

WHO  
MAKES THE  
NEWS?



**GMMP**

Global Media  
Monitoring  
Project

**2020**

# GMMP Finland 2020

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National report

Martin Kjellman, Saga Mannila & Jonita Siivonen 2021



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Global  
Media  
Monitoring  
Project

# 2020



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## Table of contents

List of tables .....	3
Acknowledgements GMMP 2020 Finland .....	4
Quick summary of the results .....	5
1. Global .....	5
2. Finland .....	5
Preface .....	8
Global Context .....	8
Regional Context .....	10
National Context .....	11
Topics in the news 29 September 2020 .....	17
The media landscape and national languages in Finland .....	18
Country specific questions .....	25
Who did the monitoring? .....	25
Topics in the news: Covid-19 related stories .....	26
News subjects and sources .....	28
Journalists and reporters .....	40
Case studies .....	43
Case Study 1: A story that is a missed opportunity or gender blind .....	44
Case Study 2: A story that is a missed opportunity or gender blind .....	47
Case Study 3: A story that conveys more subtle stereotypes .....	50
Case Study 4: A story that is a missed opportunity or gender blind .....	53
Summary and conclusions .....	56
Results: Out of 693 news subjects 229 were women .....	56
Conclusions .....	58
References .....	64
Appendix 1. Methodology .....	69
Appendix 2. GMMP Finland 2020 monitors and GMMP Finland national coordinators 1995–2020 .....	72
Appendix 3. Table 22. ....	73
Appendix 4 .....	76

## List of tables

Table 1: Summary of women's share of news subjects for each monitoring year in Finland

Table 2: The percentages of women appearing as news subjects in press, radio and television: Nordic countries

Table 3: Age and gender percentages in the Finnish parliament 29 September 2020

Table 4: News subjects in press, radio & television 2020 GMMP Finland

Table 5: The percentages of women appearing as news subjects in the material – all coded formats included (press, radio, television, news websites, Twitter)

Table 6: The number stories related to Covid-19 in the GMMP Finland 2020

Table 7: Stories related to Covid-19, different media types

Table 8: Main story topic of news items

Table 9: News subjects in news items (subjects coded as women or men)

Table 10: Percentages of women and men as news subjects according to medium type

Table 11: Function in story

Table 12: Main Story Topic

Table 13: Family role given for news subjects

Table 14: News subjects directly quoted

Table 15: News subjects photographed

Table 16: Age of news subjects (press, TV, news websites, Twitter)

Table 17: Perpetrators of violence

Table 18: Individual journalists per media type

Table 19: Reporting within Main Story Topic

Table 20: Scope of reporting

Table 21: News subjects in total of those whose gender was coded

Table 22: Occupation of news subjects

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# Quick summary of the results

## 1. Global

**Number of participating countries:** 116.

**Number of coded stories:** 30 172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets.

**Share of female/male news subjects (press, radio, television):** 25 % female news subjects, 75 % male news subjects.

**Share of female/male news subjects in news websites and news media tweets:** 27 % female news subjects and 73 % male news subjects.

**Share of female/male journalists (press, radio, television):** 40 % female reporters, 60 % male reporters.

## 2. Finland

**Media types monitored:** Newspaper (8 issues), radio (5 newscasts), television (3 newscasts), news websites (7 sites), Twitter (5 accounts).

**News items coded:** In total: 366 (112 newspaper articles, 28 radio segments, 35 television segments, 95 articles from news websites, 96 tweets).

**Notable news topics:** Covid-19 pandemic, cancellation of the president's annual independence gala (due to the pandemic), a new documentary about Estonia maritime disaster of 1994, first debate of the US presidential elections.

**Covid-19 related news items:** 112 (31%).

**News subjects coded:** 740 (693 male or female, 47 unknown). Female news subjects: 229 (33%). Male news subjects: 464 (67%).

In press, radio, television only (for comparison) 368 news subjects coded as female or male: Women: 33.2% (N=122). Men: 66.8% (N=246).

**Summary of women's share of news subjects for each monitoring year in Finland**

<b>GMMP year</b>	<b>Female news subjects (all monitored media)</b>	<b>News subjects (male and female, all monitored media)</b>	<b>Female news subjects (press, radio, TV)</b>
1995	20% (press, radio, TV)	Not known.	20%
2000	23% (press, radio, TV)	Not known.	23%
2005	29% (press, radio, TV)	N=391	29%
2010 (/2009)	32% (press, radio, TV, news websites)	N=515	32%
2015	27% (press, radio, TV, news websites, Twitter)	N=581	29%
2020	33% (press, radio, TV, news websites, Twitter)	N=693	33%

Table 1. The percentage of GMMP 1995 Finland is from Färdigh et al. (2020). In 1995 the number of news items coded was 121, in 2020 the number was 366.

**Country specific questions:**

Q1. Does the person belong to a majority group? Yes/no.

We chose not to account for this country specific question.

Q2. Does the story identify the person as a perpetrator of violence? Yes/no

Definition: When the story has identified a perpetrator.

A2: Yes: N = 24 (4 women, 17 men, 3 unknown). No: N=716 (229 women, 464 men, 47 unknown).

Q3. Does the story identify the person by first name only in the introduction and/or in the whole story? Yes/no

A3: Yes: N=38 (women: N=22; men: N=16). No: N=655 (women: N=229; men: N=464). Share of women identified by first name only: 10%. Share of men identified by first name only: 3%.

**Journalists coded:** 327. Female journalists: 164 (50%). Male journalists: 163 (50%).

# Preface

The global context and the European regional context were provided by the global GMMP organization.

## 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 percent 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<sup>1</sup>.
- The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research<sup>2</sup>. Women comprised 21 percent of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10 percent of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.

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<sup>1</sup> Global Media Monitoring Project, Women's participation in the news. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995.

<sup>2</sup> Gallagher, Margaret. Who makes the news? Global Media Monitoring Project, 2005. World Association for Christian Communication.

- By the fifth GMMP in 2015, it was clear that “ordinary” news days could not be predicted or planned in advance: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.
- The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24 percent 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 percent 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 percent 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<sup>3</sup>.”
- 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

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<sup>3</sup> In Who makes the news? The Global Media Monitoring Project report, 2015.

worldwide health crisis, and the intensified inequalities accompanying the crisis.

- GMMP teams in 116 countries monitored 30 172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2 251 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 percent 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<sup>4</sup>

- 32 European countries participated in the GMMP 2020 and a total of 10 691 news stories were coded (2 387 newspaper stories, 2 094 radio stories, 2 279 TV-stories, 2 277 stories from news websites and 1 654 tweets). Covid-19 stories comprised 27 percent of all coded European news stories.
- 28 percent of all coded news subjects (22 613 news subjects were coded in total) in all five media were women. This means that the percentage of women in European news has increased with 3 percent since the GMMP 2015.
- Women were most likely to be sources or subjects in stories categorized as gender-related (comprising the smallest major topic category with a total of 81 stories, <1% of all stories) and least likely to be included in stories that focused on politics/government.

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<sup>4</sup> See full regional report here: <https://whomakesthenews.org/wp-content/uploads/2021/07/Europe-Region-GMMP-report.pdf>.

- A total of 6 427 reporters were coded, of whom 41 percent were women and 59 percent men. 53 percent of the in total 4 455 presenters on radio and TV were coded as women and 47 were coded as men. Women were more likely to report stories around gender-related topics, science/health and social/legal, and men more likely to report about politics, government and crime.

**The percentages of women appearing as news subjects in press, radio and television: Nordic countries (Edström & Jacobsson 2021, Färdigh et al. 2020, Siivonen 2015)**

GMMP year	Global	Sweden	Norway	Iceland	Finland	Denmark	Greenland
1995	17%	*	*	27%	20%	*	*
2000	18%	31%	22%	22%	23%	*	*
2005	21%	30%	23%	*	29%	*	*
2010	24%	32%	33%	28%	32%	30%	*
2015	24%	31%	27%	18%	29%	25%	*
2020	25%	38%	33%	34%	33%	35%	41%

\*) No participation.

Table 2. Global numbers (1995–2015) were retrieved from previous GMMP reports (whomakesthenews.org). Numbers for each of the Nordic countries (1995–2015) were retrieved from the GEM-dataset (Färdigh et al. 2020). The global numbers are based on weighted averages reflecting population size and media density of the participating countries whereas the Nordic numbers are unweighted. The differences between weighted and unweighted numbers have been found to be small. (Djerf-Pierre & Edström 2020:82.) All 2020 numbers included in this table except for Finland's were provided by the GMMP (whomakesthenews.org).

## National Context

According to the European Institute for Gender Equality (EIGE 2020), Finland ranks fourth in the European Union on the Gender Equality Index with 74.7 out of 100 points. This means that Finland comes after Sweden (ranked 1st), Denmark (ranked 2nd) and France (ranked 3rd). Finland's ranking has remained the same since 2010.

In the index, Finland's scores are the highest in the domains of health (89.3 points) and money (87.1 points). The latter score is one of the highest scores among all EU-countries (ranking 3rd). According to EIGE's index Finland has the most room for improvement when it comes to the domain of knowledge which measures gender inequalities in the educational field: the percentage of men and women and tertiary graduates and participation of men and women in formal and non-formal education as well as training and gender segregation. The

domain also focuses on segregation in tertiary education by examining the percentage of men and women among students in fields of education, health, welfare, humanities, and arts.

Even though Finland ranks high in EIGE's comparison, as the index also shows, gender equality is not something that is fully achieved in all aspects of life in the country. Women continue to have lower salaries than men, for example. According to EIGE (2020) the gender gap is the highest between men and women with low and high levels of education and in age groups 50–64 and 65 or older. The labor market is gender segregated and more women work in the field of education, health, and social work than men. More women than men also study education, health and welfare or humanities and the arts (EIGE 2020).

There is gender legislation in Finland (The Act on Gender Equality dating back to 1986), but no laws that refer to all media specifically from an equality perspective or laws that oblige all media houses to strive for a gender balance in the representation of men and women. The Act on Finnish Public Service Broadcasting, however, refers directly to the public service company Yle and the act (22.12.1993/1380) states that the work of the company should support gender equality<sup>5</sup>.

The Act on Gender Equality focuses mainly on working life and organizations and their responsibility to take gender equality into consideration in the workplace. In this way the law also applies to media organizations (Ministry of Social Affairs and Health 2011). According to Tarja Savolainen (2016), however, media content has not received much attention when it comes to gender equality policies and legislation in general. Savolainen (2016:102) concludes that the number of regulations that concern gender equality in the media directly is low in Finland.

The broad general responsibility for gender equality and the media belongs to the Ministry of Social Affairs and Health in Finland. According to the ministry, gender equality is currently promoted by focusing on the following themes: gender mainstreaming, equal pay, promoting gender equality in pensions, using gender glasses in all preparatory work and via international cooperation. On its website, the ministry states that it plays “a key role

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<sup>5</sup> The Act on Finnish Public Service Broadcasting states that Yle's productions and work should support gender equality. This amendment was included in 2017. The act is available here (in Finnish and Swedish): <https://www.finlex.fi/fi/laki/ajantasa/1993/19931380>.

promoting gender equality by preparing legislation, monitoring the situation of gender equality nationwide, coordinating the development of activities on gender equality and promoting the implementation of the objectives of the government's equality policy". (Ministry of Social Affairs and Health 2020)

Several studies on newsroom work from a gender perspective (see for example Savolainen & Zilliacus-Tikkanen 1992; Savolainen & Zilliacus-Tikkanen 2013), and studies on men and women as news subjects (see for example Siivonen 2015 for previous GMMP numbers; Niemi & Pitkänen 2017) have been conducted in Finland. Some newsrooms have also engaged in projects in which they strive to increase the numbers of women in their news contents. The Finnish public service company Yle joined the BBC's 50:50 project in with a pilot project in 2018, and went fully for it in 2019, whereas the Swedish section of Yle, Svenska Yle, did so in 2020 (Nummenmaa 2021:5). The daily newspaper Aamulehti has also decided to use gender neutral titles when it comes to news subjects and their occupations (Aamulehti 2017, Aamulehti 2019).

Finland has participated in all six GMMPs so far: 1995, 2000, 2005, 2009/2010, 2015 and 2020<sup>6</sup>. In 1995 the number of news items coded was 121 (Färdigh et al. 2020), in 2020 the number was 366.

