

CSW 68 Side Event “Catalysts for change: Breaking down gender stereotypes in media and advertising”

Gender in the news media Patterns and trends since 1995

Sarah Macharia. 11 March 2024



GMMP

Global Media
Monitoring Project
1995-2020



The Data

163
COUNTRIES
6 EDITIONS

71 countries
89 indicators
15530 stories

200



114 countries
91 Indicators
22136 stories

202



76 countries
46 Indicators
12893 stories

199

5

201

5

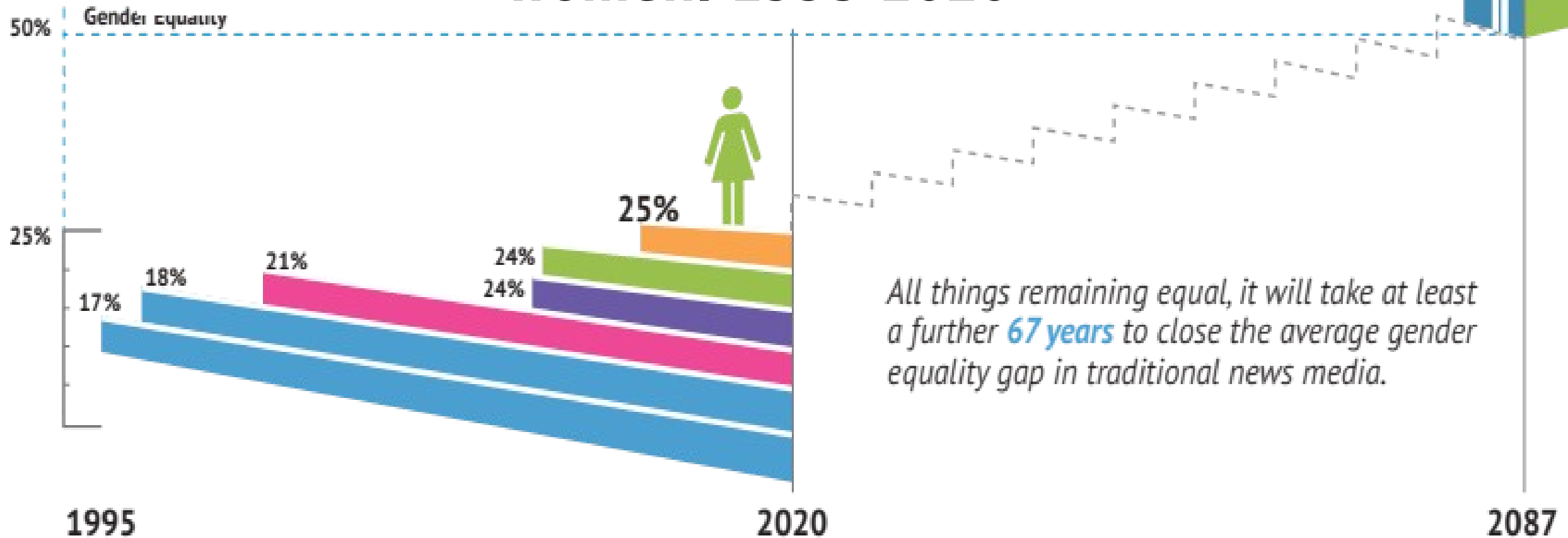
116 countries
110 Indicators
30172 stories

