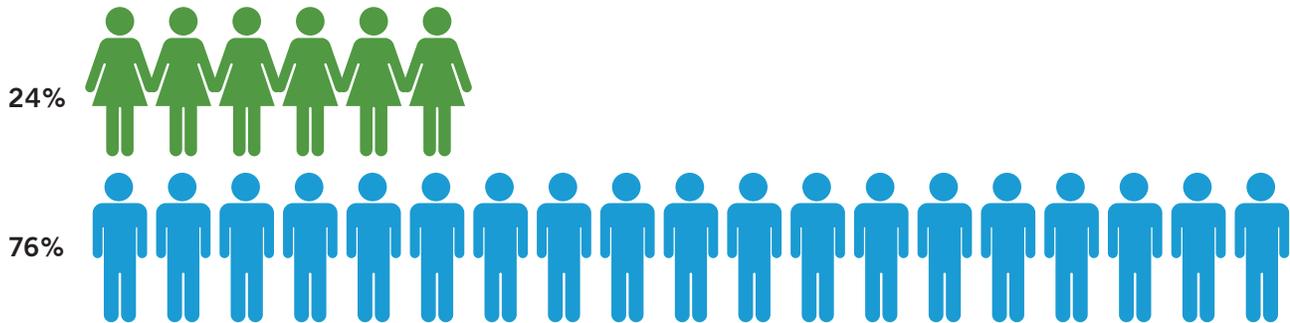


# WHO MAKES THE NEWS?



Only 24% of news subjects (the people in the news) are female



## The Global Media Monitoring Project

The Global Media Monitoring Project (GMMP) maps the representation of women and men in news media worldwide. GMMP research has been carried out in 5 year cycles since 1995 and relies on the voluntary efforts of hundreds of individuals and organizations, including grassroots communication groups, media professionals and university researchers.

The 1995, 2000 and 2005 studies revealed that women are grossly underrepresented in news coverage in contrast to men. The

outcome of underrepresentation is an imbalanced picture of the world, one in which women are largely absent. The studies equally showed a paucity of women's voices in news media content in contrast to men's perspectives, resulting in news that presents a male-centred view of the world.

On 10 November 2009, 1,281 newspapers, television and radio stations were monitored in 108 countries for the fourth GMMP. The research covered 16,734 news items, 20,769

news personnel (announcers, presenters and reporters), and 35,543 total news subjects.

Internet news monitoring was introduced on a pilot basis for the first time in the GMMP. 76 national news websites in 16 countries and 8 international news websites containing 1,061 news items, 2,710 news subjects and 1,044 news personnel were studied.

The following summary outlines key findings of the full report which can be found at [www.whomakesthenews.org](http://www.whomakesthenews.org)

## Global Media Monitoring Project 2010

For the full report go to: [www.whomakesthenews.org](http://www.whomakesthenews.org)



## News Subjects

■ Only 24% of the people heard or read about in print, radio and television news are female. In contrast, 76% - more than 3 out of 4 – of the people in the news are male.

This is a significant improvement from 1995 when only 17% of the people in the news were women. However, despite a slow but overall steady increase in women's presence in the news over the past 10 years, the world depicted in the news remains predominantly male. This picture is incongruent with a reality in which at least one half of the world's population is female.

■ News continue to portray a world in which men outnumber women in almost all occupational categories, the highest disparity being in the professions.

The proportion of female news subjects identified, represented or portrayed as workers or professionals over the past 10 years has risen in some occupational categories. The gap however remains high especially in the professions as depicted in the news. Further, out of 25 occupational categories, women outnumber men in only 2: news subjects presented as homemakers (72%) and those presented as students (54%). The picture seen through the news becomes one of a world where women are virtually invisible as active participants in work outside the home.

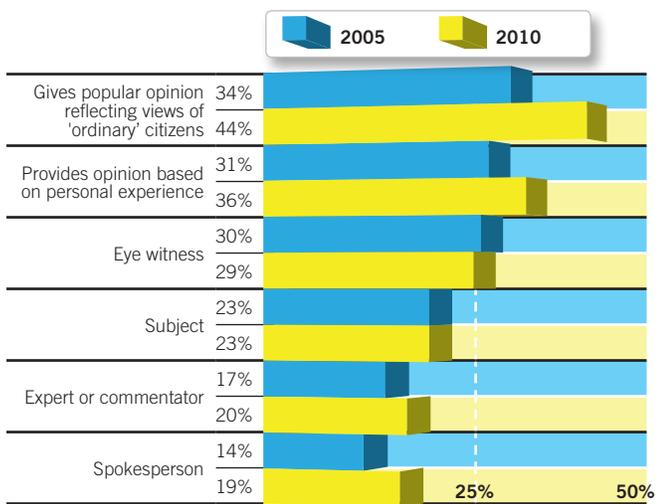
■ As persons interviewed or heard in the news, women remain lodged in the 'ordinary' people categories, in contrast to men who continue to predominate in the 'expert' categories.

