

Snapshot media analysis

26th Experts' Forum

Veronica Collins and Eleonora Esposito



RESEARCH DESIGN

- January 2020 – January 2021
- 2 media outlets in 5 Member States:
 - **Germany**
Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung
 - **Lithuania**
Labas Rytas, Respublika
 - **Croatia**
Večernji, Jutarnji list
 - **Poland**
Rzeczpospolita, Gazeta Wyborcza
 - **Sweden**
Expressen, Aftonbladet

RESEARCH QUESTIONS

Quantitative analysis

- How many mentions of **violence against women?** What is the share of voice?
- How many mentions of **different/overlapping forms** of violence against women (e.g. intimate partner, economic, femicide, cyber violence etc)?
- How many mentions of **laws** (national laws, EU and Istanbul Convention)?

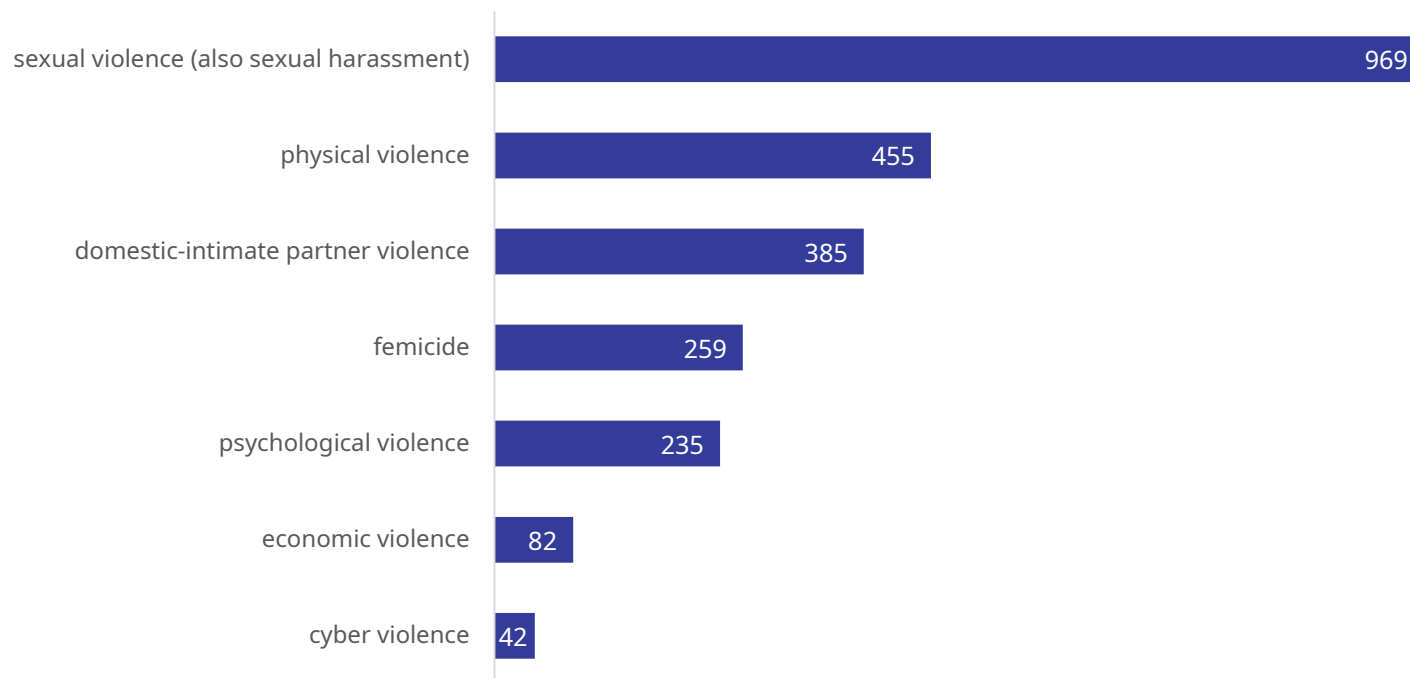
RESEARCH QUESTIONS

Qualitative analysis

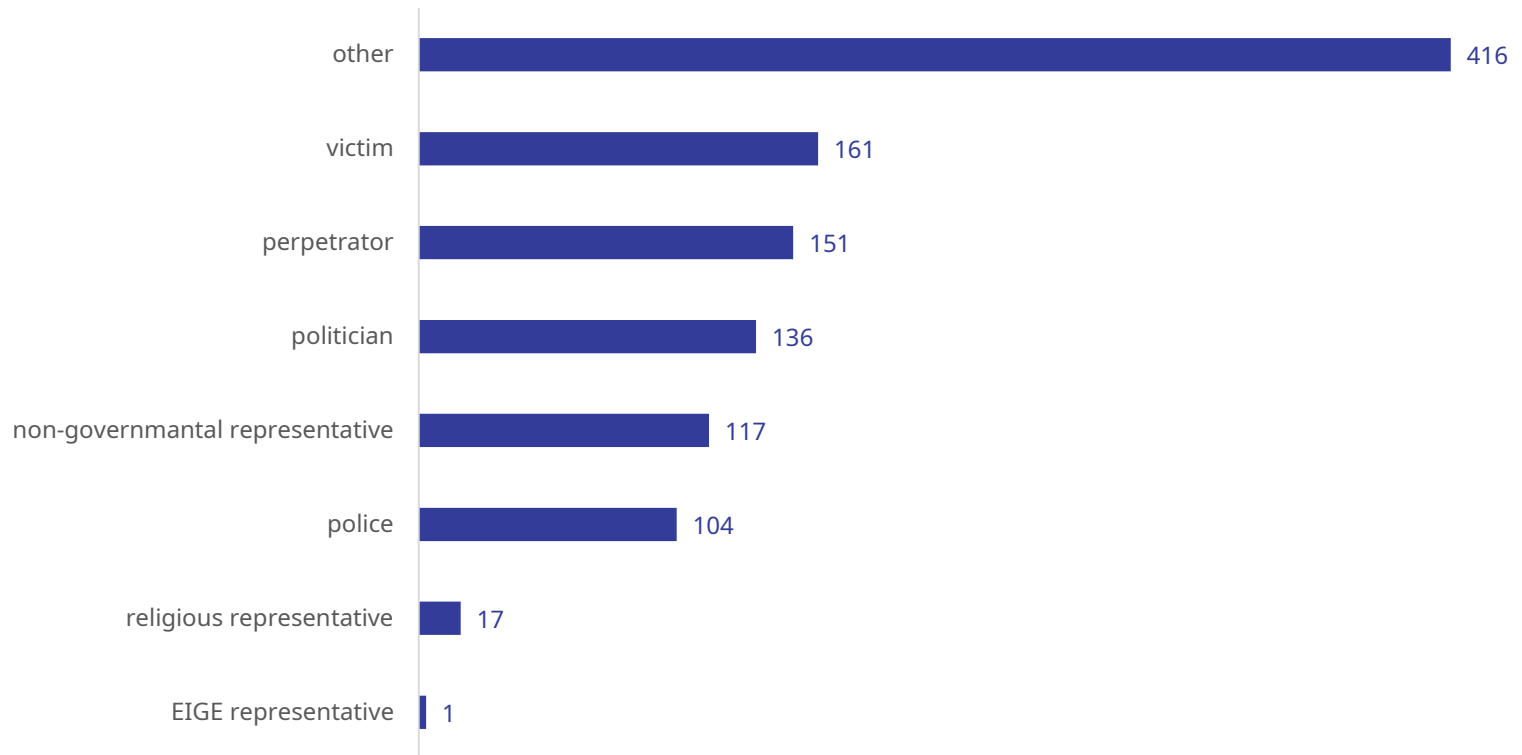
- Which **spokespeople** does the media quote?
- Does the media report on **EIGE's key messages**?
- Is violence against women presented as a **societal problem**? Does the article include statistics or the personal story of a victim?
- What is the tone of the article? Does it condemn violence against women? Is there **victim-blaming**?

FINDINGS: MENTIONS

- 9,500 articles found. 1,435 analysed.
- Sweden and Germany published most (800+).
- Share of voice highest in Lithuania and Poland.



