

WHO MAKES THE NEWS?



GMMP

Global Media
Monitoring

Project

2020

The Netherlands --- NATIONAL REPORT



GMMP

Global Media
Monitoring
Project

2020



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

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



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

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

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

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



**WOMEN
INC**



In Partnership with



Acknowledgements

Free Press Unlimited and WOMEN Inc. would like to thank Garjan Sterk and Bernadette van Dijk for their support during the GMMP 2020 in the Netherlands. A special thank goes to all volunteers who did the monitoring on 29 September 2020.

Table of contents

GLOBAL CONTEXT	5
REGIONAL CONTEXT	6
NATIONAL CONTEXT	7
EXECUTIVE SUMMARY	8
A DAY IN THE NEWS IN THE NETHERLANDS	9
THE CONTEXT	9
TOPICS IN THE NEWS	10
NEWS SUBJECTS AND SOURCES.....	11
JOURNALISTS AND REPORTERS	16
JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING	18
FOCUS ON COVID-19 NEWS.....	18
SUMMARY AND CONCLUSIONS.....	19
RECOMMENDATIONS AND ACTION PLAN 2021-2025.....	20
 Annex 1. Methodology	 22
Annex 2. National Monitors.....	25
Annex 3. List of media monitored	26

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

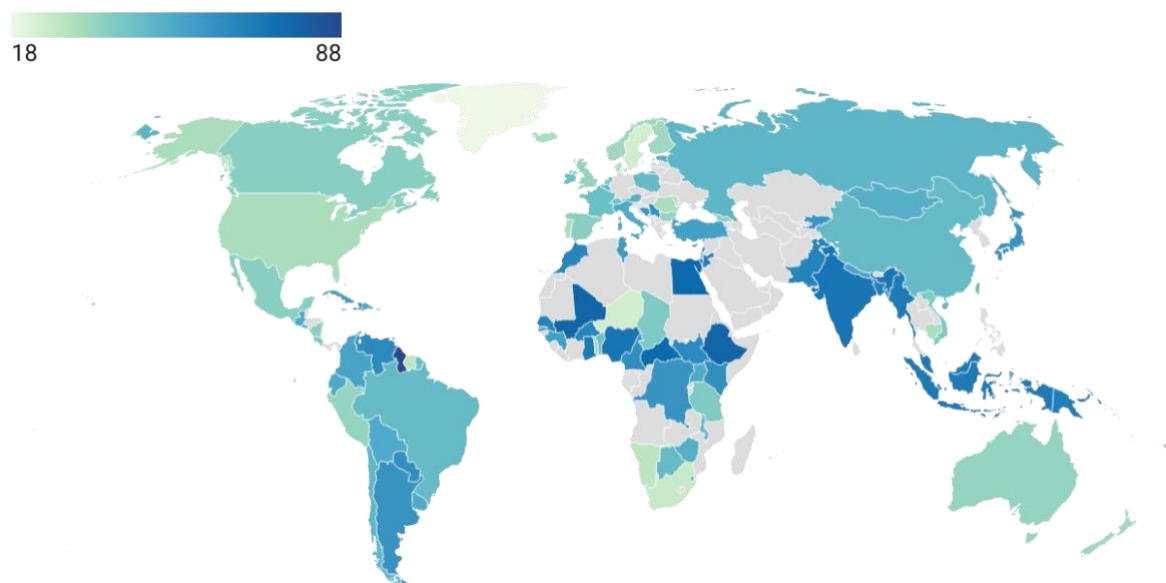


Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio and television news.
Data source: Global Media Monitoring Project, 2020

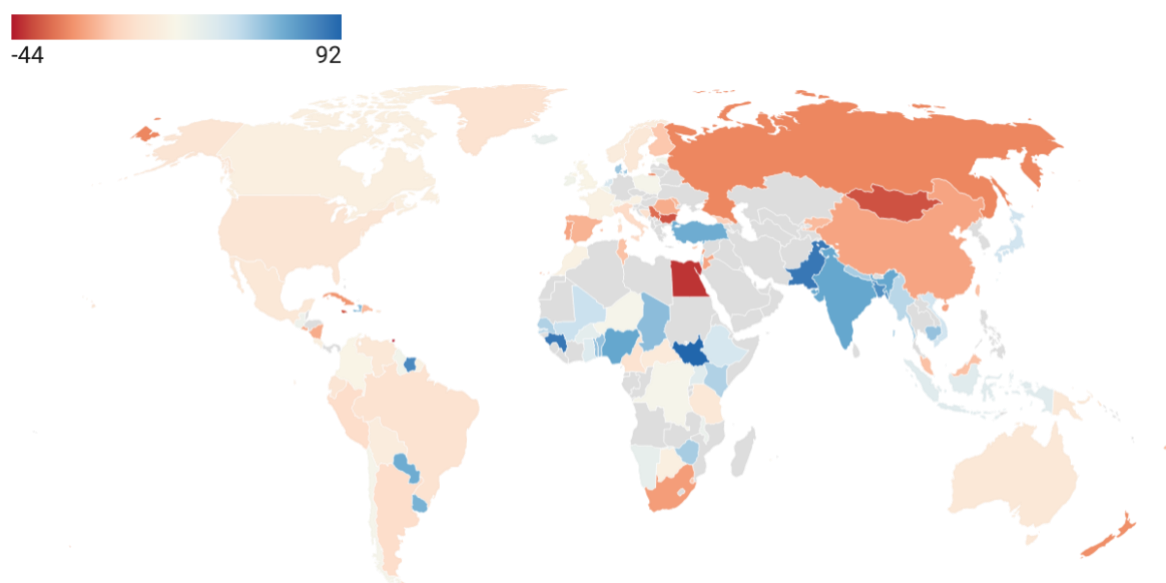


Figure 2. Gender gap: Reporters in the stories. Newspaper, radio and television news.
Data source: Global Media Monitoring Project, 2020

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 humanity. Giving equal time and weight to their stories, featuring them as

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.

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.

REGIONAL CONTEXT

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

In 2015, 33 countries participated in GMMP 2015 and in 2020, 32 countries took part. While there has been a core set of European countries which have participated in all or nearly all the GMMP monitoring days, 2020 was particularly challenging because of Covid-19. That so many people, coordinators and monitors did so, is a testament to their and our commitment to the broader GMMP project. While the impact of the pandemic continues to be felt, on 2020 monitoring day, only 27% of stories were coded as associated with Covid-19.

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

NATIONAL CONTEXT

The Netherlands has participated in the Global Media Monitoring Project since the first edition in 1995. 25 years later, representation of women in Dutch media remains an issue of concern. The Dutch Media Authority concluded that in 2019 36.6% of the persons appearing in Dutch non-fiction television programmes were women⁴. The study also concluded that: 'women appear more in nonfiction and entertainment shows (43.5 percent) than in news and current affairs programmes (33.3 percent). In these programmes, women are more likely to be the main presenter (41.8 per cent), the subject of a portrait (44.1 percent) or a game-show contestant (45.0 percent), and less likely to be seen as a reporter (23.1 percent) or news source (33.3 percent)'.

A study on the number of women in talk shows on the public broadcast channels concluded that the representation ranged from 26.5% to 42.1%, depending on the show⁵. People with a non-Western migration background were also underrepresented.

Additionally, an increase in threats and aggression against journalists has been observed in the Netherlands⁶. Research shows that half of the female journalists in the Netherlands have faced threats, intimidation and violence in the context of their work. Freelance journalists and journalists with a migrant background are especially vulnerable to this. This not only is a threat to press freedom, but also has led to mental health problem of women journalists as well as self-censorship⁷.

