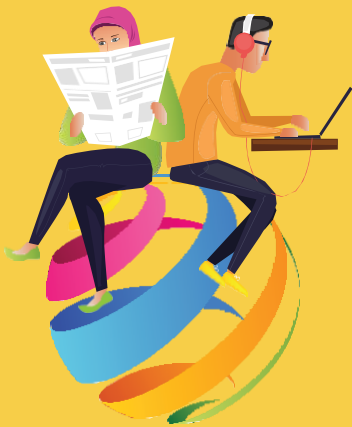# WHO MAKES THE NEWS?

GMMP

Global Media Monitoring Project

2020

Jordan

_____

NATIONAL REPORT

GMMP

Global Media Monitoring Project

2020

WACC
communication for all

CODE for AFRICA

AWO

In Partnership with

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

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

FREE PRESS UNLIMITED

PACMAS
Pacific Media Assistance Scheme

ABC Australian Broadcasting Corporation

WAN IFRA

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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.

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

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.

Regional Context

Although there is an influx of female reporters in various news medium, it overshadows the reality that most women are still widely underrepresented in the Middle East. The media still portrays women is a very stereotypical manner, which relates to the role she is expected to have. "This was simply because Middle Eastern women's issues were not main topics or priorities of media agenda for a long time previous to this date. This was due to the low appreciation of these women's role in society which translated itself into the high percentage of illiteracy and lower socioeconomic standing, and through the tenacity of customs and traditions such as early marriage arrangements."

National Context

The national team of Jordan consists of volunteers from the Arab Women Organization of Jordan (AWO)as well as volunteers from outside the organization who have experience in gender studies. This will be AWO's second time participating in the GMMP, as it participated for the first time in 2015. To begin with, the results of this project is for the GMMP association itself, as the statistics that will be launched when the study has been finalized will act as pressing indicators for the national-situation towards women representation in the media. Not only so, but it will give a holistic and actual facts on an action-plan to be implemented to increase women representation in Jordanian Media. Due to Jordan being a relatively small country, there is a limited number of national and local media outlets one can refer to. Most of the media market is owned by the public sector. However, this has begun to change as more privatized media is being watched. As a result, women portrayal in the media is a still a dilemma as gender-based issues remain widely undocumented in the media.

EXECUTIVE SUMMARY

The study has shown many indicators that define not only the presence or lack of presence of women in the media, but also the general media landscape of Jordan. What can be confidently deduced that on a regional scale, more women are shown as reporters. The same can be said for the national level. This is a direct indicator that women in the Middle-East were able to break major stereotypes concerning their presence in the media. Women's appearance in news topics pertaining to politics, economics and even cultural discussions is a primitive step in changing the overall view towards women in media. Rather than deploying her in fields that chain her to the stereotypical-cultural view of women in society, people are getting used to seeing women in fields that are important to the public that discuss pressing issues within the country.

The overall female presence is most shown in print, television and radio news and specifically under the "economy" topic and have the least presence in topics concerning crime and violence. However, when analyzing internet news, it was clear that most of the presence of women was in stories relating social and legal stories. There is an evident lack of overall women presence in the media as men are still the dominant and more favored party in the media.

It is clear that Jordanians prefer more traditional news mediums such as prints, television and radio. However, one cannot deny that the demographics pertaining to this point will change as COVID-19 has transformed the world to be more digital. This was clear when monitoring, as there was a rise in internet news presence overall.

Women did not have a central role in the media. However, women do have somewhat of a central focus when it comes to politics and government. This is due to the fact that monitoring day was very close to the parliamentary elections; hence, some stories have shed light on the quota of women in parliament. Women also have somewhat of a central focus on social and legal topics.

What is very important to deduce is that although women in the medical field were in the frontlines in combating the pandemic, there was a very noticeable lack of appreciation of their efforts. This is due to men being the faces of the pandemic and them being the more dominant party in the media.

A DAY IN THE NEWS IN JORDAN

The most recurring and rending news on monitoring day were mostly COVID-19 related, specifically an article that covered the quarantine areas in the Dead Sea being transformed to field hospitals, alongside news of the cases and deaths. Another widely circulated piece of news, that is not COVID-19 related, covered the death of the Kuwaiti prince (Emir) Sabah Al-Ahmad Al-Jaber Al-Sabah.

The image displayed above is related to the story on converting the Dead Sea to field hospitals due to COVID-19. The image showcased Director of Moral Guidance, Talal al-Ghabin, a fellow male colleague in the Jordanian Armed forces as well as other men in uniform in the background. The picture strongly features men in high positions combating the pandemic by opening a hospital. This picture is a missed opportunity for having women representation in the Jordanian Armed Forces as there were legitimate discussion that have took place in February of 2020 that encouraged a more gender diverse environment in this field.

The image shows a photographed picture of the late Kuwaiti emir Sabah Al-Ahmad Al-Jaber Al-Sabah.

THE CONTEXT

In Jordan, the media landscape is heavily constructed with political and governmental news. However, the pandemic has re-painted the nature of the traditional media landscape Jordanians have been accustomed to. The news has been exposed to an influx of news stories pertaining to all dynamics of the pandemic. All news outlets devoted their platforms in documenting the state of the pandemic abundantly. However, the media atmosphere still remained fairly political as many news outlets conflated the current state of the pandemic with governmental procedures, such as lockdowns and activating the defense law.

Hence, the media monitored all heavily focused on the pandemic, political events that have been taking place simultaneously as well as governmental strategies that have taken place due to COVID-19. As a result, the chosen media samples were based on their popularity amongst Jordanians as well as the major topics that have been discussed within them. It was inherent to create a mélange between public-sector owned media outlets with private-sector owned media outlets. This is due to the censored language that all public-sector owned media around the world implement, which is important to neutralize with private-sector owned media. The below table shows the list of media choices that have been monitored:
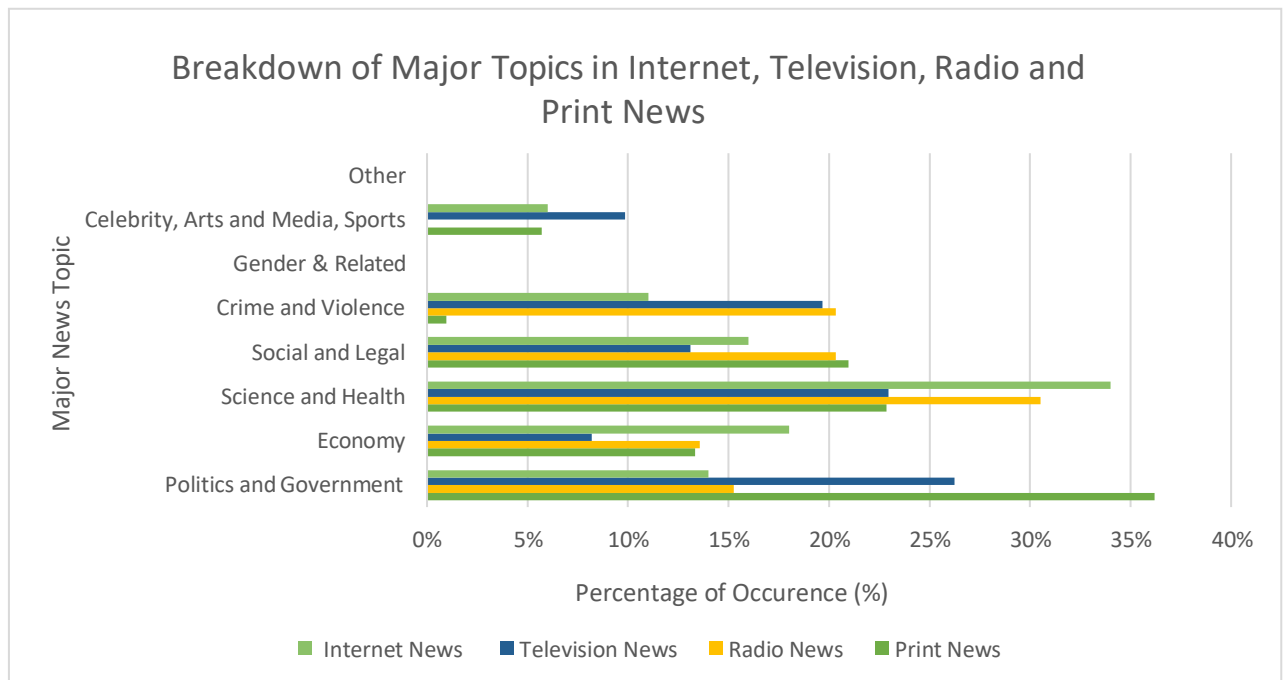
Television stations	Radio stations	Newspapers	News websites
1. ANB TV 2. Al-Mamlaka TV 3. Al-Yarmouk TV 4. Al-Sharqiya TV 5. Roya TV 6. JRTV 7. Al Haqiqa Al Dawliya	1. JRTV 2. Hayat FM 3. Radio Hala 4. Amen FM 5. Radio Al-Balad 6. Radio Jordan 7. Mazaj FM	1. Al Ra'i 2. Ad-Dustour 3. Al Ghad 4. Jordan Times 5. Al Anbat	1. Petra News Arabic 2. Petra News English 3. Roya News English 4. Alwakeel News 5. Sawaleif News 6. Ammon News 7. Almamlaka News 8. Khaberni News 9. Al Sabeel News 10. JO24 News

