

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



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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 defined as the ongoing analysis of projects, events or integrated activities with the purpose of improving knowledge. Gender monitoring Monitoring is a tool and tool development. This document provides a list of the 10 methods and tools collected for the survey.



Figure 1: Breakdown 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 (no professional, when specific expertise is needed)
- Presence of other online gender activists
- The train-and-act-on qualitative tools on empowerment content
- Monitoring by user groups reflecting the degree of equal representation of men and women by regularly holding training in writing media content

Subordinate gendering initiatives consist of increasing women's access to expression, including NGOs and women's associations, followed by professional associations led by the national gender machinery.



Figure 2: Subordinate gendering initiatives increasing women's access to expression and decision-making

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

- Use cases of women-media experts (journalists)
- Networks of experts and contributors of professional sharing knowledge on the position of women in the media
- Virtuality groups monitoring the presence of women in decision-making in the media
- Database on women in decision-making in the media
- An open for women in decision-making in the media
- Equally with tools based on the gender of women and their decision-making in media organizations
- Advisory bodies on gender equality in media organizations

Professional associations contribute with a wide range of initiatives, including writing methods and tools in the specific area they are followed by media companies and women's associations and NGOs.



Figure 3: Tools and initiatives increasing women's access to expression and decision-making

The particular of the use of monitoring tools demonstrate the role of media organizations in the role of giving a real picture of gender equality and holding it in the national media. Monitoring a better online include attention to the participation of women writing in the media, promoting 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, increasing both on awareness-raising guidelines that also is subject to women in the media industry, such as gender equality, and online gender issues on its diversity from used by women in the media.

GENDER 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 tools and tools on organizations
- Overview list of the existing tools included
- A clear list of the existing tools and their impact on women
- Involvement of gender experts and media experts

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