

**WHO  
MAKES THE  
NEWS?**



# Finland

## Global Media Monitoring Project 2015 National report

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# Acknowledgements



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GMMP 2015 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2015 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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## Preface

### Global Context <sup>1</sup>

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. 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 research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'<sup>2</sup>
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.<sup>3</sup>
- The fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.<sup>4</sup> Women made up 24% of the people in the news. While this 3% increase in the preceding five years was statistically significant, the overwhelming results showed women's continued near invisibility in the news. Only 13% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda such as politics, government and the economy. Women were outnumbered by men as newsmakers in every major news topic. 44% of people providing popular opinion in the news were women – a 10% increase from 2005. As newsmakers, women were under-represented in professional categories. The fourth GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (28%) than in stories reported by male journalists (22%). In a pilot monitoring of news online, 76 news websites in 16 countries and 8 international news websites were also monitored as part of the GMMP in 2010. The results showed only 23% of news subjects were women – indicating that women's invisibility in traditional media was mirrored in news presented online.
- The First GMMP and, as will be seen, the Fifth GMMP reveal that the world reported in the news is mostly male. Twenty years since the first GMMP, the challenges of news media sexism, gender stereotyping and gender bias are proving to be intractable across time, space and content delivery platforms. At the same time, there exist a few examples of successes towards gender-just, gender-fair media. Finland has participated in the GMMP ever since the start twenty years ago in 1995. There has been little improvement in the amount and positions of women as news subjects over these years – in fact the percentage of women in media has in the GMMP 2015 decreased from the 2009/2010 monitoring. In the journalists' union in Finland 57% of the 15.000 members are women, while only 40% of the journalists of the monitoring day 2015 were women.

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<sup>1</sup> See [www.whomakesthenews.org](http://www.whomakesthenews.org)

<sup>2</sup> *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

<sup>3</sup> Spears, George and Kasia Seydegart, Erin Research. With additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

<sup>4</sup> Macharia, Sarah, Dermot O'Connor and Lilian Ndangam, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*. 2010

## National context Finland

GMMP is the only continuous media monitoring focusing on gender in Finland.

There is gender equality legislation in Finland, but no legislation directly obliging media houses to represent a fair amount of women and men. One of the reasons for this is the impossibility to combine the freedom of press with state-reinforced legislation on gender quotas.

There are those who think there is equality between women and men in the country. Numbers tell another story, as well as feminists and others working for gender equality. Women have lower salaries than men, for example. Women do more unpaid work than men: Women take care of children, parents, and household to a larger extent than men do. Women get smaller pensions than men. (For Nordic gender equality indicators, see <http://www.norden.org/en/fakta-om-norden-1/gender-equality-indicators>.)

The Act on Gender Equality between Men and Women dates from 1986 and has been supplemented several times since then. There are no themes in the law referring uniquely to the media nor to the cultures sector in general. The broad general responsibility for gender equality and the media belongs to the Ministry of Social Affairs and Health. Currently, according to the ministry (<http://stm.fi/en/gender-equality>), the focus in promoting gender equality in Finland is done via the following themes: gender mainstreaming, equality in working life, equal pay, equality in education, women and decision-making, the reconciliation of work and family life, preventing violence against women, and men and equality. The Act on Finnish Public Service Broadcasting states that gender equality should be taken in account in the company.<sup>5</sup>

Tarja Savolainen (forthcoming)<sup>6</sup> concludes that “the number of legislative acts which would directly and concretely regulate gender equality in media contents or in media production in Finland is low”. She also states that media content has not received much attention in relation to policy guidance: “Therefore, media content and the screening of content from a gender perspective should be included in future gender equality policies. The clarification of the administrative responsibilities for media issues could also assist the development of a more strategic approach to gender-focused media policy in Finland.”

There has been studies conducted on newsroom work in gender perspective, and studies on women and men as news subjects. Some newsrooms have conducted projects in which they strive to get more women into their news content.

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.

Finland has participated in all the five GMMPs: 1995, 2000, 2005, 2009/2010, and 2015<sup>7</sup>.

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<sup>5</sup> Savolainen, Tarja: Gender and the Media in Europe – The Finnish Case Study. In: *Gender and the Media. A Challenge for Europe*. (Eds.) Karen Ross & Claudia Padovani. Routledge Studies in European Communication Research and Education Series. Forthcoming 2015/6.

<sup>6</sup> Savolainen, Tarja: Gender and the Media in Europe – The Finnish Case Study. In: *Gender and the Media. A Challenge for Europe*. (Eds.) Karen Ross & Claudia Padovani. Routledge Studies in European Communication Research and Education Series. Forthcoming 2015/6.

<sup>7</sup> There is not yet a permanent financing for Finland’s participation in GMMP, which every time makes it a challenge. The material to be monitored comprises more media content each time. Hopefully the GMMP will be once and for all taken into the permanent programs of a ministry before the GMMP of 2020.

### 27% women as news subjects in press, radio, television, web news sites, tweets

On the monitoring day of 25 March 2015 in Finland out of 581 coded news subjects—those being interviewed or whom the news item is about—159 persons were women, and 422 were men. That means 27.3% of all news subjects were women, all the rest were men in the 339 news topics of press, radio, television, media houses' web pages and tweets that were monitored and coded. The percentage of women as news subjects has stagnated in press, radio and television over the last ten years—and has even declined when web news and tweets are included in the material.

Out of 391 news subjects in press, radio and television 2015—only these were coded during the three first GMMPs in 1995, 2000, 2005—there were 29% women, which is 2 percentage points more than when all media platforms are included.

The key changes from 2010 to 2015 are: In 2010 there were 32% women as news subjects in all coded media. Now that media houses' Twitter accounts have been added to the monitoring, the percentage of women is as low as 27. (In 2000 the percentage was 23, 2005 it was 29.)

### The percentages of women appearing as news subjects in the material—all coded formats included:

GMMP year	Amount of countries	World numbers %	Finnish numbers %
1995	71	17 (press, radio, TV)	(press, radio, TV)
2000	70	18 (press, radio, TV)	23 <sup>8</sup> (press, radio, TV)
2005	102	21 (press, radio, TV)	28.6 (N=391) <sup>9</sup> (press, radio, TV)
2010(/2009)	108	24 (press, radio, TV)	31.6 (N=515) <sup>10</sup> (press, radio, TV, web)
2015	[114]	24 (press, radio, TV)	27.3 (N=581) (press, radio, TV, web, tweets)

The GMMP 2015 comprised 114 countries. 22.136 stories from 26.010 journalists in 2.030 media houses were coded. These stories comprised 45.402 people interviewed or whom the news was about. The European material comprised 8.223 news items and 16.532 sources. (See the global report and the regional European report<sup>11</sup>.)

<sup>8</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

<sup>9</sup> Kela, Eva (2008) Kvinnan i nyhetsflödet. En granskning av finländska medier under en dag. [The woman in the news flow. A study of Finnish media during one day.] Helsingfors: Svenska social- och kommunalhögskolan vid Helsingfors universitet. [Helsinki: Swedish School of Social Science at the University of Helsinki.] The numbers in this study equal the 2010 GMMP Finland-numbers of [www.whomakesthenews.org](http://www.whomakesthenews.org).

<sup>10</sup> Itäinen, Sandra (2010) Kvinnan en dag i nyheterna. En undersökning om kvinnor och deras roller i finländska massmedier. [The woman during one news day. A study on women and their roles in Finnish mass media.] Helsingfors: Svenska social- och kommunalhögskolan vid Helsingfors universitet. [Helsinki: Swedish School of Social Science at the University of Helsinki.]

<sup>11</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

The global numbers exclude women to an even larger extent than the Finnish national numbers. In the very first year of the monitoring, 1995, only 17% of all the people seen, heard or read about in the world news media were women. The percentage has grown since then—but not in 2015—with 18% women in 2000, 21% in 2005 and 24% in 2010. Since 2010 there has been no change at all in the global percentage of women—in 2015 women still comprise 24% of the news subjects in press, radio and television. The global percentage of women in so called new media, media houses' web pages and on media houses' Twitter accounts, is 26%. The numbers are accordingly the reverse: In Finland the percentage of women as subjects in new media is smaller than in traditional media—in the global material the percentage of women as subjects in traditional media is smaller than in new media.

## A DAY IN THE NEWS IN FINLAND<sup>12</sup>—TOPICS OF THE NEWS

- **Country background:** Finland has two national languages, Finnish and Swedish, therefore some of the media we have chosen for the study is in Swedish. The media in Swedish usually features the same main news events as the media in Finnish, but the media in Swedish also focuses on events considered interesting or important for the Swedish speaking community. Though the radio channels, newspapers etc. in Swedish aren't among the biggest in Finland as a whole, they are important to the Swedish speaking minority and therefore included in the study. Most of the Finnish media is not attached to any political parties.<sup>13</sup>

The public service company Yle provides for both Finnish and Swedish (and other languages) media content, while the private commercial content in radio, television, and the web are mostly in Finnish only. The media houses that used to be print media houses are privately owned, and are also producing text, sound, and video online.

For more information on the media landscape of Finland, see an article on this by Jyrki Jyrkiäinen (2014):

[http://ejc.net/media\\_landscapes/finland](http://ejc.net/media_landscapes/finland)

- **Topics in the news: 25 March 2015.** The main story that dominated the news on the monitoring day was the Germanwings plane crash in the French Alps that happened the day before. All of the different media had several stories about the topic from different angles. Among others managers of Germanwings and Lufthansa, aviation experts, and pilots were interviewed. This news item appeared in both printed newspapers of the day and in the broadcasted and online news.