The publication 'Beperkt Zicht' by WOMEN Inc. from 2016 summarized existing research on gender representation in Dutch media and concluded that there is still a difference in the quantity and quality of representation between men and women. For example, men are still more often represented as spokespersons or experts⁸. This publication provided the basis for a campaign on equal representation in media by WOMEN Inc. Moreover, the organisation coordinates the 'Coalitie Beeldvorming in de Media', which brings together different media outlets to work towards more balanced representation in Dutch media. Free Press Unlimited has a number of initiatives promoting gender equality in and through the media. Through its global Media4Women campaign FPU and its partners and allies create awareness about gender representation both in the media and in the content they produce. Media4Women 2020 campaign highlighted issues of under-representation and misrepresentation of women in the media, showcased successful approaches to improve the imbalances and through its advocacy campaign called a number of international donors and policymakers to take steps to tackle these issues in media.

⁴ Representatie van mannen en vrouwen in Nederlandse non-fictie televisieprogramma's. Commissariaat voor de Media, 2019:

<https://www.rijksoverheid.nl/documenten/kamerstukken/2019/11/29/cvdm-rapport-onderzoek-representatie-van-mannen-en-vrouwen-op-televisie-2019>

⁵ Aan tafel! Over het al dan niet problematische gebrek aan diversiteit onder talkshowgasten. Ombudsman voor de publieke omroepen, 2019:

https://ombudsman.npo.nl/storage/configurations/ombudsmannponl/files/publiceren_onderzoek_diversiteit_in_talkshows_website.pdf

⁶ Agressie en bedreiging richting journalisten. Persveilig, 2021: <https://www.persveilig.nl/wp-content/uploads/2021/06/Factsheet-Agressie-en-bedreigingen-richting-Journalisten2021.pdf>

⁷ 'Bedreigingen vrouwelijke journalisten leiden tot mentale schade en zelfcensuur'. NVJ, May 3 2019: <https://www.nvj.nl/nieuws/bedreigingen-vrouwelijke-journalisten-leiden-tot-mentale-schade-en-zelfcensuur>

⁸ Beperkt Zicht; de rol van mediamakers in beeldvorming. WOMEN Inc., 2016.

EXECUTIVE SUMMARY

This report presents the findings of the Global Media Monitoring Project in the Netherlands of 2020. The findings show that women, non binary people, transgender people and people of colour continue to be underrepresented in Dutch news content. Little progress has been achieved compared to previous years, despite the fact that various Dutch media have actively devoted themselves to improving representation of women in their reporting.

Only 28% of people in the Dutch news are women, and no non-binary or transgender persons were found in the stories monitored. Furthermore, only 10% of people in the news are people of colour. Women are most often featured in stories about social and legal issues, and are least represented in stories about crime and violence. When women are featured in stories, it is more often about their private lives or their family roles than their (professional) expertise. Women are less often quoted or presented as experts than men, but stories more often make reference to their family status than they do for men. The findings show that issues related to gender inequality do not get a lot of attention in Dutch news, and that most reporting does not challenge prevailing gender stereotypes.

29% of the journalists that report the news were women, and none of the presenters and announcers on radio and TV were women, showing that the news is still largely brought from male perspectives. Stories about the main topic of the news in 2020, the Covid-19 pandemic, were especially dominated by men; only 19% of stories on the pandemic were reported by women.

Women remain underrepresented as sources in the news about Covid-19 as well, which is especially concerning since it has been shown that the pandemic has impacted women and marginalized communities disproportionately and that women fulfill a majority of crucial professions during this crisis. This suggests that the gendered impact of the pandemic as well as women's concerns are not included in news coverage about Covid-19.

The underrepresentation of women, people of colour, transgender people and non-binary people is a missed opportunity since media have an important role when it comes to inclusive representation and gender equality in society. The report concludes with a number of recommendations for Dutch media stakeholders to work towards a more equal and balanced portrayal.

A DAY IN THE NEWS IN THE NETHERLANDS

On 29 September 2020, the news was dominated by the Covid-19 pandemic. The government had announced new measures to control the pandemic the day before, so many news stories were about these new measures and the impact of Covid-19 on different aspects of society, such as the economy and healthcare system. Other main topics included two court cases, the police investigation into a murder case, the American presidential elections and a research publication into the Dutch slavery past.

THE CONTEXT

On 29 September 2020 the following media were monitored:

- 6 newspapers
- 3 radio newscasts
- 3 television newscasts
- 4 online news websites
- 4 Twitter news accounts

A list of all media monitored can be found in the annex of this report. The media were selected based on size and reach, meaning they include the main news outlets in the country. Furthermore, an effort was made to not include different media channels multiple times (so for example, the websites of newspapers that were already analysed in print were not included in the sample).

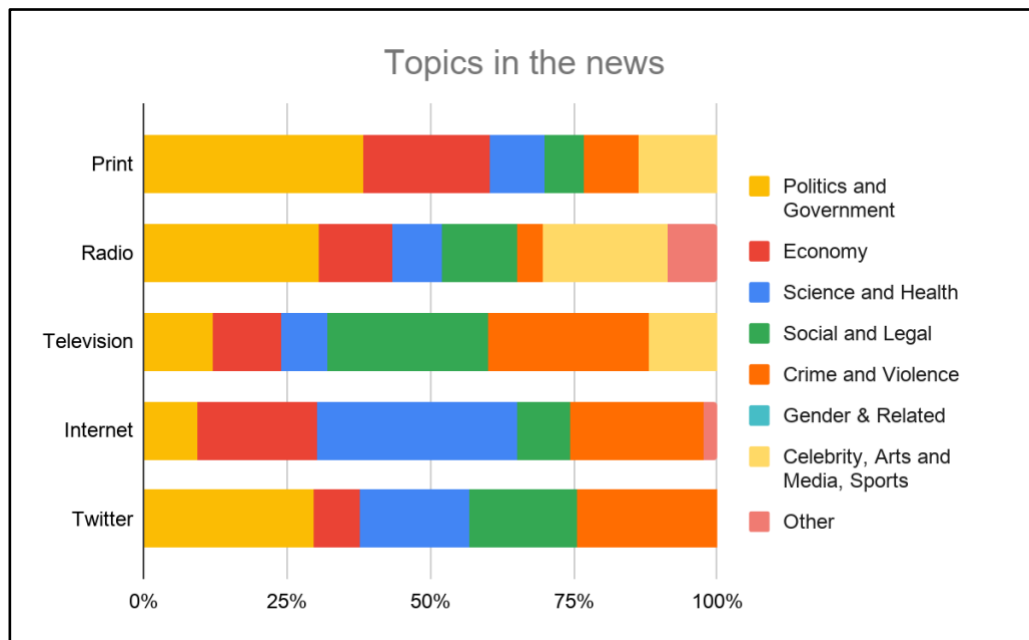
The research was focused specifically on news, meaning that for example talk shows, opinion pieces and weather reports were not included in the sampling.

The monitoring was organized and coordinated by WOMEN Inc. and Free Press Unlimited, two organisations promoting equal and balanced representation in media. They were supported by Garjan Sterk en Bernadette van Dijck, who coordinated the Dutch GMMP in previous years. The monitoring was done by a group of 24 volunteers. Due to the Covid-19 situation, all monitoring took place online, and people worked together in couples in breakout rooms.