Note that Twitter was not monitored as most of the major news outlets depicted are not very active on the platform. Most of the news that was circulated in Twitter was from personal accounts rather than official media outlets. This is an indication that Jordanians prefer to learn about current news through more traditional manners.
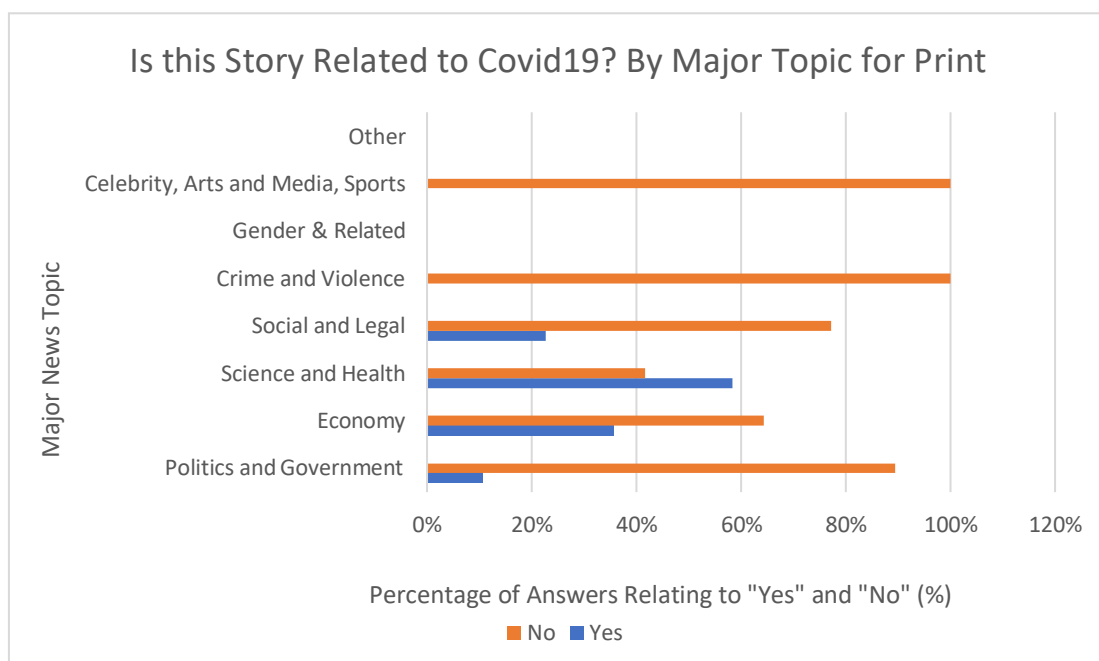
On the 29th of September 2020, all 20 volunteers met up at AWO premises

while pertaining to social distancing, mask wearing and general sanitary procedures. The volunteers have come from all over the governorates of Jordan. Every 2-3 groups of volunteers were each assigned to a table which has been specified by a type of media, ie newspapers, internet news, radio, television etc., and all volunteers started filling in their coded sheets either virtually or on paper. After the monitoring day, another set of volunteers started with the data-entry process in the system authorized by the GMMP after 3 rounds of proof checking the coding sheets. They also had the responsibility of writing up any further analysis essays to the articles that were warranted to enter this process. A narrative report has been written by the project's national coordinator Ms. Manal Al Taleb, which delved into the reasoning behind choosing the media outlets analyzed and other indicatory information. On the 30th of November, all coding sheets have been submitted and on the 31st of December, all further analysis of articles have been submitted alongside the narrative report.

TOPICS IN THE NEWS

Breakdown of Major Topics in Internet, Television, Radio and Print News

Chart: Percentage of Occurence (%) by Major News Topic

Legend: ■ Internet News ■ Television News ■ Radio News ■ Print News

As seen in the graph above, the most talked about major topic in the news was politics and government in print news with a percentage of 36%. This comes to show the print news is still the favored type of news medium when it comes to political issues. However, internet news leads with a percentage of 34% when it comes to the "science and health" topic. What can be deduced is that the distribution of COVID 19 topics is proportioned most abundantly in internet news.

Is this Story Related to Covid19? By Major Topic for Print

Chart: Percentage of Answers Relating to "Yes" and "No" (%) by Major News Topic

Legend: ■ No ■ Yes

The graph depicts whether the stories **in print** are related to COVID19 by major topic. As deduced in graph 1 (above), most stories in print were relating to politics rather

than the pandemic. This is proven here as the stories relating to politics and government do not relate to COVID19 very much with a percentage of 89% being "no" and 11% being "yes". However, stories that relate to science and health are directly proportional to being related to COVID, with a percentage of 58% being "yes" and 42% being "no".

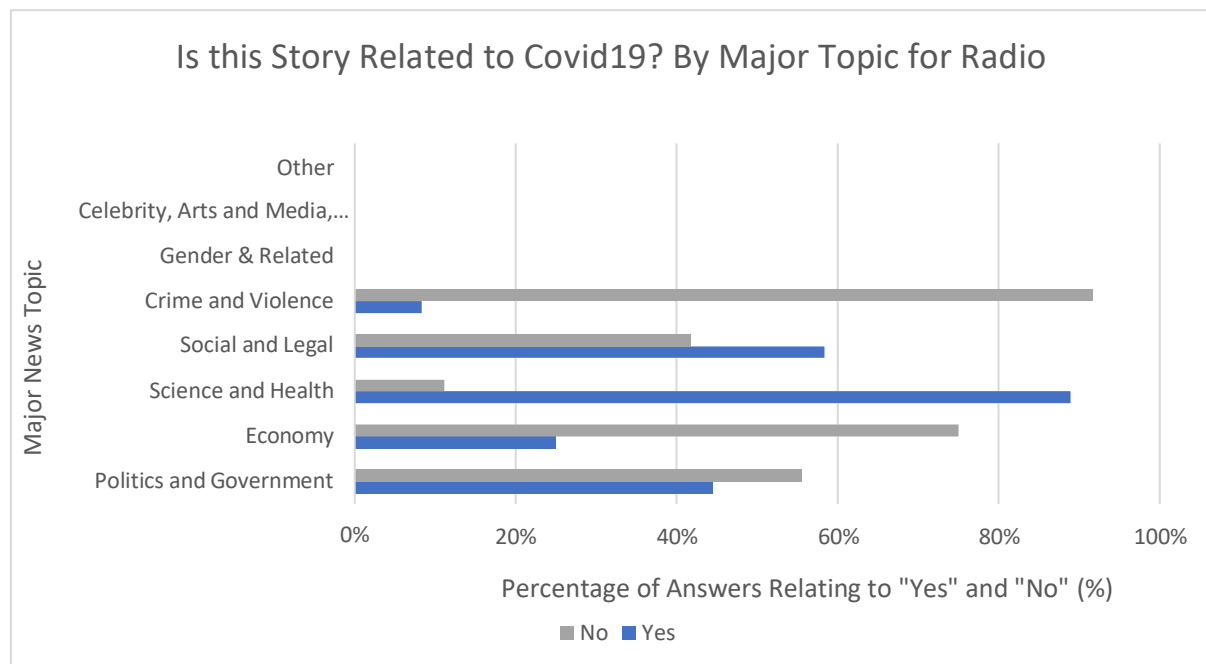Is this Story Related to Covid19? By Major Topic for Internet
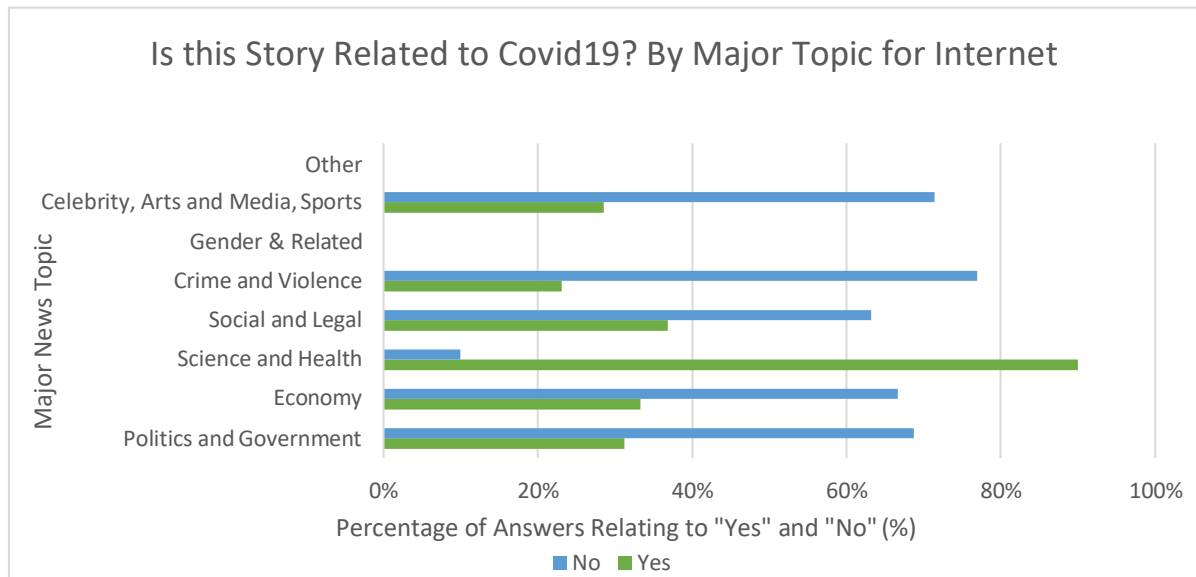
The graph depicts whether the stories **in internet** are related to COVID19 by major topic. It can be deduced that most stories in internet news are related to the pandemic. This is proven here as the stories relating to science and health are directly related to COVID19 with a percentage of 90% being "yes" and 10% being "no". However, stories that relate to other major topics do not necessarily relate to COVID19.

