

4th Annual Report by The National Observatory On Violence against Women_ Executive Report

In 2009 and 2010 the Government Office for Gender-Based Violence carried out two online opinion polls regarding the way the media handles gender-based violence. The analysis of the results of both polls was complemented by more than 900 interviews with media professionals on the same subject, and was drafted with the collaboration of the sociologist Fernando González Hermosilla. The aim of these surveys was to reveal the points of view both of those who actively transmit the news (media professionals) and of those who are passive recipients of them (the general, non-professional public).

Key information on trends and challenges on women and the media:

On pages 18-44, the report includes a specific chapter to surveys on the way gender-based violence is handled in the media (November 2009/November 2010).

Key stakeholders mentioned:

media industry

Bibliographic Citation:

Executive report at web page:

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Format: pdf; 44 p.

Related title/resource:

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Metadata

TYPE: Policy / Legislation

CREATOR/AUTHOR: Delegación de Gobierno para la Violencia de Género (Goverment Delegation on Violence against

Women)

CONTRIBUTOR: National Observatory on Violence against Women

PUBLISHER: Madrid: Ministerio de Sanidad, Servicios Sociales e Igualdad

IDENTIFIER: NIPO: 680-12-031-0

RIGHTS: © Ministerio de Sanidad, Servicios Sociales e Igualdad

LANGUAGE: English

COVERAGE: Spain

KEYWORDS: media

professionals , representation