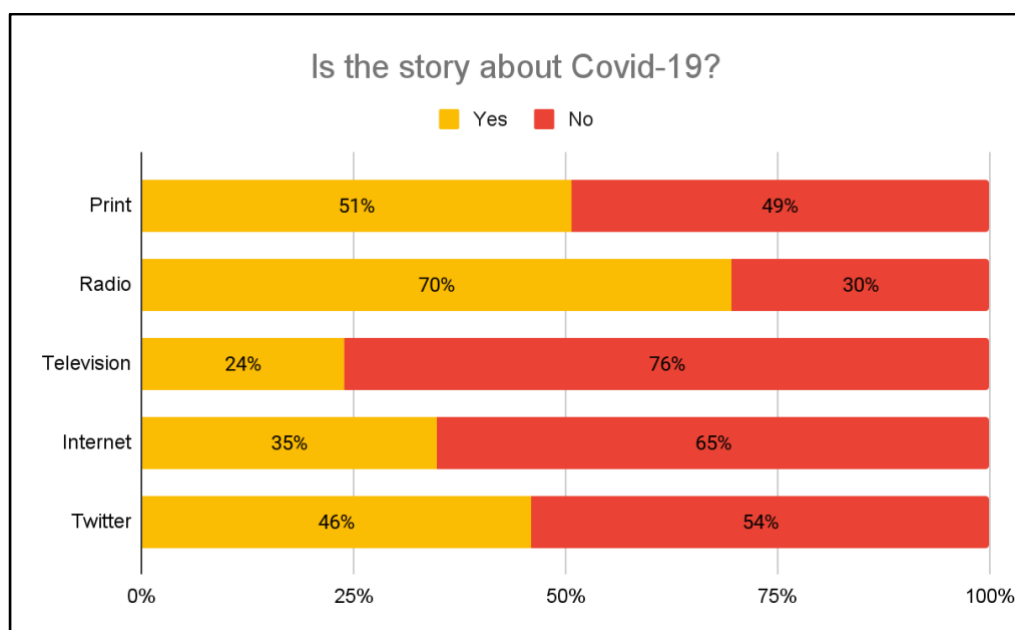
In October 2020, a preliminary report was published with the first findings of the GMMP in the Netherlands. This report presents the final and official results. Some data may differ slightly from the first publication, due to verification of the data and correction of errors.

TOPICS IN THE NEWS

The chart below shows the different topics of news content in the different media types. It shows that in print, radio and Twitter news, the majority of stories was about Politics and Government, while on television the majority of stories was about social and legal issues, as well as crime and violence. Online news was mostly about science and health topics as well as crime and violence. It is worth noting that not a single story was found that was about gender issues.

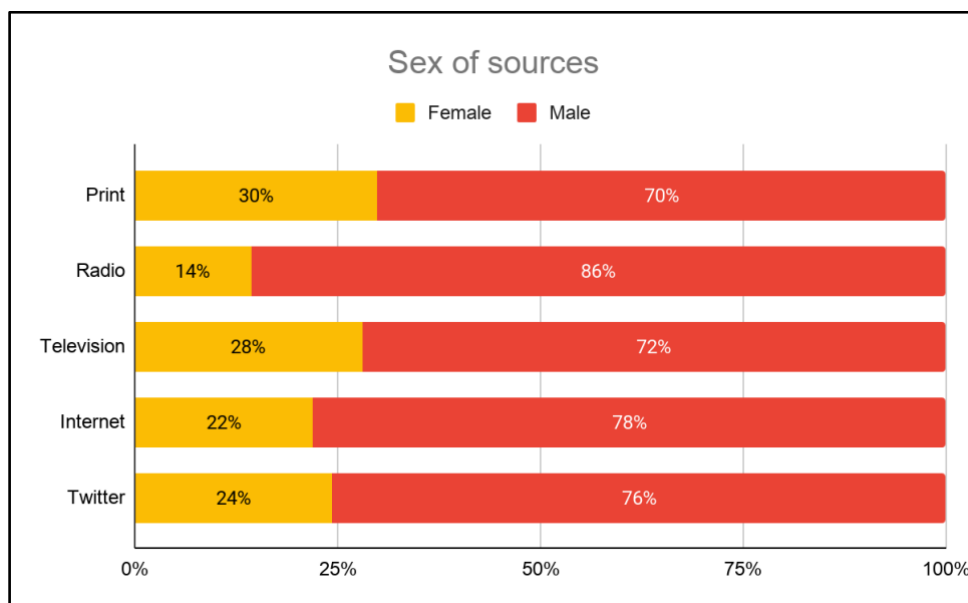


A large part of the news stories were about Covid-19. This is understandable, especially since the evening before, the government had announced new measures to control the pandemic. The graph below shows that especially on the radio, a large majority of the stories were about the pandemic, while on TV the majority of stories were about other topics. Overall, 45% of the stories analysed were about Covid-19.

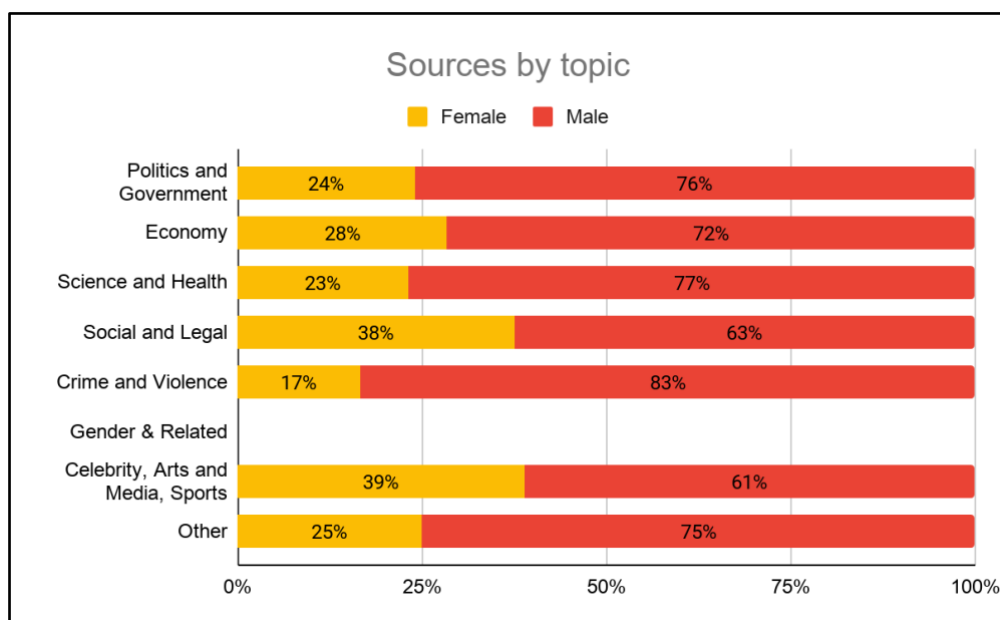


NEWS SUBJECTS AND SOURCES

Women are still largely underrepresented as news subjects and sources in the news. In all news items, 145 women (28%) and 382 men (72%) were found⁹. This is in line with the European average; in all European countries that participated in the GMMP, 28% of the people in the news were women as well. The graph below shows that in all types of media, women represent less than 30% of the people in the news (of whom the gender is known). In all news items monitored, there was no visible representation of transgender and non-binary people.



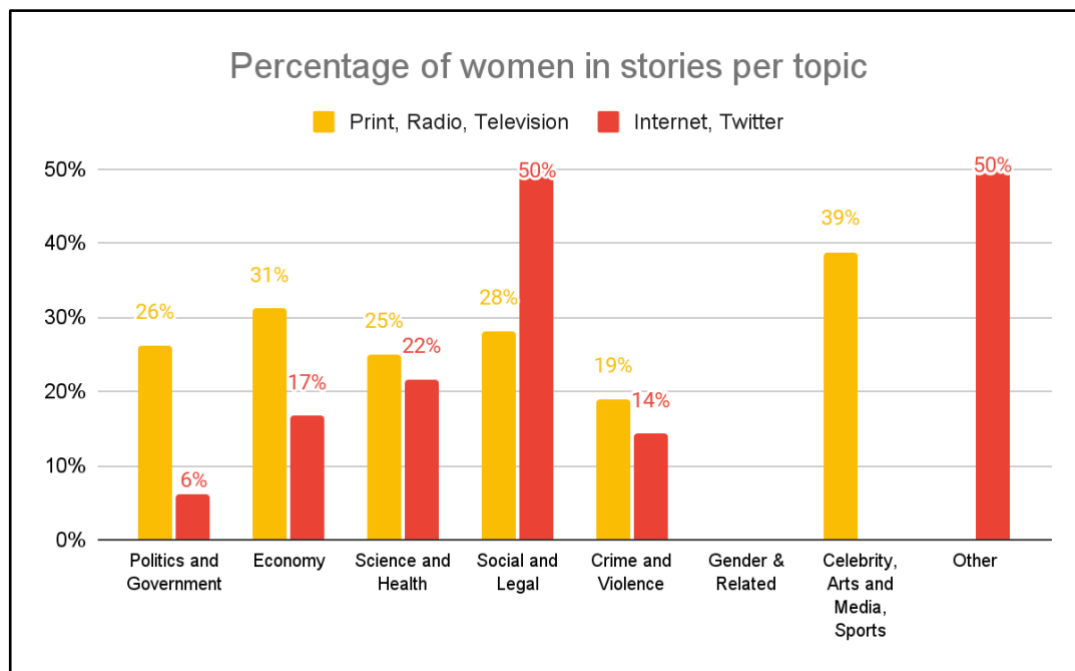
The graph below shows the percentage of women and men in different story topics. It shows that women are mostly underrepresented in stories about crime and violence (17% of all sources), science and health (23%) and politics and government (24%).



