

# Images of women and men in ICT journals in 2002-2003

This study counted the number of pictures of men and women in 6 ICT journals. In total, almost 100 journal issues and more than 3000 images of men and women were analyzed. The study shows that women are well-represented in ICT Advertising but that on the images used in those Advertising 1 out of 9 women are represented in a negative way, defined as "without relevance for the product behind the advertisement", with a sexual or sensual connotation, humiliating for women or associated with violence. It also shows that women are not very well represented in the editorial pages of the journals. Women come into the picture more because of their "decorative" characteristics than because of their technical skills. The study formulates clear recommendations for journal editors and advertisers.

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

The study shows that women are well-represented in ICT Advertising but that on the images used in those Advertising 1 out of 9 women are represented in a negative way, Women are not very well represented in the editorial pages of the journals

## **Key stakeholders mentioned:**

journal editors, advertising agencies

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