Other stories that were mentioned in the majority of the different kinds of media:

- A Finnish mountain climber went lost/died on mountain Annapurna in Nepal.
- President Sauli Niinistö (male) didn't participate in the Russian Victory Day Parade in Moscow.
- A young man went missing in the city of Turku after a night out.
- The upcoming general elections.

The stories about the mountain climber, president Sauli Niinistö and the Victory Day, and the story about the missing man from Turku didn't appear in the newspapers, since they took place on the monitoring day. The upcoming general elections in April were an ongoing news theme. All parties except for one were chaired by men. The Finnish parliament, however, consisted of 42.5 per cent women: Out of 200 seats 85 were held by women and 115 by men. At the time of the monitoring the Finnish government consisted of 10 women and 8 men.

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<sup>12</sup> Bäck, Mira and Tuominen, Emma. Answer to Question 2 of the contextual information form submitted as part of the GMMP 2015. With a few added data by Jonita Siivonen.

<sup>13</sup> Bäck, Mira and Tuominen, Emma. Answer to Question 3 of the contextual information form submitted as part of the GMMP 2015.

Mainly due to the plane crash in the French Alps 23% of the news topics were in the disasters category.

Apart from that, the largest set of topics, 14%, were on the domestic politics and government. 7% of the topics dealt with economic policies, strategies, modules, indicators or stock markets, whereas another 7% dealt with education issues and childcare.

The news agenda of the monitoring day of 25th March 2015 was dominated by the Germanwings plane crash in France, which occurred the previous day.

## MEDIA MONITORED IN FINLAND<sup>14</sup>

### **Newspapers, television channels, radio channels, Internet news sites, media house twitter feeds**

The number of news stories monitored was 339: 115 newspaper topics, 31 radio topics, 38 television topics, 50 internet topics, and 105 tweets.

The number of news subjects, the people who were interviewed or whom the news was about, was 581.

#### *Newspapers:*

Firstly, we strove to choose the biggest (largest circulation) and most influential in the country, leaving out the clearly local papers.

Secondly, we strove to achieve a spread in the ownerships of the newspapers.

Thirdly, we strove to choose newspapers with different target audiences, different appeal (popular vs. quality) and different political positions.

Lastly, we chose two newspapers that are written in Swedish — Finland's second national language. Even though they don't belong to the biggest newspapers in Finland as a whole, they are the two biggest among the Swedish-speaking Finns, and are therefore significant for 6% of the Finnish population.

We applied roughly the same criteria on the other media as on the newspapers.

- Helsingin Sanomat is owned by Sanoma Media Finland Oy. It's the biggest newspaper in Finland.
- Aamulehti is owned by Alma Media Oyj. It's the third biggest newspaper in Finland.
- Hufvudstadsbladet is owned by KSF Media. It's the biggest newspaper among the Swedish-speaking Finns. It is mostly read in the southern parts of the country.
- Vasabladet is owned by HSS Media. It's the second biggest newspaper among the Swedish-speaking Finns, mostly read in the mid-west coastal region of the country.
- Ilta-Sanomat is owned by Sanoma Media Finland Oyj. It's the second biggest newspaper in Finland.
- Iltalehti is owned by Alma media Oyj. It's the sixth biggest newspaper in Finland.
- Demokraatti is distributed by Kustannus Oy Demari and is attached to the Social Democratic party of Finland.
- Maaseudun tulevaisuus is distributed by Viestilehdet Oy, which is owned by Farmer's Union MTK. It's the fifth biggest newspaper in Finland.
- Turun Sanomat is the fourth biggest newspaper in Finland. It's owned by TS-Yhtymä, a big media company in Southwest Finland.

#### *Television channels:*

- TV1 is a national channel, owned by public service corporation Yle and perhaps the most prestigious news provider of the Finnish TV-channels.

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<sup>14</sup> Bäck, Mira and Tuominen, Emma. Answer to Question 1 of the contextual information form submitted as part of the GMMP 2015.



- Yle Fem is also a national channel owned by public service corporation Yle. Yle Fem broadcasts in Swedish and is the only Finnish channel with Finnish news in Swedish.
- MTV3 is a national, private controlled channel, owned by the Finnish MTV Corporation which is owned by a big Swedish media corporation called Bonnier. MTV3 is one of the most popular TV-channels.
- Nelonen is also a national, private controlled channel and a part of Sanoma Media Finland. The newscasts broadcasted on Nelonen are produced by Helsingin Sanomat. Nelonen is one of the most popular TV-channels.

#### *Radio channels:*

- Radio Suomi is a national radio channel owned by public service corporation Yle.
- Radio Vega is a national radio channel in Swedish owned by public service corporation Yle. The only Finnish radio stations broadcasting in Swedish are Radio Vega, aimed at an older audience, and Radio X3M, aimed at a younger set of listeners. Radio Vega is the one with more listeners.
- Radio Nova is a national, private controlled radio channel, owned by the corporation Suomen Uutisradio, which is in most part owned by MTV Oy. Radio Nova is one of the most popular radio channels.
- Radio Rock is a national, private controlled radio channel, owned by Sanoma Media Finland. Radio Rock is a popular channel. The newscasts are produced by Ilta-Sanomat which is also a part of Sanoma Media.

#### *Internet news sites:*

- hs.fi is the news site of the biggest quality newspaper in Finland, Helsingin Sanomat. It's a well-visited quality website, with visitors of all ages from all areas of the country.
- hbl.fi is the news site of the biggest newspaper in Swedish, Hufvudstadsbladet (HBL). It is a quality website visited by Swedish-speaking Finns of all ages, mostly in the southern parts of the country.
- yle.fi is the state-controlled news site in Finland. It's a well-visited quality website, with visitors of all ages from all areas of the country.
- iltalehti.fi is the news site of the second biggest "popular" newspaper in the country, Iltalehti (the most popular "popular newspaper" belongs to the same owner as hs.fi, and was therefore not chosen). It is a popular website visited by people of all ages from all areas of the country.

#### *Media house twitter feeds:*

We chose to code the Twitter accounts that are the most followed and the most esteemed. Some of the accounts we chose seem to have few followers because Twitter isn't that popular in Finland, and only the biggest media houses get followers.

- @yleuutiset tweets news from Yle's website (see above). The account has 61 600 followers.
- @hblwebb tweets news from hbl.fi (see above). It has 7 800 followers.
- @iltasanomat has 128 000 followers. It tweets news from the website iltasanomat.fi which contains the same kind of material as the newspaper Ilta-Sanomat.
- @aamulehti has 38 400 followers. It tweets material from Aamulehti's news website aamulehti.fi.
- @iltalehti\_fi tweets material from iltalehti.fi (see above). It has 43 900 followers.
- @hsfi has 76 200 followers. It tweets material from hs.fi (see above).
- @MTVUutiset has 53 200 followers. The account tweets news from mtv.fi, which is a news website run by the MTV Corporation.
- @Kaleva\_fi has 6148 followers. The account belongs to the Kaleva newspaper which is popular in northern Finland. The Kaleva concern is the biggest media company in northern Finland.

For each newspaper, as well as for each internet news source, 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.

#### **The monitors**



Mira Bäck and Emma Tuominen carried through the monitoring at the department of Journalism and media studies at the Swedish School of Social Science at the University of Helsinki under supervision of Jonita Siivonen. The monitors were financed by the Ministry of Social Affairs and Health in Finland.

## THE NEWS CATEGORIES

### Overall presence of women and men in the news in Finland as news subjects:

Of all 581 news subjects 27% were women. In print, radio, and television the percentage was 29%. On Internet web sites and in media house twitter accounts the percentage was 23%. Here follows the numbers of women and men as subjects in different news categories.

The first tables show the percentages of women and men in of so called traditional and in so called new media separately. The following tables show the percentages of the entire material, and the last table the percentages medium.

### Summary of women in the news, by GMMP year 2015<sup>15</sup>

#### Overall presence of women in news Finland

	2015					
	Print, Radio, Television			Internet, Twitter		
	Female	Male	N	Female	Male	N
Politics and Government	28 %	72 %	119	23 %	77 %	64
Economy	30 %	70 %	66	38 %	63 %	16
Science and Health	38 %	63 %	16	14 %	86 %	7
Social and Legal	29 %	71 %	152	25 %	75 %	67
Crime and Violence	39 %	61 %	31	21 %	79 %	19
Celebrity, Arts and Media,						
Sports	0 %	100 %	7	0 %	100 %	16
Other	0 %	0 %	0	100 %	0 %	1

#### Overall women

29 %

23 %

### Subjects in news stories in total<sup>16</sup>

	% Women	% Men
All media	27	73

<sup>15</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

<sup>16</sup> Mira Bäck and Emma Tuominen (2015) Rapportöversikt. Working paper from the monitoring.

## Subjects according to medium<sup>17</sup>

	% Women	% Men
Radio newscasts	36	64
Newspapers	29 <sup>18</sup>	71 <sup>19</sup>
News websites	26	74
Television newscasts	23	77
Twitter news sources	14	86

- **Who are the newsmakers?**<sup>20</sup>

### **Function and occupation of female and male news subjects:**

Women were proportionally (compared to men) mostly seen and heard in stories belonging to the categories Economy and Crime & Violence (although men still were more common in all categories), whereas men clearly dominated the Politics & Government and Celebrity, Arts & Sport categories.

Proportionally many women had the function of Popular Opinion or Personal Experience in the news (although men were a little more common in these categories as well), whereas men proportionally dominated the functions of Spokesperson, Expert or Eye Witness.