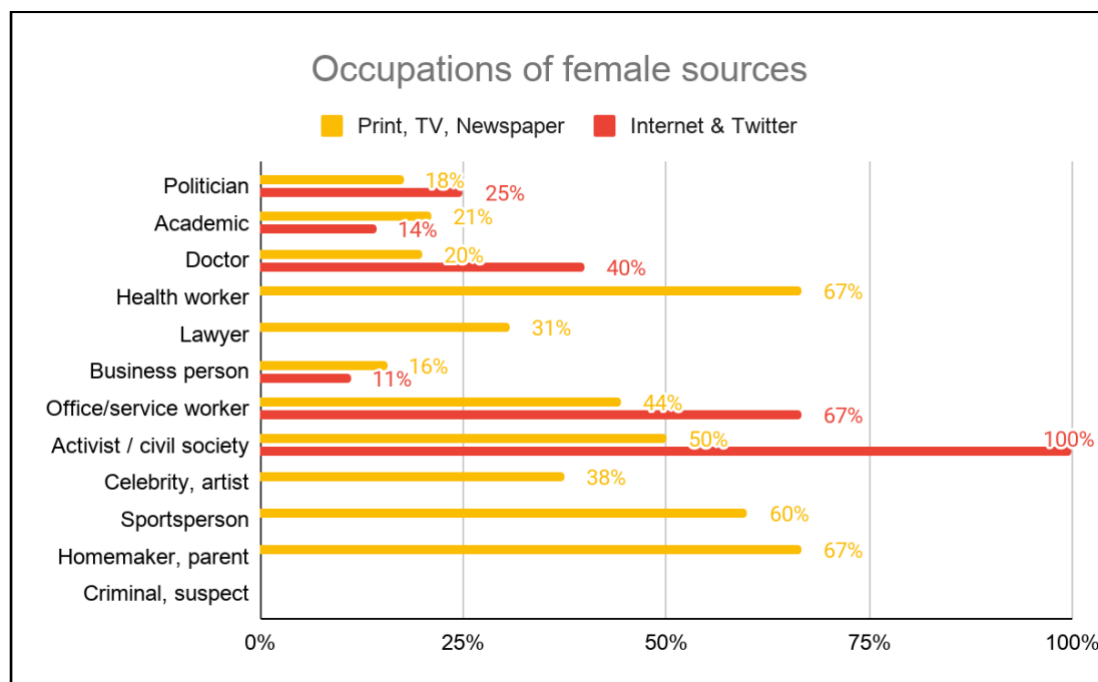
The following graph shows the difference in representation between 'traditional' media (print, radio and television) and digital media. Women are especially underrepresented in stories in

⁹ If you include the number of people in the news whose gender was unknown, there were 26% women, 69% men and 5% people of unknown gender.

digital media on politics and government, while they are better represented in stories about social and legal topics.



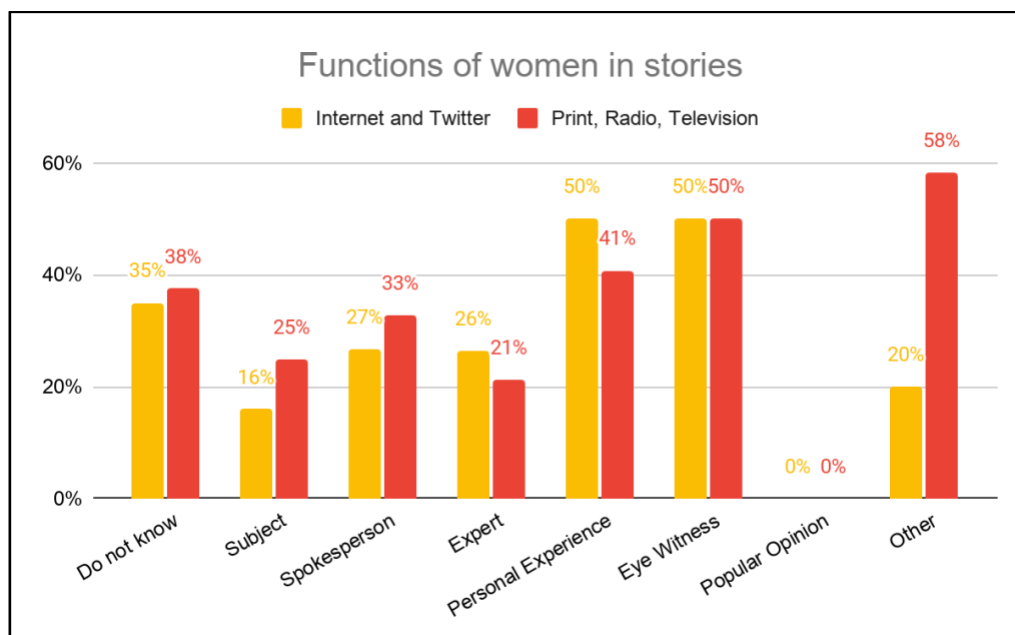
The graph below highlights some of the occupations that women have in the stories. Women are heavily underrepresented as politicians, academics and business persons in the stories, while they are 67% of the homemakers or parents represented in the stories. Interestingly, they are also the majority of sportspersons (60%). Furthermore, women are underrepresented as doctors and medical specialists, but are the majority of other health workers in news stories.



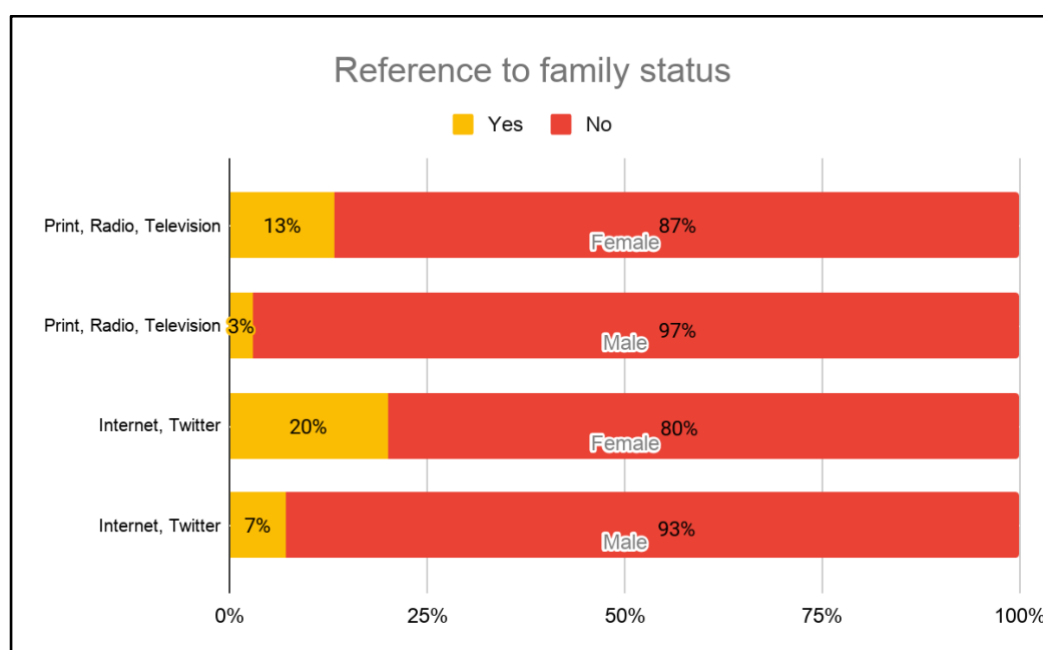
Femke Halsema, the mayor of Amsterdam, was one of the only women politicians represented in the news. This also reflects a general underrepresentation of women in politics in the Netherlands. In September 2020, only 48 of the 150 seats of the national

parliament were occupied by women¹⁰. Furthermore, the prime minister and the minister of health were featured in many stories about Covid-19, both of whom are men.