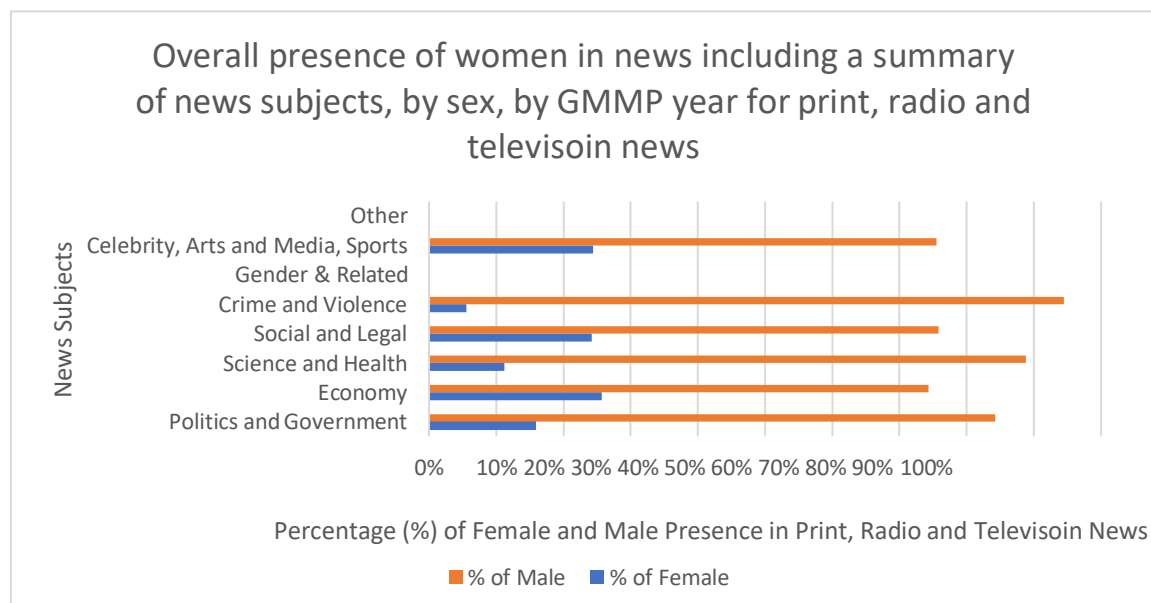Is this Story Related to Covid19? By Major Topic for Television
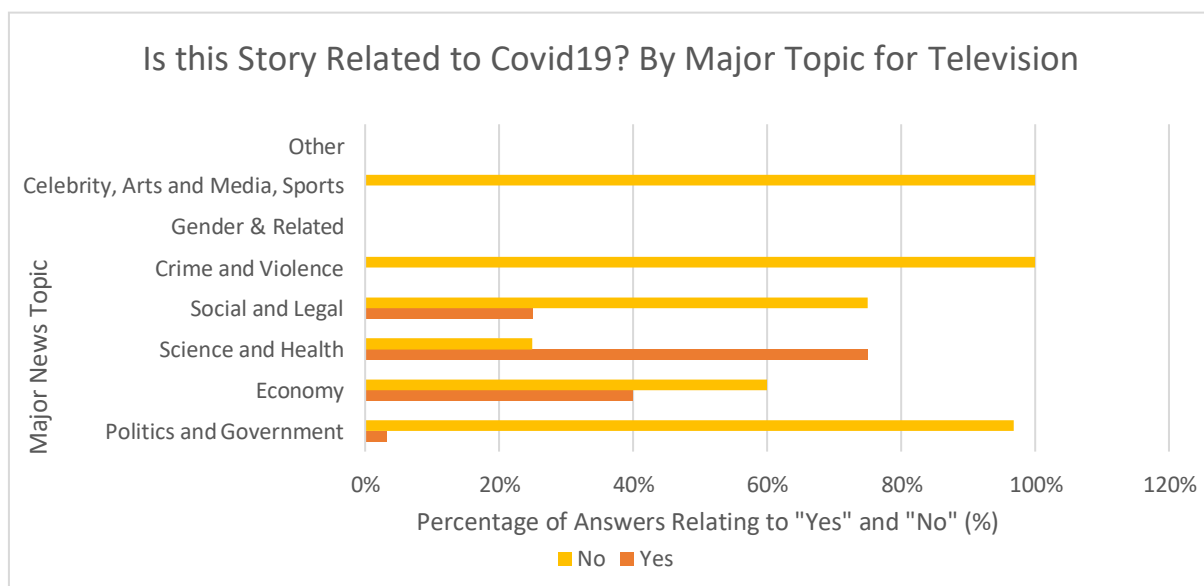
The graph depicts whether the stories **in television** are related to COVID19 by major topic. It can be deduced that most stories in television are related to the pandemic. This is proven here as the stories relating to science and health are directly related to

COVID19 with a percentage of 75% being "yes" and 25% being "no". Another widely discussed major topic that contains some stories related to COVID is the social and legal topic, with a percentage of 75% being "no" and 25% being "yes".

Is this Story Related to Covid19? By Major Topic for Radio

Major News Topic (vertical axis): Other; Celebrity, Arts and Media,…; Gender & Related; Crime and Violence; Social and Legal; Science and Health; Economy; Politics and Government

*Percentage of Answers Relating to "Yes" and "No" (%)*

■ No   ■ Yes

The graph depicts whether the stories **in radio** are related to COVID19 by major topic. The most talked about major topic is science and health as it has many stories related to COVID19, with a percentage of 90% being "yes" and 10% being "no". Another widely discussed major topic that contains some stories related to COVID is the politics and government topic, with a percentage of 69% being "no" and 25% being "31".

NEWS SUBJECTS AND SOURCES

Overall presence of women in news including a summary of news subjects, by sex, by GMMP year for print, radio and televisoin news

News Subjects (vertical axis): Other; Celebrity, Arts and Media, Sports; Gender & Related; Crime and Violence; Social and Legal; Science and Health; Economy; Politics and Government

