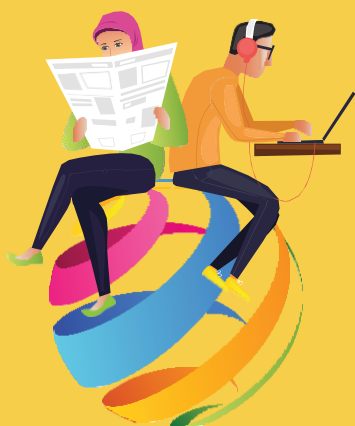


WHO MAKES THE NEWS?



GMMP

Global Media
Monitoring
Project

2020

Pacific

REGIONAL REPORT



GMMP

Global Media
Monitoring
Project

2020



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



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

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BACKGROUND

Global Context

- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one 'ordinary' news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime and other issues.
- It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.
- The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women.'¹
- The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.² Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.
- By the fifth GMMP in 2015, it was clear that "ordinary" news days could not be predicted or planned in advance: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.
- The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about or seen in newspaper, television and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.
- Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space and content delivery platforms.
- 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

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

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

profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive models not victims, plays an under-appreciated part in creating a better, freer world for all of us.”³

- Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.
- GMMP teams in 116 countries monitored 30172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2251 news outlets. The number of participating nations increased by 63% since 1995 as baseline data was collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.
- Findings from the sixth GMMP reveal a mixed picture of progress, stagnation and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators. The past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

“ Our team is comprised of young women who are journalism and international relations students at the Divine Word University and young women professionals that have a passion and interest in understanding the role of media in reinforcing or challenging gender stereotypes in Papua New Guinea”.

- Tro Jethro, Team Papua New Guinea, GMMP 2020

Regional Context

News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens’ aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

Teams in Australia, Fiji, New Zealand and Papua New Guinea coded 979 news items published or broadcast in 72 print, radio, television, news websites and news twitter feeds were monitored. The stories contained 2344 persons as sources and subjects, and 1094 reporters.

Media Freedom and media regulations vary in the Pacific Island region. For example, while Freedom of Expression is enshrined in the PNG Constitution (Section 46) in Fiji since April 2009, state instituted media censorship through a Public Emergency Decree put in place following the abrogation of the 1997 Constitution resulted in greater control of news media

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

and the promulgation of a Media Decree was considered to further limit news media content and the range of viewpoints presented through the news media.

The Fiji Government's National Gender Policy (February 2014) includes specific strategies linked to 'increasing the participation and access of women to the expression of their opinions and to decision-making in and through the media including their involvement in new technologies of communication; promoting a balanced and nonstereotyped portrayal of women in the media through training.'

In 2013, the Pacific Media Assistance Scheme (PACMAS) adopted a gender policy to strengthen its approach to gender, with many of the recommendations taken up. The Triennial Conferences of Pacific Women have consistently highlighted the need to challenge the existing roles and responsibilities of the mainstream media to improve the portrayal of women in Pacific society, and to counter the existing factors that inhibit women's engagement with mainstream media.

GMMP is about more than just collecting data; it provides both the quantitative and qualitative basis for collective advocacy on enhancing the implementation of gender equality commitments in the region.

The most important global commitment remains the Beijing Platform for Action (BPfA) for the Advancement of Women adopted in 1995. In Section J, the BPfA makes several recommendations for States, the private sector and civil society organisations to enhance the role and participation of women in the media.

The GMMP provides global, regional and country data to hold duty bearers to account.

Sample

In Australia and New Zealand more print than radio or television stories were monitored, in Papua New Guinea, television stories contributed 55% of the sample while in Fiji, one out of two stories was from radio newscasts. (Figure 1) Of the digital stories sample, only news websites were monitored in Fiji and PNG only while in Australia and New Zealand both websites and news tweets were covered. (Figure 2)