202

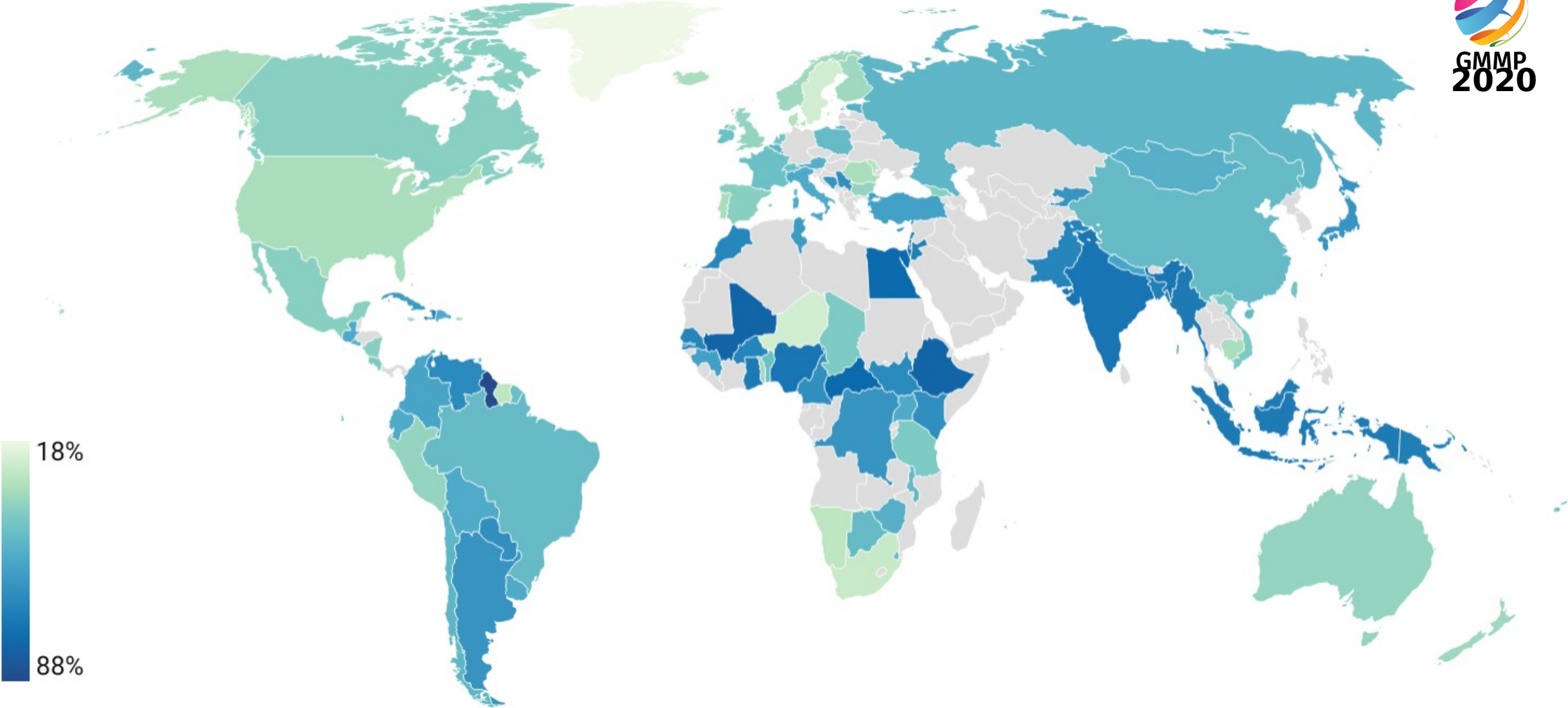
5



News subjects and sources in newspapers, radio and television newscasts. Percent women. 1995-2020

