

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 111 methods and tools collected for the survey.



Figure 1. Distribution of methods and tools by category

Methods and tools increasing participation or inclusion of women in expression and decision-making through the media include:

- Addition of women experts in various fields for the world news or professional, when specific expertise is needed;
- Presence 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 its working media content.

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



Figure 2. Subordinate gathering involves monitoring government access to expression and through the media

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 coordination or regularity;
- Clarity of the survey results included;
- A clear method and systems methodology approach to users;
- Involvement of gender experts and media experts.

Methods and tools monitor 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;
- Activities groups monitoring the presence of women in decision-making in the media;
- Database or website on decision-making in the media;
- An open for women in decision-making in the media;
- Regular methods tools on the position of women and their decision-making in media organizations;
- Advice on gender equality in media organizations.

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



Figure 3. Subordinate gathering involves monitoring women access to expression through media organizations

The particular of the use of monitoring tools demonstrate the main media organizations are still the stage of getting a clear picture of gender equality and holding of professional media. Monitoring a better online include attention to the participation of women working in the media, generally women's access to the media, drawing attention to the professional systems, including training and participation of women in decision-making that currently monitoring is focused on media content, monitoring both on a wider and broader guidelines that deal in access to women in the media industry, such as content of gender equality and online gender inclusion on its diversity more open for women in the media.

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