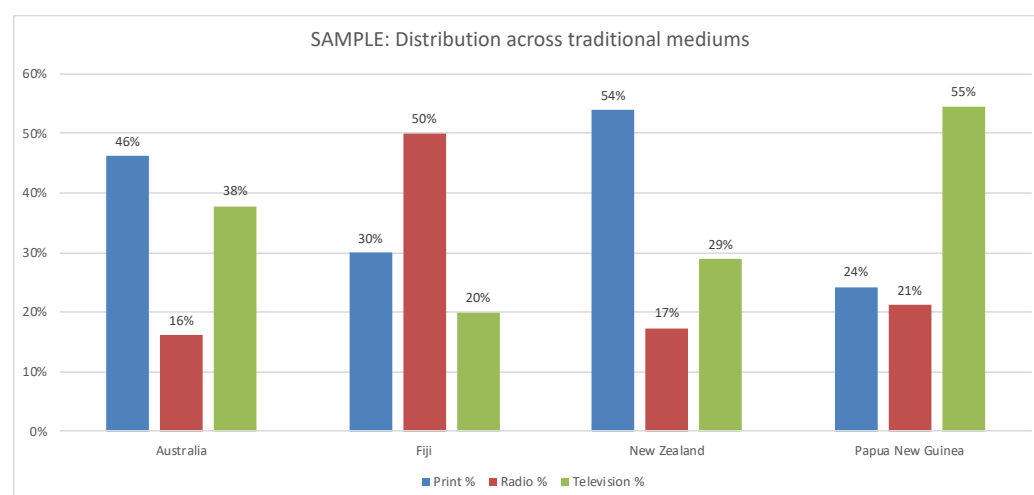


Figure 1. Sample distribution across traditional mediums

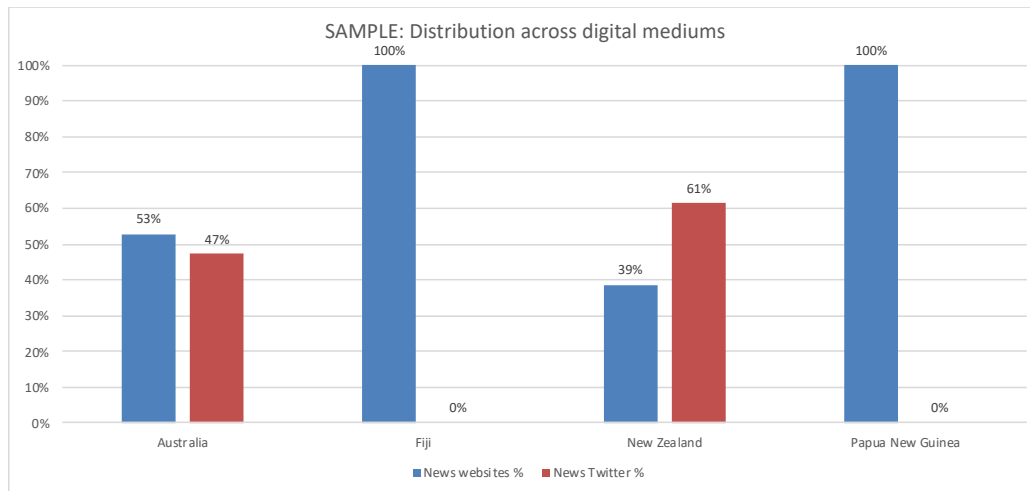


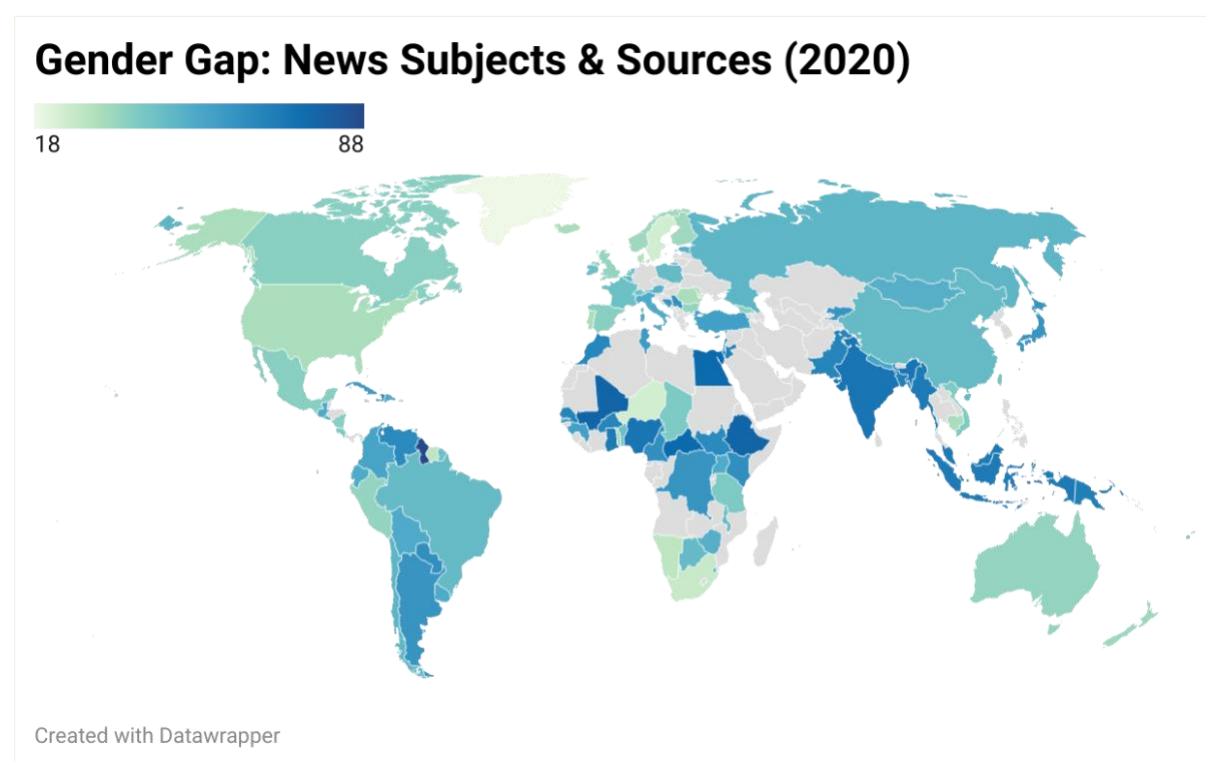
Figure 2. Sample distribution across digital mediums

Table 1. Sample size

Country	No. stories monitored (N)	No. people coded in the stories (N)	Reporters (N)	% stories related to Covid-19
New Zealand	232	375	183	21
Australia	570	1737	713	32
Fiji	92	138	124	24
Papua New Guinea	85	94	74	15

Economy and social/legal news were most prominent in newspapers, on television and radio, each with 19% of the stories in the total sample. Politics/government and celebrity/arts/sports followed closely, each with 17% of the stories. In the digital news space, politics dominated with 24% of the stories followed by economy and science/health news, both with 17% of the stories in the digital news sample.