FINDINGS: SPOKESPEOPLE

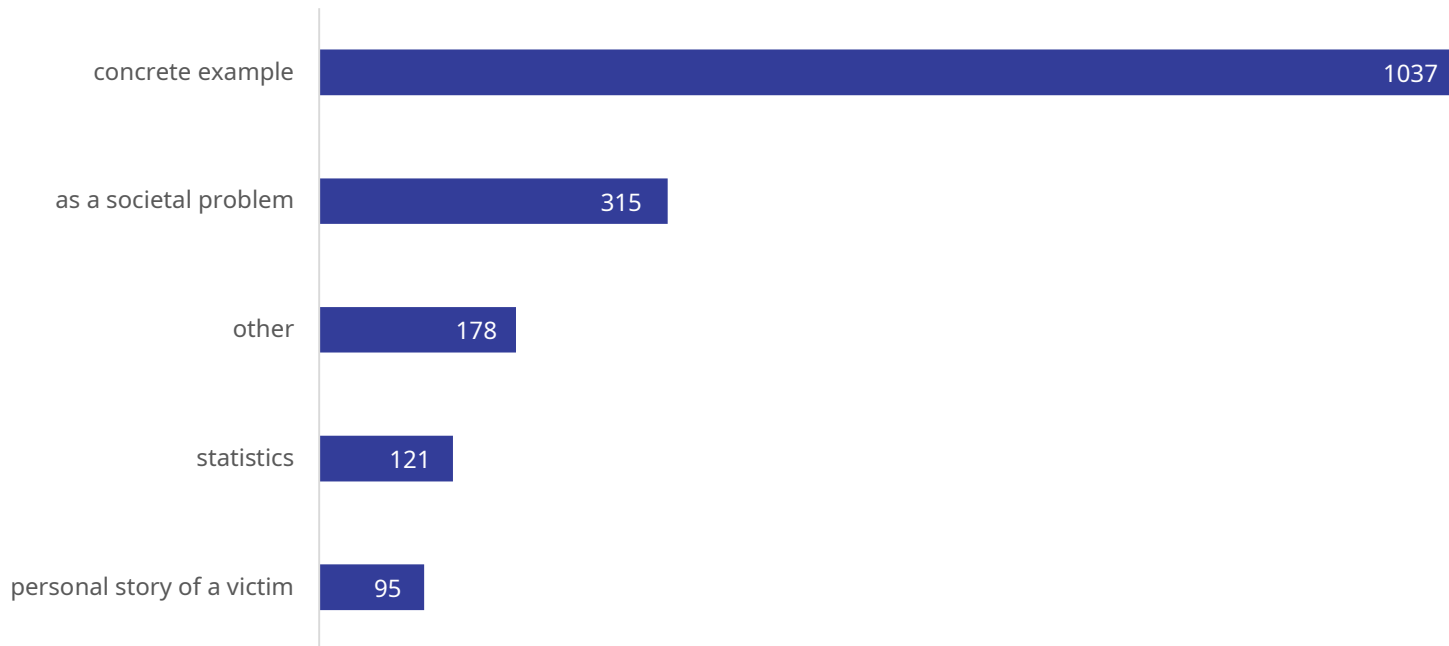


FINDINGS: KEY MESSAGES

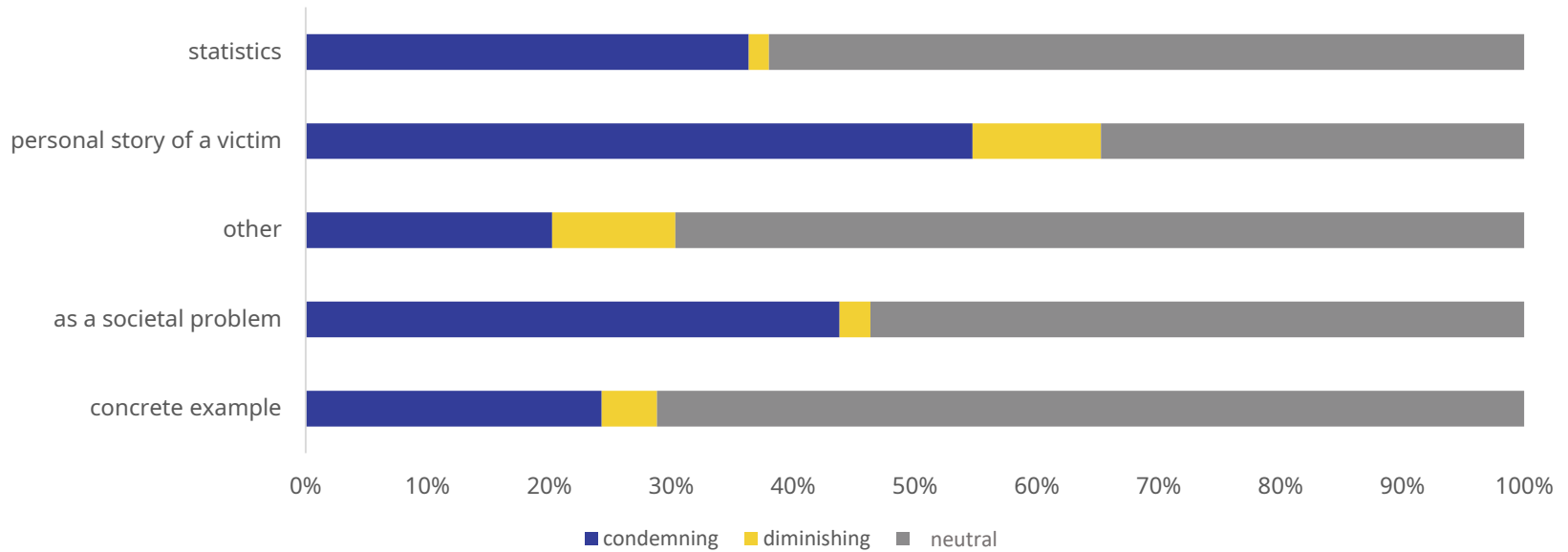
- EIGE's key messages **present in 10 %** of articles analysed.
 1. Violence against women is **not a private matter**. Police, justice and health sectors need to work together to help victims.
 2. Violence against women is **under-reported**.
 3. The **Istanbul Convention** is the gold standard when it comes to protecting women from violence.
 4. **Support services** are under-funded across the EU.
 5. **Data availability** and comparability on violence against women varies across EU countries.