When women are represented in stories, it is more often about their private lives or their family roles than their (professional) expertise.



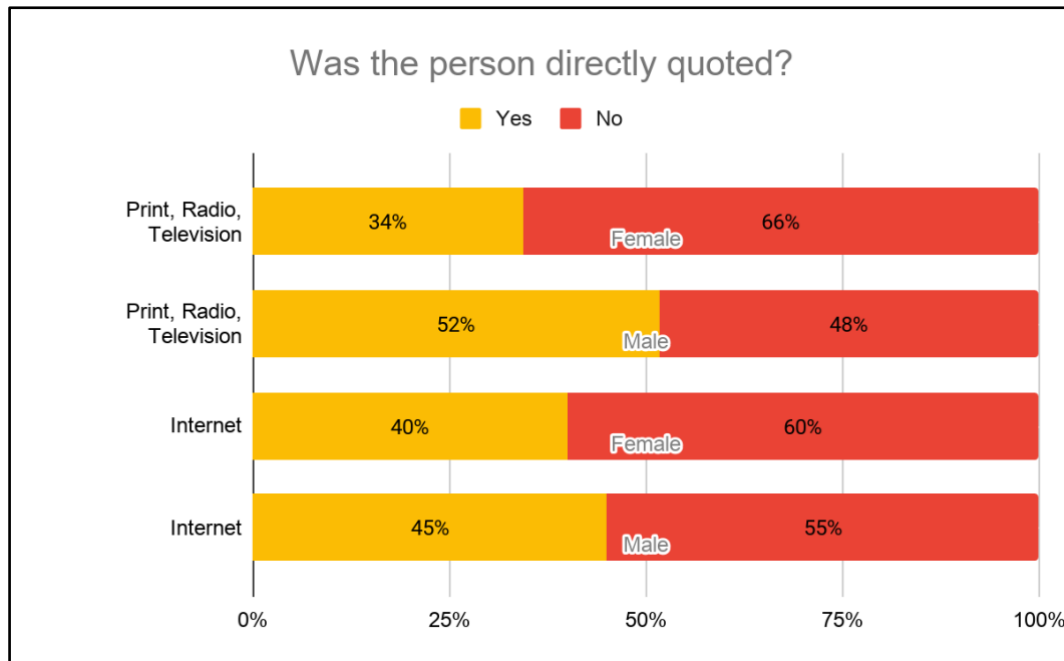
Women are more often identified by their family status, which means that news stories more often refer to women as mothers, daughters or wives of someone, while men are less often referred to as fathers, sons or husbands.



Finally, women are talked *about* more often in news items than they can tell their own stories. Of all people who were directly quoted, only 21% were women. This low percentage can partially be explained by the fact that there are less women in the news overall.

¹⁰ Since the general elections in March 2021, women occupy 59 of the 150 in parliament.

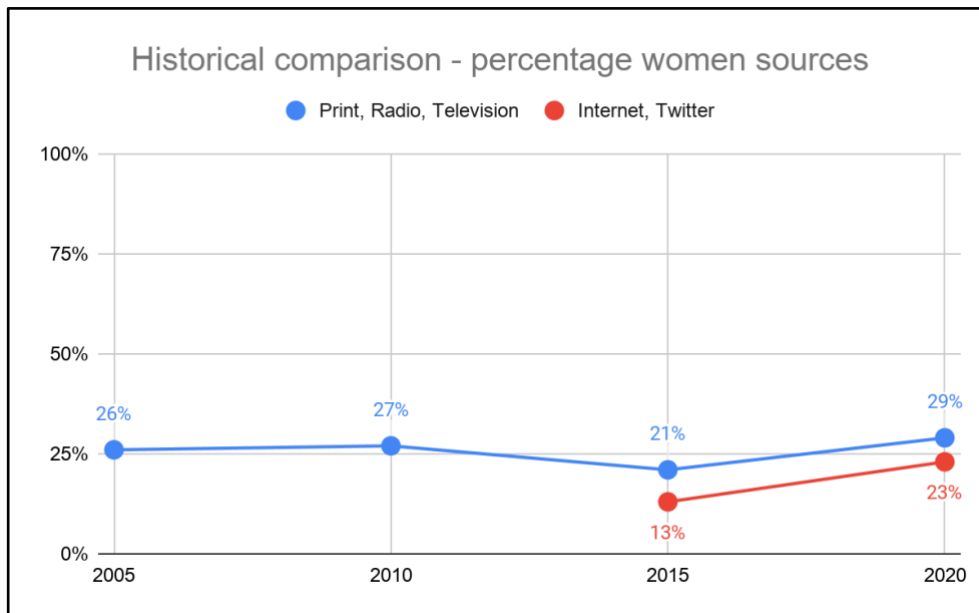
However, when looking at the percentage of all women and men who are quoted, it is clear that men are proportionally more often quoted than women. As can be seen in the graph below, in print, radio and television news, only 34% of all women were directly quoted, compared to 52% of all men. The difference is smaller in online news, where 40% of women and 45% of men were directly quoted.



To summarize, the news continues to be mostly told and interpreted from the perspectives of men. As a consequence, the perspectives and contributions of women to current affairs and society remain largely invisible. The director of Free Press Unlimited, Ruth Kronenburg reacts: “we have observed that when journalists are looking for experts, women are literally out of the picture. Media have a big influence on stereotypical portrayal, social norms and aspirations of women and men. It is disappointing to see that, despite the attention to this issue, women continue to be underrepresented in the news”.

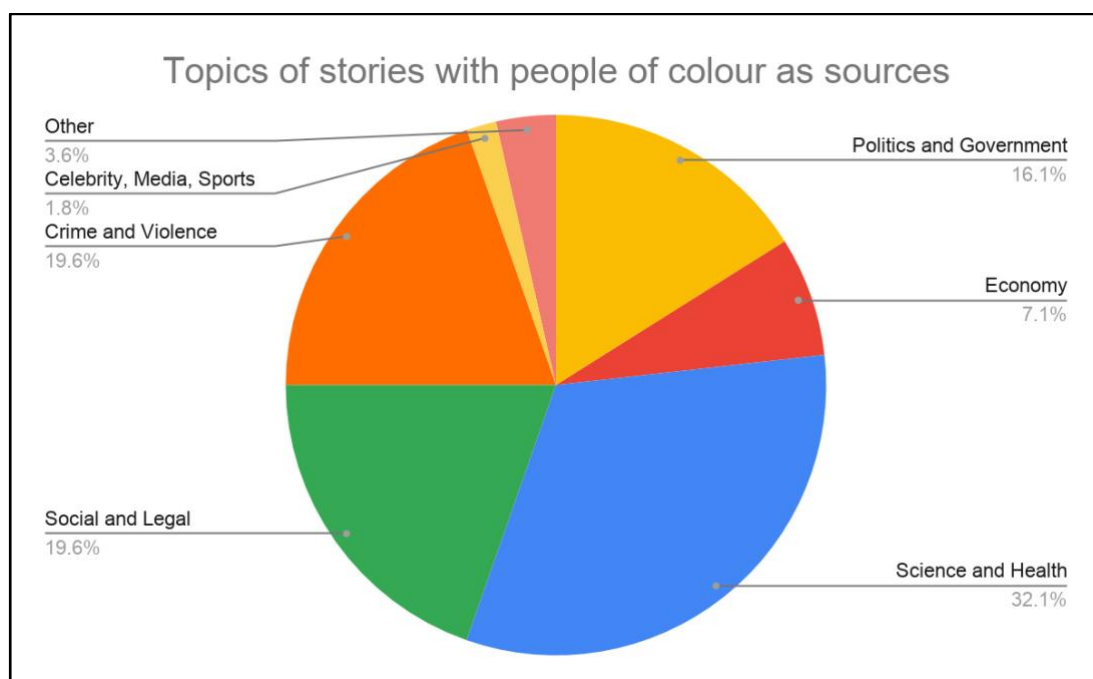
Historical comparison

Since the first measurement in 1995 and now, the percentage of women in the news has never exceeded 30%. Compared to 2015, a small improvement can be seen, in 2015 21% of people in the news were women (in print, radio and television news). Bernadette van Dijck, National Coordinator of the Global Media Monitoring Project in the Netherlands from 1995 until 2015 reacts to the results: “It is slowly improving, but even after 25 years, the news in the Netherlands is still not balanced and representative”.