Percentage (%) of Female and Male Presence in Print, Radio and Televisoin News

■ % of Male   ■ % of Female

The graph above showcases the overall presence of women in the media categorized by news subjects for print, radio and television news. Most females are present in the "economy" topic, with a percentage of 26%. Females are least present in topics

concerning crime and violence, with a percentage of 6%. There is an evident lack of overall women presence in the media, as it is clear through the graphic above, and that men are still the dominant party in the media.
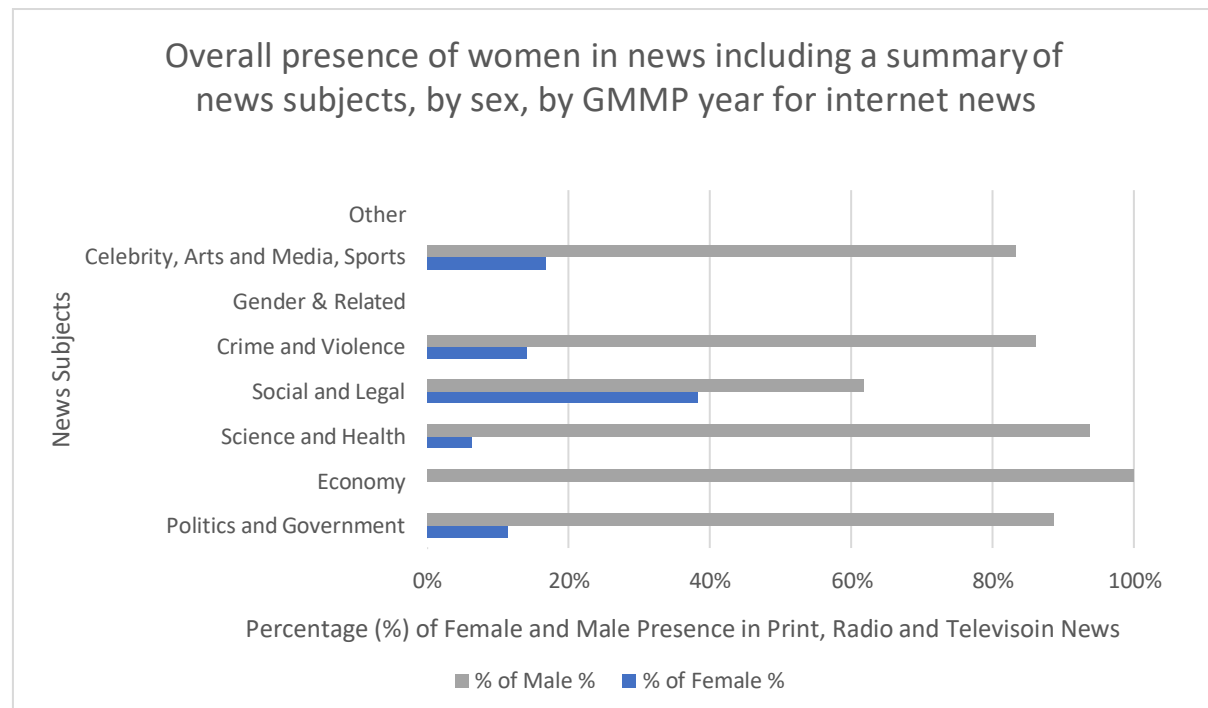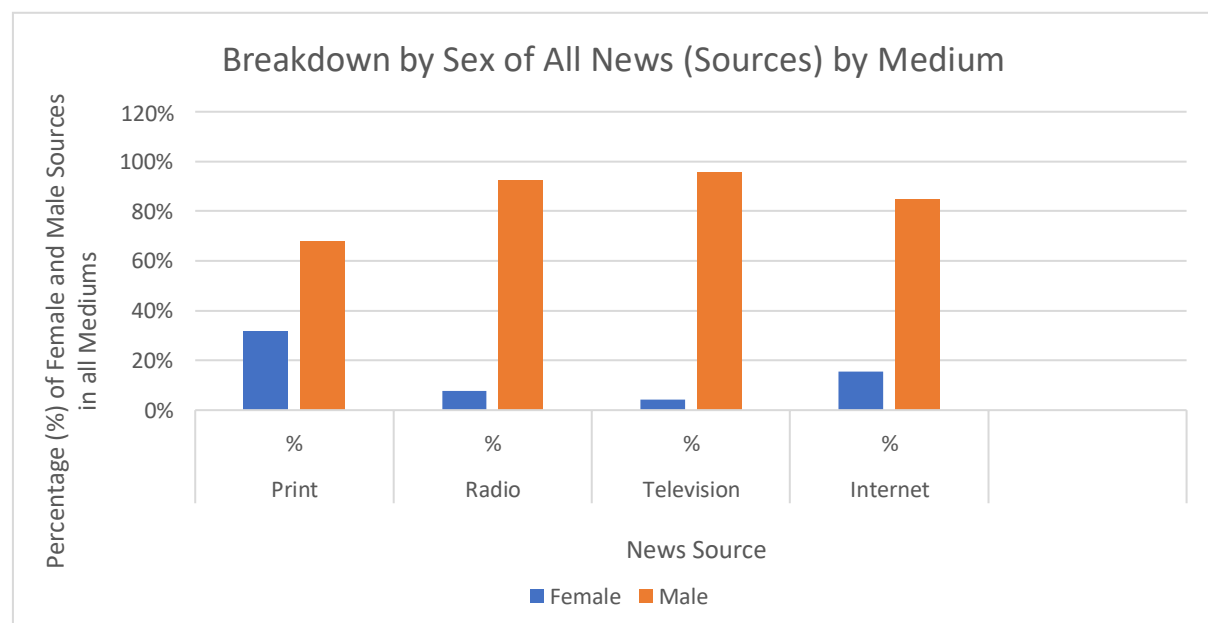

Overall presence of women in news including a summary of news subjects, by sex, by GMMP year for internet news

The graph above showcases the overall presence of women in the media categorized by news subjects for internet news. Most females are present in the "social and legal" topic, with a percentage of 38%. Females are least present in topics concerning the economy, with a percentage of 0% presence. This means the subjects concerning economy have a higher presence of women in more traditional news medium such as print, radio and television as compared to more modern news medium such as internet news.

Breakdown of Women in Print, Radio and Television News in Major Topics in the Middle East
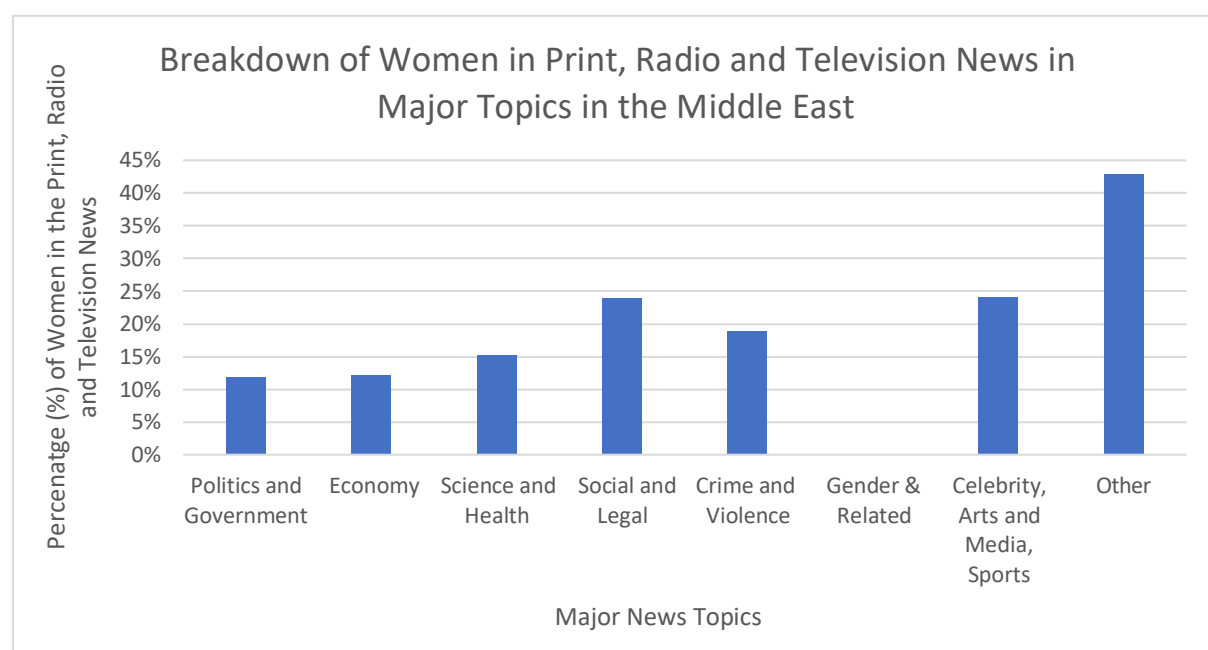
The graph shows the breakdown of women in the news (sources) in major news topics in print, radio and television in the Middle East. The biggest percentage of women is seen under the "other" category, with a presence of 43%. The smallest percentage of women is seen under "politics and government" as well as "economy", both having a percentage of 12%.