Women were common in the occupational category of Education/health, to the extent that they outnumbered the men (the only occupational category where they did). Men were most common in the categories of Sports, Celebrity, Business/law, Politician and Government Employee.

### **Family role of female and male news subjects:**

Of the people that had had their family role given in the news story, 58% were women and 42% men. A woman mentioned in a news story had a 14% chance to have her family role given, while a man only had a 4% chance—that is, a woman in a news story was over three times more likely to have her family role given than a man.

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<sup>17</sup> Mira Bäck and Emma Tuominen (2015) Rapportöversikt. Working paper from the monitoring at Swedish School of Social Science at the University of Helsinki.

<sup>18</sup> 30% according to the GMMP-sheets.

<sup>19</sup> 70% according to the GMMP-sheets.

<sup>20</sup> Bäck, Mira and Tuominen, Emma (2015): The Global Media Monitoring Project 2015. An overview of the results of Finland. Report for the Ministry of Social Affairs and Health.

**Breakdown by family status, by sex.<sup>21</sup>**  
**News subjects who are identified by family status, by sex**

	2015	
	Female	Male
	%	%
Yes	11 %	3 %
No	89 %	97 %
	100 %	100 %

**Quotes and photographs of female and male news subjects:**

Of the directly quoted (a person was counted as directly quoted if his or her own words were printed. If the story paraphrased what the person said, it was not counted as a direct quote) people in the news stories 73% were men and 27% women. A woman who appeared in a news story had a 43% chance to be directly quoted, and a man a 44% chance.

**Breakdown of news subjects quoted, by sex<sup>22</sup>**  
**News subjects quoted, by sex**

	2015	
	Female	Male
	%	%
Yes	64 %	70 %
No	36 %	30 %
	100 %	100 %

Of the people seen in photographs or videos 76% were men and 24% women. A woman who appeared in a news story had a 21% chance to have her picture incorporated, while a man had a 26% chance.

**Breakdown of News subjects<sup>23</sup>**  
**photographed, by sex**  
**News subjects photographed, by sex**

	2015	
	Female	Male
	%	%
Yes	30 %	20 %
No	69 %	79 %
Do not know	1 %	1 %
	100 %	100 %

<sup>21</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

<sup>22</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

<sup>23</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

### Women's centrality in the news<sup>24</sup>:

The overall percentage of stories in which women were in central focus was 5%.

### Breakdown of Stories with Women as a central Focus by major topic

#### Stories with Women as a central Focus by major topic

	2015		N
	Yes	No	
	%	%	
Politics and Government	2 %	98 %	46
Economy	6 %	94 %	49
Science and Health	22 %	78 %	9
Social and Legal	2 %	98 %	59
Crime and Violence	18 %	82 %	11
Celebrity, Arts and Media, Sports	0 %	100 %	5
Other	0 %	100 %	5

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

There were no stories highlighting gender equality or inequality issues on the monitoring day.

## WHO DELIVERS THE NEWS? Journalists, reporters, presenters.

- **Overall reporters and presenters:**

57% of the journalists in newspapers, news websites and Twitter news sources were men, and 43% were women. Radio and television newscasts were not included in this calculation (they were, however, included in the table of "Journalists according to Story Topics"), due to the fact that the anchor was counted for each news story he or she presented, thus distorting the percent.<sup>25</sup>

All media platforms were taken in account when calculating the amount of journalists according to story topics. More female than male journalists had to do with stories about Crime & Violence (67%) and Science & Health (67%). The percentages of female journalists were lowest in the topic categories of Celebrity, Arts & Sport (32%), Politics & Government (35%) and Economy (36%).<sup>26</sup>

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<sup>24</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

<sup>25</sup> Bäck, Mira and Tuominen, Emma (2015): The Global Media Monitoring Project 2015. An overview of the results of Finland. Report for the Ministry of Social Affairs and Health.

<sup>26</sup> Bäck, Mira and Tuominen, Emma (2015): The Global Media Monitoring Project 2015. An overview of the results of Finland. Report for the Ministry of Social Affairs and Health.

The Union of Journalists in Finland<sup>27</sup> has approximately 15.000 members today. In 1995—the first GMMP year—the proportion of women was for the first time as large as the proportion of men in the union. Since then, the proportion of women has grown. Today approximately 57 per cent (57.2 per cent in 2013 [UJF 2015]) of the members are women.

The reverse was the case on the monitoring day. Out of the 294 journalists 40 per cent were women, and 60 per cent were men. Since the news anchors were coded as journalists with every single story they reported of, it can be worthwhile looking at the numbers without the radio news journalists and the television news journalists. The percentage of women was 43 when only taking in account the journalists of newspapers, web news pages and Twitter news accounts.

This table is from the overview of the results of Finland by Mira Bäck and Emma Tuominen (2015)<sup>28</sup>:

## Journalists according to Story Topics

	Number of Women	Number of Men	% Women	% Men
Celebrity, Arts & Sport	7	15	32	68
Social & Legal	40	60	40	60
Crime & Violence	10	5	67	33
Science & Health	12	6	67	33
Economy	23	41	36	64
Politics & Government	26	49	35	65

### Breakdown of total female reporters & presenters by region by medium<sup>29</sup>

#### Female reporters, announcers and presenters all media, by region (Finland)

2015

Print				Radio				Television			
Female		Male		Female		Male		Female		Male	
%	N	%	N	%	N	%	N	%	N	%	N
44 %	41	56 %	52	39 %	9	61 %	14	33 %	21	67 %	42

<sup>27</sup> <http://www.journalistiliitto.fi/in-english/>

<sup>28</sup> Bäck, Mira and Tuominen, Emma (2015): The Global Media Monitoring Project 2015. An overview of the results of Finland. Report for the Ministry of Social Affairs and Health.

<sup>29</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

**Breakdown of female reporters in domestic & foreign stories, by region (Finland)<sup>30</sup>**  
**Reporters in domestic & foreign stories (scope) , by region, by sex of reporter**  
**region**

2015				
Finland				
Female			Male	
	%	N	%	N
Local	23 %	13	24 %	17
National	38 %	21	44 %	31
Sub-Regional	4 %	2	9 %	6
Foreign/International	36 %	20	23 %	16
	100 %		100 %	

**OVERALL**

44 %

women

This table (above) refers only to the journalist-reporters of press, radio and TV in Finland. Their amount was 126, of which 56 or 44% were women. As said, taking all journalists and anchors on all media platforms the amount was 294 out of which 40% were women.

The global percentage of women as journalists has stagnated at 37% during fifteen years. The percentage has been the same in 2005 and in 2010, and in 2015 remains the same.

**GENDER AND THE NEWS. Newspapers, radio, TV, websites, tweets.<sup>31</sup>** By Mira Bäck and Emma Tuominen.

Here the results of the Finnish newspapers, radio and television newscasts, news websites and Twitter news sources are presented. The results of the newspapers, newscasts, news web sites and Twitters news sources will first be presented one by one, followed by a summary of the five different media. At last, a percentage based on the numbers of all of the different media will be presented and compared to previous years, along with a short analysis of the collected data.

**Newspapers**

On the following pages tables of the different newspapers' results will be presented.

The tables show the number and percentage of men and women in the news, according to different story topics, the function of the man or woman in the story and the occupation given to the man or woman in the story. They also show whether or not they have been photographed, whether or not they have been directly quoted (a person was counted as directly quoted if his or her own words were printed. If the story paraphrased what the person

<sup>30</sup> [www.whomakesthenews.org](http://www.whomakesthenews.org)

<sup>31</sup> Bäck, Mira and Tuominen, Emma (2015): The Global Media Monitoring Project 2015. An overview of the results of Finland. Report for the Ministry of Social Affairs and Health.

said, it was not counted as a direct quote) and whether or not their family role has been given (the person had to be described in terms of family relationship for this category to be filled out as a 'yes', e.g. wife, husband, daughter, son, uncle. It was not enough if it in the story e.g. was stated that a person had two children).

The tables also show the number and percentage of men and women as journalists, according to story topics.

If a subject or journalist remained unnamed in the story, so that the gender couldn't be specified, then the person wasn't taken into our calculations.



