



Equal opportunities of women and men in the media

Results of Global Media Monitoring Project 2020

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*Ruta Pels and Leonid Smulskiy,
Eesti People to People*

GMMP

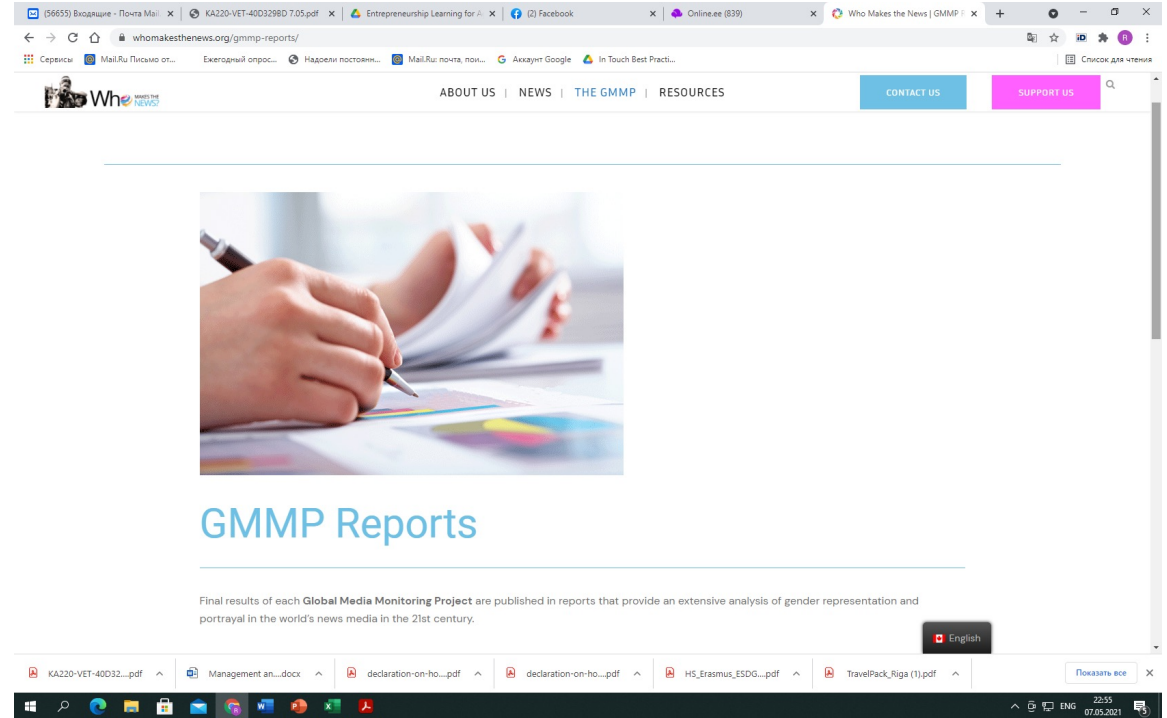
The Global Media Monitoring Project is the largest and longest longitudinal study on the gender in the world's media. It is also the largest advocacy initiative in the world on changing the representation of women in the media.

Every five years since 1995, GMMP research has taken the pulse of selected indicators of gender in the news media, studying women's presence in relation to men, gender bias and stereotyping in news media content. The fifth research in the series was conducted in 2020 by hundreds of volunteers in 180 countries around the world.