FINDINGS



The status of gender equality in Pacific news content

The level of gender equality in news media content in Pacific nations, measured by the Gender Equality in the news Media Index (GEM-I), ranges from -16.653 in New Zealand (where the gender gap is narrowest) to -57.410 in PNG (where the gap is largest). (Table 2). The GEM-I is an internationally agreed measure of gender equality in news content, derived from six GMMP indicators. A country score of -100 means that on all six indicators, all the people are men, while a score of +100 means that all indicators have 100% women.

Table 2. The level of gender equality in Pacific nations' news measured by the GEM Index

Country	GEM-I score
New Zealand	-16.653
Australia	-36.007
Fiji	-39.720
Papua New Guinea	-57.410

Notes:

The GEM-Index is a unitary measure of the level of gender equality in news media content and it is constructed to be theoretically informed, easy to apply and rate, broadly applicable to all forms of news media, and unidimensional and reliable in statistical terms. The index includes six indicators from the GMMP and considers the overall presence of women and men in the news, as well as their visibility and voice in specific gender sensitive roles and topics. The GEM-Index calculates the average gender gap in the news (percentage of women – percentage of men) for the following six indicators: (1) all news subjects or sources ('people in the news'), (2) reporters, (3) news subjects or sources in economy and business news, (4) news subjects or sources in news about politics and government, (5) spokespersons and (6) experts. The GEM-I can vary between -100 (only men in the news) and + 100 (only women in the news). Zero (0) represents full gender equality and a 50/50 distribution of women and men for all six indicators. (Djerf-Pierre & Edström, 2020)⁴

⁴ Djerf-Pierre, M., & Edström, M. (2020). Chapter 2: The GEM-Index : Constructing a unitary measure of gender equality in the

Subjects and sources

The regional sample average of subjects and sources who are women is 31% in traditional mediums and 33% in digital news. This is a major improvement from 2015 when women were 26% of subjects/sources in print/radio/television news and 24% on news websites/tweets.

Table 3. People in the news. Key indicators

Country	Subjects & sources (print, TV, radio). % Women	Subjects & sources (news websites, news Twitter) . % Women	Sources interviewed as experts. (print, TV, radio). % Women	Sources interviewed as spokespersons. (print, TV, radio). % Women
New Zealand	33	38	34	35
Australia	32	32	34	26
Fiji	28	23	31	22
Papua New Guinea	16	19	13	18
Regional average	31	33	33	27
World average	25	27	24	22

Notes: Country results are raw, unweighted counts, Regional and world average results are weighted using the double square root method taking into account media densities and population size. An abridged explanation of the methodology is contained in Annex 2, while the detailed version is in the global report (Macharia, 2021)⁵

The gender gap in the people in the news (subjects and sources) is narrower than the world average in New Zealand and Australia for both legacy and digital media. (At global level, women are 25% of subjects and sources in legacy media and 27% in digital media). (Table 3) Fiji's results on traditional mediums are narrower than the world average as well. Papua New Guinea (PNG) news however lag a distance behind countries in the region as well, with a large gender gap across all mediums.

The GMMP keeps track of change in women's share as persons interviewed for their expert opinion. 2020 saw a relatively large step forward on this indicator at the global level, at 24% of experts who are women, up from 19% in 2015, 20% in 2010 and 17% in 2005 the year when this indicator was introduced into the study. New Zealand and Australia perform exceptionally well above the world average, while PNG performs poorly at women as only 13% of experts.

Apart from the 'gender & related' topic under which only 1% of print stories were coded (none on radio and television, 3% on news websites and 1% of tweets), in traditional mediums women are most present in social & legal news where they are 4 out of 10 of

news. In M. & E. Djerf-Pierre M. (Ed.), *Comparing Gender and Media Equality Across the Globe: A Cross-National Study of the Qualities, Causes, and Consequences of Gender Equality in and through the News Media* (pp. 59–98). <https://doi.org/10.48335/9789188855329-2>

⁵ Macharia, S. (Ed.). (2021). *Who makes the news? The Global Media Monitoring Project 2020*. Retrieved from WACC website: https://whomakesthenews.org/wp-content/uploads/2021/08/GMMP2020.ENG_.FINAL_.pdf

subjects/sources, and in a similar proportion of science/health stories in the digital news space. (Figure 3 and Figure 4)