## Aamulehti

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	1	12	8	92
Crime & Violence	0	0		
Science & Health	0	1	0	100
Economy	0	0		
Politics & Government	8	8	50	50
<b>Function in Story:</b>				
Do not know	0	1	0	100
Popular Opinion	0	0		
Personal Experience	1	1	50	50
Eye Witness	0	2	0	100
Subject	8	9	47	53
Expert	0	5	0	100
Spokesperson	0	3	0	100
<b>Occupation:</b>				
Not stated	1	3	25	75
Celebrity	0	0		
Education, health	3	1	75	25
Activist, NGO	1	0	100	0
Government employee	0	4	0	100
Sports	0	3	0	100
Business/law	0	0		
Politician	3	5	37	63
Family role given	0	0		
Directly quoted	15	7	68	32
Photographed	4	8	33	67
<b>Total:</b>	<b>9</b>	<b>21</b>	<b>30</b>	<b>70</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	2	3	40	60
Crime & Violence	0	0		
Science & Health	1	0	100	0
Economy	0	0		
Politics & Government	1	4	20	80
<b>Total:</b>	<b>4</b>	<b>7</b>	<b>36</b>	<b>64</b>

## Demokraatti

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	1	3	25	75
Crime & Violence	0	0		
Science & Health	0	0		
Economy	1	6	14	86
Politics & Government	0	4	0	100
<b>Function in Story:</b>				
Popular Opinion	0	0		
Personal Experience	0	0		
Eye Witness	0	0		
Subject	2	6	33	67
Expert	0	3	0	100
Spokesperson	0	4	0	100
<b>Occupation:</b>				
Not stated	0	0		
Celebrity	0	0		
Education, health	0	0		
Activist, NGO	0	0		
Government employee	0	2	0	100
Sports	0	0		
Business/law	0	2	0	100
Politician	2	6	33	67
Family role given	0	0		
Directly quoted	1	10	9	91
Photographed	1	4	20	80
<b>Total:</b>	<b>2</b>	<b>13</b>	<b>13</b>	<b>87</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	1	0	100
Crime & Violence	0	0		
Science & Health	0	0		
Economy	1	2	33	67
Politics & Government	1	1	50	50
<b>Total:</b>	<b>2</b>	<b>4</b>	<b>33</b>	<b>67</b>

## Helsingin Sanomat

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	15	15	50	50
Crime & Violence	0	0		
Science & Health	1	1	50	50
Economy	3	8	27	73
Politics & Government	1	2	33	67
<b>Function in Story:</b>				
Do not know	1	5	17	83
Popular Opinion	0	0		
Personal Experience	2	1	67	33
Eye Witness	0	0		
Subject	7	6	54	46
Expert	0	1	0	100
Spokesperson	10	13	43	57
<b>Occupation:</b>				
Not stated	0	2	0	100
Celebrity	0	0		
Education, health	5	0	100	0
Activist, NGO	1	3	25	75
Government employee	0	4	0	100
Sports	0	2	0	100
Business/law	1	2	33	67
Politician	1	4	20	80
Family role given	4	1	80	20
Directly quoted	8	17	32	68
Photographed	4	4	50	50
<b>Total:</b>	<b>20</b>	<b>26</b>	<b>43</b>	<b>57</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0	0	0
Social & Legal	4	2	67	33
Crime & Violence	0	0		
Science & Health	1	0	100	0
Economy	0	4	0	100
Politics & Government	1	1	50	50
<b>Total:</b>	<b>6</b>	<b>7</b>	<b>46</b>	<b>54</b>

## Hufvudstadsbladet

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	11	0	100
Crime & Violence	2	3	40	60
Science & Health	1	0	100	0
Economy	1	0	100	0
Politics & Government	3	13	19	81
<b>Function in Story:</b>				
Do not know	0	1	0	100
Popular Opinion	0	0		
Personal Experience	0	0		
Eye Witness	0	0		
Subject	6	13	32	68
Expert	1	4	20	80
Spokesperson	0	9	0	100
<b>Occupation:</b>				
Not stated	1	3	25	75
Celebrity	0	1	0	100
Education, health	1	3	25	75
Activist, NGO	0	2	0	100
Government employee	0	3	0	100
Sports	0	0		
Business/law	1	2	33	67
Politician	3	10	23	77
Family role given	2	1	67	33
Directly quoted	6	21	22	78
Photographed	3	6	33	67
<b>Total:</b>	<b>7</b>	<b>27</b>	<b>21</b>	<b>79</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	1	1	50	50
Crime & Violence	2	0	100	0
Science & Health	1	0	100	0
Economy	0	1	0	100
Politics & Government	3	2	60	40
<b>Total:</b>	<b>7</b>	<b>4</b>	<b>64</b>	<b>36</b>

## Italehti

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	2	12	14	86
Crime & Violence	3	7	30	70
Science & Health	0	0		
Economy	0	0		
Politics & Government	1	9	10	90
<b>Function in Story:</b>				
Popular Opinion	0	4	0	100
Personal Experience	0	1	0	100
Eye Witness	0	2	0	100
Subject	5	9	36	64
Expert	0	7	0	100
Spokesperson	1	5	17	83
<b>Occupation:</b>				
Not stated	1	4	20	80
Celebrity	0	0		
Education, health	0	0		
Activist, NGO	0	0		
Government employee	0	4	0	100
Sports	0	0		
Business/law	0	1	0	100
Politician	1	8	11	89
Family role given	1	2	33	67
Directly quoted	1	17	6	94
Photographed	0	5	0	100
<b>Total:</b>	<b>6</b>	<b>28</b>	<b>18</b>	<b>82</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	5	1	83	17
Crime & Violence	1	1	50	50
Science & Health	0	0		
Economy	0	0		
Politics & Government	0	2	0	100
<b>Total:</b>	<b>6</b>	<b>4</b>	<b>60</b>	<b>40</b>

## Ilta-Sanomat

	Number of Women	Number of Men	% Women	% Men
People in the news				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	3	13	19	81
Crime & Violence	6	6	50	50
Science & Health	1	5	17	83
Economy	0	1	0	100
Politics & Government	1	2	33	67
<b>Function in Story:</b>				
Popular Opinion	0	0		
Personal Experience	1	4	20	80
Eye Witness	0	0		
Subject	7	10	41	59
Expert	0	7	0	100
Spokesperson	3	6	33	67
<b>Occupation:</b>				
Not stated	0	1	0	100
Celebrity	1	2	33	67
Education, health	1	6	14	86
Activist, NGO	0	1	0	100
Government employee	2	1	67	33
Sports	0	1	0	100
Business/law	2	1	67	33
Politician	0	5	0	100
Family role given	4	2	67	33
Directly quoted	3	17	15	85
Photographed	2	7	22	78
<b>Total:</b>	<b>11</b>	<b>27</b>	<b>29</b>	<b>71</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	4	3	57	43
Crime & Violence	1	0	100	0
Science & Health	1	1	50	50
Economy	0	1	0	100
Politics & Government	0	1	0	100
<b>Total:</b>	<b>6</b>	<b>6</b>	<b>50</b>	<b>50</b>

## Maaseudun Tulevaisuus

	Number of Women	Number of Men	% Women	% Men
People in the news				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	0		
Crime & Violence	0	0		
Science & Health	1	3	25	75
Economy	2	9	18	82
Politics & Government	0	2	0	100
<b>Function in Story:</b>				
Popular Opinion	1	1	50	50
Personal Experience	0	0		
Eye Witness	0	0		
Subject	1	5	17	83
Expert	0	2	0	100
Spokesperson	1	6	14	86
<b>Occupation:</b>				
Not stated	0	0		
Celebrity	0	0		
Education, health	0	0		
Activist, NGO	0	0		
Government employee	1	3	25	75
Sports	0	0		
Business/law	0	3	0	100
Politician	0	5	0	100
Family role given	0	0		
Directly quoted	2	10	17	83
Photographed	0	2	0	100
<b>Total:</b>	<b>3</b>	<b>14</b>	<b>18</b>	<b>82</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	0		
Crime & Violence	0	0		
Science & Health	1	1	50	50
Economy	1	6	14	86
Politics & Government	1	2	33	67
<b>Total:</b>	<b>3</b>	<b>9</b>	<b>25</b>	<b>75</b>



## Turun Sanomat

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	1	0	100	0
Crime & Violence	1	2	33	67
Science & Health	2	0	100	0
Economy	7	5	58	42
Politics & Government	0	4	0	100
<b>Function in Story:</b>				
Popular Opinion	3	1	75	25
Personal Experience	0	0		
Eye Witness	0	0		
Subject	2	5	29	71
Expert	2	1	67	33
Spokesperson	4	4	50	50
<b>Occupation:</b>				
Not stated	2	1	67	33
Celebrity	0	0		
Education, health	0	1	0	100
Activist, NGO	0	0	0	0
Government employee	5	1	83	17
Sports	0	0		
Business/law	1	3	25	75
Politician	0	2	0	100
Family role given	1	0	100	0
Directly quoted	8	9	47	53
Photographed	4	5	44	56
<b>Total:</b>	<b>11</b>	<b>11</b>	<b>50</b>	<b>50</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	2	0	100
Crime & Violence	0	0		
Science & Health	1	0	100	0
Economy	2	2	50	50
Politics & Government	0	3	0	100
<b>Total:</b>	<b>3</b>	<b>7</b>	<b>30</b>	<b>70</b>

## Vasabladet

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	2	6	25	75
Crime & Violence	0	0		
Science & Health	0	0		
Economy	1	5	17	83
Politics & Government	4	5	44	56
<b>Function in Story:</b>				
Popular Opinion	0	0		
Personal Experience	1	1	50	50
Eye Witness	0	2	0	100
Subject	3	4	43	57
Expert	0	1	0	100
Spokesperson	3	8	27	73
<b>Occupation:</b>				
Not stated	0	3	0	100
Celebrity	0	0		
Education, health	0	1	0	100
Activist, NGO	2	0	100	0
Government employee	0	0		
Sports	0	0		
Business/law	0	3	0	100
Politician	3	6	33	67
Family role given	0	0		
Directly quoted	5	14	26	74
Photographed	0	0	0	0
<b>Total:</b>	<b>7</b>	<b>16</b>	<b>30</b>	<b>70</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	1	1	50	50
Crime & Violence	0	0		
Science & Health	0	0		
Economy	1	3	25	75
Politics & Government	2	0	100	0
<b>Total:</b>	<b>4</b>	<b>4</b>	<b>50</b>	<b>50</b>

## All newspapers

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	25	72	26	74
Crime & Violence	12	18	40	60
Science & Health	6	10	37	63
Economy	15	34	31	69
Politics & Government	18	49	27	73
<b>Function in Story:</b>				
Do not know	1	7	0	100
Popular Opinion	4	6	40	60
Personal Experience	5	8	38	62
Eye Witness	0	6	0	100
Subject	41	67	38	62
Expert	3	31	9	91
Spokesperson	22	58	27	73
<b>Occupation:</b>				
Not stated	5	17	23	77
Celebrity	1	3	25	75
Education, health	10	12	45	55
Activist, NGO	4	6	40	60
Government employee	8	22	27	73
Sports	0	6	0	100
Business/law	5	17	23	77
Politician	13	49	21	79
Family role given	12	6	67	33
Directly quoted	49	122	29	71
Photographed	18	41	31	69
<b>Total:</b>	<b>76</b>	<b>183</b>	<b>29</b>	<b>71</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	17	14	55	45
Crime & Violence	4	1	80	20
Science & Health	6	2	75	25
Economy	5	19	21	79
Politics & Government	9	16	36	64
<b>Total:</b>	<b>41</b>	<b>52</b>	<b>44</b>	<b>56</b>

As we can see, newspapers as a medium had 29% women and 71% men in their stories (76 women and 183 men). The situation was most uneven in Demokraatti with only 13% women, and most even in Turun Sanomat with 50% women. Among the journalists the situation was much more even, with 44% women and 56% men.