Breakdown of Women in the Internet News in Major Topics in the Middle East

Percenatge (%) of Women in the Print, Radio and Television News
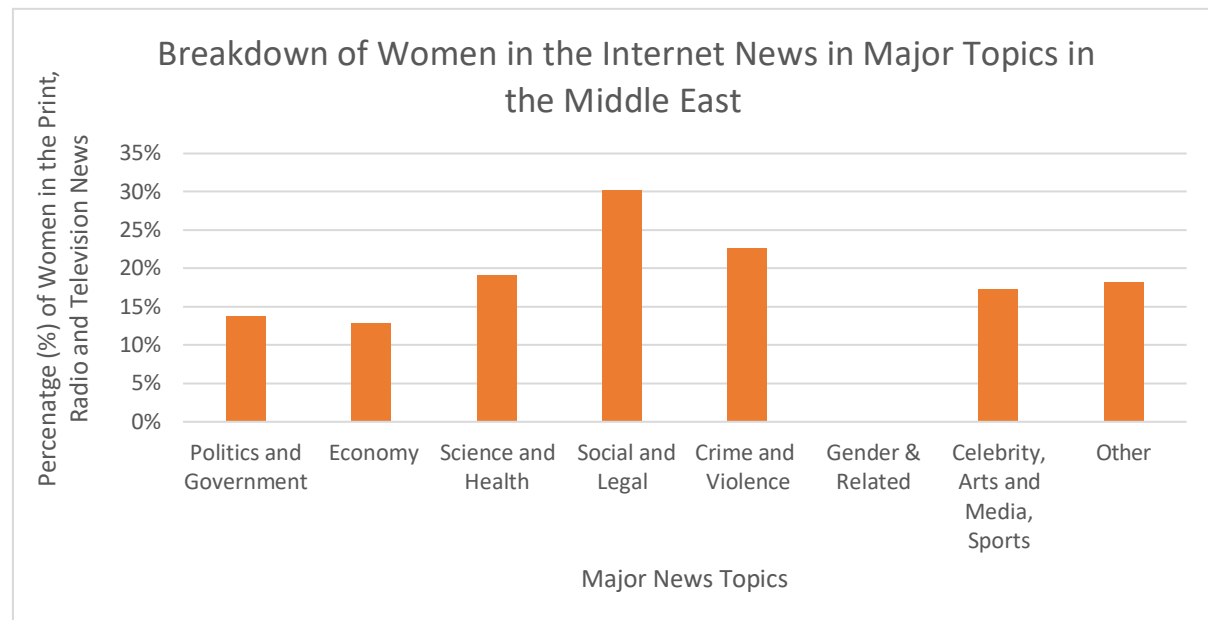
The graph shows the breakdown of women in the news (sources) in major news topics in internet news in the Middle East. The biggest percentage of women is seen under the "social and legal" category, with a presence of 30%%. The smallest percentage of women is seen under "politics and government" as well as "economy", with a percentage of 13%.

Breakdown by Sex of All News (Sources) by Medium

Percentage (%) of Female and Male Sources in all Mediums

News Source

■ Female ■ Male

The graph above shows women in the news (sources) by medium; highlighting the

breakdown by sex of all mediums. Females have the highest percentage in print news, with a percentage of 32%. However, the lowest percentage of females are seen in television, as they hold a percentage of 4%.

JOURNALISTS AND REPORTERS

Breakdown of Reporters in domestic & foreign stories, by sex
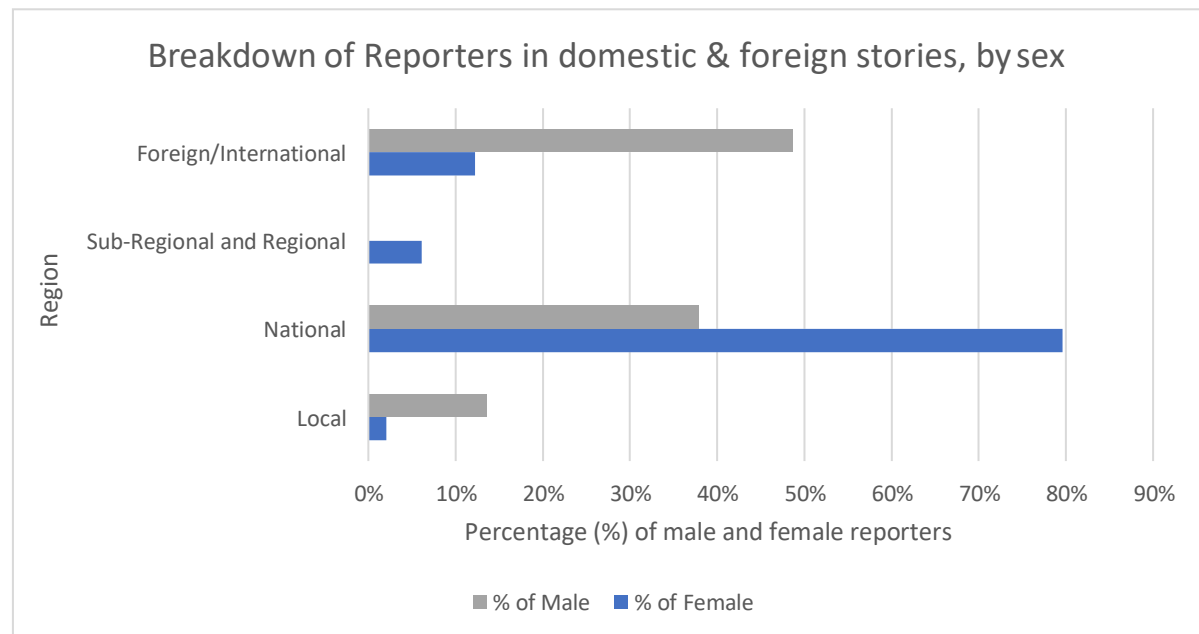
The graph above shows the breakdown of reporters in domestic and foreign stories by sex. It is evident that on an international level, there are more male reporters than female, with male reporters holding 49% and female reporters holding 12%. However, on the national level, female reporters are much more present with a percentage of 80%, whereas male reports holding 38%. On the local level, it is evident that male reporters are still dominant in number with a percentage of 14%, whereas female reporters hold a percentage of 2%.

Breakdown of Reporters by sex and on major news topics
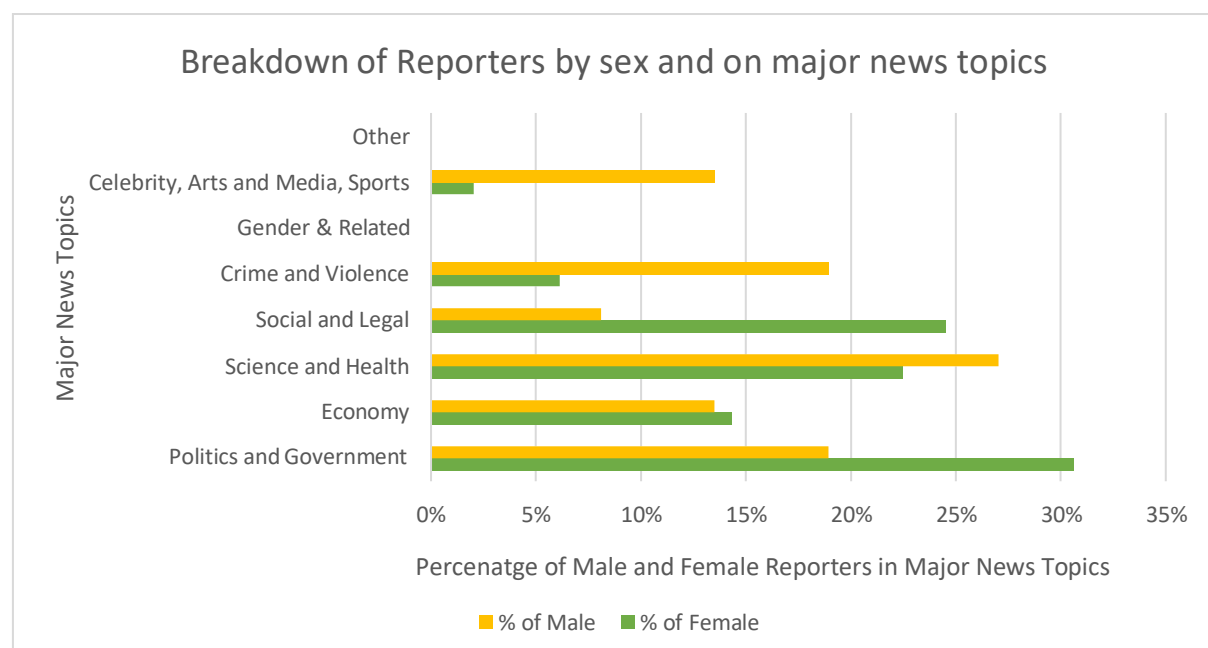
The graph depicts the breakdown of reporters by sex on major topics. Based on the graph above, it is clear that most females are reporters for topics concerning politics and government, as they hold a percentage of 31% where males hold 19%. However, there are more male reporters in topics related to science and health, as they hold a percentage of 27%. On the other hand, female reporters only hold 22%.

JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING
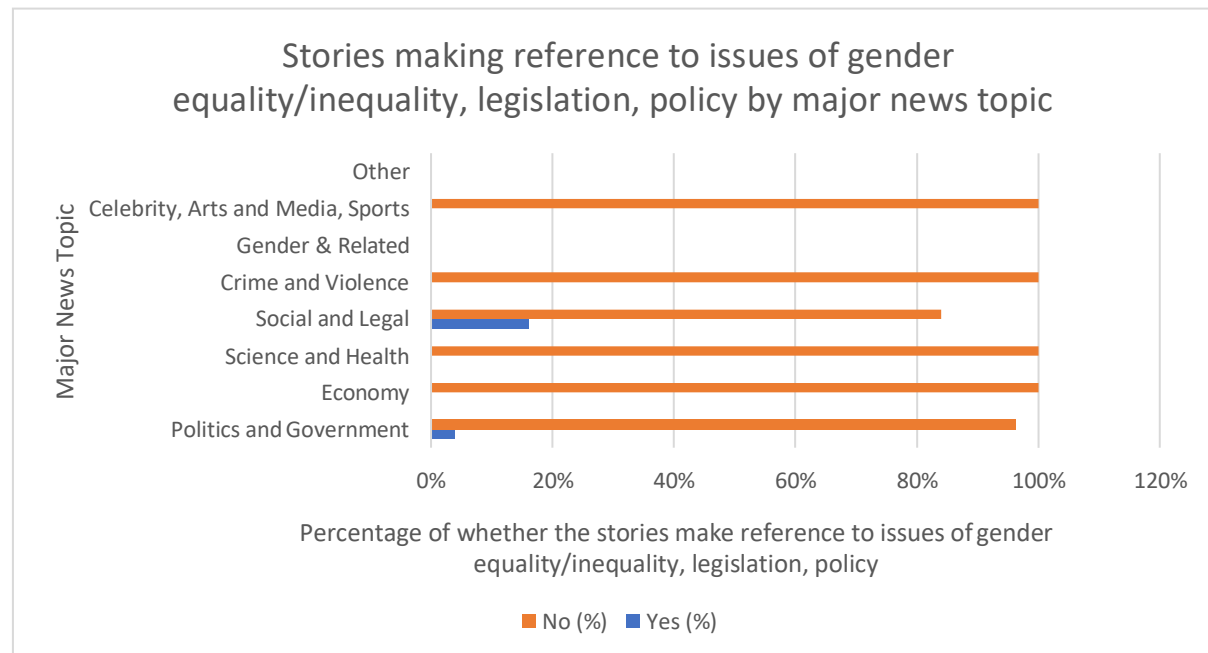
The above graph depicts stories making references to issues of gender equality/inequality, legislation and policy by major news topic. It is clear that news topics do not make any references to gender equality and inequality. However, the most references were made under the social and legal topic, which hold only 16%. This can be analyzed as a form of turning a blind eye on the very recurring and pressing stories concerning gender equality/inequality in the country.

**Breakdown of Stories Where Stereotypes are Challenged/ Supported in Jordan**
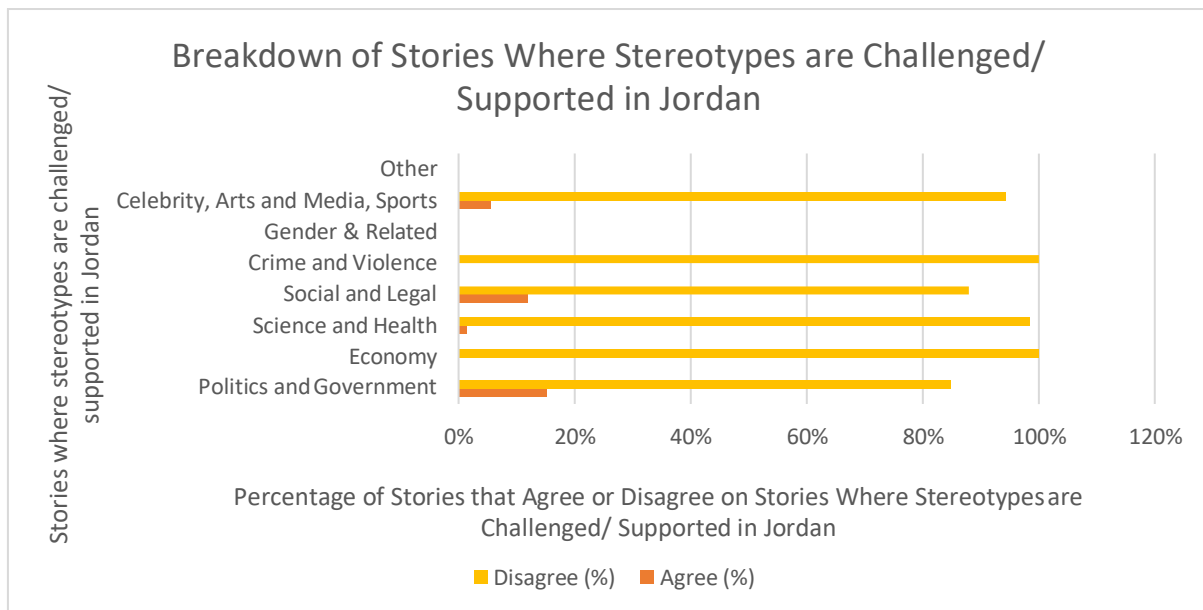
The above graph depicted the breakdown of stories where stereotypes are challenged/supported in Jordan. It is evident that most stories disagree that there are stereotypes challenged/supported. However, in news subjects related to politics and government, 15% agree that there is a form of stereotypes either challenged or supported.

FOCUS ON COVID-19 NEWS

Covid stories: gender stereotypes by major new topic
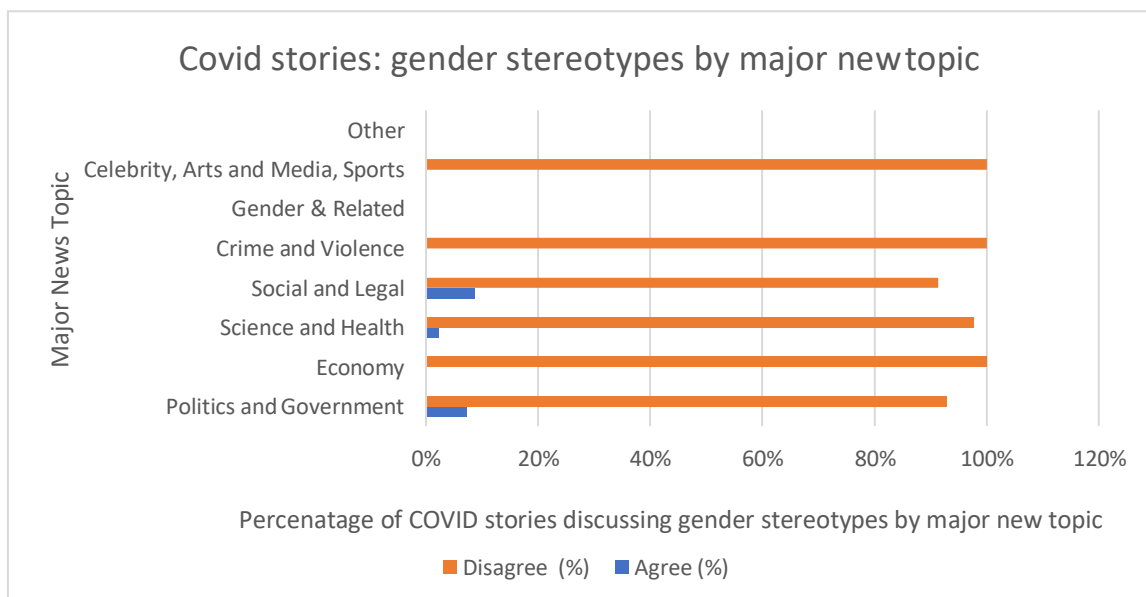
The above graph shows the stories that are related to COVID and whether they have gender stereotypes. It has been a recurring trend that stories in general disagree that there is any form of gender stereotypes. This is because most medias do not discuss stories related to gender unless it has gained public recognition and momentum in advance. For example, only 7% of the stories related to politics and government agree that there are gender stereotypes, only 9% in social and legal stories and only 2% on science and health stories.