### **The decision-makers in Finland on the monitoring day<sup>7</sup>**

The Finnish parliament consisting of 200 members, had 92 women members on the monitoring day of 29 September 2020, making up 46 percent of the parliament<sup>8</sup>. Among the parties represented in the parliament, The Finnish Social Democratic Party (SDP), the Greens

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<sup>6</sup> The work with the GMMP monitoring and national report was coordinated and conducted by the Swedish School of Social Sciences at the University of Helsinki. The project was financed by the Ministry of Social Affairs and Health in Finland 2015, and this was also the case for the GMMP 2020. Also, The Faculty of Social Sciences at the University of Helsinki and the Swedish School of Social Science at the University of Helsinki (Research network Journalism and Communication) participated in financing GMMP Finland 2020.

<sup>7</sup> The information was collected by Lucas Hasselblatt and this part of the text was written by him.

<sup>8</sup> Information collected from the Finnish parliament's information office by email. The information can also be seen here:

[https://www.eduskunta.fi/FI/kansanedustajat/tilastot/Sivut/default.aspx?fbclid=IwAR3kLsC4JJjYplM6Nxjphqt5v0t\\_Zw0yugnJLddtTubE7EeCOyC5xndK-u0](https://www.eduskunta.fi/FI/kansanedustajat/tilastot/Sivut/default.aspx?fbclid=IwAR3kLsC4JJjYplM6Nxjphqt5v0t_Zw0yugnJLddtTubE7EeCOyC5xndK-u0).

in Finland, the Left Alliance and the Christian Democrats had more women than men as members of parliament. The Finns party, National Coalition Party, Swedish People’s Party of Finland, the Centre Party of Finland and Liike Nyt all had more men than women as members of parliament. (Parliament of Finland 2020)

The mean age for the members of parliament was 48 years on the monitoring day. Most members (55 percent) were aged between 41 years and 60 years. Women had a slight majority in the age groups 31 to 50 years and men made up the majority from 51 years to 74 years. Out of the seven youngest members of parliament, aged 21 to 30 years, three were women. (Parliament of Finland 2020)

**Age and gender percentages in the Finnish parliament 29 September 2020**

Age group	% of all MP's	Number of MP's	Women (%)
71–74	1.5	3	0
61–70	14.5	29	24
51–60	26.5	53	47
41–50	28.5	57	53
31–40	25.5	51	51
21–30	3.5	7	43
<b>Total</b>	100	N=200	

Table 3. Source: Parliament of Finland, collected by Lucas Hasselblatt.

The Finnish government on 29 September 2020 had 19 members (Finnish government 2020). Out of these 11 were women and eight were men. The government parties are the Finnish Social Democratic Party, the Centre Party of Finland, the Greens in Finland, the Left Alliance and the Swedish People’s Party of Finland. The Prime minister of Finland, Sanna Marin (SDP), is a woman and she is the youngest prime minister<sup>9</sup> ever in Finland. She was 34 years old on the monitoring day.

<sup>9</sup> The Prime minister of Finland, Sanna Marin, was 34 years old when she entered office in December 2019.

### 33 percent women as news subjects in press, radio, television, news websites and tweets

On the monitoring day of 29 September 2020 in Finland out of 740 coded news subjects – those being interviewed or whom the news item is or tells about – 229 persons were coded as women, and 464 as men. This means that 33 percent of all news subjects in the monitored and coded news stories were coded as women and 67 percent were coded as men. News stories from press, radio, television, news websites and tweets were included in the monitoring. The total number of news items monitored was 366: 112 news items from eight newspapers, 28 news items from five newscasts, 35 news items from three television newscasts, 95 news items from seven news websites, and 96 news items from five media houses’ Twitter accounts. The number of news subjects, the people who were interviewed or whom the news was about, who were coded as men or women was 693<sup>10</sup>.

The percentage of women has stagnated in the news items coded for the GMMPs over the years. Finland has participated in all GMMPs, and the percentage of women has circled around 30 percent or below over the last fifteen years. The key changes from 2015 to 2020 are the following: In 2015 there were 27 percent women as news subjects in all coded news items. In 2020 the number of women is slightly higher, 33 percent, but the number still resembles the results of the years before (around 30 percent).

News subjects in press, radio & television 2020 GMMP Finland				
		Sex		Total
		(1) Women	(2) Men	
Total	Count	122	246	368
	% within Main Story Topic	33.2%	66.8%	100.0%

Table 4. The share of women and men as news subjects in press, radio, and television news items in Finland 2020.

During the three first GMMPs, in 1995, 2000 and 2005, only press, radio and television were coded. In 2020, 368 news subjects that could be coded as men or women appeared in these

<sup>10</sup> Total number of people in the news items was 740, but since 47 persons were anonymous or simply unnamed, we were unable to code the gender of these people.

media types, and the gender distribution was the same as the overall distribution: 33 percent women and 67 percent men.

**The percentages of women appearing as news subjects in the material – all coded formats included (press, radio, television, news websites, Twitter)**

<b>GMMP year</b>	<b>Number of countries</b>	<b>Finnish numbers (%)</b>	<b>World numbers (%)</b>
1995	71	20 <sup>11</sup>	17 (press radio, TV)
2000	70	23 <sup>12</sup> (press, radio, TV)	18 (press radio, TV)
2005	102	27 (press, radio, TV)	21 (press radio, TV)
2010/(2009)	108	32 (press, radio, TV, news websites)	24 (press radio, TV)
2015	114	27 (press, radio, TV, news websites, tweets)	24 (press radio, TV)
2020	116	33 (press, radio, TV, news websites, tweets)	25 (press, radio, TV)

Table 5. The percentages of women appearing as news subjects in the material – all coded formats included (press, radio, television, news websites, Twitter).

<sup>11</sup> The percentage of GMMP 1995 Finland is from Färdigh et al. (2020).

<sup>12</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

## Topics in the news 29 September 2020

The main story that dominated the news on the monitoring day was the Covid-19 pandemic. All studied media had several news stories about the topic from different angles. Most of the stories had a Finnish perspective, but some of the stories were also about travel bans and numbers of coronavirus cases in other countries at the time. Various news stories about the coronavirus appeared in both printed newspapers of the day and in the broadcast and online news.

In most of the news stories about the coronavirus the angle was the situation in Finland and the people interviewed were most often the director of health security and the chief physician at the Finnish Institute for Health and Welfare (THL) or the prime minister or a minister or a government official if the story was about coronavirus restrictions in Finland.

A story that most online and broadcast news had on the monitoring day was the cancellation of the president's annual independence gala due to the coronavirus. This story did not appear in the newspapers since the cancellation took place on the monitoring day.

Other stories that were mentioned in most of the different media types:

- A new documentary about the Estonia marine disaster in 1994.
- Violence among teenagers.
- The annual presidential Independence Day party was cancelled due to the Covid-19 epidemic.
- The first debate between the presidential candidates Donald Trump and Joe Biden before the United States presidential elections.
- The Finnish Competition and Consumer Authority (FCCA) proposed the Market Court to prohibit the merger between two large private medical care companies Mehiläinen and Pihlajalinna.

The two biggest news topic categories were Politics & Government, and Economy. Each of these categories made up 21 percent of the total number of stories (42 percent in total). With 19 percent of the stories Science & Health was the third biggest category. Covid-19-related stories comprised the bulk (69 percent) of the Science & Health category.

# The media landscape and national languages in Finland

Traditional news outlets still have a strong position and a high level of trust in Finland (Reunanen 2020). According to Reunanen, The Finnish public service broadcasting company Yle is the most trusted news source while the popular evening tabloids are the least trusted news sources. Both Yle and the two popular evening tabloids are part of the coded material in the GMMP 2020.

Finland has two national languages, Finnish and Swedish, and there is a vast network of daily newspapers in both languages.

In 2020 Finnish was the language of 4 811 067 inhabitants and Swedish the language of 287 871 inhabitants in Finland. Finland's minority languages are not defined in the law, but the position of both the Sámi languages, and Finnish and Finnish-Swedish sign language are protected in Finnish law. Also, Romany, and Karelian are spoken in Finland, as well as for example Russian, Estonian, Arabic, Somali and English. (Institute for the languages of Finland 2020)

The regional press is strong in Finland and there is one widely read national daily newspaper (Helsingin Sanomat) and two popular evening tabloids (Ilta-Sanomat and Iltalehti). Since an increasing number of the Finnish people consume their news online (Reunanen 2020), most of the newspapers also have an online news page and many also have apps for smartphones. There are both public and private television and radio stations in Finland. Finnish TV audiences continue to fall whereas more people use their smartphones to access news than they use computers for the same cause (Reunanen 2020).

Some of the media types and news items we chose to monitor are in Swedish because Swedish is the second national language in the country. The media in Swedish usually feature the same main news events as the media in Finnish, but the media in Swedish also focus on events considered interesting or of importance for the Swedish-speaking community. Although the radio channels, newspapers etc. in Swedish are not among the biggest in Finland as a whole, they are important to the Swedish-speaking minority and therefore included in the study. In total two newspapers in Swedish (Hufvudstadsbladet and

Vasabladet), one public service radio newscast in Swedish (Aktuellt 17 aired on Yle Vega), one public service television newscast in Swedish (TV-nytt 19.30 Yle Fem), two news websites in Swedish (hbl.fi and svenska.yle.fi) and one Twitter account that tweets in Swedish (@hblwebb) were included in the monitoring.

Most of the Finnish media are not directly affiliated with any political parties. The public service company Yle provides media content in both Finnish and Swedish (and to a limited extent, in other languages), while the content on commercial radio, television, and the web is mostly in Finnish only. Yle is funded by an annual public service tax. All the other media houses are privately owned. They used to be print media houses earlier, but today they also produce text, audio, and videos online.

### **Media types monitored: Newspapers (press), television channels, radio channels, news websites, media house Twitter feeds**

The total number of news items monitored was 366: 112 newspaper items, 28 radio items, 35 television items, 95 news items from news websites, and 96 tweets. The number of news subjects, the people who were interviewed or whom the news was about, was 693. The total number of people in the news items was 740, but since 47 persons were anonymous or simply unnamed, we were unable to code their gender.

### **How we chose what we monitored:**

Firstly, we strove to choose the biggest (largest readership) and most influential papers in the country (Media Audit Finland 2020), leaving out the clearly local papers. Secondly, we strove to achieve a spread in the ownership of the newspapers. Thirdly, we strove to choose newspapers with different target audiences and geographical spread, different appeals (popular vs. quality) and different political positions. We applied roughly the same criteria on the other media as on the newspapers.

Lastly, we chose two newspapers that are written in Swedish – Finland’s second national language. Even though the newspapers in Swedish do not belong to the biggest newspapers in Finland as a whole, they are the two biggest Finnish newspapers in Swedish and are therefore significant for around five percent of the Finnish population.

We tried to include all the media monitored in the GMMP 2015, but since some of the publications have changed, we ended up making some changes in the list of media being monitored. For example, we chose not to include the magazine Demokraatti, since it is no longer a newspaper, but a magazine that is published 23 times a year. We also left out the following Twitter accounts because they had tweeted too few tweets on the monitoring day: @Kaleva\_fi and @aamulehti. The account @Kaleva\_fi had in total 8 tweets before 6.30 pm on the monitoring day and @aamulehti had in total 14 tweets before 6.30 pm on the monitoring day. The Twitter account @hsfi was also left out in the GMMP 2020.

In the selection of television newscasts, we strove to include the same television newscasts as in 2015 (MTV3, Yle, Svenska Yle), but Nelonen (a privately owned television channel) no longer broadcasts newscasts and therefore could not be included in the 2020 GMMP.

The radio channels Yle Radio Suomi and Radio Nova were included in the monitoring since they are the radio stations with the highest listener numbers in Finland (Finnpanel 2020a). The newscasts on Radio Nova were produced by Iltalehti (a tabloid newspaper). One newscast from Yle Vega was also included in the monitoring because the radio channel provides news in Swedish and has the most listeners of the Swedish-speaking radio channels in Finland (Finnpanel 2020a). The radio channel Radio Rock was also included in the monitoring in 2015, but it was not included in 2020 because the channel's news was produced by Iltalehti on the monitoring day and therefore had the same newscasts as Radio Nova.