A closer analysis of story topics, function and occupation will be given in the conclusions-chapter.

### **Radio newscasts**

On the following pages tables of the different radio newscasts' results will be presented.

The tables show the number and percentage of men and women in the news, according to different story topics, the function of the man or woman in the story and the occupation given to the man or woman in the story. They also show whether or not their family role has been given (the person had to be described in terms of family relationship for this category to be filled out as a 'yes', e.g. wife, husband, daughter, son, uncle. It was not enough if it in the story e.g. is stated that a person had two children).

The tables also show the number and percentage of men and women as journalists, according to story topics.

## Aktuellt 17 (Radio Vega)

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	1	0	100
Social & Legal	5	5	50	50
Crime & Violence	0	1	0	100
Science & Health	0	0		
Economy	1	4	20	80
Politics & Government	7	8	47	53
<b>Function in Story:</b>				
Popular Opinion	3	3	50	50
Personal Experience	1	0	100	0
Eye Witness	0	1	0	100
Subject	4	10	29	71
Expert	1	0	100	0
Spokesperson	4	5	44	56
<b>Occupation:</b>				
Not stated	3	2	60	40
Celebrity	0	1	0	100
Education, health	2	1	67	33
Activist, NGO	0	1	0	100
Government employee	1	2	33	67
Sports	0	0		
Business/law	1	3	25	75
Politician	4	7	36	64
Family role given	0	0		
<b>Total:</b>	<b>13</b>	<b>19</b>	<b>41</b>	<b>59</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	1	1	50	50
Social & Legal	3	3	50	50
Crime & Violence	1	0	100	0
Science & Health	0	0		
Economy	2	2	50	50
Politics & Government	3	4	43	57
<b>Total:</b>	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>

## Yle Uutiset (Radio Suomi)

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	5	4	56	44
Crime & Violence	0	0		
Science & Health	0	0		
Economy	2	3	40	60
Politics & Government	1	4	20	80
<b>Function in Story:</b>				
Popular Opinion	0	0		
Personal Experience	0	0		
Eye Witness	0	0		
Subject	2	4	33	67
Expert	3	4	43	57
Spokesperson	3	3	50	50
<b>Occupation:</b>				
Not stated	0	0		
Celebrity	0	0		
Education, health	0	0		
Activist, NGO	3	1	75	25
Government employee	1	1	50	50
Sports	0	0		
Business/law	1	2	33	67
Politician	3	4	43	57
Family role given	0	1	0	100
<b>Total:</b>	<b>8</b>	<b>11</b>	<b>42</b>	<b>58</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	3	7	30	70
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	5	0	100
Politics & Government	1	5	17	83
<b>Total:</b>	<b>4</b>	<b>17</b>	<b>19</b>	<b>81</b>

### MTV Uutiset (Radio Nova)

	Number of Women	Number of Men	% Women	% Men
People in the news				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	1	0	100
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	1	0	100
Politics & Government	0	3	0	100
<b>Function in Story:</b>				
Popular Opinion	0	0		
Personal Experience	0	0		
Eye Witness	0	0		
Subject	0	3	0	100
Expert	0	2	0	100
Spokesperson	0	0		
<b>Occupation:</b>				
Not stated	0	0		
Celebrity	0	0		
Education, health	0	1	0	100
Activist, NGO	0	0		
Government employee	0	0		
Sports	0	1	0	100
Business/law	0	1	0	100
Politician	0	2	0	100
Family role given	0	0		
<b>Total:</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>100</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	1	0	100	0
Social & Legal	1	0	100	0
Crime & Violence	0	0		
Science & Health	0	0		
Economy	1	0	100	0
Politics & Government	2	0	100	0
<b>Total:</b>	<b>5</b>	<b>0</b>	<b>100</b>	<b>0</b>



### Ilta-Sanomien Uutiset (Radio Rock)

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	0		
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	0		
Politics & Government	0	2	0	100
<b>Function in Story:</b>				
Popular Opinion	0	0		
Personal Experience	0	0		
Eye Witness	0	0		
Subject	0	1	0	100
Expert	0	1	0	100
Spokesperson	0	0		
<b>Occupation:</b>				
Not stated	0	0		
Celebrity	0	0		
Education, health	0	1	0	100
Activist, NGO	0	0		
Government employee	0	0		
Sports	0	0		
Business/law	0	0		
Politician	0	1	0	100
Family role given	0	0		
<b>Total:</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>100</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	2	0	100
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	0		
Politics & Government	0	1	0	100
<b>Total:</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>100</b>

## All radio newscasts

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	1	0	100
Social & Legal	10	10	50	50
Crime & Violence	0	1	0	100
Science & Health	0	0		
Economy	3	8	27	73
Politics & Government	8	17	32	68
<b>Function in Story:</b>				
Popular Opinion	3	3	50	50
Personal Experience	1	0	100	0
Eye Witness	0	1	0	100
Subject	6	18	25	75
Expert	4	7	36	64
Spokesperson	7	8	47	53
<b>Occupation:</b>				
Not stated	3	2	60	40
Celebrity	0	1	0	100
Education, health	2	3	40	60
Activist, NGO	3	2	60	40
Government employee	2	3	40	60
Sports	0	1	0	100
Business/law	2	6	25	75
Politician	7	14	33	67
Family role given	0	1	0	100
<b>Total:</b>	<b>21</b>	<b>37</b>	<b>36</b>	<b>64</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	2	1	67	33
Social & Legal	7	12	37	63
Crime & Violence	1	0	100	0
Science & Health	0	0		
Economy	3	7	30	70
Politics & Government	6	10	37	63
<b>Total:</b>	<b>19</b>	<b>30</b>	<b>39</b>	<b>61</b>

As we can see, radio newscasts as a medium had 36% women and 64% men in their stories (21 women and 37 men). The situation was most uneven in Ilta-Sanomien Uutiset (on Radio Rock) and MTV Uutiset (on Radio Nova) with 0% women, and most even in Yle Uutiset (on Radio Suomi) with 42% women.

The dramatic percentages of Radio Rock and Radio Nova are probably to a great extent caused by the shortness of the newscasts and the very small amount of stories (three to five), so any conclusions based on their percentages should be drawn with that kept in mind.

Among the journalists the situation was a little more even, with 39% women and 61% men. With that said, it must be told that in the coding process the anchor was coded for each story he or she appeared in, which means that if there was a long newscast with many stories and only a male anchor, that newscast may have gotten a more dramatic number than would have been achieved by only counting the journalists in the stories.

A closer analysis of story topics, function and occupation will be given in the conclusions-chapter.

### **Television newscasts**

On the following pages tables of the different television newscasts' results will be presented.

The tables show the number and percentage of men and women in the news, according to different story topics, the function of the man or woman in the story and the occupation given to the man or woman in the story. They also show whether or not their family role has been given (the person had to be described in terms of family relationship for this category to be filled out as a 'yes', e.g. wife, husband, daughter, son, uncle. It was not enough if it in the story e.g. was stated that a person had two children).

The tables also show the number and percentage of men and women as journalists, according to story topics.

## Yle Uutiset (TV1)

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	2	0	100
Social & Legal	2	5	29	71
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	2	0	100
Politics & Government	2	6	25	75
<b>Function in Story:</b>				
Popular Opinion	0	0		
Personal Experience	1	0	100	0
Eye Witness	0	0		
Subject	1	3	25	75
Expert	1	3	25	75
Spokesperson	1	9	10	90
<b>Occupation:</b>				
Not stated	0	0		
Celebrity	0	0		
Education, health	0	0		
Activist, NGO	0	0		
Government employee	0	2	0	100
Sports	0	0		
Business/law	1	4	20	80
Politician	2	8	20	80
Family role given	1	0	100	0
<b>Total:</b>	<b>4</b>	<b>15</b>	<b>21</b>	<b>79</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	2	0	100
Social & Legal	1	3	25	75
Crime & Violence	0	0		
Science & Health	0	0		
Economy	1	4	20	80
Politics & Government	1	5	17	83
<b>Total:</b>	<b>3</b>	<b>14</b>	<b>18</b>	<b>82</b>

