

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



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methods, tools and good practices
MONITORING

Monitoring is an instrument to check if objectives, strategies or indicators are being achieved. It is a process or a series of activities that allow for the ongoing analysis of progress towards a targeted goal. Monitoring is a continuous process that allows for the identification of problems and the implementation of corrective measures. This document provides a list of the 10 monitoring methods and tools collected for the survey.

Figure 1: Distribution of monitoring tools by category

Category	Percentage
Monitoring	35%
Self-regulation	25%
Training	20%
Accountability	20%

Figure 2: Methods and tools monitoring participation and access of women to expression in and through the media

- Addition of women experts in various fields for the world news (no professional, when specific expertise is needed)
- Presence of online gender equality content
- The train-and-act or similar tools as empowerment content
- Monitoring by user groups reflecting the degree of equal representation of men and women by regularly holding training in its leading media outlets

Figure 3: Methods and tools monitoring women's access to decision-making in media organisations

- Professional associations
- Media companies
- Women's associations and NGOs

Figure 4: Methods and tools monitoring women's access to expression in and through the media

- Professional associations
- Professional associations
- Women's associations and NGOs

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

Methodic criteria

- A clear definition of the purpose of monitoring
- A clear definition of the scope of expression and access to decision-making
- Monitoring conducted on a regular basis
- Involvement of gender experts and media experts
- Clarity of the reporting results included
- A clear plan and systems to follow up on the results

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Metadata

AREAS: Gender Mainstreaming