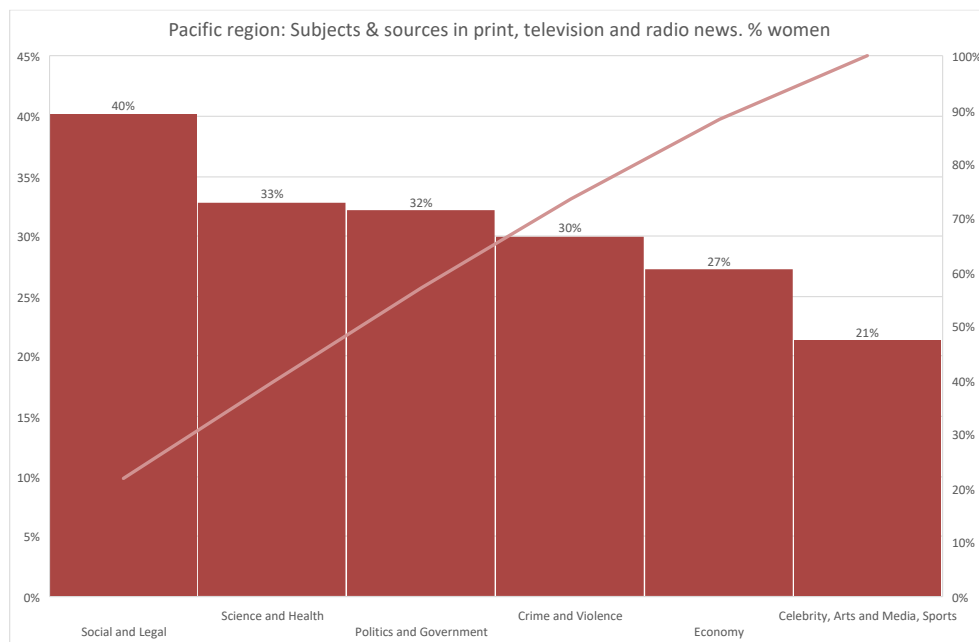


Figure 3. Subjects and sources in traditional news, % women

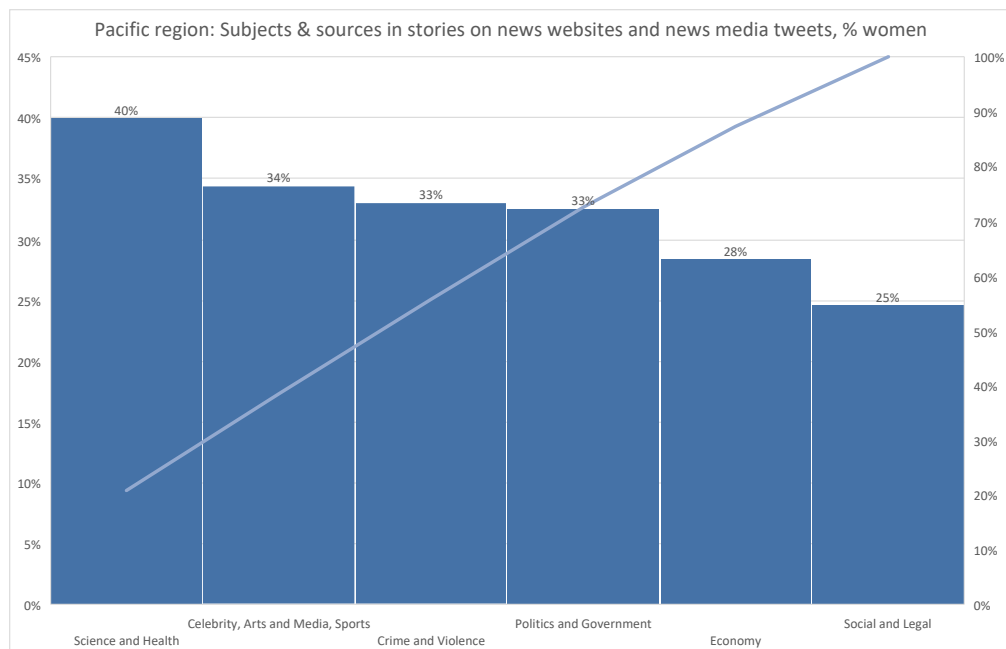


Figure 4. Subjects and sources in stories on news websites and news media tweets, % women

Of the five mediums studied, women have visibility and voice most in newspapers and least on radio; in print, 37% of subjects/sources are women and only 19% on radio. On television one in four persons seen, heard or spoken of is a women. In minor topics with at least 30 persons coded, the top three topics in which women are most present are celebrity (57% of subjects/sources), environment/pollution/tourism (43%) and disaster/accident...(42%). Women are least likely to be subjects and sources in news on labour issues (no women), sports (13%) and violent crime (27%).

Of all people portrayed as homemakers, almost four out of five are women. In the world depicted in the region's news, women are three out of 10 of health, social and childcare workers, 28% of politicians and 18% of business persons/ business executives.

Women are 33% of persons interviewed as experts and 27% of spokespersons in traditional mediums (34% and 28% respectively in stories on news websites). This is a dramatic improvement from 2015 when women were 14% of experts and 24% of spokespersons in print and broadcast news (16% and 24% respectively in 2010).