## Yle Nyheter TV-nytt (Yle Fem)

	Number of Women	Number of Men	% Women	% Men
People in the news				
Main Story Topics:				
Celebrity, Arts & Sport	0	5	0	100
Social & Legal	3	7	30	70
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	1	0	100
Politics & Government	3	10	23	77
Function in Story:				
Do not know	0	1	0	100
Popular Opinion	0	0		
Personal Experience	3	4	43	57
Eye Witness	0	0		
Subject	0	7	0	100
Expert	0	1	0	100
Spokesperson	3	10	23	77
Occupation:				
Not stated	1	2	33	67
Celebrity	0	2	0	100
Education, health	1	3	25	75
Activist, NGO	0	1	0	100
Government employee	0	1	0	100
Sports	0	1	0	100
Business/law	0	1	0	100
Politician	1	8	11	89
Family role given	2	0	100	0
Total:	6	23	21	79
Journalists				
Main Story Topics:				
Celebrity, Arts & Sport	0	4	0	100
Social & Legal	1	3	25	75
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	2	0	100
Politics & Government	1	6	14	86
Total:	2	15	12	88

### Seitsemän Uutiset (MTV3)

	Number of Women	Number of Men	% Women	% Men
People in the news				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	4	12	25	75
Crime & Violence	0	0		
Science & Health	0	0		
Economy	2	3	40	60
Politics & Government	1	2	33	67
<b>Function in Story:</b>				
Popular Opinion	0	0		
Personal Experience	1	4	20	80
Eye Witness	0	0		
Subject	3	6	33	67
Expert	2	2	50	50
Spokesperson	1	4	20	80
Other	0	1	0	100
<b>Occupation:</b>				
Not stated	0	1	0	100
Celebrity	0	0		
Education, health	0	2	0	100
Activist, NGO	0	2	0	100
Government employee	1	3	25	75
Sports	0	1	0	100
Business/law	1	1	50	50
Politician	2	5	29	71
Family role given	0	0		
<b>Total:</b>	<b>7</b>	<b>17</b>	<b>29</b>	<b>71</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	5	3	63	37
Crime & Violence	0	0		
Science & Health	0	0		
Economy	6	5	55	45
Politics & Government	0	2	0	100
<b>Total:</b>	<b>11</b>	<b>10</b>	<b>52</b>	<b>48</b>

## HS-uutiset (Nelonen)

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	0		
Crime & Violence	0	0		
Science & Health	0	2	0	100
Economy	0	0		
Politics & Government	0	1	0	100
<b>Function in Story:</b>				
Popular Opinion	0	0		
Personal Experience	0	0		
Eye Witness	0	0		
Subject	0	2	0	100
Expert	0	1	0	100
Spokesperson	0	0		
<b>Occupation:</b>				
Not stated	0	0		
Celebrity	0	0		
Education, health	0	0		
Activist, NGO	0	0		
Government employee	0	1	0	100
Sports	0	1	0	100
Business/law	0	0		
Politician	0	1	0	100
Family role given	0	0		
<b>Total:</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>100</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	0		
Crime & Violence	0	0		
Science & Health	2	0	100	0
Economy	0	0		
Politics & Government	1	0	100	0
<b>Total:</b>	<b>3</b>	<b>0</b>	<b>100</b>	<b>0</b>



## All television newscasts

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	7	0	100
Social & Legal	9	24	27	73
Crime & Violence	0	0		
Science & Health	0	2	0	100
Economy	2	6	25	75
Politics & Government	6	19	24	76
<b>Function in Story:</b>				
Do not know	0	1	0	100
Popular Opinion	0	0		
Personal Experience	5	8	38	62
Eye Witness	0	0		
Subject	4	16	20	80
Expert	3	8	27	73
Spokesperson	5	24	17	83
Other	0	1	0	100
<b>Occupation:</b>				
Not stated	1	3	25	75
Celebrity	0	2	0	100
Education, health	1	5	17	83
Activist, NGO	0	3	0	100
Government employee	1	7	12	88
Sports	0	3	0	100
Business/law	2	6	25	75
Politician	5	22	19	81
Family role given	3	0	100	0
<b>Total:</b>	<b>17</b>	<b>58</b>	<b>23</b>	<b>77</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	6	0	100
Social & Legal	7	9	44	56
Crime & Violence	0	0		
Science & Health	2	0	100	0
Economy	7	11	39	61
Politics & Government	3	13	19	81
<b>Total:</b>	<b>19</b>	<b>39</b>	<b>33</b>	<b>67</b>

As we can see, television newscasts as a medium had 23% women and 77% men in their stories (17 women and 58 men). The situation was most uneven in HS-uutiset (on Nelonen), where the percentage of women was 0, and most even in Seitsemän Uutiset (on MTV3), with 29% women.

The dramatic percentages of HS-uutiset was probably to a great extent caused by the shortness of the newscast and the small amount of stories (three), so any conclusions based on this percentage should be drawn with that kept in mind.

Among the journalists the situation was more even, with 33% women and 67% men. As in the radio coding, the anchor in the television newscast was coded for each story he or she appeared in, which means that if there was a long newscast with many stories and only a male anchor, that newscast may have gotten a more dramatic number than would have been achieved by only counting the journalists in the stories.

A closer analysis of story topics, function and occupation will be executed in the conclusions-chapter.

### **News web sites**

On the following pages tables of the different news websites' results will be presented.

The tables show the number and percentage of men and women in the news, according to different story topics, the function of the man or woman in the story and the occupation given to the man or woman in the story. They also show whether or not they have been photographed, whether or not they have been directly quoted (a person was counted as directly quoted if his or her own words were printed. If the story paraphrased what the person said, it was not counted as a direct quote) and whether or not their family role has been given (the person had to be described in terms of family relationship for this category to be filled out as a 'yes', e.g. wife, husband, daughter, son, uncle. It was not enough if it in the story e.g. is stated that a person had two children).

The tables also show the number and percentage of men and women as journalists, according to story topics.

If a subject or journalist remained unnamed in the story, so that the gender couldn't be specified, then the person wasn't taken into our calculations.

hs.fi

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	10	18	36	64
Crime & Violence	0	4	0	100
Science & Health	1	5	17	83
Economy	2	4	33	67
Politics & Government	2	3	40	60
<b>Function in Story:</b>				
Do not know	0	0		
Popular Opinion	0	0		
Personal Experience	0	0		
Eye Witness	0	0		
Subject	11	16	41	59
Expert	1	7	12	88
Spokesperson	3	11	21	79
<b>Occupation:</b>				
Not stated	3	1	75	25
Celebrity	2	1	67	33
Education, health	2	2	50	50
Activist, NGO	0	0		
Government employee	0	3	0	100
Sports	0	0		
Business/law	1	10	9	91
Politician	3	9	25	75
Family role given	3	2	60	40
Directly quoted	2	18	10	90
Photographed	3	18	14	86
<b>Total:</b>	<b>15</b>	<b>34</b>	<b>31</b>	<b>69</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	3	5	37	63
Crime & Violence	0	1	0	100
Science & Health	2	0	100	0
Economy	2	1	67	33
Politics & Government	2	4	33	67
<b>Total:</b>	<b>9</b>	<b>11</b>	<b>45</b>	<b>55</b>

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	1	0	100
Crime & Violence	1	2	33	67
Science & Health	0	0		
Economy	2	1	67	33
Politics & Government	1	6	14	86
<b>Function in Story:</b>				
Do not know	0	0		
Popular Opinion	0	0		
Personal Experience	0	0		
Eye Witness	0	0		
Subject	3	5	37	63
Expert	0	1	0	100
Spokesperson	1	4	20	80
<b>Occupation:</b>				
Not stated	1	1	50	50
Celebrity	0	0		
Education, health	0	2	0	100
Activist, NGO	0	0		
Government employee	0	2	0	100
Sports	0	0		
Business/law	2	1	67	33
Politician	1	3	25	75
Family role given	1	1	50	50
Directly quoted	4	6	40	60
Photographed	2	3	40	60
<b>Total:</b>	<b>4</b>	<b>10</b>	<b>29</b>	<b>71</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0	0	0
Social & Legal	0	0	0	0
Crime & Violence	1	0	100	0
Science & Health	0	0	0	0
Economy	1	0	100	0
Politics & Government	1	1	50	50
<b>Total:</b>	<b>3</b>	<b>1</b>	<b>75</b>	<b>25</b>

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	1	0	100
Social & Legal	5	20	20	80
Crime & Violence	1	4	20	80
Science & Health	0	0		
Economy	1	2	33	67
Politics & Government	2	6	25	75
<b>Function in Story:</b>				
Do not know	0	0		
Popular Opinion	0	0		
Personal Experience	0	0		
Eye Witness	0	0		
Subject	8	28	22	78
Expert	1	5	17	83
Spokesperson	0	0		
<b>Occupation:</b>				
Not stated	2	3	40	60
Celebrity	1	1	50	50
Education, health	0	2	0	100
Activist, NGO	0	0		
Government employee	0	0		
Sports	0	1	0	100
Business/law	0	4	0	100
Politician	3	12	20	80
Family role given	3	6	33	67
Directly quoted	3	9	25	75
Photographed	1	5	17	83
<b>Total:</b>	<b>9</b>	<b>32</b>	<b>22</b>	<b>78</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	1	0	100
Social & Legal	3	3	50	50
Crime & Violence	1	2	33	67
Science & Health	0	0		
Economy	0	1	0	100
Politics & Government	0	0		
<b>Total:</b>	<b>4</b>	<b>7</b>	<b>36</b>	<b>64</b>