People of color

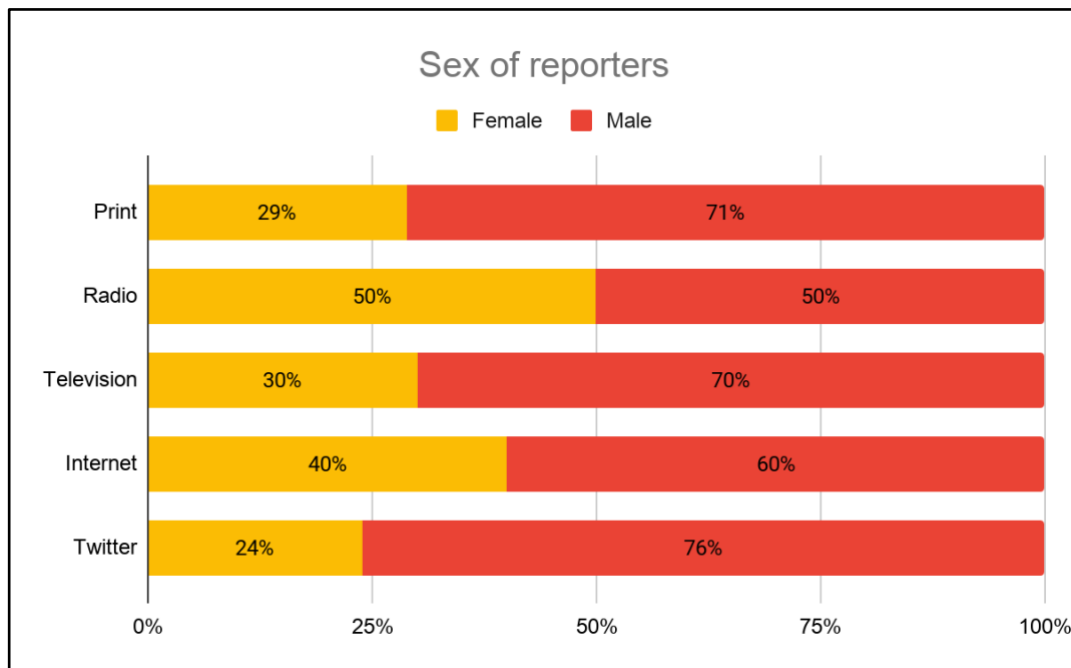
In this edition of the GMMP in the Netherlands, an extra question was included to measure the representation of people of color in the news. Only 10% of the people in the news were people of colour. They were mostly featured in stories about Science and Health, followed by Crime and Violence and Social and Legal issues. 63% of people of colour were men, while 21% were women (of 16% the gender was unknown). When looking at only national and local news, 9% of people in the news were people of colour. When people of colour appear in the news, this is often on topics related to criminality, history of slavery or the emphasis is on their descent. Research by Cigdem Yuksel and Ewoud Butter to the portrayal of Muslim women in Dutch media confirms this. The findings of this research show that Muslim women with a headscarf are mostly portrayed in images when they are on the market, at an integration course or working as cashier¹¹.



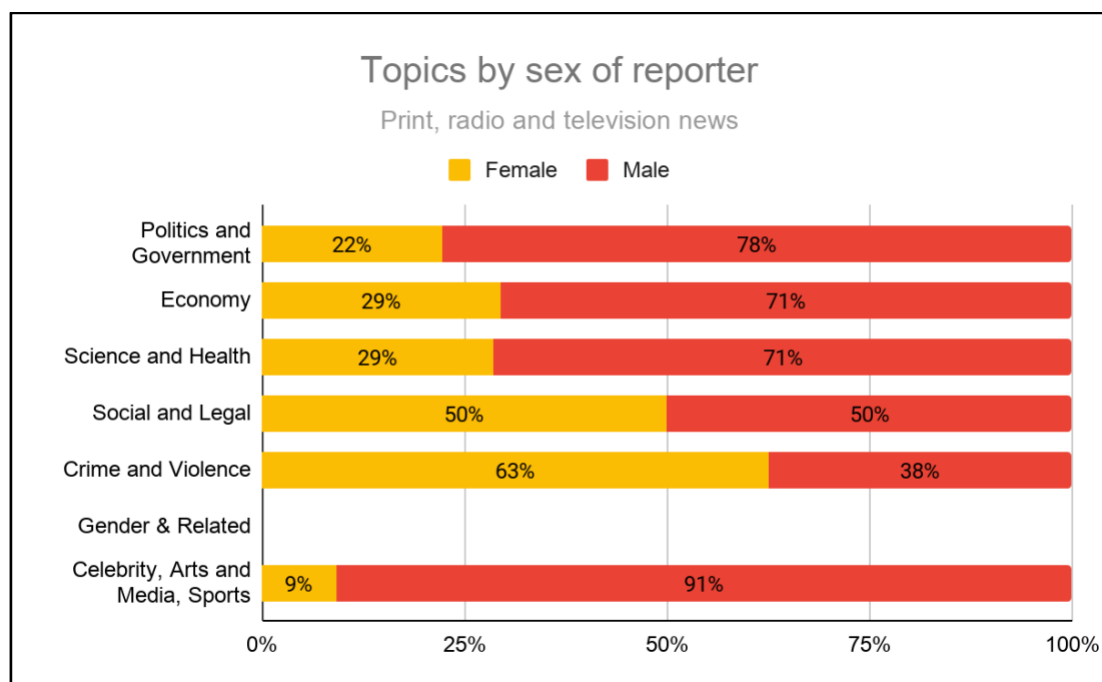
¹¹ Moslimas in beeld, oktober 2020. Authors: Cigdem Yuksel & Ewoud Butter

JOURNALISTS AND REPORTERS

Women make up 29% of all reporters. Furthermore, there were no female presenters or anchors found in the Radio and TV news monitored. Radio has an equal representation of women and men reporters, but there were only 2 radio reporters in the sample. Interestingly, women reporters are more equally represented in internet news. These findings show that men continue to write, present and analyse the majority of the news that Dutch people consume daily.