Covid stories: highlight gender inequalities, by major topic
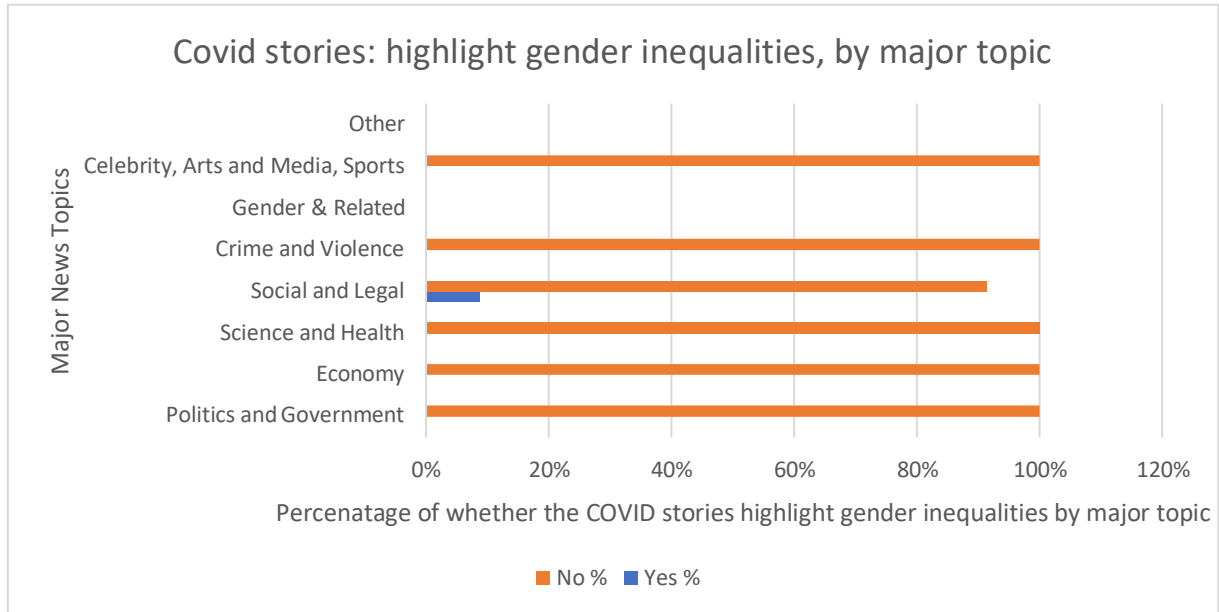
The graph above showcases COVID stories that highlight gender inequalities. It is clear that Jordanian media does not shed light of issues pertaining to gender, unless it is under the social and legal topic, as only 9% of the stories discuss gender inequalities.

DIGITAL NEWS ON WEBSITES AND TWITTER

Internet - Story shared on Facebook
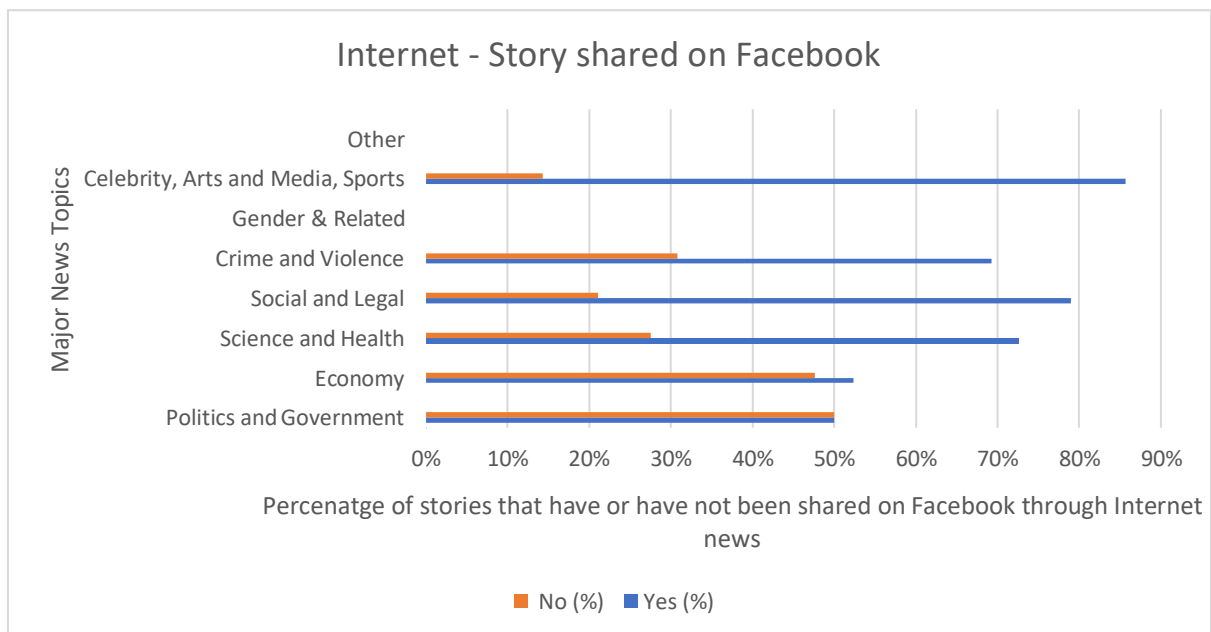
The graph above shows the percentage of internet news stories that have been published on Facebook. This is important to highlight as most news outlets in Jordan have a higher presence in Facebook as compared to other social medias such as Twitter. It is clear that most stories that have been shared on Facebook are celebrity, arts and media and sports news, as 86% of stories related to this topic has been shared. The stories that have been least shared on Facebook are stories related to politics and government as they hold 50%.

Internet - News subjects directly quoted by sex
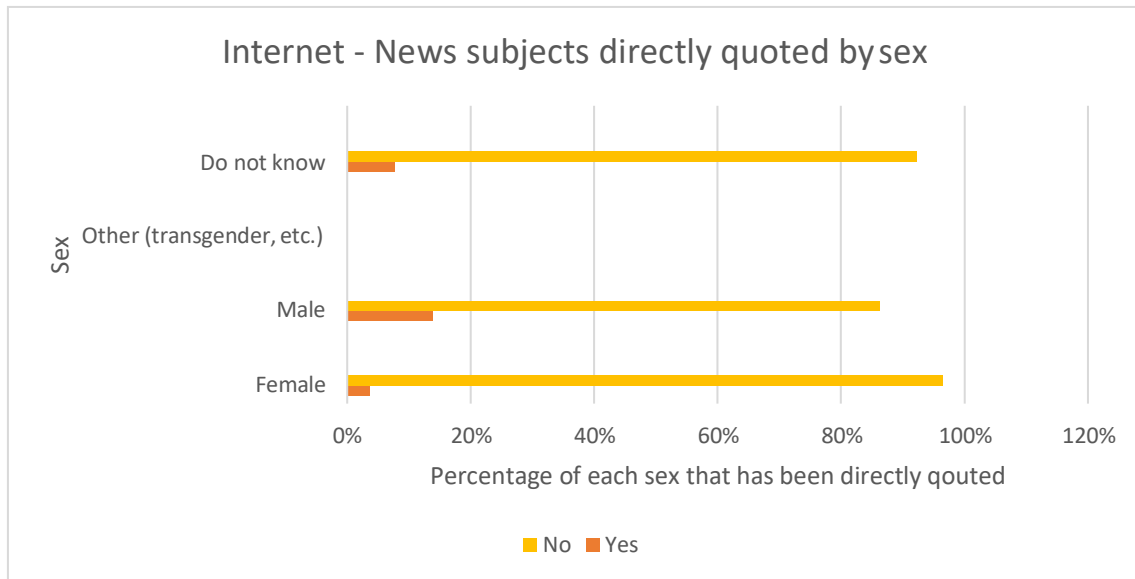
The graph above shows news subjects that have been directly quoted based on sex in internet news. The leading number of quotes based on sex are males, as they hold a percentage of 14%, whereas the least number of quotes came from females as they hold only 4%. This comes to show that females are still not highly represented in media, as the news favors quotations from males over females.

Internet - Stories with Women as a central Focus
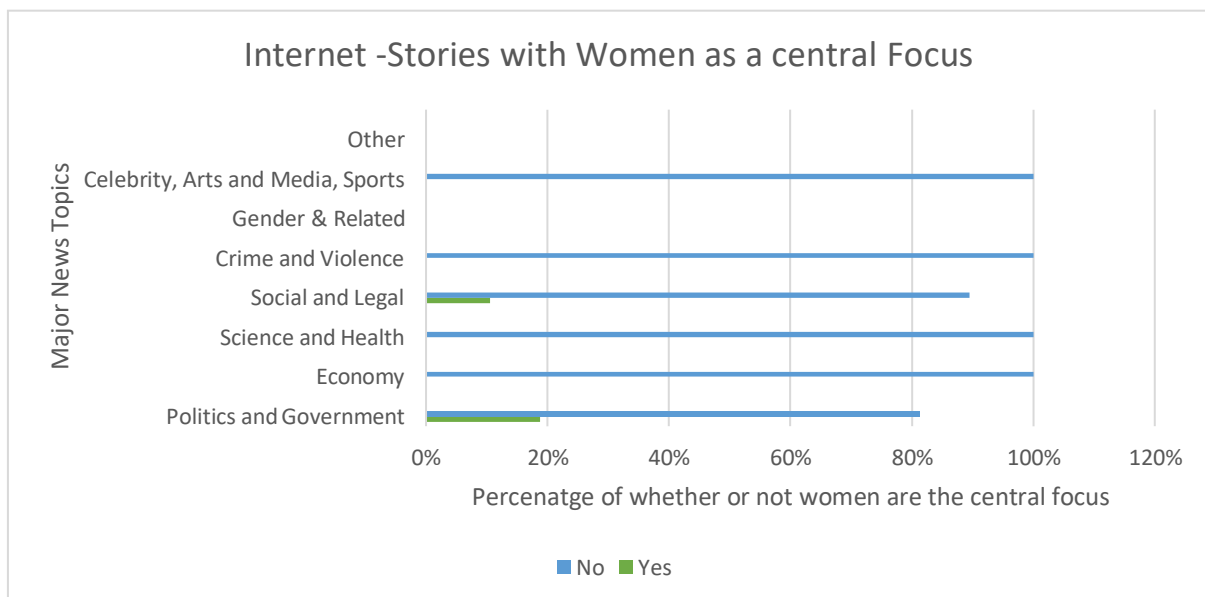
The graph shows internet stories that had the central focus on women. It is clear that most women still lack a central presence and focus in the media. However, women do have somewhat of a central focus when it comes to politics and government, as 19% are a central focus. This is due to the fact that monitoring day was very close to the parliamentary elections; hence, some stories have shed light on the quota of women in parliament. Women also have somewhat of a central focus on social and legal topics, which holds a percentage of 11%.