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	2	7	22	78
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	1	0	100
Politics & Government	10	27	27	73
<b>Function in Story:</b>				
Do not know	0	0		
Popular Opinion	0	0		
Personal Experience	8	14	36	64
Eye Witness	0	0		
Subject	2	4	33	67
Expert	1	4	20	80
Spokesperson	1	13	7	93
<b>Occupation:</b>				
Not stated	8	14	36	64
Celebrity	0	0		
Education, health	0	1	0	100
Activist, NGO	0	1	0	100
Government employee	1	2	33	67
Sports	0	0		
Business/law	0	0		
Politician	3	15	17	83
Family role given	0	0		
Directly quoted	10	30	25	75
Photographed	10	25	29	71
<b>Total:</b>	<b>12</b>	<b>35</b>	<b>26</b>	<b>74</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	6	0	100
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	1	0	100
Politics & Government	2	2	50	50
<b>Total:</b>	<b>2</b>	<b>9</b>	<b>18</b>	<b>82</b>

## All news websites

	Number of Women	Number of Men	% Women	% Men
<b>People in the news</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	1	0	100
Social & Legal	17	46	27	73
Crime & Violence	2	10	17	83
Science & Health	1	5	17	83
Economy	5	8	38	62
Politics & Government	15	42	26	74
<b>Function in Story:</b>				
Do not know	0	0		
Popular Opinion	0	0		
Personal Experience	8	14	36	64
Eye Witness	0	0		
Subject	24	53	31	69
Expert	3	17	15	85
Spokesperson	5	28	15	85
<b>Occupation:</b>				
Not stated	14	19	42	58
Celebrity	3	2	60	40
Education, health	2	7	22	78
Activist, NGO	0	1	0	100
Government employee	1	7	12	88
Sports	0	1	0	100
Business/law	3	15	17	83
Politician	10	39	20	80
Family role given	7	9	44	56
Directly quoted	19	63	23	77
Photographed	16	51	24	76
<b>Total:</b>	<b>40</b>	<b>112</b>	<b>26</b>	<b>74</b>
<b>Journalists</b>				
<b>Main Story Topics:</b>				
Celebrity, Arts & Sport	0	1	0	100
Social & Legal	6	14	30	70
Crime & Violence	2	3	40	60
Science & Health	2	0	100	0
Economy	3	3	50	50
Politics & Government	5	7	42	58
<b>Total:</b>	<b>18</b>	<b>28</b>	<b>39</b>	<b>61</b>

As we can see, news web sites as a medium had 26% women and 74% men in their stories (40 women and 112 men). The situation was most uneven at iltalehti.fi with only 22% women, and most even at hs.fi with 31% women. Among the journalists the situation was more even, with 39% women and 61% men.

A closer analysis of story topics, function and occupation will be given in the conclusions-chapter.

### **Twitter news sources**

On the following pages tables of the different Twitter news sources' results will be presented.

The tables show the number and percentage of men and women in the news according to different story topics. They also show whether or not they have been photographed or appear in a video.

The tables also show the number and percentage of men and women as journalists, according to story topics.

If a subject or journalist remained unnamed in the story, so that the gender couldn't be specified, then the person wasn't taken into our calculations.



### Aamulehti's Twitter account

	Number of Women	Number of Men	% Women	% Men
People in the news				
Main Story Topics:				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	0		
Crime & Violence	0	1	0	100
Science & Health	0	0		
Economy	0	0		
Politics & Government	0	1	0	100
Other Stories	1	0	100	0
In photo or video	0	0		
Total:	1	2	33	67
Journalists				
Main Story Topics:				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	1	0	100
Crime & Violence	0	0		
Science & Health	1	0	100	0
Economy	0	0		
Politics & Government	0	0		
Total:	1	1	50	50

### Hufvudstadsbladet's Twitter account

	Number of Women	Number of Men	% Women	% Men
People in the news				
Main Story Topics:				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	0		
Crime & Violence	0	0		
Science & Health	0	0		
Economy	1	1	50	50
Politics & Government	0	3	0	100
In photo or video	0	0		
Total:	1	4	20	80
Journalists				
Main Story Topics:				
Celebrity, Arts & Sport	0	1	0	100
Social & Legal	0	0		
Crime & Violence	1	0	100	0
Science & Health	0	0		
Economy	2	0	100	0
Politics & Government	0	1	0	100
Total:	3	2	60	40

## Ilta-lehti's Twitter account

	Number of Women	Number of Men	% Women	% Men
People in the news				
Main Story Topics:				
Celebrity, Arts & Sport	0	4	0	100
Social & Legal	0	0		
Crime & Violence	2	1	67	33
Science & Health	0	0		
Economy	1	0	100	0
Politics & Government	0	1	0	100
In photo or video	0	4	0	100
Total:	3	6	33	67
Journalists				
Main Story Topics:				
Celebrity, Arts & Sport	1	2	33	67
Social & Legal	2	2	50	50
Crime & Violence	2	1	67	33
Science & Health	0	0		
Economy	0	1	0	100
Politics & Government	0	0		
Total:	5	6	45	55

## Ilta-Sanomat's Twitter account

	Number of Women	Number of Men	% Women	% Men
People in the news				
Main Story Topics:				
Celebrity, Arts & Sport	0	8	0	100
Social & Legal	0	0		
Crime & Violence	0	0		
Science & Health	0	1	0	100
Economy	0	0		
Politics & Government	0	0		
In photo or video	0	7	0	100
Total:	0	9	0	100
Journalists				
Main Story Topics:				
Celebrity, Arts & Sport	2	3	40	60
Social & Legal	0	1	0	100
Crime & Violence	0	0		
Science & Health	0	1	0	100
Economy	1	0	100	0
Politics & Government	0	1	0	100
Total:	3	6	33	67

### Kaleva's Twitter account

	Number of Women	Number of Men	% Women	% Men
People in the news				
Main Story Topics:				
Celebrity, Arts & Sport	0	1	0	100
Social & Legal	0	1	0	100
Crime & Violence	0	3	0	100
Science & Health	0	0		
Economy	0	0		
Politics & Government	0	0		
In photo or video	0	2	0	100
Total:	0	5	0	100
Journalists				
Main Story Topics:				
Celebrity, Arts & Sport	2	1	67	33
Social & Legal	0	0		
Crime & Violence	0	0		
Science & Health	1	0	100	0
Economy	1	0	100	0
Politics & Government	0	0		
Total:	4	1	80	20

### MTV Uutiset's Twitter account

	Number of Women	Number of Men	% Women	% Men
People in the news				
Main Story Topics:				
Celebrity, Arts & Sport	0	2	0	100
Social & Legal	0	0		
Crime & Violence	0	1	0	100
Science & Health	0	0		
Economy	0	0		
Politics & Government	0	1	0	100
In photo or video	0	2	0	100
Total:	0	4	0	100
Journalists				
Main Story Topics:				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	1	0	100
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	0		
Politics & Government	1	0	100	0
Total:	1	1	50	50

## Yle Uutiset's Twitter account

	Number of Women	Number of Men	% Women	% Men
People in the news				
Main Story Topics:				
Celebrity, Arts & Sport	0	0		
Social & Legal	0	1	0	100
Crime & Violence	0	0		
Science & Health	0	0		
Economy	0	0		
Politics & Government	0	1	0	100
In photo or video	0	1	0	100
Total:	0	2	0	100
Journalists				
Main Story Topics:				
Celebrity, Arts & Sport	0	0		
Social & Legal	1	6	14	86
Crime & Violence	0	0		
Science & Health	0	3	0	100
Economy	1	0	100	0
Politics & Government	2	1	67	33
Total:	4	10	29	71

## All Twitter news sources

	Number of Women	Number of Men	% Women	% Men
People in the news				
Main Story Topics:				
Celebrity, Arts & Sport	0	15	0	100
Social & Legal	0	2	0	100
Crime & Violence	2	6	25	75
Science & Health	0	1	0	100
Economy	2	1	67	33
Politics & Government	0	7	0	100
Other Stories	1	0	100	0
In photo or video	0	16	0	100
Total:	5	32	14	86
Journalists				
Main Story Topics:				
Celebrity, Arts & Sport	5	7	42	58
Social & Legal	3	11	21	79
Crime & Violence	3	1	75	25
Science & Health	2	4	33	67
Economy	5	1	83	17
Politics & Government	3	3	50	50
Total:	21	27	44	56

As we can see, Twitter news sources as a medium had 14% women and 86% men in their stories (5 women and 32 men). The situation was most uneven at @yleutiset, @MTVUutiset, @Kaleva and @iltasanomat with 0 women, but since the amount of men was also relatively small (20 in these four in total), the numbers shouldn't be interpreted as an enormous gender equality issue. Although, one cannot deny that there is a clear trend in which gender is seen and spoken about in news media tweets.

Among the journalists the situation was much more even, with 44% women and 56% men.

A closer analysis of story topics will be given in the conclusions-chapter.

## SUMMARY AND CONCLUSIONS FINLAND

### The proportions of women and men in each medium type

The television material consisted of 75 news subjects, of which 17 were women: 23%. Out of these women 3 were given a family role, while no men were given a family role. In HS-uutiset the number of women was 0, and in Seitsemän Uutiset it was 7, that was 29%. The three stories HS-uutiset cast had 3 persons appearing only.

The radio material consisted of 58 news subjects, of which 21 were women: 36%. Out of these women none were given a family role, while 1 man was given a family role. In Ilta-Sanomien Uutiset and in MTV Uutiset the number of women was 0, and in Yle Uutiset the number was 8, that was 42%. In the Aktuellit 17 the number of women was 13: 41%. Ilta-Sanomien Uutiset consisted of three stories only, MTV Uutiset of five.

The newspaper material consisted of 259 news subjects, of which 76 were women: 29%. Out of these women 12 were given a family role, while 6 out of the 183 men were given a family role. In Demokraatti the number of women was 2, that was 13%. In Turun Sanomat the number of women was 11, that was 50%. In Helsingin Sanomat the number of women was 20, and the percentage 43%.