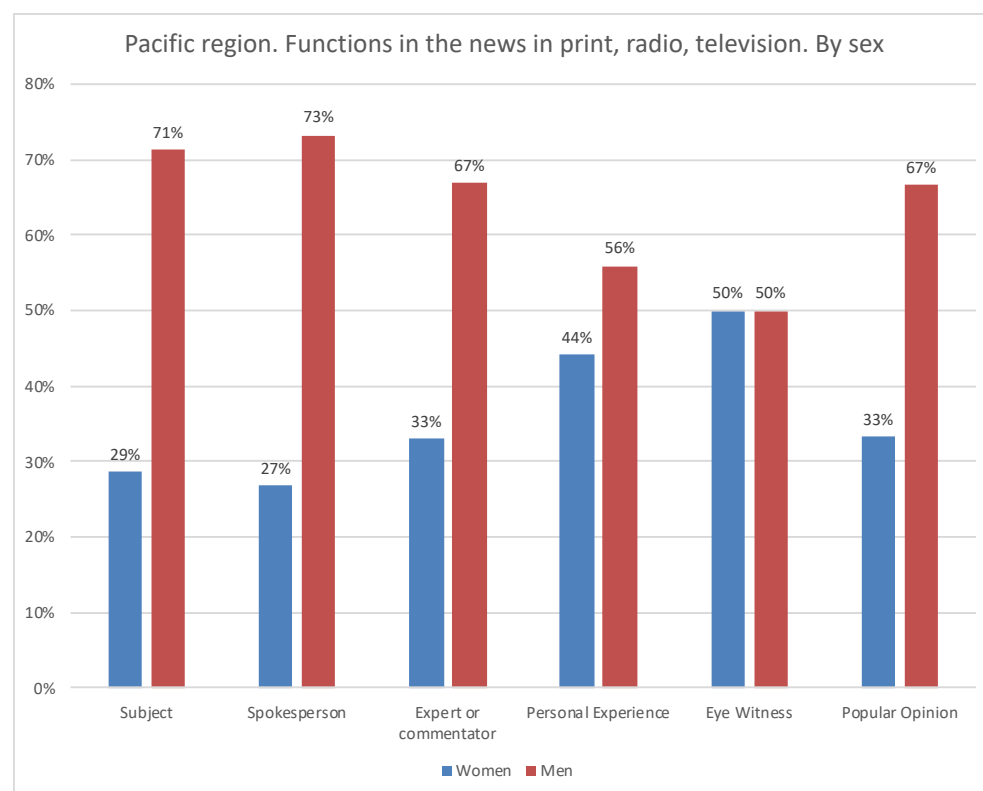


Figure 5. Functions in print, radio and television news, by sex.

The age pyramid is evident in the persons who appear in television news: when women do appear, they are most likely to be younger while men's visibility rises with age. 60% of the women are between 19 and 49 years old, while 53% of men are 50 and older. The most populous age bracket for men is 50-64 years (39%) while for women, it is 34-49 years old (35%).

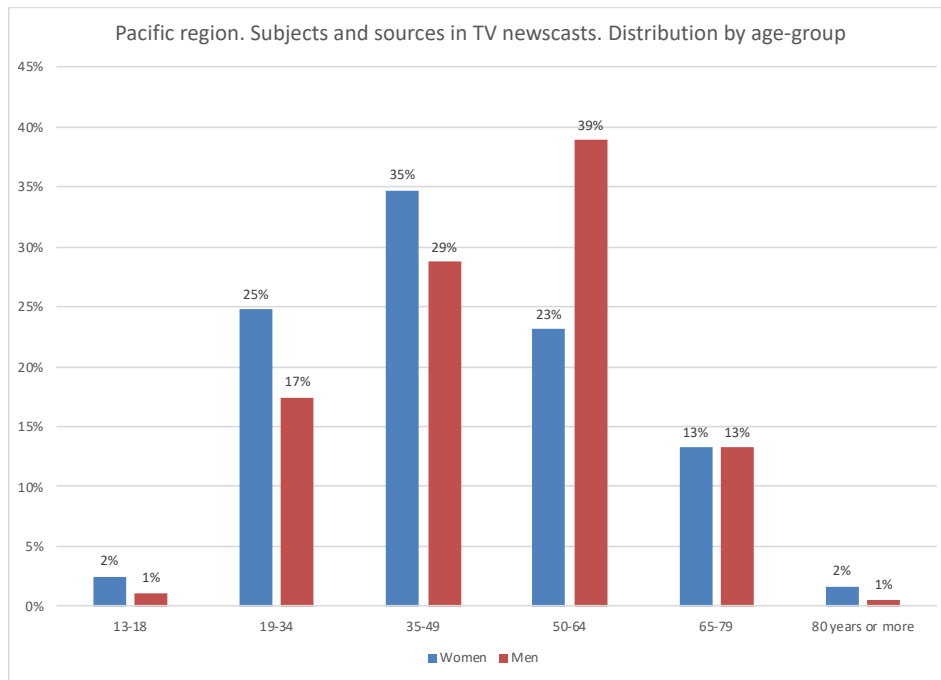


Figure 6. Subjects & sources in TV newscasts, distribution by sex and age-group

One out of six women, and one out of five men depicted as victims are victims of accidents, natural disaster and poverty. Survivors of accidents, natural disaster and poverty are also the most prevalent survivor 'type' category for women and men; for 28% of women and 16% of men portrayed as survivors.

