

Women and the Media: methods, tools and good practices - Monitoring



Women and the Media
methods, tools and good practices

MONITORING

Monitoring is an instrument that is used for observing, checking or testing continuous records of a process or quality. In monitoring also included the ongoing analysis of progress towards a targeted goal, with the purpose of improving management. Decision-making Monitoring is a tool and tool development. This document provides details of the 112 methods and tools collected for the survey.



Figure 1. Breakdown of methods and tools by category

Methods and tools monitoring participation or inclusion of women in expression and/or through the media include:

- Addition of women experts in various fields for the world news or professional, when specific expertise is needed;
- Inclusion of other online gender specialists;
- The train-and-act-on guidelines tools on empowerment content;
- Monitoring by user groups reflecting the degree of their representation of men and women by regularly holding listening to in working media outlets.

Subordinate gathering involves a series of monitoring women's access to expression on news, NGOs and women's associations, followed by professional discussions led by the national gender machinery.



Figure 2. Inclusion of women in expression and/or through the media

Methods and tools monitoring participation and access of women to decision-making in the media include:

- Use cases of women-media experts (journalists);
- Involvement of experts and contributors of professionals sharing knowledge on the position of women in the media;
- Virtual task groups monitoring the presence of women in decision-making in the media;
- Database on women in decision-making in the media;
- An open for women in decision-making in the media;
- Equivalency tools based on the gender of women and their decision-making in media organizations;
- Advisory tool on gender equality in media organizations.

Professional associations contribute with a collection of monitoring tools, including methods and tools in the specific area they are followed by media companies and women's associations and NGOs.



Figure 3. Tools that promote inclusion monitoring women access to decision-making in media organizations

The particular of the use of monitoring tools demonstrate the main media age groups, including the usage of getting a real picture of gender equality and holding of professional media. Monitoring a better media include attention to the inclusion of women working in the media, promoting women's access to the media, diversity in working in the profession systems, increasing the representation of women in decision-making that currently monitoring is focused on media content, increasing both on awareness and holding guidelines that deal in access to women in the media industry, such as gender equality, and online gender inclusion on its diversity more used by women in the media.

GENDER MONITORING OF ACCESS OF WOMEN TO EXPRESSION AND DECISION-MAKING TOOLS

Practical Outcomes

- A clear definition of the purpose of monitoring;
- A clear definition of users, empowerment and access to decision-making;
- Monitoring tools and/or on organizations;
- Overview list of the being results included;
- A clear defined and systems methodology approach to users;
- Involvement of gender experts and media experts.

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Metadata