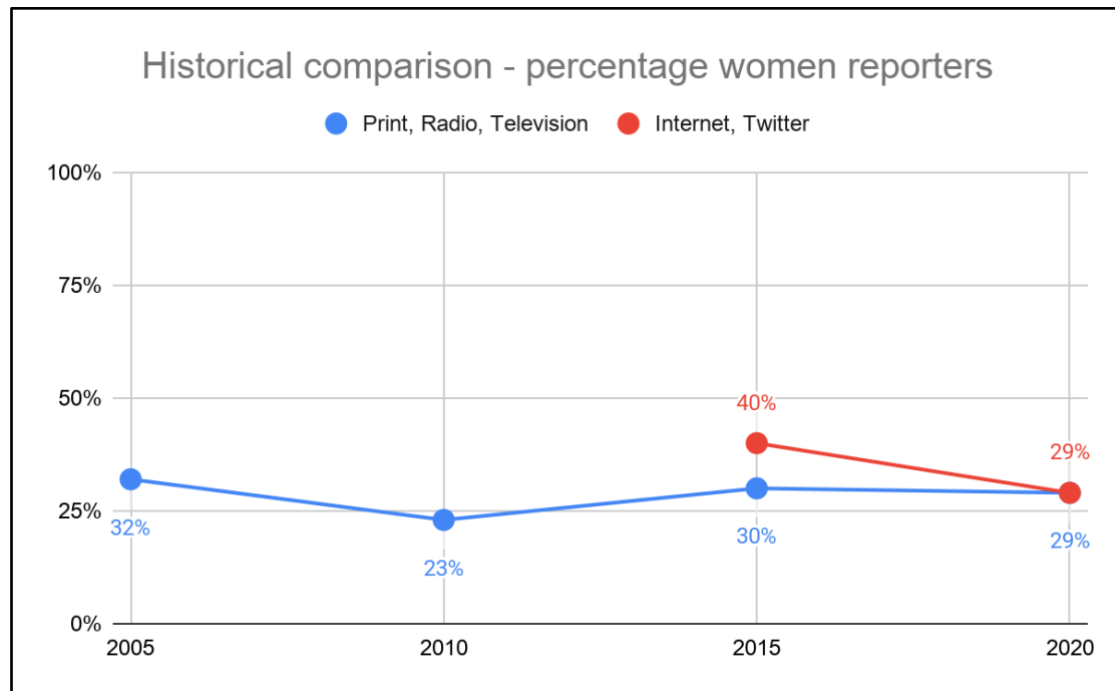


In print, radio and television news, women are the majority of reporters on issues related to crime and violence, and an equal number of men and women reported about social and legal issues. Women are least reporting on topics related to celebrity, arts and media, and sports, as well as politics and government.

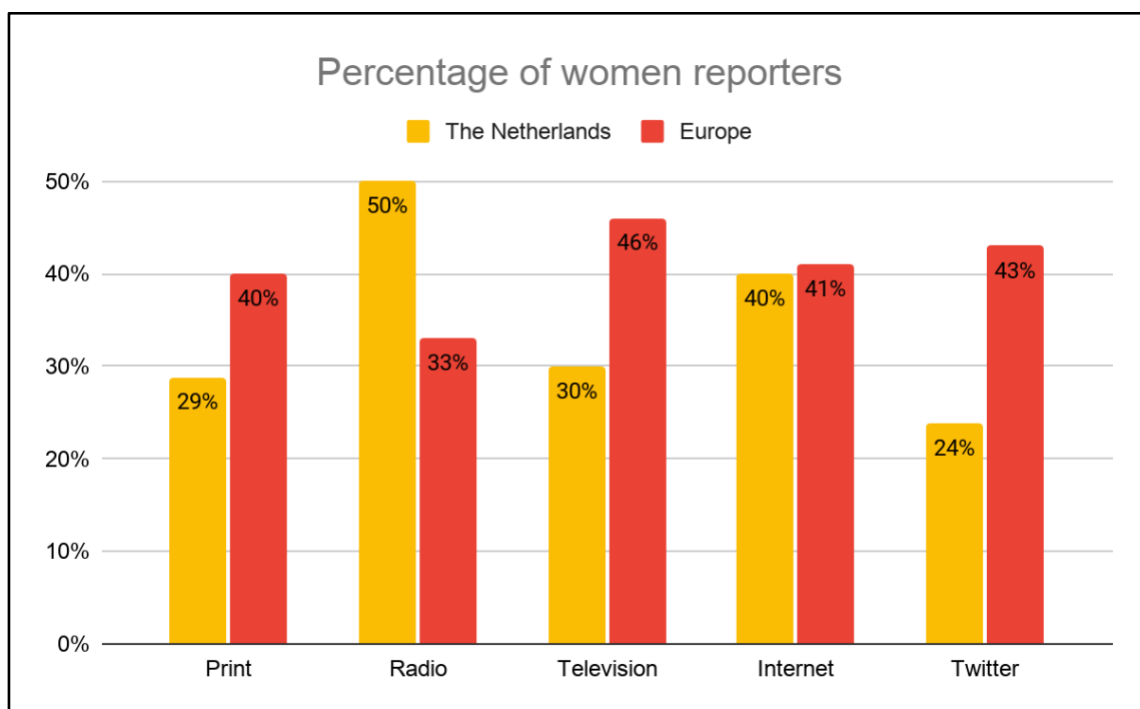


The graph below shows the percentage of women reporters over the years. It shows that the

percentage of women reporters is around the same level as in 2005 (32%) and 2015 (30%), and it shows a decrease in the percentage of women reporters in internet and Twitter news since 2015¹².



Finally, comparing the Dutch results with the results of Europe in general, it can be seen that the percentage of women reporters in the Netherlands is in most cases significantly lower than the European average in newspapers, television and Twitter news.



¹² Internet and Twitter news was not included in the GMMP before 2015

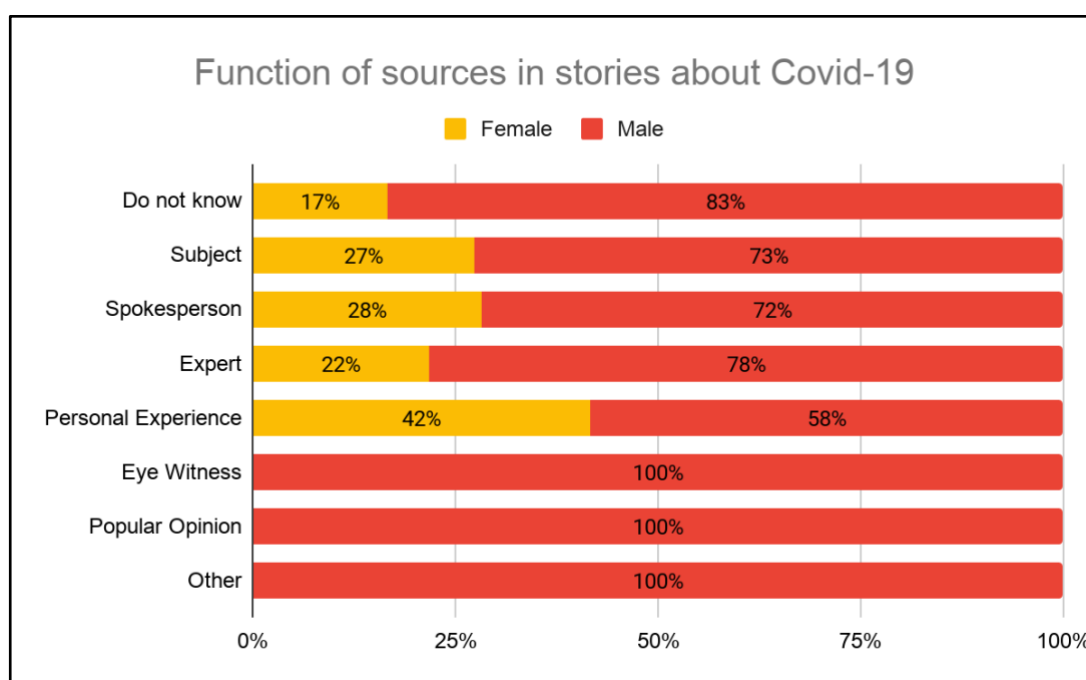
JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

As mentioned before, not a single story was found with gender equality as the central topic. Only two news items had one or multiple women as the central focus of the story, which were stories on social and legal topics. Furthermore, 8% of stories in print, radio and television and 5% of stories in online news and Twitter made reference to gender (in)equality or gender legislation and policies. Only one story clearly challenged gender stereotypes. This shows that women's issues and topics related to gender inequality do not get a lot of attention in Dutch news, and that most reporting does not contribute to challenging gender stereotypes.

FOCUS ON COVID-19 NEWS

As mentioned above, 45% of the stories analysed were about Covid-19. These stories are mostly reported on by men; women journalists only reported 19% of the stories about Covid-19. Women are also underrepresented as sources in Covid stories: 26% of people in Covid-19 news were women.