The four web pages of news media consisted of 152 news subjects, of which 40 were women: 26%. Out of these women 7 were given a family role, while 9 men were given a family role. On iltalehti.fi the number of women was 9, that was 22%. On hs.fi the number of women was 15, that was 31%.

The seven Twitter accounts consisted of 37 news subjects, of which 5 were women: 14%. The @yleutiset, @MTVUutiset, @Kaleva, and @iltasanomat the number of women was 0. Out of the 5 women in the material 3 were found in the @iltalehti material—two of which under the story topic of Crime & violence, one of which under the story topic of Economy. The other two women were found in @aamulehti and @hblwebb—under the topics of Other stories and Economy.

### Results: Out of 581 news subjects 159 were women

The number of news subjects coded in the Finnish GMMP 2015 was 581. 159 of these were women, and 422 were men. The percentage of women is 27.3%. If we look at the numbers of women on a percentage basis as whole numbers from 2000 to 2015, we can see the following percentages: 23%, 29%, 32%, and 27%. The 2015 percentage is five percentage points lower than in 2010, and two percentage points lower than in 2005.

The Twitter accounts were part of the GMMP for the first time this year. Twitter accounts did not make women's access into media any easier—on the contrary: On the monitoring day out of the 37 Twitter account news subjects only 5 were women. If the low percentage of women in the tweets is subtracted from the numbers, there are 544 news subjects out of which 154 were women—that gives 28% women, a percentage still lower than those of 2010 and 2005.

Women appeared proportionally most as news subjects in stories categorized as Crime & violence, and Science & health. Men dominated most in the Politics & government category.

Men appeared more than women in all categories.

Proportionally many women had the function of Popular opinion and Personal experience. Men dominated in functioning as Spokespersons, Experts and Eye witnesses. Women appeared proportionally often in the occupational categories of Education/health, Activist, and as representing Non-Governmental Organizations (NGOs). Men were proportionally most frequent in the function categories of Sports, Celebrity, Business/law, and as Politicians and as Government employees.

A family role was given to 38 news subjects, to 22 women and to 16 men. Those given family roles consisted of 58% women and 42% men.

Those directly quoted were 253 news subjects. The directly quoted were 68 women and 185 men, which is 27% women. Those photographed or videoed are 142 news subjects. The photographed or videoed consist of 34 women and 108 men, which is 24% women.

Before presenting any final percentages and drawing any conclusions, a little must be told about the news agenda of the Monitoring Day.

## **Conclusions<sup>32</sup>**

The main story of March 25<sup>th</sup> was the Germanwings plane crash in the French Alps. The crash actually took place the day before, on March 24<sup>th</sup>, but the story clearly dominated the news agenda on March 25<sup>th</sup> as well, with different newspapers and newscasts having multiple stories on the subject. Usually the people seen and heard in these stories were men—male managers of Germanwings and Lufthansa, male experts on aviation and male pilots.

Also the other major stories of the day were man-dominated. The Finnish (male) president Sauli Niinistö announced that he wasn't going to participate in the Russian Victory Day Parade in Moscow, a male Finnish mountain climber died on mountain Annapurna in Nepal and a young man went missing in the city of Turku. The stories about the mountain climber, president Sauli Niinistö and the Victory Day Parade in Moscow, and the story about the missing man from Turku didn't appear in the newspapers of the 25<sup>th</sup>, since they took place on the Monitoring Day. The upcoming general elections were also a big part of the news agenda, and since all but one of the major parties in Finland have men as chairmen, these pieces of news also tended to be man-dominated.

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<sup>32</sup> Bäck, Mira and Tuominen, Emma (2015): The Global Media Monitoring Project 2015. An overview of the results of Finland. Report for the Ministry of Social Affairs and Health.

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

### Subjects in Total

	Number of Women	Number of Men	% Women	% Men
All mediums	159	422	27	73

### Main Story Topics

	Number of Women	Number of Men	% Women	% Men
Celebrity, Arts & Sport	0	24	0	100
Social & Legal	61	154	28	72
Crime & Violence	14	35	29	71
Science & Health	7	18	28	72
Economy	27	57	32	68
Politics & Government	47	134	26	74
Other Stories	1	0	100	0

## Function in Story

	Number of Women	Number of Men	% Women	% Men
Do not know	1	8	11	89
Popular Opinion	7	9	44	56
Personal Experience	19	30	39	61
Eye Witness	0	7	0	100
Subject	75	154	33	67
Expert	13	63	17	83
Spokesperson	39	118	25	75
Other	0	1	0	100

## Occupation

	Number of Women	Number of Men	% Women	% Men
Not stated	23	41	36	64
Celebrity	4	8	33	67
Education, health	15	7	68	32
Activist, NGO	7	12	37	63
Government employee	12	39	24	76
Sports	0	11	0	100
Business/law	12	44	21	79
Politician	35	124	22	78

## Family Role, Quoted, Photographed

	Number of Women	Number of Men	% Women	% Men
Family role given	22	16	58	42
Directly quoted	68	185	27	73
In photo or video	34	108	24	76

## Journalists according to Story Topics

	Number of Women	Number of Men	% Women	% Men
Celebrity, Arts & Sport	7	15	32	68
Social & Legal	40	60	40	60
Crime & Violence	10	5	67	33
Science & Health	12	6	67	33
Economy	23	41	36	64
Politics & Government	26	49	35	65

The average percentage of women in newspapers, radio and television newscasts, news websites and Twitter news sources on the Media Monitoring Day, March 25<sup>th</sup> 2015, is 27 (see tables above)—that is to say a lower percentage than in previous years (32% in 2010, 29% in 2005). It seems like Finland, unlike all of the monitored countries as a whole, is experiencing a negative trend in equality concerning people seen and heard in the media.

Women were proportionally (compared to men) mostly seen and heard in stories belonging to the categories Economy and Crime & Violence (although men still were more common in all categories), whereas men clearly dominated the Politics & Government and Celebrity, Arts & Sport categories.

Proportionally many women had the function of Popular Opinion or Personal Experience in the news (although men were a little more common in these categories as well), whereas men proportionally dominated the functions of Spokesperson, Expert or Eye Witness.



Women were common in the occupational category of Education/health, to the extent that they outnumbered the men (the only occupational category where they did). Men were most common in the categories of Sports, Celebrity, Business/law, Politician and Government Employee.

Of the people that had had their family role given in the news story, 58% were women and 42% men. A woman mentioned in a news story had a 14% chance to have her family role given, while a man only had a 4% chance—that is, a woman in a news story was over three times more likely to have her family role given than a man.

Of the directly quoted (a person was counted as directly quoted if his or her own words were printed. If the story paraphrased what the person said, it was not counted as a direct quote) people in the news stories 73% were men and 27% women. A woman who appeared in a news story had a 43% chance to be directly quoted, and a man a 44% chance.

Of the people seen in photographs or videos 76% were men and 24% women. A woman who appeared in a news story had a 21% chance to have her picture incorporated, while a man had a 26% chance.

57% of the journalists in newspapers, news websites and Twitter news sources were men, and 43% women. Radio and television newscasts were not included in this calculation (they were, however, included in the table of “Journalists according to Story Topics”), due to the fact that the anchor was counted for each news story he or she presented, thus distorting the percent.

All media were taken in account when calculating the amount of journalists according to story topics. More female than male journalists had to do with stories about Crime & Violence (67%) and Science & Health (67%). The percentages of female journalists were lowest in the topic categories of Celebrity, Arts & Sport (32%), Politics & Government (35%) and Economy (36%).

# Women in Finnish media<sup>33</sup>

According to numbers collected on the Global Media Monitoring Day, March 25<sup>th</sup> 2015

## Subjects in news stories in total

	% Women	% Men
All media	27	73

## Subjects according to medium

	% Women	% Men
Radio newscasts	36	64
Newspapers <sup>34</sup>	29	71
News websites	26	74
Television newscasts	23	77
Twitter news sources	14	86

## Most usual functions of women

	% Women
Subject	49
Spokesperson	25
Personal Experience	12
Expert	8
Popular opinion	5
Do not know	1
Eye witness	0

## Functions in relation to men

	% Women	% Men
Popular Opinion	44	56
Personal Experience	39	61
Subject	33	67
Spokesperson	25	75
Expert	17	83
Do not know	11	89
Eye Witness	0	100
Other	0	100

<sup>33</sup> Gathered by the monitorers Mira Bäck and Emma Tuominen 2015.

<sup>34</sup> According to [www.whomakesthenews.org](http://www.whomakesthenews.org) the numbers are 30% women and 70% men.

## **ACTIONS IN THE POST-2015 ERA: A five-year plan**

For suggestions on actions which could be undertaken to improve the inclusion of women in the media's news agenda, please see the regional European report of GMMP 2015, and the global report of GMMP 2015 on [www.whomakesthenews.org](http://www.whomakesthenews.org).

## Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, radio and television newscasts, online news sites and twitter feeds to monitor based on the national media density. This was done to ensure global results represented the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology was practiced across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Country teams could opt into the online and twitter news monitoring based on their knowledge of the importance of these channels for news delivery to local audiences.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for managing and processing the monitoring data.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2015*.

## **Annex 2. List of Monitors<sup>35</sup>**

Emma Tuominen

Mira Bäck

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<sup>35</sup> The monitors of the GMMP 2015 were financed by the Ministry of Social Affairs and Health (contact person at the ministry is senior officer Annamari Asikainen), and they worked at the Swedish School of Social Science at the University of Helsinki.

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