Expert database rectifies the gender balance

The article explains the workings and anticipated effect of a new database containing information on experts in Denmark, making it easier to search for experts in all fields and of both genders.

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

A new database on experts in Denmark may help to even out the percentages when it comes to men and women used as sources in the media, as the search for experts of either gender is made easier - at the same time women are becoming more willing to be interviewed.

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