Women are still more likely to be described by their family status than men are, these are 24% of women and only 9% of men. But women and men reporters alike are similar in terms of how likely they are to describe their female subjects and sources by their family status. 23% of women in stories by women reporters and the same proportion in stories by men reporters are presented as wives/spouses, daughters, mothers, and similar identity markers on status in the household.

Reporters

Overall in the region, 48% of reporters in stories published or aired in traditional mediums are women and 51% in digital news stories. Radio and Twitter news are overwhelmingly reported by women (Figure 7). The Pacific region's news media performance on this indicator is above the world average and an improvement from 2015 when women were 45% of reporters in traditional mediums. New Zealand and Fijian news media are well above the global average, with women as 60% and 54% respectively of the reporters in legacy media (Table 4)

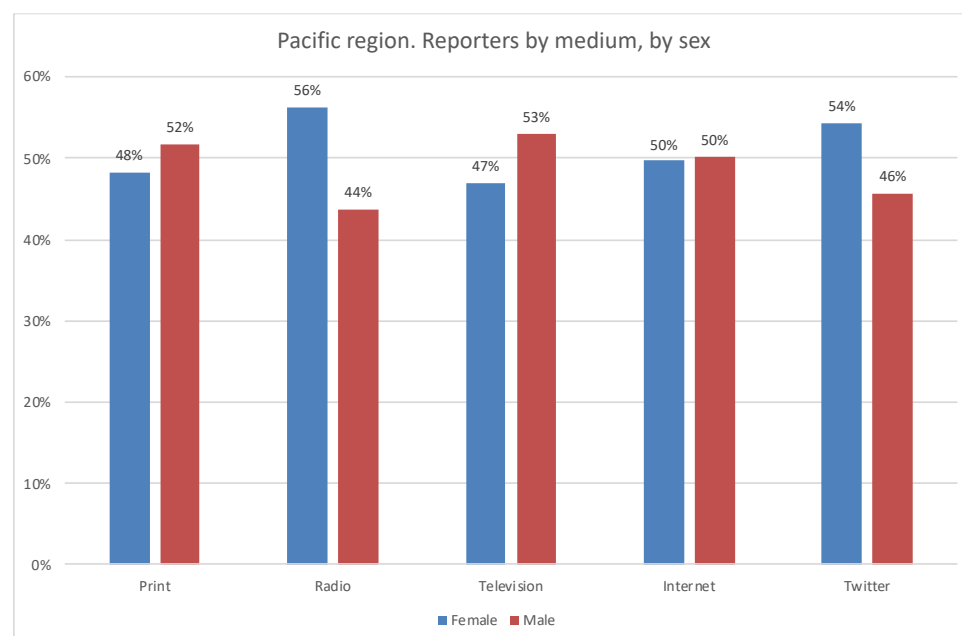


Figure 7. Reporters by medium, by sex

Table 4. Reporters in the stories

Country	Reporters in the stories (print, TV, radio) (% Women)
New Zealand	60
Australia	44
Fiji	54
Papua New Guinea	44

Notes: Country results are raw, unweighted counts

33% of subjects and sources in stories by women reporters are female, compared to 27% in stories by men reporters. This pattern of source/subject selection is consistent with most world regions and the global level, where currently and over time, women reporters have remained more likely to feature girls and women as the subjects of the stories or as interviewees, than men reporters.

Scrutinizing patterns of distribution of reporters across story topics tells us whether and to what extent gendered practices in story assignment exist in newsrooms. At the world level, men are most likely to report political news; 28% of men reporters in legacy media and 29%

on news websites report on politics and government. Women reporters however are evenly spread across several major topics: 21% of women report economic news, social & legal news (21%) and political news (20%). PNG and Fijian newsrooms have a higher than average concentration of women reporters in the social/legal beat, at 50% of the women reporters in PNG stories and 41% in Fiji (Table 5). Celebrity/Arts & Sports news are among the top two major topics in which men reporters are concentrated in New Zealand and Australia, a beat that is one of the bottom two for men reporters at the aggregated world level.

Table 5. Top 2 news beats for reporters, by sex, in print, television and radio news

Country	Major topic, % out of all women reporters in the stories		Major topic, % out of all men reporters in the stories	
	1	2	1	2
New Zealand	Politics (27%)	Economy (25%)	Politics (31%)	Celebrity, Arts, Sports (24%)
Australia	Economy (23%)	Politics (20%)	Celebrity, Arts, Sports (25%)	Economy (22%)
Fiji	Social & legal (41%)	Science & Health (16%), Politics (16%)	Economy (32%)	Politics (20%)
Papua New Guinea	Social & legal (50%)	Science & Health (28%),	Social & legal (43%)	Politics (22%)

Notes: Percentages add up to 100 by sex. Country results are raw, unweighted counts

News quality from gender perspective

9% of the region's traditional news make reference to issues of gender equality and/or human rights legislation or policy. Social /legal reporting is most likely to refer to gender equality/human rights frameworks (16% of stories) and celebrity news the least likely, at only 4% of stories.

Women are central in 3% of stories in print and broadcast news overall, 9% of stories highlight issues of gender equality or inequality (5% on news websites), and 5% clearly challenge gender stereotypes (7% on news websites, 2% of tweets).