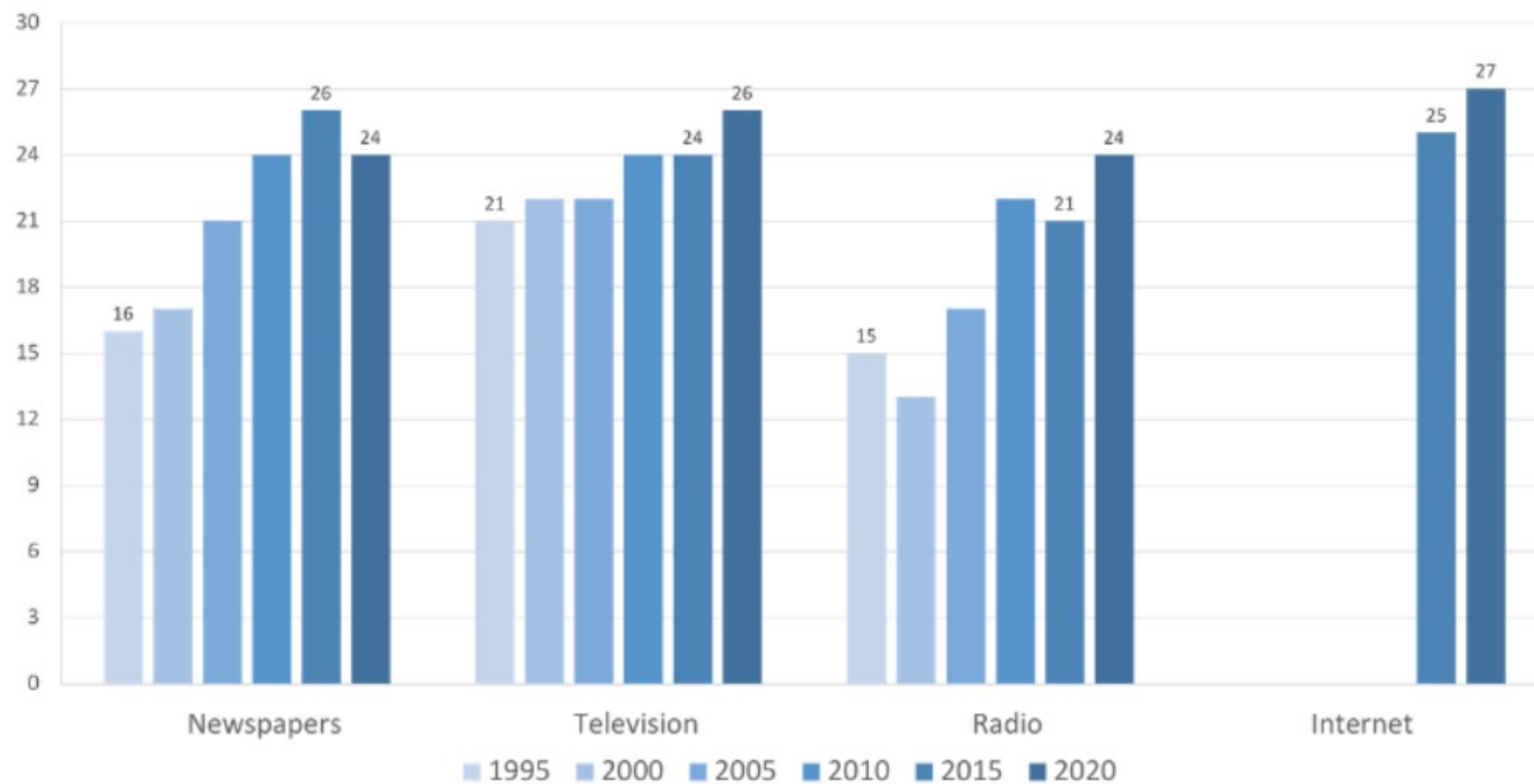
<https://whomakesthenews.org/>

- The GMMP showed that news paints a picture of a world in which women are virtually invisible. Women are dramatically under-represented in the news.
- **Only 24% of news subjects – the people who are interviewed, or whom the news is about – are female.**





News subjects & sources % women. 1995-2020



* GMMP 2020 Preliminary results. March 4, 2021



A comparison of Global Media Monitoring Project research in 1995, 2000, 2005, 2010, 2015 and 2020 revealed that change in the gender dimensions of news media has been small and slow across the 25-year period.

<https://www.facebook.com/Global.Media.Monitoring.Project>



“In journalism gender equality means fair gender portrayal in the news, the use of neutral and non-gender specific language, and women not being pigeonholed as ‘lifestyle’ or ‘soft’ news reporters.”

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International
Federation of
Journalists

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**EQUAL REPRESENTATION
IN THE NEWS IS A MATTER OF
JOURNALISTIC ETHICS AND
PROFESSIONALISM.**

WHOMAKESTHENEWS.ORG

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**GENDER
EQUALITY**



**Achieve gender
equality and
empower all women
and girls.**

Eesti People to People

ptpest@hot.ee