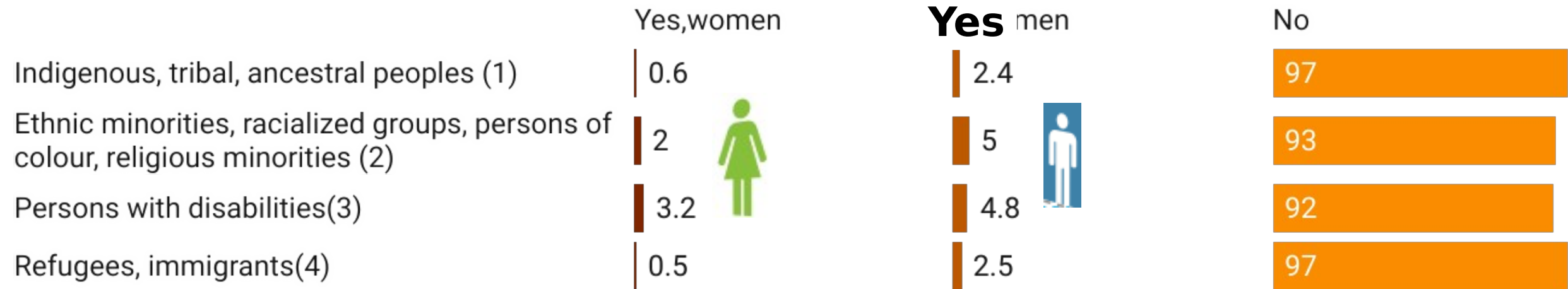


Gender Gap: News Subjects & Sources



Source: 6th Global Media Monitoring Project • Created with Datawrapper

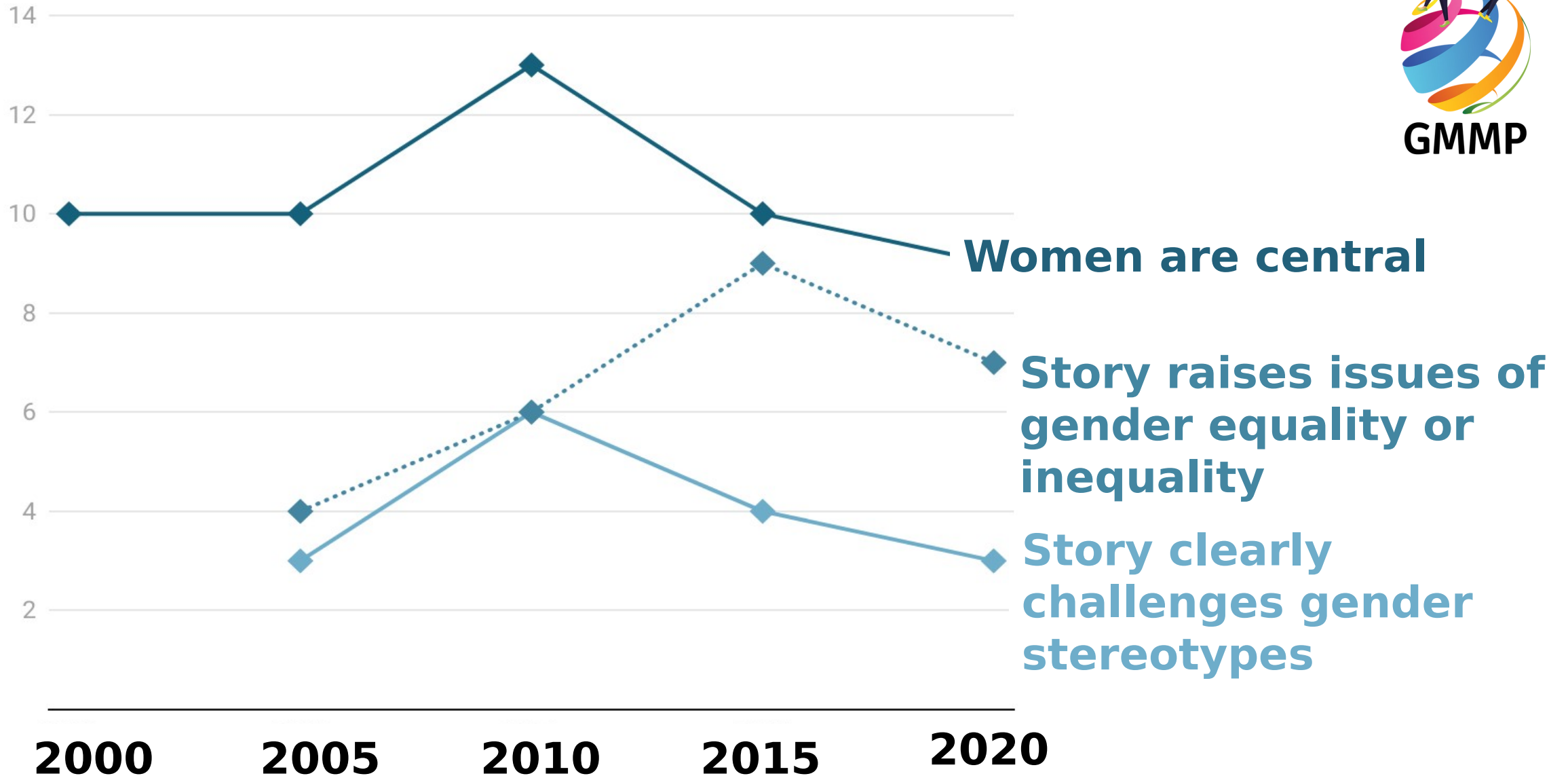
Subjects and sources from minority and marginalized groups