In 2015 and 2010 only 1% of stories highlighted gender (in)equality concerns and 2% and 1% respectively clearly challenged gender stereotypes. The results show remarkable improvement across time on both indicators and are better than the world average.

A breakdown of findings by country is shown in Table 6 and Table 7. While gender stereotypes abound offline and online, the country findings suggest that stories in print and broadcast news are slightly more likely to clearly challenge gender stereotypes than those disseminated on Twitter and on news websites.

Table 6. Story quality from a gender lens perspective. Some key indicators

Country	% Stories making reference to gender equality or human rights legislation or policy (print, TV, radio)	% Stories where issues of gender equality/inequality are raised (print, TV, radio)	% Stories in which women are central (print, TV, radio)
New Zealand	3	2	9
Australia	2	2	0
Fiji	22	6	0
Papua New Guinea	37	37	16

Notes: Country results are raw, unweighted counts

Table 7. Story quality from a gender lens perspective. On gender stereotypes

Country	% Stories that clearly challenge gender stereotypes (print, TV, radio)	% Stories that clearly challenge gender stereotypes (news websites)	% Stories that clearly challenge gender stereotypes (news media Twitter)
New Zealand	2	0	3
Australia	3	1	2
Fiji	6	4	Not monitored
Papua New Guinea	22	* (small sample)	Not monitored

Notes: Country results are raw, unweighted counts

At the regional level, unlike other findings on comparisons of story quality from a gender perspective by sex of reporter, stories by men reporters (7%) were found to be more likely to challenge gender stereotypes than those by women reporters (4%).

Stories by female reporters (8% of stories) are two points more likely than those by male reporters (6% of stories) to highlight gender equality and/or human rights legislation or

policy.

News related to Covid-19

27% of the stories in total were related to Covid-19, 31% of the newspaper stories, 16% radio, 25% television, 25% of those on news websites and 36% of tweets.

Women dominate Covid-19 news reporting; 6 out of 10 coronavirus story reporters are women. The breakdown by country indicates that women reporters overwhelm pandemic stories in all participating nations with the exception of Fiji. (Table 8)

Of this number, women are most likely to report stories that have politics & government as a secondary theme (35%), compared to an economic sub-theme in the case of men reporters (38%) (Figure 8)

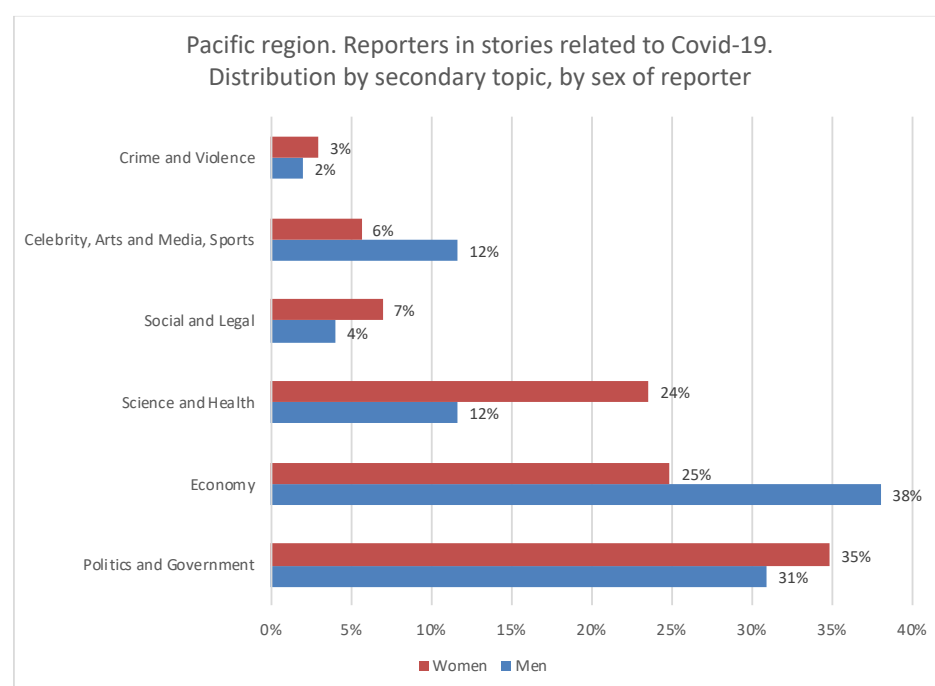


Figure 8. Reporters in Covid-19 news. Distribution by secondary topic and sex of reporter

Table 8. Reporters in Covid-19 stories

Country	Reporters in stories related to Covid-19 (all mediums) (% Women)
New Zealand	69
Australia	60
Fiji	48
Papua New Guinea	91

Notes: Country results are raw, unweighted counts

4% of Covid-19 stories clearly challenge gender stereotypes in the region, particularly those stories that are also about social/legal issues. This is one point lower than all stories, Covid-19 and non-pandemic news combined.

4% of Covid-19-related stories highlight issues of gender equality or inequality, which is five points below the total sample.

The country breakdown for both indicators is shown in Table 9.