We included the same news websites as in 2015 (hs.fi, hbl.fi, yle.fi and iltalehti.fi) and added three news sites: svenska.yle.fi, mtvuutiset.fi and is.fi. The two latter sites were added because they are well visited and svenska.yle.fi because it is the only news site that publishes news in Swedish online and free of charge in Finland. The news items that were monitored were chosen from the front page of the news website at 2.45 pm on the monitoring day. Only news items (not editorials, commentaries, or reader's feedback) and news videos were coded.

For each newspaper, as well as for each news website, 12–14 stories were coded (the first and most important ones on the main news pages in the newspapers and the first and most

important ones on the front page on the websites). For each Twitter account 15–20 tweets were coded, and in the radio and television newscasts every story in the newscast was coded.

### ***Newspapers (press):***

We coded 14 news items from each newspaper.

- Helsingin Sanomat is owned by Sanoma Media Finland Oy. It is the biggest newspaper in Finland. It is a national quality daily newspaper.
- Aamulehti is also owned by Sanoma Media Finland Oy as of February 2020 (before it was owned by Alma Media). It is the fifth biggest newspaper in Finland. It is a regional quality daily newspaper.
- Hufvudstadsbladet (HBL) is owned by KSF Media. It is the biggest Swedish language newspaper in Finland. It is a quality daily newspaper, mostly read in the southern parts of the country.
- Vasabladet is owned by HSS Media. It is the newspaper in Swedish with the second largest circulation. It is mostly read in the Midwest coastal region of the country. It is a regional quality daily newspaper.
- Ilta-Sanomat is owned by Sanoma Media Finland Oy. It is the second biggest newspaper in Finland. It is a popular newspaper.
- Iltalehti is owned by Alma Media Oy. It is the fourth biggest newspaper in Finland. It is a popular newspaper.
- Maaseudun Tulevaisuus is distributed and owned by Viestimedia Oy. It is the third biggest newspaper in Finland. It is a quality newspaper.
- Turun Sanomat is the sixth biggest newspaper in Finland. It is owned by TS-Yhtymä, a big media company in Southwest Finland. It is a regional quality daily newspaper.

### ***Television channels:***

In total, 3 newscasts were coded, the number of news items ranging from 9 to 13.

- TV1 is a national channel, owned by public service corporation Yle and is the longest running news provider of the Finnish television channels. Around one million people

watch the newscast at 20.30 daily (Finnpanel 2020b). The newscast at 20.30 was coded on the monitoring day. It included nine news items.

- Yle Fem is also a national channel owned by public service corporation Yle. Yle Fem broadcasts programs in Swedish and is the only Finnish nationwide television channel with news in Swedish. Over 30 000 persons watch the newscast Yle Nyheter TV-nytt at 19.30 daily (Finnpanel 2021). The newscast at 19.30 was coded on the monitoring day. It included 13 news items.
- MTV3 is a national, commercial channel, owned by the Finnish MTV Corporation which is owned by a Swedish multinational telecommunications company Telia Company AB. MTV3 is one of the most popular television channels in Finland and its newscasts are reached by around 770 000 to 900 000 persons every day (Finnpanel 2020c). The newscast Seitsemän uutiset [News at seven] at 19.00 was coded. It included 13 news items.

### ***Radio channels:***

In total, five radio newscasts were coded, the number of news items ranging from three to eight.

- Three out of the five radio newscasts were aired from Yle Radio Suomi. Yle Radio Suomi is a national radio channel owned by public service corporation Yle. The channel is reached by over a million persons every day (Finnpanel 2020a) and it is therefore the radio channel with the highest number of daily listeners in Finland. The newscast at 8.00 was coded and it included eight news items. Also, the regional newscast of Central Finland at 9.30 was coded and it included five news items. The last newscast from Yle Radio Suomi was the one aired at 17.00 and it included six news items.
- Yle Vega is a national radio channel in Swedish owned by public service corporation Yle. The only Finnish radio stations broadcasting in Swedish are Yle Vega, aimed at an older audience, and Radio X3M, aimed at a younger set of listeners. Yle Vega is the one with more listeners. The newscast Aktuellt 17 [Actualities 17] at 17.00 was coded. It included six news items.
- Radio Nova is a national, commercial radio channel, owned by Bauer Media Oy which is a part of the German media corporation Bauer Media Group. Radio Nova is the second most popular radio channel in Finland (Finnpanel 2020a). The newscast on

Radio Nova was produced by Iltalehti on the monitoring day. The newscast at 17.00 was coded. It included three news items.

### **News websites:**

We included 12–14 news items from seven news websites in the monitoring. The news items were chosen from the front page of the news websites at 2.45 pm on the monitoring day.

- [hs.fi](https://www.hs.fi) is the news site of the biggest quality newspaper in Finland, Helsingin Sanomat. It is a quality website, and the fourth most popular news website in Finland (The Media Industry Research Foundation of Finland 2020:14). 12 news items were coded from this news website.
- [hbl.fi](https://www.hbl.fi) is the news site of the biggest newspaper in Swedish, Hufvudstadsbladet. It is a quality website. 14 news items were coded from this news website.
- [yle.fi](https://yle.fi) is the news site of the public service company Yle in Finnish. It is a quality website and the third most popular news website in Finland (The Media Industry Research Foundation of Finland 2020:14). 12 news items were coded from this news website.
- [svenska.yle.fi](https://svenska.yle.fi) is the news site of the public service company Yle in Swedish. It is a quality website aimed at the Swedish-speaking population in Finland. 14 news items were coded from this news website.
- [is.fi](https://www.is.fi) is the news site of the biggest popular newspaper in the country, Ilta-Sanomat. Is.fi is the most popular news website in the country (The Media Industry Research Foundation of Finland 2020:14). 15 news items were coded from this news website.
- [iltalehti.fi](https://www.iltalehti.fi) is the news site of the second biggest popular newspaper in the country, Iltalehti. It is the second most popular news website in Finland (The Media Industry Research Foundation of Finland 2020:14). 14 news items were coded from this news website.
- [mtvuutiset.fi](https://www.mtvuutiset.fi) is the news site of the MTV corporation that has a television channel. It is the fifth most popular news website in Finland (The Media Industry Research Foundation of Finland 2020:14). 14 news items were coded from this news website.

## **Twitter feeds:**

We chose to code some of the Twitter accounts that are the most followed and the most esteemed. 18–20 tweets were coded from five Twitter accounts. We chose every third tweet that had been published before 6.30 pm on the monitoring day. The accounts @hblwebb and @iltalehti\_fi had too few tweets so we chose to include every second tweet before 6.30 pm in the monitoring from those accounts.

In the 2015 GMMP also @aamulehti and @Kaleva\_fi were coded but we chose not to include them this time because the accounts had too few tweets on the monitoring day. @Kaleva\_fi had in total 8 tweets before 6.30 pm on the monitoring day and @aamulehti had in total 14 tweets before 6.30 pm on the monitoring day. The Twitter account @hsfi was also coded in the 2015 GMMP, but not included in 2020.

- @yleuutiset tweets news from Yle’s website yle.fi (see above). The account has 286 900 followers<sup>13</sup>.
- @hblwebb tweets news from Hufvudstadsbladet’s (HBL) website hbl.fi (see above). It has 17 500 followers<sup>14</sup>.
- @iltasanomat tweets news from the website is.fi which contains the same kind of material as the popular newspaper Ilta-Sanomat (see above). The account has 265 100 followers<sup>15</sup>.
- @iltalehti\_fi tweets news from iltalehti.fi (see above). It has 109 900 followers<sup>16</sup>.
- @MTVUutiset tweets news from mtv.fi (see above), which is a news website run by the MTV Corporation. The account has 149 900 followers<sup>17</sup>.

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<sup>13</sup> The number of followers was checked 21 May 2021.

<sup>14</sup> The number of followers was checked 21 May 2021

<sup>15</sup> The number of followers was checked 21 May 2021

<sup>16</sup> The number of followers was checked 21 May 2021.

<sup>17</sup> The number of followers was checked 21 May 2021.

## Country specific questions

Our three country specific questions were the following:

- 1. Does the person belong to a majority group? Yes/no**  
We chose not to account for this country specific question since it proved difficult to code appropriately.
- 2. Does the story identify the person as a perpetrator of violence? Yes/no**  
*Definition: When the story has identified a perpetrator.*
- 3. Does the story identify the person by first name only in the introduction and/or in the whole story? Yes/no**

The questions were chosen together with the Swedish GMMP team so that Finland and Sweden could compare results. We applied the country specific questions on both the quantitative and qualitative parts of the monitoring.

To be consistent in the coding, a news subject was coded as being identified as a perpetrator of violence if the violence was a) physical and b) framed in terms of crime.

If a news subject was referred to using first name only at any point in the story, they were coded as being identified by first name only.

## Who did the monitoring?

The monitors Lucas Hasselblatt, Martin Kjellman and Saga Mannila carried out the monitoring at the Department of Journalism and Communication at the Swedish School of Social Science at the University of Helsinki under guidance of the national GMMP coordinator Jonita Siivonen. The monitoring was financed by the Ministry of Social Affairs and Health in Finland, the Faculty of Social Sciences and the Swedish School of Social Science at the University of Helsinki.

# Topics in the news: Covid-19 related stories

In total, 112 news items of in total 366 coded news items, were related to Covid-19, whereas 254 were not.

In total, 31 percent of the news items were related to Covid-19. It is worth mentioning that Covid related news items were common in the news on the news websites (50 percent) and radio (54 percent) news and less common in newspapers (16 percent) and on Twitter (21 percent). This means that the overall numbers are somewhat skewed towards non-Covid news, because newspaper and Twitter news items constitute 57 percent of all news items whereas news websites and radio news constitute 34 percent of all news items.

## The number stories related to Covid-19 in the GMMP Finland 2020

	Yes	No	Total
<b>Stories related to Covid-19</b>	30.6% (N=112)	69.4% (N=254)	100% (N=366)

Table 6. The number stories related to Covid-19 in the GMMP Finland 2020.

The Finnish Institute for Health and Welfare (THL) and the authority's director at the Department for Health Security Mika Salminen as well as chief physician Taneli Puumalainen (both men) were mentioned or interviewed as experts in many of the news stories about the coronavirus. They both spoke at a press conference about the Covid-19 situation on the monitoring day.

Stories related to Covid-19, different media types					
			Related to Covid-19		Total
			(1) Yes	(2) No	
Medium	News websites	Count	47	48	95
		% within Medium	49.5%	50.5%	100.0%
	Newspaper	Count	18	94	112
		% within Medium	16.1%	83.9%	100.0%
	Radio	Count	15	13	28
		% within Medium	53.6%	46.4%	100.0%
	Television	Count	12	23	35
		% within Medium	34.3%	65.7%	100.0%
	Twitter	Count	20	76	96
		% within Medium	20.8%	79.2%	100.0%
	Total	Count	112	254	366
		% within Medium	30.6%	69.4%	100.0%

Table 7. The number of stories related to Covid-19 in different media types the GMMP Finland 2020 material.

The two biggest news topic categories were Politics & Government, and Economy. Each of these categories made up 21 percent of the total number of stories (42 percent in total). 19 percent of the stories were about Science & Health, a category dominated by Covid-19 related stories (69 percent).

Main story topic of news items			
		Frequency	Percent
Valid	Celebrity, Arts, Media & Sports	48	13.1
	Crime & Violence	39	10.7
	Economy	75	20.5
	Gender & Related	1	0.3
	Other	3	0.8
	Politics & Government	78	21.3
	Science & Health	70	19.1
	Social & Legal	52	14.2
	Total	366	100.0

Table 8. The main story topics of the news items in the GMMP Finland 2020 material.

# News subjects and sources

In total, 740 individuals or news subjects were coded in the news stories.

In the coding sheets there were four options to choose from for gender: 1) Sex: Female=1, Male=2, Other (transgender, etc.)=3, Do not know=4. The third category wrongly states that (all) transgender persons belongs to the group “Other”.