Women are inching closer to parity as people providing popular opinion in the news, at 44% of persons interviewed in the news in this capacity compared to 34% in 2005. Despite the gains, only 19% of spokespersons and 20% of experts are women. In contrast, 81% of spokespersons and 80% of experts in the news are male.

■ 18% of female news subjects are portrayed as victims in comparison to 8% of male subjects. In contrast, women are now twice as likely to be portrayed as survivors than men.

While the gap between the percentage of women and the percentage of men depicted as victims remains large, it has been narrowing gradually since 1995. Remarkably, in 2010, 6% of females in contrast to 3% of males are portrayed as survivors. This is a reversal of the situation in 2005 when 4% of females compared to 8% of males were portrayed as survivors.

Functions of female news subjects: 2005-2010.



## Reporters & Presenters

■ For stories reported on television, radio and newspapers, the percentage of those by female reporters is exactly similar to that registered in 2005, that is 37%.

The percentage of stories by female reporters across all three mediums combined rose until 2005. The statistics for radio are noteworthy for the sharp rise between 2000 and 2005 (from 27% to 45% of stories reported by women), followed by a dramatic 8 percentage point drop 5 years later. The negative change on radio between 2005 and 2010 accounts for the stagnation in the overall average statistic found in 2010.

■ 52% of stories on television and 45% of those on radio are presented by women.

The average total number of stories on television and radio presented by women is 49%, less than half of the total number of stories on both mediums combined, a 4 percentage point drop since 2005 and lower than in 1995 when the statistic was 51%.

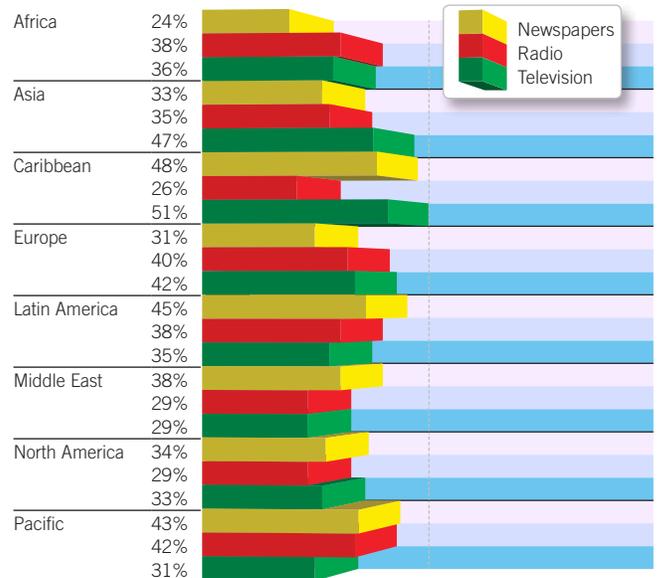
■ Since the year 2000 the percentage of stories reported by women compared to those reported by men has increased in all major topics except 'science/health'. Nonetheless, stories by male reporters continue to exceed those by female reporters in all topics.

The changes range from 3 to 11 percentage points, the highest increase being in stories on 'celebrity/arts'. Men report 67% of stories on politics/government, 65% of stories on crime/violence and 60% of stories on the economy. The percentage of stories on science/health reported by women declined sharply between 2000 and 2005 from 46% to 38%, a decline that was followed by an increase to 44% in 2010 that nevertheless has not been sufficient to bring the proportion back up to the level noted a decade ago.