CASE STUDIES

Story that is gender-aware and challenges stereotypes:

Title: الشباب وشومان يبحثان إنشاء مكتبة نوعية في الزرقاء

Summary: A story discusses the efforts of the Minister of Youth, Fares Braizat, and the CEO of Abul Hameed Shoman Foundation, Valentina Kassisieh in opening a library in the government of AlZarqa.

Analysis: By having a woman lead one of the most influential foundations in Jordan as well as reaching a level where projects are being signed with Ministers proves that leadership positions are not indigenous to men, but rather to people - regardless of gender - who have the proper skill set to lead an organization. Hence, the sources used in this story are both of equal positions, having them both be the subjects of the story and have the same influence on the project. In such a manner, this clearly challenged the stereo-typical view of women in the workforce as Ms. Kassisieh broke the cultural-stereotypical social relations of gender, and preserved in her line of work. The language used comes across as gender-inclusive and properly introduces both parties in an adequate manner. The story also contains an image that shows a photographed picture of Minister Faris Al-Barizat and Valentina Qassisieh. This shows that women are capable of reaching high ranks of leadership by opening businesses in their local communities and can benefit society with their knowledge. The viewpoints depicted in the story came from both the Minister as well as Qassisieh; ultimately pertaining to her importance to the project and her equal say on decision-making strategies.

Scoring:

Professionalism	Good
Rights-based approach	Poor
Respect for Freedom of Expression	Good

GRADE: B

The story brough about a gender-neutral perspective as both genders in the story had equal and balanced statements and both standpoints were expressed. The story did not target human/women's rights rather it discussed a local initiative taking place.

<u>Story that is gender-aware and is gender specific:</u>

Title: COVID19 Impact on the documentation and registration among the Syrian refugees in Jordan, especially marriage contracts.

Summary: Al-Ghad newspaper had written an article about a Position Paper issued by ARDD; a Jordanian NGO, to shed light on the dark impact of COVID-19 on the registration of marriages among the Syrian refugees in Jordan, during the mobility restrictions. ARDD's Position Paper discusses the aftermaths of not registering marriages on women, in particular.

Analysis: There is gender specific in demonstrating the impact on male and female Syrian refugees, as females are more affected if marriages are not registered. Thus, the subject is related to the Social and Legal topic. The report made it obvious that females will extremely suffer, if the unproper procedures that were taken during the mobility restrictions are not amended, afterwards. The gender-inclusive atmosphere as well the balanced number of views from both genders, reflect an understanding of the need for quick amendment, so that newly married women won't suffer. This gender specific vision conveys a message that women need documents of marriage in hand to protect them if the husband, for a reason or another disappears before the registration or if a baby is born without prior registration. The Article (brief report) reflects a gender specific stance by treating women's opinions as valued as the opinions of men. Within such a context, it was made clear that women need the documentation and registration of marriage so as not to lose official and social support if the proper documents of marriage are neglected or not taken for granted due to gender. The language used by the journalist is gender-inclusive and properly introduces both genders in an adequate manner. The viewpoints of both women and men are depicted in the brief report in a balanced manner; which proves that the journalist knew exactly how to tackle the complexity of the women losing their case.

Scoring:

Professionalism	Good
Rights-based approach	Good
Respect for Freedom of Expression	Good

The story brought about a high-level professionalism as there was a balanced view between genders concerning the proposed topic as well as an equal depiction of perspectives. The story also discussed and pinpointed a very significant issue pertaining to women and their rights during COVID, specifically refugee women. Both genders seemed to have leisure in freedom of speech as both seemed to have equal representation.

Story that is gender blind:

Title: لتربية: 3 سیناریوهات لعودة الطلبة الى المدارس

Summary: A story on Ms. Najwa Gubeilat; Gen. Sec. of the Administrative Department at the Ministry of Education (MOE) spoke about the reopening of public schools after being opened at the beginning of scholastic year 2021, and then closed, due to the second wave of COVID-19.

Analysis: As for the subject, the three scenarios of the time/days for reopening the schools did not take into consideration the gender element. The female speaker referred to "guardian" with a male connotation, without even mentioning the father or the mother. The topic of the interview came across without any gender comment or mentioning of boys and girls. For a high official in the education sector, male and female students are treated without any consideration to gender specificity. The language in the interview comes off as blatant.

Scoring:

Professionalism	Weak
Rights-based approach	Poor
Respect for Freedom of Expression	Weak

GRADE: D

The story's language is very blatant which prevents the occurrence of having equal perspectives to be depicted. The story did not relate to women/human rights.

Story that has subtle stereotypes:

Title: شؤون الفلسطینیة نائرم مدیر عملیات الونروا ني الأردن

Summary: An article discussed the some of the main operating chiefs in the UNRWA.

The story concluded with a very brief mention of the new COO Martha Rodrigez.

Analysis: However, that article refers to her as a male stating " مدير العمليات الجديد

"مارثا رودريغز . This comes to show that women in leadership positions is still very

stigmatized and the use of such gender-discriminatory language reenforces that such

positions are only inclined to men.

Scoring:

Professionalism	Poor
Rights-based approach	Poor
Respect for Freedom of Expression	Poor

GRADE: E

The language used in the story was gender-discriminative which did not allow any room for an equal and balanced depiction of perspective. Freedom of speech steered towards the men more than women, and the story did not have any relation to women/human rights.

SUMMARY AND CONCLUSIONS

In summary, it is can be confidently argued that women are still widely underrepresented in Jordanian media as well as regional media. The most talked about stories discussed were topics relating politics and government as well as science and health in light of the pandemic.

The overall female presence is most shown in print, television and radio news and specifically under the "economy" topic and have the least presence in topics concerning crime and violence. However, when analyzing internet news, it was clear that most of the presence of women was in stories relating social and legal stories. There is an evident lack of overall women presence in the media as men are still the dominant and more favored party in the media.

It is clear that Jordanians prefer more traditional news mediums such as prints, television and radio. However, one cannot deny that the demographics pertaining to this point will change as COVID-19 has transformed the world to be more digital. This was clear when monitoring, as there was a rise in internet news presence overall.

It is also evident that the Jordanian media does not touch upon topics concerning gender equality/inequality. Most references to gender equality/inequality are made under the social and legal topic. This can be analyzed as a form of turning a blind eye on the very recurring and pressing stories concerning gender equality/inequality in the country.

Women did not have a central role in the media. However, women do have somewhat of a central focus when it comes to politics and government. This is due to the fact that monitoring day was very close to the parliamentary elections; hence, some stories have shed light on the quota of women in parliament. Women also have somewhat of a central focus on social and legal topics.

What is very important to deduce is that although women in the medical field were in the frontlines in combating the pandemic, there was a very noticeable lack of appreciation of their efforts. This is due to men being the faces of the pandemic and them being the more dominant party in the media.

In conclusion, the Arab Women Organization has benefitted from this GMMP experience as it gave a clear vision on the necessary next steps that must be taken. In light of the current state of the pandemic, one can confidently claim that all organizations are in need of this study more than ever. The pandemic has surfaced

many issues that women face that have been dismissed before, such as the lack of representation in the media. The pandemic has also played a big role in causing women representation in the media to be even more marginalized. The GMMP will help revive this problem and stimulate a much-needed change in local, national and global attitude towards women in media.

RECOMMENDATIONS AND ACTION PLAN 2021-2025

Some recommendations include adding more social media outlets for monitoring such as Instagram. This is due to the fact that social media has started to influence the opinions and points of views more after the pandemic, arguably more than traditional media. Another recommendation is focusing more on the presence of youth in the news. The next generation has become more aware and more present on social media as a result of the pandemic. This means that youth are having more and more of a fortified presence in changing the course of how we preserve media as.

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

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