The coding of the gender of the news subjects is chiefly based on a presumption of a binary gender norm of men and women coded based on name, pronoun, and appearance, even though the coding sheets imply a third gender category. The name-and-appearance/looks as determinations for gender are of course problematic simplifications, which might place non-binary persons outside their gender identification and into the wrong gender category. There is a third gender category of “Other”, but it includes transpersons, which is placing transpersons who identify as men or women in the wrong category, and only non-binary transpersons into the right category. If we would have identified a person who in the news item for example identifies herself as a transwoman, we would have coded her as a woman, for example.

Since it was impossible to code the gender of 47 individuals mentioned in the coded news items, only 693 people could be included in the data analysis. Each news subject’s gender was coded based on names, visual appearances and gender pronouns included in the different news items. This means that a person who was presented or appeared as a woman in a news story was categorized as a woman and a person who was presented as or appeared to be a man was coded as a man.

The 47 people whose gender was coded as unknown and thus not included in the gender-based comparisons were not named, pictured, or referred to using gender pronouns anywhere in the story. This group includes, for instance, children (N=11), victims of accidents or crimes (N=8), suspects of crime (N=3) and providers of popular opinion (N=13). The popular opinion category includes nine persons whose anonymous online comments were quoted in a news story on a news website about a popular morning radio program. The comments included in the story were reactions from listeners to the radio show. The comments were collected from Facebook and Instagram and anonymized in the news story.

## Overall presence of women and men as news subjects

In this section, the key results for news subjects and sources are presented (detailed results for each of the monitored news outlets are archived as Appendix 4 at Swedish School of Social Science at the University of Helsinki).

The overall presence of women in the coded material of the GMMP 2020 is higher than in the previous GMMPs<sup>18</sup>, but also, the 2020 monitoring shows that the news in Finland is still mostly about men. In total, 33 percent (N= 229) of the 693 people in all coded news items 2020 were women and 67 percent (N= 464) were men. The results of the previous GMMPs have shown that less than a third of the news subjects are women<sup>19</sup>. This trend continues also in 2020 even though the overall number of women is slightly higher than before, that is one third of the news subjects.

### News subjects in news items (subjects coded as women or men)

	Women	Men	Total
<b>All media types: press, radio, TV, news websites, Twitter</b>	33% (N=229)	67% (N=464)	100% (N=693)

Table 9. The percentages of women and men as news subjects in the GMMP Finland 2020 material.

Most of the news subjects in all the different media types were men. The percentage of women was the highest in the radio newscasts<sup>20</sup> and Twitter news stories had the lowest percentage of women<sup>21</sup>. The percentages of women in the other media types were all over 30 percent.

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<sup>18</sup> The percentages of the previous GMMPs can be seen in the National Report of 2015, written by Jonita Siivonen: [http://cdn.agilitycms.com/who-makes-the-news/Imported/reports\\_2015/national/Finland.pdf](http://cdn.agilitycms.com/who-makes-the-news/Imported/reports_2015/national/Finland.pdf) .

<sup>19</sup> In 2015 the overall percentage of women in the Finnish news was 27.3%, in 2010 the percentage was 31.6%, in 2005 the percentage was 28.6%, in 2000 it was 23%, in 1995 it was 20%.

<sup>20</sup> 48.6% women and 51.4% men.

<sup>21</sup> 25% women, 75% men.

**Percentages of women and men as news subjects according to medium type**

<b>Media type</b>	<b>Women</b>	<b>Men</b>	<b>Total</b>
News websites	35.0% (N=90)	65.0% (N=167)	N=257
Newspapers	30.6% (N=86)	69.4% (N=195)	N=281
Radio newscasts	48.6 (N=17)	51.4% (N=18)	N=35
Television	36.5% (N=19)	63.5% (N=33)	N=52
Twitter	25.0 (N=17)	75.0% (N=51)	N=68
<b>Total</b>	N=229	N=464	N=693

Table 10. GMMP Finland 2020.

The total number of news subjects in the news items was highest in the newspaper stories (N=281), whereas the lowest number of news subjects was found in the radio newscasts (N=35). In the web news stories there were 257 news subjects and in the television news there were 52 news subjects. In the Twitter news stories there were 68 news subjects.

### **Functions of the news subjects: More men featured as experts than women**

When looking at the functions of the news subjects, more men were described as experts<sup>22</sup>, as spokespersons<sup>23</sup> and as subjects<sup>24</sup> than women. Also, previous studies show that women are more seldom featured as experts in Finnish news than men (Mannila 2017:26; Niemi & Pitkänen 2017).

The functions where women formed a majority was popular opinion, eyewitness, and personal experience<sup>25</sup>. Women have mostly had the role of presenting popular opinion also in the previous GMMP studies (Mannila 2017:26).

<sup>22</sup> 75% men (N=69) and 25% women (N=23).

<sup>23</sup> 65.1% men (N=153) and 34.9% women (N=82).

<sup>24</sup> 73.7% (N=199) and 26.3% women (N=71).

<sup>25</sup> Popular opinion: 66.7% women (N= 16) and 33.3% men (N=8). Eyewitness: 55.6% women (N=5) and 44.4% men (N=4). Personal experience: 50.9% women (N=28) and 49.1% men (N=27).

Function in story				
		Sex		Total
		(1) Women	(2) Men	
Do not know	Count	2	3	5
	% within Function in story	40.0%	60.0%	100.0%
Expert or commentator	Count	23	69	92
	% within Function in story	25.0%	75.0%	100.0%
Eyewitness	Count	5	4	9
	% within Function in story	55.6%	44.4%	100.0%
Other	Count	2	1	3
	% within Function in story	66.7%	33.3%	100.0%
Personal experience	Count	28	27	55
	% within Function in story	50.9%	49.1%	100.0%
Popular opinion	Count	16	8	24
	% within Function in story	66.7%	33.3%	100.0%
Spokesperson	Count	82	153	235
	% within Function in story	34.9%	65.1%	100.0%
Subject	Count	71	199	270
	% within Function in story	26.3%	73.7%	100.0%
Total	Count	229	464	693
	% within Function in story	33.0%	67.0%	100.0%

Table 11. GMMP Finland 2020.

### Main story topics: More men in news about crime and violence than women

In total, there were seven categories for main story topics: Celebrity, Arts, Media & Sports, Crime & Violence, Economy, Gender & Related, Politics & Government, Science & Health and Social & Legal. In addition to the main story topics there was also another category: “Other”, which contained three news items that did not fit any of the main categories. None of these three news items contained any news subjects.

More male than female news subjects were featured in all main story topics. Most news subjects were found in the main story topics Politics & Government (N=159), Social & Legal (N=120) and Science & Health (N=111). In the remaining categories, except Gender & Related, which only contained three news subjects, there were about the same number of

news subjects<sup>26</sup>. The stories where the percentage of women was the highest were in the categories Economy<sup>27</sup>, Celebrity, Arts, Media & Sports<sup>28</sup> and Politics & Government<sup>29</sup>. In the main story topic Science & Health there were 33 percent women (N=37) and 67 percent men (N=74).

The category with the highest percentage of men and lowest percentage of women was Crime & Violence. Only 21 percent (N=20) of the news subjects in this main story topic were coded as women, whereas 79 percent of the news subjects in news items in this category were coded as men (N=75).

Main Story Topic				
		Sex		Total
		(1) Women	(2) Men	
Celebrity, Arts, Media & Sports	Count	38	66	104
	% within Main Story Topic	36.5%	63.5%	100.0%
Crime & Violence	Count	20	75	95
	% within Main Story Topic	21.1%	78.9%	100.0%
Economy	Count	39	62	101
	% within Main Story Topic	38.6%	61.4%	100.0%
Gender & Related	Count	1	2	3
	% within Main Story Topic	33.3%	66.7%	100.0%
Politics & Government	Count	55	104	159
	% within Main Story Topic	34.6%	65.4%	100.0%
Science & Health	Count	37	74	111
	% within Main Story Topic	33.3%	66.7%	100.0%
Social & Legal	Count	39	81	120
	% within Main Story Topic	32.5%	67.5%	100.0%
Total	Count	229	464	693
	% within Main Story Topic	33.0%	67.0%	100.0%

Table 12. GMMP Finland 2020.

<sup>26</sup> Celebrity, Arts, Media & Sports: 104 news subjects, Economy: 101 news subjects and Crime & Violence: 95 news subjects.

<sup>27</sup> 38.6% women (N=39), 61.4% men (N=62).

<sup>28</sup> 36.5% women (N=38), 63.5% men (N=66).

<sup>29</sup> 34.6% women (N=55), 65.4% men (N=104).

## Representation by occupation

News subjects' occupations or roles<sup>30</sup> were coded based on 27 occupational categories, of which 26 appeared in the material. There was a majority of men as news subjects in 19 of these categories (cf. table in Appendix 3 for an overview). The most common occupational category that the news subjects were coded in was "Politician/Member of Parliament, President, Government Minister, Political Leader, Political Party Staff". In total 152 news subjects were coded in this category and 62 percent (N=94) of the news subjects in this occupational category were coded as men and 38 percent were coded as women (N=58).

The following most common occupational categories were "Government Employee, Public Servant, Bureaucrat, Diplomat, Intelligence Officer, Government Spokesperson" with in total 92 news subjects and "Business Person, Executive, Manager, Entrepreneur, Economist, Financial Expert, Stock Broker" with in total 85 news subjects. These categories were also male dominated. In the second most common occupational category the percentage of women was 22 percent and in the third most common category the percentage of women was 34 percent.

The occupational categories in which there were almost or exactly the same number of men and women was "Villager or Resident Engaged in Unspecified Occupation"<sup>31</sup>, "Media Professional, Journalist, Video or Filmmaker, Theatre Director, Social Media Influencer, Youtuber, Instagrammer"<sup>32</sup>, "Homemaker, Parent, Either Female or Male"<sup>33</sup> and "Celebrity, Artist, Actor, Writer, Singer, Radio or Television Personality"<sup>34</sup>.

Women had the majority in the occupational categories of "Health Worker, Social Worker, Childcare Worker"<sup>35</sup> and "Office or Service Worker, Non-Management Worker in Office, Store, Restaurant, Catering"<sup>36</sup>. Women were also more frequent than men in the category in which the occupation of the news subject was not stated<sup>37</sup> and in the category of "Other"<sup>38</sup>.

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<sup>30</sup> Roles as "child", "retired person", "student", "villager/resident" and "parent".

<sup>31</sup> In total 26 news subjects: 13 women and 13 men.

<sup>32</sup> In total 8 news subjects: 4 women and 4 men.

<sup>33</sup> In total 11 news subjects: 5 women and 6 men.

<sup>34</sup> In total 17 news subjects: 8 women and 9 men.

<sup>35</sup> In total 2 news subjects: 2 women (100%).

<sup>36</sup> In total 7 news subjects: 71.4% women (N=5), 28.6% men (N=2).

<sup>37</sup> In total 26 news subjects: 53.8% women (N=14), 46.3% men, (N=12).

<sup>38</sup> In total 8 news subjects: 62.5% women (N=5), 37.5% men (N=3).

News subjects in the “Other” category (N=8) were people referred to as occupying some role that did not fit any other occupational category, most frequently the role of a partner (boyfriend/girlfriend/wife/husband).

There were more men than women in all other occupational categories.

### **Family role of female and male news subjects: Women’s family roles more often mentioned than men’s**

Women tend to be identified in the news by their family roles more often than men (Mannila 2017:17). This was also true for the GMMP 2020. In total 64 of 625 news subject's family roles were mentioned in the news items: 36 of them were women and 28 were men. These numbers include news subjects coded as men or women in all media except Twitter, for which the question of “family role given” was not coded.

17 percent of the women mentioned in news stories had their family role given, while 7 percent of the men had their family role given.

<b>Family role given for news subjects</b>					
			Sex		Total
			(1) Female	(2) Male	
Family role given	(1) Yes	Count	36	28	64
		% within Sex	17.0%	6.8%	10.2%
	(2) No	Count	176	385	561
		% within Sex	83.0%	93.2%	89.8%
Total		Count	212	413	625
		% within Sex	100.0%	100.0%	100.0%

Table 13. GMMP Finland 2020.

### **Quotes and photographs of news subjects: Men quoted and photographed more often than women**

293 out of 538<sup>39</sup> news subjects in print and news web sites (except Twitter) news were directly quoted. Women were slightly more often directly quoted than men in the GMMP

<sup>39</sup> This question was part of the coding sheet for press and news websites (except Twitter) news items only. The number of news subjects coded as either men or women in these media was 538.

