

GENDER EQUALITY IN THE MEDIA

Women remain largely invisible in media content and are frequently depicted in stereotypical ways, including in current COVID-19 media coverage.

MEDIASCAN

A tool to monitor gender representation in and by the media. Developed by Tuwindi and Free Press Unlimited.

MEDIASCAN

Monitoring the content of media on gender representation and portrayal is a crucial first step to address the visibility of women in media. Data on gender representation in media is systematically collected through the online platform Mediascan. Editors and decision-makers in the newsrooms get objective data, have a better understanding and increased awareness of their own performance in this area, and are encouraged to establish gender-sensitive editorial policies and practices to address the imbalances. The Mediascan platform is easily accessible, adaptable, and replicable in diverse contexts.

“Commitment by the global stakeholders and recognising the role of the media in promoting gender equality is crucial.”

- Larissa Buschmann, Programme Coordinator Gender & Media, Free Press Unlimited -

GENDER BIAS & STEREOTYPES



WOMEN MAKE THE NEWS

8 MARCH - 8 APRIL



46% OF NEWS STORIES REINFORCE GENDER STEREOTYPES.



United Nations Educational, Scientific and Cultural Organization

% OF PEOPLE PORTRAYED AS VICTIMS
FEMALE **18%** MALE **8%**

- Global Media Monitoring Project (GMMP) 2015



Photo of woman monitoring media and using the Mediascan platform. © Aditya Dahal, Freedom Forum/Free Press Unlimited