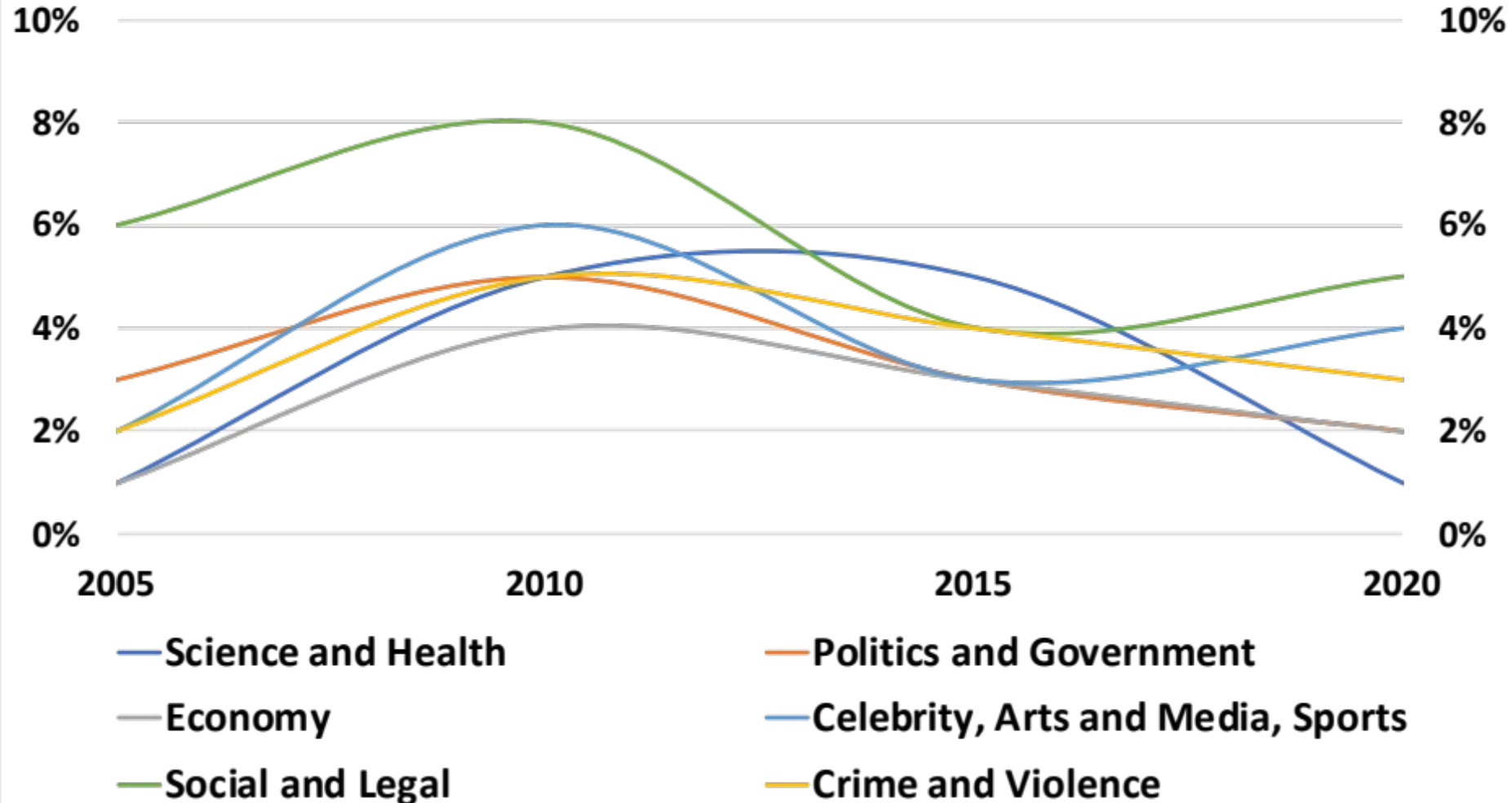
Notes (1) Coded in Argentina, Bolivia, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Mexico, Nicaragua, Paraguay, Uruguay and Venezuela. (2) Coded in England, Ireland, Malta, Netherlands, Niger, Romania, Scotland, Serbia and Wales. (3) Coded in Cambodia, Portugal, Turkey and the USA. In perspective:

Source: Global Media Monitoring Project • Created with Datawrapper

Quality of news content from a gender perspective



GMMP 2005-2020: % News stories that clearly challenge gender stereotypes



70-90%

reinforce or do nothing to challenge gender stereotypes

Stories that clearly challenge gender stereotypes

GMMP media monitoring findings, first and most recent snapshot

2005 2020

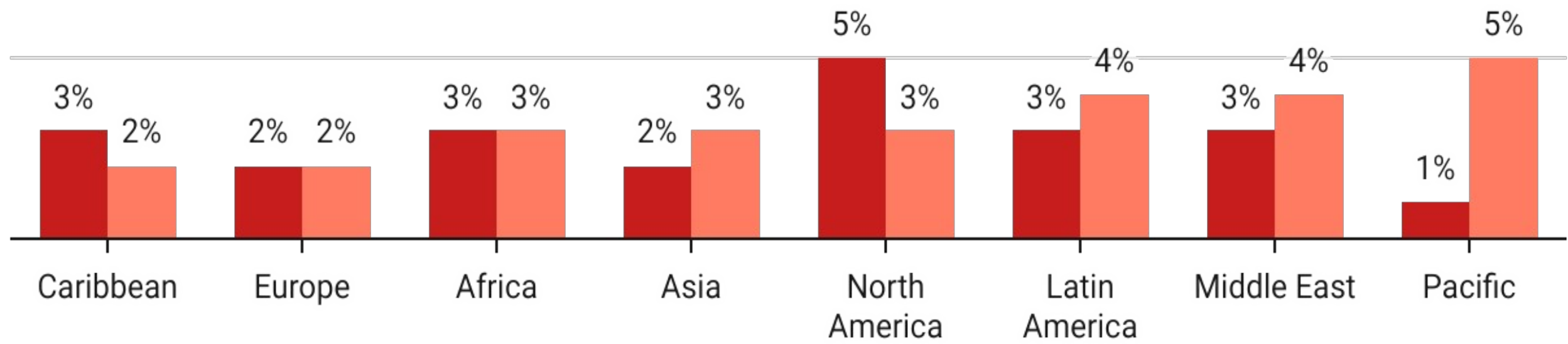


Chart: Sarah Macharia • Source: The Global Media Monitoring Project • Created with Datawrapper



“one of the most far-reaching collective enterprises of the global women’s movement”. – Margaret Gallagher, 2014

Who we are:

- Women’s civil society organisations, gender equality & other CSOs
- Researchers and students in universities and colleges
- Media professional associations and unions

Financing: 70% (Network self-funding), 15% (UN Women), 15% (MDOs)

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