2020. In total, 56 percent of all women appearing in print or online were directly quoted, whereas 54 percent of the men were directly quoted.

<b>News subjects directly quoted</b>				
		Sex		Total
		(1) Female	(2) Male	
(1) Yes	Count	98	195	293
	% within Sex	55.7%	53.9%	54.5%
(2) No	Count	78	167	245
	% within Sex	44.3%	46.1%	45.5%
Total	Count	176	362	538
	% within Sex	100.0%	100.0%	100.0%

Table 14. GMMP Finland 2020.

In total 199 out of 606 news subjects in press, news websites and Twitter news items were photographed. For both men and women, 33 percent of the news subjects who appeared in print, news websites and Twitter news items were photographed.

<b>News subjects photographed</b>				
		Sex		Total
		(1) Female	(2) Male	
(1) Yes	Count	64	135	199
	% within Sex	33.2%	32.7%	32.8%
(2) No	Count	129	278	406
	% within Sex	66.8%	67.3%	67.0%
Total	Count	193	413	606
	% within Sex	100.0%	100.0%	100.0%

Table 15. GMMP Finland 2020.

### **Women's centrality in the news**

The overall percentage of news items in which women were in central focus was 6 (N=23). In 11 news items, political leaders (typically members of the Finnish government, the roles of which are discussed further in the Conclusions section) were in focus. Four of these stories were about the substitute who was appointed for the minister of education who was going on parental leave. The rest of the stories typically focused on various professional achievements of women. One news website story and one tweet were about a female CEO taking over a family business. The news website story was included in this report as Case Study 3.

## **Portrayal as victims/survivors**

In total, 4 percent (N=28) of the news subjects were coded as victims or survivors. This coding was done for press, radio, television, and news websites (all media except Twitter), the total number of news subjects in these news items added up to 664 (the number includes men, women and news subjects whose gender was coded as unknown).

More men than women were portrayed as victims or survivors in the coded material. In total 15 male news subjects were coded as victims or survivors, whereas five female news subjects were coded as victims or survivors. Eight news subjects (27 percent of all news subjects coded as victims) whose gender could not be determined based on the information in the news items, were also coded as victims or survivors. These news subjects were anonymized in the news stories, which explains the lack of gender information.

10 news subjects were victims of physical violence. 8 news subjects were victims of accidents or other disasters (three of them had been aboard the Estonia passenger ferry at the time of the maritime disaster in 1994). Two news subjects had suffered from Covid-19, one had died from the disease, and one suffered long-term effects.

Also noteworthy is that, in press, television and news websites (i.e., the media for which the categories age and victim/survivor were coded), 10 out of 34 news subjects (29 %) under the age of 19 were coded as victims.

## **Women underrepresented in age categories 50 and older**

Age was coded for news subjects featured in newspaper, television, news website and Twitter news items. If the age of a person was given in the story, we used this information. Mostly age was not mentioned, but in the cases where someone's full name was given, we would typically do a Google search. This proved effective to the extent a news subject was a public or semi-public person (for example someone sharing information openly on forums such as LinkedIn).

Age of news subjects (press, TV, news websites, Twitter)					
Age			Sex		Total
			(1) Female	(2) Male	
(0) Don't know	Count		51	103	154
	% within Age		33.1%	66.9%	100.0%
(1) Below 12	Count		2	12	14
	% within Age		14.3%	85.7%	100.0%
(2) 13-18	Count		6	12	18
	% within Age		33.3%	66.7%	100.0%
(3) 19-34	Count		30	31	61
	% within Age		49.2%	50.8%	100.0%
(4) 35-49	Count		85	73	158
	% within Age		53.8%	46.2%	100.0%
(5) 50-64	Count		31	162	193
	% within Age		16.1%	83.9%	100.0%
(6) 65-79	Count		4	48	52
	% within Age		7.7%	92.3%	100.0%
(7) 80 and above	Count		3	5	8
	% within Age		37.5%	62.5%	100.0%
Total	Count		212	446	658
	% within Age		32.2%	67.8%	100.0%

Table 16. GMMP Finland 2020.

Press, television, news website and Twitter news items contained 658 news subjects coded as either men or women. In the age group 19–34 men and women were featured quite evenly: 49 percent women and 51 percent men. This was also the case in the 35–49 bracket (54 percent women and 46 percent men). In the 50–64 and 65–79 groups however, women were severely underrepresented with a mere 16 and 8 percent, respectively. These numbers verify the results of earlier studies (Edström 2018) on men and women in the media buzz – men and women become almost invisible in the media buzz as they get older, and older women are more invisible than older men.

The age of 23 percent (N=154) of male and female news subjects was coded as “don’t know”.

## Results on country specific questions

We decided not to account for the first country specific question.

The second question was about perpetrators. Only 24 of 740 news subjects were coded as being identified as perpetrators of violence<sup>40</sup>. 71 percent of these news subjects were coded as men (N= 17), 17 percent (N=4) were coded as women and 12 percent were coded as “Don’t know” (N=3).

		Perpetrators of violence			Total
		Sex			
		(1) Women	(2) Men	(4) Don't know	
(1) Yes	Count	4	17	3	24
	% within SQ2	16.7%	70.8%	12.5%	100.0%
(2) No	Count	225	447	44	716
	% within SQ2	31.4%	62.4%	6.1%	100.0%
		229	464	47	740
		30.9%	62.7%	6.4%	100.0%

Table 17. GMMP Finland 2020 (SQ2 stands for “specific question 2”).

The third country specific question was about how often news subjects were mentioned by only their first names in the different news items<sup>41</sup>. Only 38 out of 693 news subjects were mentioned only by their first names, which means that 94.5 percent of the news subjects were referred to with their full names or with their last names in the news items. Women were more often referred to only by their first names than men: Ten percent (N=22) of the female news subjects were referred to only by their first names and three percent (N=16) of the male ones. In some cases, the news subjects were referred to only by his/her/their first name because the news subject had requested it or wanted to be anonymous (see case study 1 in this report for examples of first name usage).

<sup>40</sup> A news subject was coded as being identified as a perpetrator of violence if the violence was a) physical and b) framed in terms of crime.

<sup>41</sup> If a news subject was referred to using first name only at any point in the story, they were coded as being identified by first name only.

## **Stories that highlight issues of gender equality or inequality issues**

There were no stories highlighting gender equality or inequality issues in the monitored material.

# Journalists and reporters

In total, 327 individual journalists were coded. 50 percent of these were coded as men and 50 percent as women. No journalists were coded as non-binary or unknown. If a news item did not have a byline (e.g., news agency articles), the journalist sex column was left empty. Every journalist that contributed to a news item was coded, meaning that if several journalists were listed as contributors to one news item, all of them were coded. The exception here was the case of radio and television, where the news anchor or announcer was counted only once even when they presented multiple news items. However, in the breakdown of journalists according to the categories Main story topic and Scope respectively, anchors and announcers were coded and included multiple times.

In press and on news websites, the number of female journalists exceeded the number of male journalists, whereas the male journalists outnumbered the female ones on radio, television, and Twitter.

Individual journalists per media type				
Medium		Journalist sex		Total
		(1) Female	(2) Male	
News websites	Count	55	49	104
	% within Medium	52.9%	47.1%	100.0%
Press	Count	59	44	103
	% within Medium	57.3%	42.7%	100.0%
Radio	Count	5	13	18
	% within Medium	27.8%	72.2%	100.0%
Television	Count	8	14	22
	% within Medium	36.4%	63.6%	100.0%
Twitter	Count	37	43	80
	% within Medium	46.3%	53.8%	100.0%
Total	Count	164	163	327
	% within Medium	50.2%	49.8%	100.0%

Table 18. GMMP Finland 2020.

Because radio and television anchors and announcers more often were male in the coded material, male journalists ended up doing more instances of reporting (54 percent) than female journalists (46 percent). These differences are most visible in the number of stories on

the topic Politics & Government and in the number of stories with Foreign/International scope. In both these categories, male journalists did 71 percent of the reporting.

<b>Reporting within Main Story Topic</b>				
Main Story Topic		Journalist sex		Total
		(1) Female	(2) Male	
Celebrity, Arts, Media & Sports	Count	22	25	47
	% within Main Story Topic	46.8%	53.2%	100.0%
Crime & Violence	Count	19	19	38
	% within Main Story Topic	50.0%	50.0%	100.0%
Economy	Count	35	37	72
	% within Main Story Topic	48.6%	51.4%	100.0%
Gender & Related	Count	1	0	1
	% within Main Story Topic	100.0%	0.0%	100.0%
Other	Count	1	2	3
	% within Main Story Topic	33.3%	66.7%	100.0%
Politics & Government	Count	24	58	82
	% within Main Story Topic	29.3%	70.7%	100.0%
Science & Health	Count	45	35	80
	% within Main Story Topic	56.3%	43.8%	100.0%
Social & Legal	Count	29	30	59
	% within Main Story Topic	49.2%	50.8%	100.0%
Total	Count	176	206	382
	% within Main Story Topic	46.1%	53.9%	100.0%

Table 19. GMMP Finland 2020.

<b>Scope of reporting</b>				
Scope		Journalist sex		Total
		(1) Female	(2) Male	
(1) Local	Count	26	25	51
	% within Scope	51.0%	49.0%	100.0%
(2) National	Count	79	76	155
	% within Scope	51.0%	49.0%	100.0%
(3) Sub-Regional and Regional	Count	16	18	34
	% within Scope	47.1%	52.9%	100.0%
(4) Foreign/International	Count	18	44	62
	% within Scope	29.0%	71.0%	100.0%
Total	Count	139	163	302
	% within Scope	46.0%	54.0%	100.0%

Table 20. GMMP Finland 2020.

As a point of reference, The Union of Journalists in Finland had 58 percent female members in 2019 (total number of members: 14 247), and women have constituted a majority of the union's members since 1995 (The Union of Journalists in Finland 2020).

In the 2015 Finnish national GMMP report, individual journalists were counted for newspapers, news websites and Twitter only. In these media types, in 2020, 47 percent of the journalists were men and 53 percent were women. In 2015 the same numbers were 57 percent men and 43 percent women (Siivonen 2015:53).

# Case studies

We chose to include four case studies in the qualitative part of the GMMP 2020. All news stories in the qualitative part were also coded as a part of the quantitative part of the monitoring. We chose four news stories, since these were the stories that were of special interest for a qualitative analysis with a gender or equality perspective.

During the quantitative coding, we did not find a single news story with blatant stereotypes for example, and more subtle stereotypes were also uncommon in the material. Therefore, we chose to look more closely at the news items that had a gender balance regarding sources, and news items that could be classified as missed opportunities regarding the use of sources and the balance of sources.

The four news stories were chosen by the whole Finnish monitoring team: Saga Mannila, Lucas Hasselblatt, Martin Kjellman, and the coordinator Jonita Siivonen. The analysis was written by Saga Mannila and edited and proofread by the team, Sandra Broborn and Ullamaija Kivikuru.

Three of the case studies (case study 1, 2 and case study 4) were classified as stories that are missed opportunities or gender blind. Case study 1 was included in this category because the interviewees in the article who were allowed to provide in-depth personal experience were all coded as men. Case 2 was included in this category because it does not criticize the fact that persons of color were included in a panel discussion to represent “personal experience” at the same time as all the experts in the panel discussion and article were white and appeared to belong to a majority group. Case study 4 was included in this category because all people in the news story were coded as female. Case study 3 pointed out a classic stereotype regarding businesswomen, i.e., the question of how they manage to combine work and family life.

We also chose to include our country specific questions in the analysis of the qualitative case studies. In some of the case studies the three country specific questions were more relevant (for example in case study 2) and in some they were not mentioned, because they were not applicable to the material.

# Case Study 1: A story that is a missed opportunity or gender blind

**Title of article:** Exponerade och smittade studerande känner sig utpekade: “Evenemangen och vännerna är viktiga” (*Exposed and infected students feel targeted: “Events and friends are important”*)

**Name of news website, URL, and author:** Svenska Yle (svenska.yle.fi), the article is written by Tintin Råholm

**URL:** <https://svenska.yle.fi/artikel/2020/09/29/exponerade-och-smittade-studerande-kanner-sig-utpekade-evenemangen-och-vannerna>

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

**Date:** 29.9.2020

**Country:** Finland

**Theme:** (select from Appendix A): 34 (The story is about university students and how they are affected by the coronavirus epidemic).