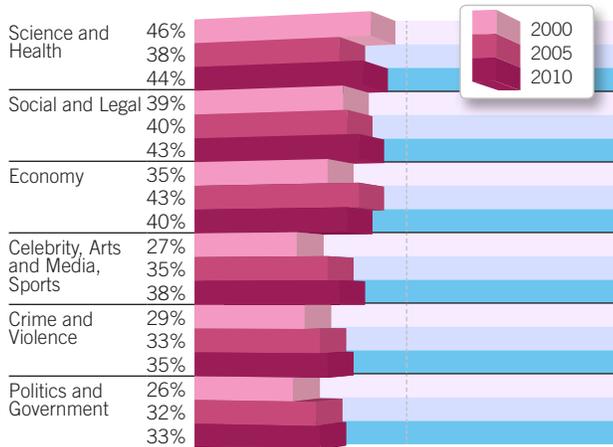
■ Stories by female reporters contain more female news subjects than stories by male reporters.

This trend has persisted over the past 10 years. In 2000, 24% of news subjects in stories by female reporters were female, in contrast to only 18% in stories by male reporters. Currently, the statistics stand at 28% and 22% respectively.

Stories by female reporters, by region, by medium: 2010.



### Stories by female reporters, by major topics: 2000-2010



*“Fair gender portrayal is a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty.”*

Aidan White, General Secretary of the International Federation of Journalists in *Getting the Balance right: Gender Equality in Journalism*. IFJ. 2009

## News Content

### ■ 13% of all stories focus specifically on women.

This is a statistically significant change from the 10% found in the 2005 research. In the major topic ‘politics/government’ women are now central in 13% of stories compared to 8% in 2005; in ‘science/health’ it went from 6% in 2005 to 16% in 2010; and in stories on ‘economy’ from 3% to 11%.

### ■ Only 6% of stories highlight issues of gender equality or inequality.

The major topics ‘science/health’ and ‘social/legal’ contain higher proportions of stories that highlight (in)equality issues, than topics in which women have historically been marginalized, namely those on politics and the economy. The latter are topics that dominate the news agenda.

### ■ 46% of stories reinforce gender stereotypes, almost eight times higher than stories that challenge such stereotypes (6%).

Over 50% of stories on ‘crime’ reinforce stereotypes, followed closely by celebrity and political stories.

Of all the topics, ‘social/legal’ stories most often challenge stereotypes than stories on any other topic.

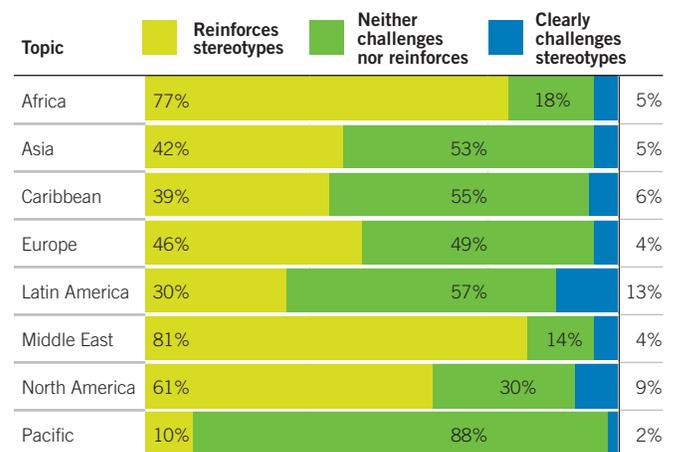
### ■ Stories by female reporters are visibly more likely to challenge stereotypes than those filed by male reporters and are also less likely to reinforce stereotypes than those reported by men.

7% of stories reported by women challenge stereotypes, in contrast to 4% of stories by male reporters. 35% of stories by female reporters reinforce stereotypes compared to 42% of stories reported by men. These statistics evidence sex disparity in reporting patterns on this indicator.

### ■ Only 10% of stories quote or refer to relevant local, national, regional or international legal instruments on gender equality and/or human rights.

This finding suggests that numerous stories miss the opportunity to create awareness on instruments enacted to protect human rights, women’s rights or gender equality, supporting an observation by gender and communication groups on the relative invisibility of human/women’s rights in mainstream news content.

### Stories and gender stereotypes, by region: 2010.



## Internet news

### ■ Women comprised only 23% of the news subjects in stories from the 84 news websites monitored.

This finding suggests that the underrepresentation of women in traditional news media has been carried over into the virtual news world.

### ■ 16% of female online news subjects were depicted as victims in contrast to 5% of the male news subjects.

### ■ Only 36% of the news stories in the sample were reported by women, compared to 64% of stories by men.

### ■ 42% of the online news stories were found to reinforce gender stereotypes, only 4% challenged them, and the majority 54% neither reinforced nor challenged stereotypes.

Overall, the differences, some of which are statistically significant, point to a conclusion that Internet news is a format in which gender biases become not only more visible but even more concentrated than in the traditional news media.