While it has been shown that the pandemic has impacted women and marginalized communities disproportionately¹³, they remain underrepresented in the news about Covid-19, and therefore their issues and concerns are not included in news coverage. For example, only 4% of stories on Covid-19 highlight gender inequalities. Furthermore, women fulfill a majority of crucial professions during this crisis¹⁴, but their expertise is not shown in the media; men continue to be presented more often as experts in the stories.



¹³ See for example: "Impact of COVID-19 on minoritized and marginalized communities", AMA, October 2020: <https://www.ama-assn.org/delivering-care/health-equity/impact-covid-19-minoritized-and-marginalized-communities>

¹⁴ "Bijna twee derde van de zogeheten 'cruciale beroepen' wordt vervuld door vrouwen", Consultancy.nl, March 2020 <https://www.consultancy.nl/nieuws/27961/vooral-vrouwen-houden-nederland-draaiende-tijdens-coronacrisis>

SUMMARY AND CONCLUSIONS

The findings of the GMMP 2020 show that women, non-binary people, transgender people, and people of colour continue to be underrepresented in Dutch news. Even though the findings show a slight improvement from the last measurement in 2015, the representation of women has never surpassed 30% in 25 years. This is despite the fact that various Dutch media have actively devoted themselves to improving representation of women in their reporting in more recent years.

Only 28% of people in the Dutch news are women, and no non-binary or transgender person were found in the stories monitored. Furthermore, only 10% of people in the news are people of colour. Women are most often featured in stories about social and legal issues, and are least represented in stories about crime and violence. When women are featured in stories, it is more often about their private lives or their family roles than their (professional) expertise. Women are less often quoted or presented as experts than men, but stories more often make reference to their family status than they do for men. The findings show that issues related to gender inequality do not get a lot of attention in Dutch news, and that most reporting does not challenge prevailing gender stereotypes.

The fact that some media did show a more balanced representation shows that it is possible. Bernadette van Dijck argues: 'I found it very interesting in this edition that some media outlets showed a much more balanced representation of women and men, while they reported on the same topics as other media outlets. Journalistic choices can really make a difference'.

29% of the journalists that report the news were women, and none of the presenters and announcers were women, showing that the news is still largely dominated by male perspectives. This percentage has hardly changed in the last 15 years, which is concerning, especially in a context of increased threats and violence against (women) journalists. Stories about the main news topic in 2020, the Covid-19 pandemic, were especially dominated by men; only 19% of stories on the pandemic were reported by women.

Women are underrepresented as sources in the news about Covid-19 as well, which is especially concerning since it has been shown that the pandemic has impacted women and marginalized communities disproportionately and that women fulfill a majority of crucial professions during this crisis. This suggests that the gendered impact of the pandemic as well as women's concerns are not included in news coverage about Covid-19.

The underrepresentation of women, people of colour, transgender people and non-binary people is a missed opportunity since media have an important role when it comes to inclusive representation and gender equality in society.

Emma Lok, director of WOMEN Inc.: 'Inclusive representation in media contributes to better perspectives on the job market and a more equal division of labour and care between men and women. Everyone should recognize themselves and feel represented in media. Representation increases mutual understanding. It is therefore essential that media and government structurally monitor how often and in which way women and men are represented in media. The representation of people of color, and people of different ages, gender and background should be taken into consideration as well'.

RECOMMENDATIONS AND ACTION PLAN 2021-2025

The findings show that there is a need for change to improve the representation of women in Dutch media. The following recommendations suggest how the media sector, media professionals, policy makers, managers and donors can contribute to this¹⁵.

Sector-wide

Conduct research annually

Since the nineties, little structural research has been conducted on representation in Dutch media and its effects in society. Yearly monitoring would give insight into the actual representation, so that all stakeholders can adapt where needed. At the moment, no structural monitoring takes place and it is not a topic in the biannual Emancipation Monitor ('Emancipatiemonitor').

Women as experts

Promote initiatives that aim to increase the number of women as experts in media. In this, attention should be paid to different characteristics as well (such as ethnicity, sexual identity, disability, age, etc.).

Start pragmatically and work towards an inclusive approach

Start with simple checks in the working process (with regards to images and language) and work towards a diverse newsroom on all levels. This will increase the awareness in the newsroom. However, representation is a complex issue and gender, ethnicity, and age are not categories that are independent from each other. This means there is not one simple solution and an inclusive approach is essential. Involve people from as many layers of the organization as possible in the process. In addition, meet in a sector-wide context, exchange ideas and learn from each other's experiences.

Media professionals, policy makers, managers, funders

Recognize that everyone is biased

It is important to recognize that everybody is biased and that this is not a problem as long as you handle it consciously. This can take the tension out of many discussions. A training or workshop can help make organisations aware of bias and teach them how to handle it. Many media organisations already developed or followed such a workshop on unconscious bias.

Monitor your own media content

As part of recognizing your own bias, it is important to be aware of the diversity and inclusivity of the content you make. To be aware of this, it is recommended to monitor your own content monthly with regards to equal representation of society. Take into account gender, sexual identity, ethnic diversity, disability and age. For example, BBC developed a method to systematically monitor gender representation in their shows¹⁶.

Make diversity the core of your policies

An active attitude is essential for changing the prevailing norms. To achieve sustainable change, it is essential to improve diversity on all levels of the organisation, both in front of

¹⁵ Part of these recommendations come from the publication 'Beperkt zicht; de rol van mediamakers in beeldvorming' by WOMEN Inc., September 2018

¹⁶ For more information on the BBC 5050 Project, see: <https://www.bbc.co.uk/5050>.

and behind the scenes. Organisations should take the initiative to work towards a more diverse workforce - including directors and management-, establish guidelines for inclusivity and make self-reflection a standard part of the work process.

Put diversity at the center of quality assessment

The quality of media content and experts is often judged by the prevailing norm: the white highly educated straight cis-man. As an effect, the quality of everything and everyone who deviates from this norm is not seen. Make the entire organization aware of this and take this into account when drawing up assessment criteria. This will increase the chance to find new talent and stories, and you will reach more diverse audiences.

Work together with funds and clients towards a sustainable diversity policy

Important parties like funders and clients can use their influence by making diversity part of assessment criteria. For example, when awarding grants, they can set conditions with regards to the composition of the team and the people represented in stories.

Protect journalists

It is crucial for (women) journalists to be able to do their work free of threats and violence. Media organisations should therefore implement policies and protocols to ensure the safety of their employees. This should include considerations of the gendered dimensions of these threats as well as online harassment.

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. National Monitors

The GMMP 2020 in the Netherlands was coordinated by Free Press Unlimited and WOMEN Inc. The monitoring was conducted by a group of 24 volunteers, which included people from these two organisations as well as external volunteers.

Annex 3. List of media monitored

Newspapers

Algemeen Dagblad
NRC Handelsblad
Het Parool
Telegraaf
Trouw
De Volkskrant

Radio

ANP Journaal (broadcast on Q Music, 2 pm)
BNR Journaal (2 pm)
NPO Radio 1 Journaal (1 pm)

Television

Hart van Nederland (5.50 pm)
NOS Journaal (6 pm)
RTL Journaal (6 pm)

Online news

Nu.nl
NOS.nl
RTLNieuws.nl
FD.nl (Website of newspaper Financieel Dagblad)

Twitter accounts

AT5 (<https://twitter.com/AT5>)
NOS (<https://twitter.com/NOS>)
De Telegraaf (<https://twitter.com/telegraaf>)
De Volkskrant (<https://twitter.com/volkskrant>)

WACC

**WOMEN
INC**
●

**FREE
PRESS
UNLIMITED**

WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

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

WOMEN Inc.
Koivistokade 54 III, 1013 BB
Amsterdam
The Netherlands

T: +31 20 788 42 31
E: info@womeninc.nl
W: www.womeninc.nl

Free Press Unlimited
Weesperstraat 4, 1018 DN
Amsterdam

The Netherlands
T: +31 20 8000400
E: info@freepressunlimited.org
W: www.freepressunlimited.org