain consistent over time in order to accurately capture change. Similar to previous years, the methodology and indicators studied have remained relatively stable to enable the 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 editions 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, 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, the number of media to code and how to select each country's contextual information.

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 wish to take part but might be constrained from implementing the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media pieces were collected. Across the different media types-both for 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 code the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day, 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 developed 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 mechanisms 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

The Global Media Monitoring Report would not have been possible without the commitment of time and effort on the part of all of the hardworking monitors across the globe.

There were four monitoring groups consisting of about 40 people who monitored 178 stories. Many of those monitors were university students working under the supervision of professors in two universities and citizen volunteers with a strong interest in gender issues.

- Ms .Hisako Nishimura, chair, FCT Media Literacy Institute with Yoko Uemura, Marie Ogawa, Haruhi Sasaki, Kyoko Shinkai, Kanji Nishiura

- Prof. Kyoko Takahashi, Waseda University, Tokyo, with Yuki Hitsuishi, Honoka Mori, Yuto Ito, Ayumi Bannai, Miho Yokoyama, Kein Sekiguchi, Airi Morita, Ippei Wakita, Ren Takahashi, Yurina Yoshioka, Shun Noguchi, Erea Nagashima, Kotaro Furukawa, Haruka Miyazaki, Ako Kasuga, Taiki Kudo, Shuma Seki, Akari Yamamoto

- Toyonaka Women's Group, six monitors
- Dr. Yusuke Morimoto, Hirosaki University, Aomori, with 10 student monitors

WACC
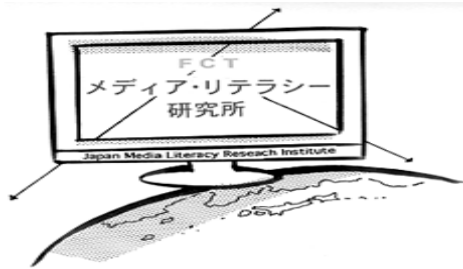
WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

Tel: +1 416 691 1999
gmmp@waccglobal.org
www.whomakesthenews.org
@whomakesthenews

FCT Media Literacy Institute

Yokohoma World Porters 6thFl.

2-2-1 Shinko, Naka-ku, Yokohama,

231-0001 Kanagawa Prefecture,

Japan

Tel: +81-47-482-5984

Fax: +81-**466-81-8307**

kyt@waseda.jp (Prof. Kyoko Takahashi)

www.mlpj.org