**Skills:** (This description refers to the main journalistic skill that is highlighted in the story that could be either positive or negative. Select from list of skills in Appendix A): Sources, perspective.

**Genre:** (What type of story is it? Select from list of genres in Appendix A): 3. (Missed opportunity/Gender-blind)

## Analysis:

The story is a news story about how the coronavirus affects students in different universities in Finland and about students' feelings about the media blaming young people for spreading the coronavirus in Finland. Five people are interviewed in the story and all of them are quoted directly.

In the headline the story is introduced as a story about students who have been exposed to the virus or who have the virus and how they feel about the situation. In the second part of the headline there is a quote by a student, who says that events and friends are important. The story is also about studying during the epidemic and how the social part of studying has changed because of the coronavirus.

Scrolling down from the headline the first thing in the article is a picture of the students that have been interviewed for the article. All the three interviewees are coded as male. Since the headline speaks of students in general, it is remarkable that all the interviewed students are in fact male. All the three male students are also white, and they appear to represent a majority group, i.e., they are white, have names in both national languages Finnish and Swedish (Nicolas Sjöberg, Morris Liemola and Markus Siltamäki). Their age is not stated but all the students appear to be in their twenties.

Since the story is about how students feel about living with the coronavirus and how the virus has affected their lives, it would not have been impossible to also include more diverse voices in the story as well. At least some of the students interviewed could have represented another gender or age group. The article is based on the personal experience of the students that are interviewed, and this part can be seen as the most important part in the story. This is also where the reporter has had the most power to choose whom to interview, since the topic is about students in general. When only white male students are interviewed, the article misses many perspectives that could have been included in the story.

Other people who are interviewed in the article are one male headmaster and one female headmaster (Johan Bärlund and Mona Forsskåhl) who are interviewed as spokespersons for their universities. The male headmaster's quote is also in the article's introduction. The female headmaster's comments come last in the article. Also, the headmasters are white and appear to belong to a majority group and they have Swedish names. Their ages are not stated but they both appear to be in the same age category.

Both headmasters' roles in the article are to comment on what the students are saying. In some cases, in the article the headmasters' comments are also a bit patronizing towards the students' experiences. An example of this is when the male headmaster is saying that he understands that the students feel the need to socialize with each other, regardless of the epidemic. However, he hopes that they understand that socializing can lead to spreading the virus.

The headmaster's quotes are used in the article as a kind of voice of reason or as a voice of an expert. Both headmasters' quotes represent the perspective of the university, which means that they focus on how to minimize the risk of the virus spreading on campus. The

headmasters are also asked about the wellbeing of the students. Both point out that they understand the importance of socializing, even though they hope the students will make good and virus-safe decisions.

In the story the three students are referred to only by their first name several times (Nicolas 8 times, Morris 6 times and Markus one time). The headmasters are referred to with their full names throughout the article. All five people in the article are photographed in a similar way. The photos of the students seem to be private photos, whereas the photos of the two headmasters are photographed by another reporter or photographer.

## Case Study 2: A story that is a missed opportunity or gender blind

**Title of article:** Unga bekräftar rasism i Svenskfinlands skolor (*Young people confirm that racism exists in schools in the Swedish-speaking parts of Finland*)

**Name of newspaper and author:** Hufvudstadsbladet, the article is written by Sofia Westerholm

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

**Date:** 29.9.2020.

**Country:** Finland.

**Theme:** (select from Appendix A): 32 (Story about racism in schools).

**Skills:** (This description refers to the main journalistic skill that is highlighted in the story that could be either positive or negative.) Select from list of skills in Appendix A: Sources, perspective.

**Genre:** (What type of story is it? Select from list of genres in Appendix A): 3. (Missed opportunity/Gender blind).

### Analysis:

The newspaper article is a news story about racism in Swedish-language schools in Finland. The newspaper which features this article is the biggest daily newspaper in Swedish in Finland, and therefore the article focuses specifically on Swedish-language schools instead of Finnish-language schools.

The headline can be loosely translated to “Young people confirm that racism exists in Swedish-speaking schools in Finland.” The introduction states that prejudice and a lack of knowledge about differences is common in Swedish-speaking schools in Finland. In the rest of the article three students explain how they have been discriminated against and how they would solve the problem of racism.

In a fact box included in the article, the topic is contextualized a bit more and it becomes apparent that the reporter has attended a seminar event. The article is written as a summary of a panel discussion held as a part of the two-day seminar about integration organized by The Swedish Assembly of Finland (Folktinget).

The article is placed on page 8 in the newspaper, which means it is not one of the most important news stories that day. The size of the article in the newspaper is a little more than half a page. There is another news story on the same page, but it has clearly a smaller place in the newspaper than this article that we chose to include in the case study.

Three of the panelists are students who appear to be the “young people”, but their ages are not mentioned. They are referred to as “young people” in the headline. All the three students appear not to be included in a majority group; they are referred to as “students with a foreign background”. In some cases, it is also mentioned for how long the students have been living in Finland. Two of the students appear to be female and one appears to be male. Their names are mentioned, and they are referred to by their full names (Clemence Habiyakare, Ahmad Shah Ahmadi and Carlene Mutiganda) the first time and by their last names later in the article. There is a photo in the middle of the article and all the students are in it. They stand next to white tables and seem to be discussing with each other.

In addition to the students, two persons coded as women are part of the panel, a female academic expert (Ida Hummelstedt) and a female teacher who teaches Swedish (Sara Razai). Also, the moderator of the panel discussion is mentioned by name (Annvi Gardberg) in the article, and she also appears to be a woman. She is also in the photo. In total six persons are mentioned in the article and only one of them appears to be male. All but one of the people in the story are quoted directly in the article, the moderator Annvi Gardberg is only mentioned by name in the article.

The article is not well gender balanced, but there is a gender balance regarding the voices and perspectives in the article. The article summarizes a seminar about integration that was held in Swedish, and it could also have been a story where only experts would have been heard. Instead, the article clearly points out the perspective of the people affected by the issue of racism in schools. The students who are a part of the panel discussion because of their individual experiences, are also described as experts and their suggestions on how the issue of racism should be tackled is included in the article in a remarkably similar way as the two other experts’ quotes and suggestions are described in the article. The three students are also quoted more often (five times in total) in the article than the other experts (the two experts are directly quoted one time each).

Even if one could argue that the students are presented as experts, the expertise that is applied to the students is limited to expertise on the issue of racism, because all students have experienced racism themselves. In this sense the students have not chosen to become experts on the issue, they are put in the position because they appear not to belong to a majority group in Finland. Therefore, the article reproduces a pattern of how non-white people are depicted in the media instead of challenging or changing the narrative.

The article is a missed opportunity in the sense that the students, who do not belong to a majority group in Finland, represent the function of personal experience in the article whereas the people who are presented as experts appear to belong to a majority group. Since the article is a summary of a panel discussion, the reporter has not chosen whom to interview in the story, but the reporter could have questioned the fact that the panel itself represents stereotypes when it comes to how non-white people or people who do not belong to a majority group in Finland are presented in Finnish media. Most often the experts who appear in the media in Finland are white and represent a majority group. It is remarkable that non-white people seem to be included in the public discussion mostly only when the discussion is about racism as it is done in this specific article.

## Case Study 3: A story that conveys more subtle stereotypes

**Title of article:** Annaleena Hakola ei halunnut, että isän elämäntyö valuu hukkaan: nyt pohjalaissohvia himoitsevat kotiinsa kaikkein trendikkäimmät (*Annaleena Hakola did not want her father's life's work to go to waste: now the trendiest people want sofas from the north*)

**Name of newspaper, news website and author:** Iltalehti (Iltalehti.fi), the article is written by Marko Simonen.

**URL:** <https://www.iltalehti.fi/tyoelama/a/919eee1c-0735-46b5-a9ad-087416f06763> .

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

**Date:** 29.9.2020.

**Country:** Finland.

**Theme:** (select from Appendix A): 18 (Story about a female CEO).

**Skills:** (This description refers to the main journalistic skill that is highlighted in the story that could be either positive or negative. Select from list of skills in Appendix A): Accuracy, sources.

**Genre:** (What type of story is it? Select from list of genres in Appendix A): 2 (Subtle stereotypes).

### Analysis:

The story is a portrait interview about a person coded as a female CEO of a furniture company. The story mentions how Annaleena Hakola has changed the course of the company and successfully used social media to promote the company and the furniture brand. We chose to look more closely at the article since it is common that media stories about businesswomen also include stereotypes. We found that this article also follows this tradition. The article includes only one person, and she is quoted directly in the article.

At the first glimpse the article is straightforward, it tells the story about a young CEO and mentions her ideas and career achievements. It is more of a portrait than a basic news story and it includes a video and written interview with Annaleena Hakola and several pictures of her.

The story's main character, Annaleena Hakola, is described as a 35-year-old CEO and

creative director who runs a family company called Hakola. The company manufactures Finnish design furniture, and it is a well-known brand in Finland. The story is about Hakola and how she has changed the family company after she took over as CEO.

The headline and introduction of the story include her full name and an explanation of what the story will be about: Annaleena Hakola modernizing her family company. Both Annaleena Hakola and her brand are classy and modern, and that social media and trends are a part of the success story described in the article.

The story begins with Annaleena Hakola describing how her grandfather founded the company in the 1960's. She explains that he sold the family's cows and started to make furniture in the barn. This is a contrast to how Annaleena Hakola is portrayed in the article since she is photographed in the city in stylish clothes (a fluffy sheer pink blouse) and shock pink lipstick.

In the video attached to the article, the setting is a bit more mundane than in the still photos. Annaleena Hakola is filmed slightly from above and she is sitting on a light green chair. There is nothing but a grey wall behind her in the shot. Annaleena Hakola speaks in a serious manner, and she does not look straight in the camera in most of the clip. She sometimes looks at the reporter, but most of the time she looks slightly down on the side. The video is 1 minute and 55 seconds long and the reporter's questions are cut from the clip, only Annaleena Hakola speaks in the video. In the video the topic is mostly just Annaleena Hakola's history in the company and the talk is strictly about the business.

The written story then continues with more information about the history of the company. Annaleena Hakola's father took over the company and did not expect Annaleena Hakola to follow him. Annaleena Hakola's studies at the Aalto University are also mentioned in the article. At the end of the article there is also a fact box with three points where Annaleena Hakola gives suggestions on how to succeed at work.

In the last part of the written text, it is mentioned that she has two sons and a husband. The section of the article has a headline that reads "Family and work" and in the section Annaleena Hakola talks about how she manages to combine work and family. Since she herself has taken over her father's and grandfather's company she mentions that she has been

thinking that her children might do the same someday.

In most parts of the article Annaleena Hakola is described as a professional CEO that has succeeded in making her brand trendy again. It also becomes clear that Annaleena Hakola represents a new generation of CEOs in her family and that she differs from them in some ways: she is young, a woman and good with social media. Hakola also describes herself as alike the people that buy her company's products. Her full name is mentioned throughout the article. Annaleena Hakola appears to belong to a Finnish-speaking majority group, she is white and has a Finnish first name and a Finnish last name.

The story does not necessarily emphasize Annaleena Hakola being a woman and it does not argue that female CEOs are something different than male CEOs, but in the last section of the story the fact that Annaleena Hakola is a mother is strongly highlighted. Her two sons and her husband are mentioned, but left unnamed, and the reporter asks her how she manages to combine work and family life. This section comes last in the article and is not the most important thing in the story, but it is still there. One could wonder if a male CEO would also be asked a similar question.

## Case Study 4: A story that is a missed opportunity or gender blind

**Title of or lead to the radio news story:** Up to a third of the students in basic education need more support in their studies because of the distance learning period that was caused by the coronavirus.

**Name of radio the channel and reporter:** Yle Radio Suomi, the story was reported by Minna Kaipainen.

**Date and time:** 29.9.2020 at 8.00 o'clock.

**Country:** Finland.

**Theme:** (select from Appendix A): 34 (Story about distance learning during the coronavirus epidemic).

**Skills:** (This description refers to the main journalistic skill that is highlighted in the story that could be either positive or negative. Select from list of skills in Appendix A): Sources.