FINDINGS: SOCIETAL ISSUE?

- Violence against women presented as a societal problem in 22 % of articles analysed.
- Highest share in Poland: 42 %.



FINDINGS: TONE



FINDINGS: TONE

*“The man himself, according to the doctor, gave a
"radically different" picture.”*

Sweden

*“Apparently the couple lived in an
emotional rollercoaster relationship.”*

Germany

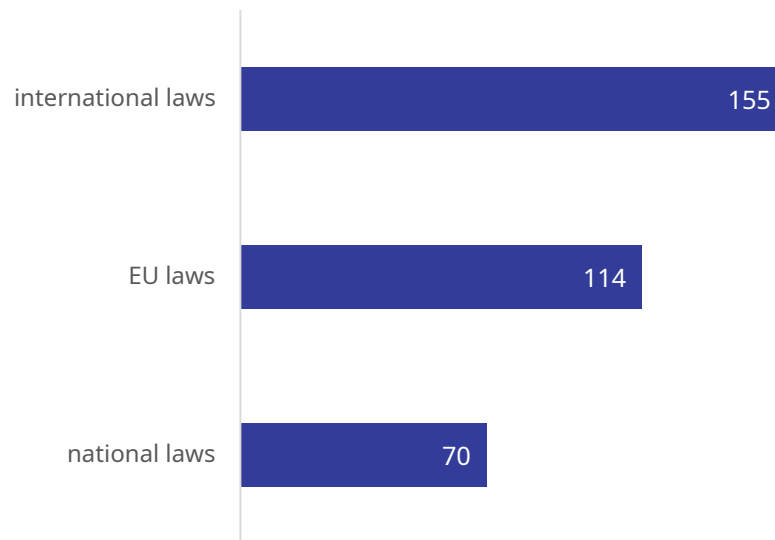
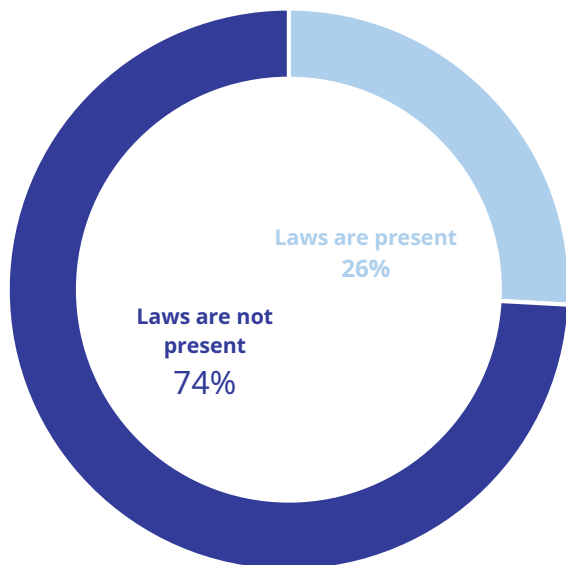
“She knew he was violent.”

Germany

“He doesn't remember because he was drunk.”

Lithuania

FINDINGS: LAWS



FINDINGS: LAWS

- Istanbul Convention most frequently mentioned.
- Mentioned in all countries except Sweden.
- 78 % of articles in Poland. Majority reported in neutral way. Notable share also voiced support of Istanbul Convention. Tiny share used ‘diminishing’ tone.



QUESTIONS?