# Key Findings

	1995		2000		2005		2010	
	%Women	% Men	%Women	% Men	%Women	% Men	%Women	% Men
<b>News subjects</b>								
<b>News Subjects</b>	<b>17</b>	<b>83</b>	<b>18</b>	<b>82</b>	<b>21</b>	<b>79</b>	<b>24</b>	<b>76</b>
<b>Main Story Topics:</b>								
Celebrity, Arts & Sport	24	76	23	77	28	72	26	74
Social & Legal	19	81	21	79	28	72	30	70
Crime & Violence	21	79	18	82	22	78	24	76
Science & Health	27	73	21	79	22	78	32	68
Economy	10	90	18	82	20	80	20	80
Politics & Government	7	93	12	88	14	86	19	81
<b>Function in Story:</b>								
Popular Opinion					34	66	44	56
Personal Experience					31	69	36	64
Eye Witness					30	70	29	71
Subject	N/A	N/A	N/A	N/A	23	77	23	77
Expert					17	83	20	80
Spokesperson					14	86	19	81
<b>Occupation:</b>								
No stated occupation			44	56	42	58	41	59
Celebrity			45	55	42	58	41	59
Education, health			24	76	27	73	31	69
Activist, NGO			24	76	23	77	34	66
Government employee	N/A	N/A	12	88	17	83	17	83
Sports			9	91	16	84	11	89
Business/law			11	89	14	86	16	84
Politician			10	90	12	88	17	83
% Portrayed as Victim	29	10	19	7	19	8	18	8
% Identified by Family Status	N/A	N/A	21	4	17	5	18	5
% In Newspaper Photographs	N/A	N/A	25	11	23	16	26	17
<b>Reporting and Presenting the News</b>								
<b>% Stories presented on TV and Radio</b>	<b>51</b>	<b>49</b>	<b>49</b>	<b>51</b>	<b>53</b>	<b>47</b>	<b>49</b>	<b>51</b>
<b>% of Stories reported - TV, Radio and Newspapers</b>	<b>28</b>	<b>72</b>	<b>31</b>	<b>69</b>	<b>37</b>	<b>63</b>	<b>37</b>	<b>63</b>
<b>% Stories reported - Main Story Topic:</b>								
Celebrity, Arts & Sport			27	73	35	65	38	62
Social & Legal			39	61	40	60	43	57
Crime & Violence			29	71	33	67	35	65
Science & Health	N/A	N/A	46	54	38	62	44	56
Economy			35	65	43	57	40	60
Politics & Government			26	74	32	68	33	67
% of Female News Subjects by sex of reporter	N/A	N/A	24	18	25	20	28	22
<b>News Content</b>								
<b>% Stories with Women as a Central Focus</b>	<b>N/A</b>		<b>10</b>		<b>10</b>		<b>13</b>	
Celebrity, Arts & Sport			16		17		16	
Social & Legal			19		17		17	
Crime & Violence			10		16		16	
Politics & Government	N/A		7		8		13	
Science & Health			11		6		16	
Economy			4		3		11	
% Stories that Challenge Gender Stereotypes	N/A		N/A		3		6	
% Stories that Reinforce Gender Stereotypes	N/A		N/A		6		46*	
% Stories that Highlight Gender (In)Equality	N/A		N/A		4		6	
% Stories that mention gender equality policies or human and women's rights legal instruments	N/A		N/A		N/A		10	

\* The marked difference between the 2005 and 2010 finding is the result of increased precision and clarity on this question in the 2010 methodology.

## Who makes the news in cyberspace?\*

<b>% Females in Main Story Topics</b>	<b>23</b>	<b>% Stories Reported by Women</b>	<b>36</b>	<b>% In Photographs and Visual Multimedia</b>	
Celebrity, Arts & Sport	27	Celebrity, Arts & Sport	25	Females	26
Social & Legal	32	Social & Legal	47	Males	21
Crime & Violence	22	Crime & Violence	31	<b>% Stories that</b>	
Science & Health	33	Science & Health	45	Reinforce gender stereotypes	42
Economy	24	Economy	36	Challenge gender stereotypes	4
Politics & Government	17	Politics & Government	42	Neither reinforce nor challenge stereotypes	54
<b>% Stories in which Women are Central</b>		<b>11</b>			

\* Pilot Internet news monitoring research based on a sample of 8 international and 76 national news websites