**Genre:** (What type of story is it? Select from list of genres in Appendix A) 3. (Missed opportunity/Gender blind).

### Analysis:

The news story is included in the morning newscast on Yle Radio Suomi at 8 o'clock. The story starts after 4 minutes in the newscast and is 2 minutes and 18 seconds long. The whole newscast is 10 minutes and 19 seconds long, so the news story comes in the middle of the newscast, and it is one of the longer stories in the newscast. It is also included in the introduction of the newscast as the second topic. The news story itself is number four in the newscast.

The story is about how the coronavirus epidemic has affected students in basic education schools (classes 1 to 9, students aged 7 to 15) and how the distance learning period in the spring has affected the students. The headline to the story that the news host presents is: "Up to a third of the students in basic education need more support in their studies because of the distance learning period that was caused by the coronavirus". In the spring of 2020 students in basic and higher education in Finland had all their classes as distance learning classes since the schools were closed due to the epidemic.

The story is based on a survey about the distance learning period in Finnish schools in the spring of 2020. The Finnish public service company Yle sent out a survey to all

municipalities in Finland. The municipalities are the ones who are responsible for education and the schools in the country. The findings of the survey show that many students need extra support this year because they have fallen behind in their studies during the distance learning period when the schools were closed due to the coronavirus. The story also mentions that the government has set aside 70 million euros of public funding to cover this extra support, but that the use of the money varies depending on the different municipalities. In the example of Kouvola the money is used for a tutor system that aims to help students with learning difficulties and students and their families if they have other troubles in their daily lives.

Two students are interviewed in the news story (Aida Ahola and Iida Salovaara). They are both quoted directly with soundbites. One of them, a student appearing to be female, Aida Ahola, talks about her experiences during the distance learning period in the spring. She tells about how she organized her time during this period and how and when she did her schoolwork. The other student Iida Salovaara, who also appears to be a female, talks about how she noticed that not everybody was successful with studying from home and that many would have needed more support from their teachers during this time. The two students' names are mentioned, but not their ages. Both names are Finnish and both students appear to belong to a Finnish-speaking majority group. The two students sound to be the same age. The name of their school (Eskolanmäen koulu) was mentioned in the news story and also the city where they live (Kouvola). The two students' function in the story is to give a voice to students and to add personal experience to the story. Even though only two students are interviewed, it is apparent that their role is to represent students in general.

Both students seem to have endured the distance learning period without severe problems and they do not say almost any negative things about how the education was organized when the schools in Finland were closed. This means many perspectives are missed and not included in the news story. The story could for example also have included a student that was more directly affected by the distance learning, for example because of troubles at home or because of learning difficulties. The story also lacks gender balance since all the people interviewed are female. The news cast's host is male, but the reporter in the news story is also female. Judging from the names of the people interviewed all of them belong to a majority group.

All the people interviewed are mentioned by their first name and last name.

The headmaster of the school that the students go to is also interviewed in the news story. The headmaster appears to be female. Her name is mentioned (Teija Toppila-Mörsky), but her age is not mentioned. She says that 25 percent of the students in the school have had difficulties because of the distance learning period. Her function is to give an example of the situation in a school in Finland during the coronavirus epidemic. Also, a tutor is interviewed, she is also coded as a woman. Her age is not mentioned either, her name is Henni Ruth. Her function is to explain how the tutor system in Kouvola works and what the tutors and students do together and what kind of problems they can try to solve together.

# Summary and conclusions

The Global Media Monitoring Project is primarily built on a binary perception of gender (see the section “News subjects and sources” in this report). Overall, men dominated the news as news subjects in all media types on the monitoring day 29 September 2020. 67 percent of the news subjects in all five media types (press, radio, television, news websites and Twitter) were men and 33 percent were women. A total of 366 news items were included in the monitoring. The number of news subjects, the people who were interviewed or whom the news was about, was 740 of which 693 were coded as men or women.

The newspaper material consisted of 281 news subjects in total, of which 86 were women, which makes 30.6 percent women. The television material consisted of 52 news subjects, of which 19 were women: 36.5 percent. The radio material consisted of 35 news subjects, of which 17 were women: 49 percent. The news stories on the seven news websites consisted of 257 news subjects, of which 90 were women: 35 percent. The five Twitter accounts consisted of 68 news subjects, of which 17 were women: 25 percent.

In total, 327 individual journalists were coded: 50 percent of these were coded as men and 50 percent as women. Men still ended up doing more instances of reporting (54 percent) since news anchors and announcers reported multiple items and were more often (7 out of 9) male. Male journalists were also overrepresented in news about politics and government and in news with international scope, for both of which they did 71 percent of the reporting.

## **Results: Out of 693 news subjects 229 were women**

The number of news subjects coded as men or women in the GMMP Finland 2020 was 693. Of these, 229 were women, and 464 were men. The percentage of women is 33 percent, and the percentage of men is 67 percent.

If we look at the numbers of women on a percentage basis as whole numbers from 2000 to 2020, we can see the following percentages: 23 percent, 29 percent, 32 percent, 27 percent and 33 percent. The 2020 percentage is higher than all the previous GMMPs: six percentage points higher than in 2015, one percentage point higher than in 2010 and so on.

The Twitter accounts were part of the GMMP for the first time in 2015 and that year the Twitter accounts did not make women's access into media any easier, and this year the percentage of women is the lowest in the Twitter news compared to the other four media types (see above). Radio news had the highest percentage of women in the newscasts in 2015 and 2020. The percentage was 49 percent 2020 and 36 percent in 2015 which means that the percentage of women in radio news has increased by more than 12 percentage points. The percentage of women in the other three media types (press, television, and news on news websites) was close to the overall percentage of women, over 30 percent.

Men appeared more than women in all story topic categories. Women appeared proportionally most as news subjects in stories categorized as Economy (39 percent women), Celebrity, Arts, Media & Sports (36.5 percent) and Politics & Government (35 percent). In the main story topic Science & Health there were 33 percent women. Men dominated most in the Crime & Violence category (79 percent men).

Proportionally women appeared in eyewitness and personal experience categories more often than men. Men dominated as experts, spokespersons and as subjects. Women appeared proportionally most often in the occupational categories of "Health Worker, Social Worker, Childcare Worker," "Office or Service Worker, Non-Management Worker in Office, Store, Restaurant, Catering" and in the category where the occupation of the news subject was not stated and in the category of "Other"<sup>42</sup>.

Men were proportionally most frequent in the function categories "Government Employee, Public Servant, Bureaucrat, Diplomat, Intelligence Officer, Government Spokesperson", "Businessperson, Executive, Manager, Entrepreneur, Economist, Financial Expert, Stockbroker" and "Politician/Member of Parliament, President, Government Minister, Political Leader, Political Party Staff". The occupational categories in which there were almost or exactly the same number of men and women were "Villager or Resident Engaged in Unspecified Occupation", "Media Professional, Journalist, Video or Filmmaker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer", "Homemaker, Parent, Either Female or Male" and "Celebrity, Artist, Actor, Writer, Singer, Radio or Television Personality."

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<sup>42</sup>News subjects in the "Other" category (N=8) were people referred to as occupying some role that did not fit any other occupational category, most frequently the role of partner (boyfriend/girlfriend/wife/husband etc.).

A family role was given to 64 news subjects, to 36 women and to 28 men. Family role was given for 17 percent of all women and 7 percent of all men. Those directly quoted were 293 news subjects. The directly quoted were 98 women and 195 men, women being directly quoted 56 percent of the time and men 54 percent.

Those photographed or videoed were 199 news subjects. The photographed or videoed news subjects consisted of 64 women and 135 men. In total, 33 percent of men as well as women were photographed or videoed.

The first of Finland's three country specific questions we chose not to account for since it proved to be challenging to code in a study like this. The second of Finland's country specific questions focused on if a news subject was identified as a perpetrator of violence in a news story. Only 24 of 740 news subjects were coded as being identified as perpetrators of violence: 71 percent of these news subjects were coded as men (N= 17), 17 percent (N=4) were coded as women and 12 percent were coded as "don't know" (N=3).

The third country specific question focused on how often news subjects were mentioned by only their first names in the different news items. Only 38 out of 693 news subjects were mentioned only by their first names only, which means that 94.5 percent of the news subjects were referred to with their full names or their last names in the news items. Women were more often referred to only by their first names than men: 10 percent (N=22) of the female news subjects were referred to only by their first names and 3 percent (N=16) of the male ones. In some cases, the news subjects were referred to only by his/her/their first name because the news subject had requested it or wanted to be anonymous, and this was mentioned in the news stories.

## Conclusions

Before presenting any final numbers and drawing any conclusions, a little must be told about the news agenda of the monitoring day 29 September 2020. The main story that most media types had on the monitoring day was the coronavirus epidemic in Finland and the global Covid-19 pandemic. It was a news story that all media types had in some way on 29 September 2020. The two second biggest news topic categories were Politics & Government, and Economy and each of these categories made up 21 percent of the total number of stories (42 percent in total). 19 percent of the stories were in the category Science & Health. Most

(69 percent) of the stories on Science & Health were related to Covid-19.

In total, 31 percent of all stories were related to Covid-19. Many of the coronavirus stories were about the situation in Finland on the monitoring day. The Finnish Institute for Health and Welfare (THL) and the authority's director at the Department for Health Security Mika Salminen as well as chief physician Taneli Puumalainen (both coded as men) were mentioned or interviewed in many of the news stories about the coronavirus. They both spoke at a press conference about the coronavirus situation on the monitoring day. The news about that the president's annual Independence Day reception was cancelled due to Covid-19 broke on the monitoring day and most media types had the story. The president of Finland, Sauli Niinistö, is a man and even though his wife, Jenni Haukio, also hosts the reception, she was mentioned but not quoted in the news.

Another news story that was prominent in the news, especially in the tabloid newspapers, was the Estonia catastrophe and a new documentary revealing new information about the damage to the cruise ferry that sank in the Baltic Sea in 1994. The filmmakers, coded as men, were interviewed. Further also the politicians and authorities interviewed in these stories were coded as men.

With this said, we can take a closer look at the numbers and percentages of the monitored media.

#### News subjects in total of those whose gender was coded

	Women	Men	Total
All media types	33% (N=229)	67% (N=464)	N=693

Table 21. GMMP Finland 2020. The table includes the total number of news subjects coded as men or women in all coded media types (press, radio, TV, news websites and Twitter).

The average percentage of women in press, radio and television newscasts, news websites and Twitter news sources on the monitoring day, 29 September 2020, is 33 – a higher percentage than in the previous years (27 percent in 2015, 32 percent in 2010, 29 percent in 2005, 23 percent in 2000 and 20 percent in 1995). It seems that Finland is experiencing a more equal trend concerning men and women seen and heard in the media after the decline in 2015, but it is still remarkable that the percentage of women has stayed below or around 30

percent for 20 years.

The stagnation of the percentage of women is even more interesting since many of the most influential newsrooms in Finland have started projects striving to increase the number of women in the news in the past year(s) (See for example Nummenmaa 2021). It is also interesting since most of the media types included in the monitoring are led by women and since the majority of journalists in the Union of Journalists in Finland are women and have been since 1995 (The Union of Journalists in Finland 2020).

Men appeared more than women in all story topic categories. Women were proportionally (compared to men) mostly seen and heard in stories in the topic categories Economy, Celebrity, Arts, Media & Sports and Politics & Government and men dominated most in the Crime & Violence category. In 2015 women were also proportionally mostly seen in stories belonging to the category Economy, but also in the category Crime & Violence (Siivonen 2015:52). In 2015 men clearly dominated the Politics & Government and Celebrity, Arts & Sports categories.

Male news subjects constituted a majority in the topic category of Politics & Government also in 2020, but the fact that this was also one of the topic categories where women were most frequent can partially be explained with the fact that the government was composed of eleven women and eight men on the monitoring day 2020.

### **Prime minister Sanna Marin was mentioned or quoted the most of all ministers**

On the GMMP monitoring day (29 September 2020) the Finnish government had 19 members (11 women and 8 men) which means that 58 percent of the government members were women (Finnish government 2020). The government consisted of the Finnish Social Democratic Party, the Centre Party of Finland, the Greens in Finland, the Left Alliance and the Swedish People's Party of Finland. The prime minister of Finland, Sanna Marin (SDP), is a woman, and she was the prime minister also on the monitoring day.