Table 9. Covid-19 news coverage. Story quality from a gender lens perspective. On gender stereotypes

Country	% Stories related to Covid-19 that clearly challenge gender stereotypes (all mediums)	% Stories related to Covid-19 where issues of gender equality/inequality are raised (all mediums)
New Zealand	2	2
Australia	2	2
Fiji	9	14
Papua New Guinea	31	31

Notes: Country results are raw, unweighted counts

PATHWAY TO CHANGE. 2021-2025

The global report of the sixth GMMP outlines an action plan to accelerate the pace of change, with sets of priority actions for different stakeholders.

Action Plan 2021-2025

The 2021-2025 Global Action Plan extends actions agreed in 2015 to take into account new challenges that have emerged since the fifth GMMP.

PRIORITY ACTIONS

For media regulation and self-regulation bodies

1. Integrate or strengthen gender equality provisions in media regulatory tools;
2. Integrate provisions on the issue of violence against women and girls in and through all forms of media, with a clear message on sanctions for flouting regulations;
3. Include in media evaluation criteria, gender balance and demonstrated adherence to gender provisions in media law, policy and codes;
4. Impose meaningful fines on media outlets found liable for sex discrimination, sexist content or other actions of non-compliance with the gender provisions in regulation; and,
5. Build capacity of staff responsible for hearing cases on media non-compliance with policy and law.

For media houses

1. Strengthen gender equality dimensions in policy, codes and guidelines, with action plans and clear targets for implementation;
2. Engage with community media organisations and citizens' media networks to advance gender equality in content;
3. Establish gender quotas for senior posts and board positions and monitor progress against targets;
4. Publish gender equality plans and mechanisms for monitoring progress;
5. Publish gender-disaggregated data on job applications, shortlisting and appointment by level; and,
6. Publish gender-disaggregated data on promotions.

For civil society

1. Advocacy for news media accountability to women, minority and marginalized groups:
 - i. Advocate for gender provisions in editorial policies of all media organisations;
 - ii. Urge journalists to improve the gender quality of their output and gender balance in sources;
 - iii. Develop issue-based campaigns with an intersectional lens on discrimination on the basis of gender, race, ethnicity, disability, age and other applicable axes;
 - iv. Lobby governments to ensure the media's respect for freedom of expression provisions consistent with commitments in international agreements and where applicable, national laws.

Source: GMMP global report. Pg. 65-66. (Macharia, 2021)

2. Permanent gender-focussed media watch:

- i. Publicize the GMMP results and plan of action;
- ii. Monitor impact of the GMMP results on media houses;
- iii. Actively monitor the media and make use of the complaints mechanisms when gender-related ethics and standards are flouted ;
- iv. Support journalists and media outlets who demonstrate willingness to increase the participation space for women, minority and marginalized groups in and through media;
- v. Strengthen alliances with national women's machineries and work together to regularise media monitoring;
- vi. Institute media awards to recognize good practice as well to call out media that outputs sexist content. Use the GMMP scorecard to assess media output and make the results public; and,
- vii. Increase audience awareness by offering critical, gender-focussed media literacy training.

3. Other

- i. Nurture and strengthen relations with supportive journalists, editors and other news media professionals. Regularly update them on issues, concerns and events for publication in their respective media outlets;
- ii. Provide media houses with lists of experts available to provide commentary on the topics in which they work. Sign up on experts' lists where available.

For journalism and media training institutions

1. Capacity building:

- i. Engage with community media organisations and citizens' media networks to demonstrate and use the GMMP results in training;
- ii. Incorporate gender training in journalism education and professional development;
- iii. Build capacity of news journalists about gender sensitive news reporting; Increase journalists' understanding of the impacts of biased reporting; and,

- iv. Build journalists' skills to navigate the structural barriers that impede gender responsive reporting.

For funding agencies

1. Extend meaningful funding to civil society groups working on gender, media and communication.
2. Support the strengthening or establishment of media watch networks.
3. Support media development initiatives that emphasizes accountability to women, minority and marginalized groups in content, media policy and practice.

For researchers

1. Adapt and use the GMMP methodology and tools to expand and deepen knowledge on gender and media.
2. Work with journalists associations and unions to research on gender concerns in the profession.
3. Exploit the [data gathered](#) by the GMMP and others to build and strengthen knowledge on the gender and the media.

Annex 1. Methodology⁶

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

Process

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

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

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

In the period leading up to the monitoring day, regional and national training sessions were organised to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, the number of media to code and how to select each country's contextual information.

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

- **Full monitoring**, whose results provide a comprehensive picture of the status of gender equality dimensions in news media.
- **Short monitoring**, a shorter version which focuses on the key GMMP indicators, for teams who wish to take part but might be constrained from implementing the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media pieces were collected. Across the different media types-

⁶ See the global report for the extended discussion on the GMMP 2020 methodology

both for full and short monitoring-monitors captured information about the story, its main themes and the people in the story, as journalists, as story subjects and sources. Additionally, three optional special questions, unique to each country, allowed individual countries to analyse issues of national interest. For standardisation purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists.

To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to code the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37% and 36% of Covid-19-related stories respectively.

Media bands

The media bands system was introduced in 2005 to ensure a more even spread of data and also serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was developed with the input of the country coordinators.

Weighting

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

Accuracy

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

Limitations

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

About Code for Africa

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

Annex 2. Participating Countries

Australia
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