

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

Women and the Media
 methods, tools and good practices
MONITORING

Monitoring is an instrument used to assess the progress of a project or program. It is a continuous process that allows for the identification of problems and the implementation of corrective measures. The purpose of monitoring is to ensure that the project or program is implemented in accordance with the objectives and to provide information on the progress of the project or program. This document provides a guide to the monitoring methods and tools used in the project.

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Figure 1: Distribution of monitoring tools by type

- Monitoring: 40%
- Self-reporting: 30%
- Training: 20%
- Assessment: 10%

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

- Analysis of women's media representation
- Interviews with experts and contributors of professional media
- Focus group discussions on the participation of women in decision-making in the media
- Surveys for women in decision-making in the media
- Expert workshops on the participation of women in decision-making in the media
- Advisory bodies on gender equality in the media

Professional associations can provide data on indicators such as the number of women in decision-making in the media and the number of women in decision-making in the media.



Figure 2: Tools for monitoring participation and access of women to decision-making in the media

- Professional associations: 40%
- Media companies: 30%
- Women's associations and NGOs: 30%

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Subordinate monitoring involves a series of monitoring activities aimed at increasing women's access to expression, media, and women's associations, followed by professional associations led by the national gender equality body.



Figure 3: Subordinate monitoring involves increasing women's access to expression and media

- National gender equality body: 40%
- Professional associations: 30%
- Women's associations and NGOs: 30%

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

Methodology

- A clear definition of the purpose of monitoring
- A clear definition of the indicators and tools to be used
- Monitoring in accordance with the objectives
- Evaluation of the results obtained
- A clear definition of the indicators and tools to be used
- Evaluation of the results obtained

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