Since most of the members in the Finnish government were women on the monitoring day, we wanted to look more closely at how often the Finnish government was mentioned in the coded material and which ministers were mentioned, photographed, or quoted.

46 out of the 366 coded news items mentioned the government or some member of the government. This means that the government was mentioned in 13 percent of all coded news items.

47 out of 693 news subjects were ministers. This means that 7 percent of all news subjects whose gender could be coded were ministers. 15 of these 47 ministers were coded as men and 32 as women, which means that 68 percent of the coded ministers were women and 32 percent were men.

Many of the stories where a government member was mentioned or quoted (19 of 46 news items) were about Covid-19 and specifically about restaurant restrictions that the government was planning and negotiating on the monitoring day. Non-Covid related news stories where a minister was mentioned or quoted were for example stories about revelations in a new documentary about the Estonia marine disaster, stories about a company merger where one of the companies was partially owned by the state and news about who was going to step in for the Minister of Education Li Andersson during her parental leave.

Overall, 12 out of 19 ministers in Sanna Marins's government were mentioned in the coded material. Prime minister Sanna Marin was mentioned by name, quoted, or photographed the most of all government members. She was mentioned by name, quoted, or photographed in 12 out of 366 news items (once only "Marin's government"). This means she occurred in 3 percent of the news items and in 27 percent of the news items that mentioned a government member.

The minister who was mentioned by name, quoted, or photographed the second most in the coded material was Minister of Family Affairs and Social Services, Krista Kiuru. She was mentioned by name, quoted, or photographed in 7 out of 366 news items. All these news items were related to Covid-19.

Other members of Marin's government who were mentioned, quoted or photographed were Minister of Economic Affairs Mika Lintilä<sup>43</sup>, Minister of Education Li Andersson<sup>44</sup>, Minister for Foreign Affairs Pekka Haavisto<sup>45</sup>, Minister of Finance Matti Vanhanen<sup>46</sup>, Minister of Justice Anna-Maja Henriksson<sup>47</sup>, Minister of European Affairs and Ownership Steering Tytti Tuppurainen<sup>48</sup>, Minister of Local Government Sirpa Paatero, Minister of Employment Tuula Haatainen, Minister of the Interior Maria Ohisalo and Minister of Defense Antti Kaikkonen<sup>49</sup>.

### **Men dominated as experts**

Proportionally many women had the functions of popular opinion, eyewitness, and personal experience. Men dominated in functioning as experts, spokespersons and as subjects. Here the results of 2020 are similar to the results of 2015. In 2015 many women had the function of popular opinion or personal experience in the news and men proportionally dominated the functions of spokesperson, expert, or eyewitness (Siivonen 2015:52). The tendency that the experts in Finnish media are mostly men is also backed up by non-GMMP-related studies (Niemi & Pitkänen 2017).

Women were in the majority in the occupational categories of "Health Worker, Social Worker, Childcare Worker" (there were only two news subjects in this category, both of them women) and "Office or Service Worker, Non-Management Worker in Office, Store, Restaurant, Catering" (seven news subjects, five women and two men).

Women were also more frequent than men in the category where the occupation of the news subject was not stated and in the category of "Other". In total eight news subjects were in the "Other" category, and they were people referred to as occupying some role that did not fit

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<sup>43</sup> He was mentioned by name, quoted, or photographed in 6 out of 366 news items.

<sup>44</sup> She was mentioned by name, quoted, or photographed in 6 out of 366 news items.

<sup>45</sup> He was mentioned by name, quoted, or photographed in 4 out of 366 news items.

<sup>46</sup> He was mentioned by name, quoted, or photographed in 4 out of 366 news items.

<sup>47</sup> She was mentioned by name, quoted, or photographed in 4 out of 366 news items.

<sup>48</sup> She was mentioned by name, quoted, or photographed in 2 out of 366 news items.

<sup>49</sup> Sirpa Paatero, Tuula Haatainen, Maria Ohisalo and Antti Kaikkonen were all mentioned by name, quoted, or photographed in 1 out of 366 news items.

any other occupational category, most frequently the role of a partner (partner/boyfriend/girlfriend/wife/husband).

17 percent of the women mentioned in news stories had their family role given, while 7 percent of the men had their family role given. In 2015, the number was 14 percent for women and 4 percent for men (Siivonen 2015:53). So, while in 2020 the numbers were higher for both men and women, there were no signs pointing towards the numbers balancing out between these binary genders.

In 2020 women were slightly more often directly quoted than men: in total, 56 percent of all women appearing in print or online were directly quoted, whereas 54 percent of the men were directly quoted. In the 2015 GMMP, 44 percent of the men were directly quoted and 43 percent of the women (Siivonen 2015:53).

For both men and women, 33 percent of the news subjects who appeared in press, news websites and Twitter news items were photographed in 2020. In 2015, the corresponding numbers were 21 percent for female news subjects and 24 percent for male ones (Siivonen 2015:53).

In 2020 50 percent of the journalists coded were men and 50 percent were women. In the 2015 report, individual journalists were counted for newspapers, news websites and Twitter only. In these media, 57 percent of the journalists were men, and 43 percent were women. The corresponding numbers for these media in 2020 were 47 percent men and 53 percent women.

In 2015, more female than male journalists had to do with stories about Crime & Violence (67 percent) and Science & Health (67 percent). The percentages of female journalists were lowest in the topic categories of Celebrity, Arts & Sport (32 percent), Politics & Government (35 percent) and Economy (36 percent). In 2020, female journalists did about 50 percent of the reporting in all major categories except Politics & Government, in which their share of reporting was only 29 percent.

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## Appendix 1. Methodology<sup>50</sup>

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

### *Process*

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

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

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

In the period leading up to the monitoring day, a series of regional and national training

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<sup>50</sup> See the global report for the extended discussion on the GMMP 2020 methodology. This Appendix 1 was provided by the global GMMP organization 2021.

sessions were organized to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, and the number of media to code.

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

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

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media items were collected. Across the different media types- both for the full and short monitoring-monitors captured information about the story, its main themes, and the people in the story, as journalists, as story subjects and sources. Additionally, three optional special questions, unique to each country, allowed individual countries to analyze issues of national interest. For standardization purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists.

To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to select the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day in September 2020, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37 percent and 36 percent 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 serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was updated with the input of the country coordinators.

### *Weighting*

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

### *Accuracy*

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

### *Limitations*

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

### *About Code for Africa*

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

## **Appendix 2. GMMP Finland 2020 monitors<sup>51</sup> and GMMP Finland national coordinators 1995–2020**

Monitors GMMP Finland 2020

Lucas Hasselblatt

Martin Kjellman

Saga Mannila

GMMP Finland national coordinators

1995 Elina Sana

2000 Minna Aslama

2005 Minna Aslama

2010 Jonita Siivonen, Swedish School of Social science, University of Helsinki

2015 Jonita Siivonen, Swedish School of Social science, University of Helsinki

2020 Jonita Siivonen, Swedish School of Social science, University of Helsinki

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<sup>51</sup> The Finnish monitors of the GMMP 2020 were financed by the Ministry of Social Affairs and Health, the Faculty of Social Sciences and the Swedish School of Social Sciences at the University of Helsinki.

## Appendix 3. Table 22.

Occupation of news subjects				
		Sex		Total
		(1) Female	(2) Male	
Academic Expert, Lecturer, Teacher	Count	14	21	35
	% within Occupation	40.0%	60.0%	100.0%
Activist or Worker in Civil Society Organisation, Non-Governmental Organisation, Trade Union, Human Rights, Consumer Issues, Environment, Aid Agency, Peasant Leader, United Nations	Count	3	5	8
	% within Occupation	37.5%	62.5%	100.0%
Agriculture, Mining, Fishing, Forestry Worker ...	Count	1	5	6
	% within Occupation	16.7%	83.3%	100.0%
Business Person, Executive, Manager, Entrepreneur, Economist, Financial Expert, Stock Broker	Count	29	56	85
	% within Occupation	34.1%	65.9%	100.0%
Celebrity, Artist, Actor, Writer, Singer, Radio or Television Personality ...	Count	8	9	17
	% within Occupation	47.1%	52.9%	100.0%
Child, Young Person (Up To 18 Years)	Count	2	11	13
	% within Occupation	15.4%	84.6%	100.0%
Criminal, Suspect. Code This Only If No Other Occupation Is Given, E.G, A Lawyer Suspected of Committing A Crime Is Coded 10; A Former Politician Who Has Committed A Crime Is Coded 2.	Count	8	30	38
	% within Occupation	21.1%	78.9%	100.0%
Doctor, Dentist, Health Specialist	Count	10	29	39
	% within Occupation	25.6%	74.4%	100.0%
Government Employee, Public Servant, Bureaucrat, Diplomat, Intelligence Officer, Government Spokesperson, Etc. ...	Count	20	72	92
	% within Occupation	21.7%	78.3%	100.0%
	Count	2	0	2

Health Worker, Social Worker, Childcare Worker	% within Occupation	100.0%	0.0%	100.0%
Homemaker, Parent, Either Female or Male. Code This Only If No Other Occupation Is Given, E.G. A Doctor Who Is Also Described as A Mother Is Coded 6.	Count	5	6	11
	% within Occupation	45.5%	54.5%	100.0%
Lawyer, Judge, Magistrate, Legal Advocate, Legal Expert, Legal Clerk ...	Count	3	11	14
	% within Occupation	21.4%	78.6%	100.0%
Media Professional, Journalist, Video or Filmmaker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer ...	Count	4	4	8
	% within Occupation	50.0%	50.0%	100.0%
Not Stated. Story Does Not Describe the Person's Occupation or Position.	Count	14	12	26
	% within Occupation	53.8%	46.2%	100.0%
Office or Service Worker, Non-Management Worker in Office, Store, Restaurant, Catering ...	Count	5	2	7
	% within Occupation	71.4%	28.6%	100.0%
Other. Use Only as A Last Resort (Specify the Occupation/Position In 'Comments' Section of Coding Sheet	Count	5	3	8
	% within Occupation	62.5%	37.5%	100.0%
Police, Military, Para-Military Group, Militia, Prison Officer, Security Officer, Fire Officer ...	Count	4	25	29
	% within Occupation	13.8%	86.2%	100.0%
Politician / Member of Parliament, President, Government Minister, Political Leader, Political Party Staff, ...	Count	58	94	152
	% within Occupation	38.2%	61.8%	100.0%
Retired Person, Pensioner. Code This Only If No Other Occupation Is Given, E.G. A Retired Police Officer Is Coded 4; A Retired Politician Is Coded 2.	Count	0	1	1
	% within Occupation	0.0%	100.0%	100.0%
Royalty, Ruling Monarch, Deposed Monarch, etc.	Count	8	10	18
	% within Occupation	44.4%	55.6%	100.0%

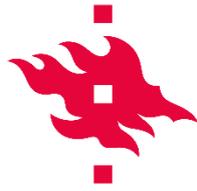
Science or Technology Professional, Engineer, Technician, Computer Specialist ...	Count	0	8	8
	% within Occupation	0.0%	100.0%	100.0%
Sportsperson, Athlete, Player, Coach, Referee ...	Count	2	21	23
	% within Occupation	8.7%	91.3%	100.0%
Student, Pupil, Schoolchild	Count	9	12	21
	% within Occupation	42.9%	57.1%	100.0%
Tradesperson, Artisan, Labourer, Truck Driver, Construction, Factory, Domestic Worker ...	Count	2	4	6
	% within Occupation	33.3%	66.7%	100.0%
Villager or Resident Engaged in Unspecified Occupation. Code This Only If No Other Occupation Is Given, E.G. A Teacher Who Is Also Described as A Villager Is Coded 5.	Count	13	13	26
	% within Occupation	50.0%	50.0%	100.0%
	Count	229	464	693
	% within Occupation	33.0%	67.0%	100.0%

Table 22. GMMP 2020: Finland. The table shows the share of men and women within each occupational category. News subjects coded as men or women were included in 25 of the 27 categories used. These are the 25 categories included in this table.

## **Appendix 4**

Detailed results for each of the monitored news outlets are archived as Appendix 4 at the Swedish School of Social Science at the University of Helsinki.

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