

Media monitoring from a gender perspective involves studying the media to collect gender-desegregated data on various dimensions of media content and practice. For instance, how similar or different media portrayal of women and men is, or to what extent women and men see their gender concerns reflected in media content, or even, to what extent practices in media houses sustain or dismantle gender-based discrimination. Media monitoring in the context of the GMMP studies four sets of indicators of gender in news media, broadly: Representation and voice of women and men as news subjects; News delivery – characteristics and responsibilities of journalists and reporters; News content – gender stereotyping and gender inequality in news, and; Journalistic practice – reinforcing or challenging stereotypes.

See the [GMMP monitoring methodology](#) for more information. Also See below for some other specific queries on media monitoring.

a. Are individual countries permitted to add certain parameters to the coding tool?

No, not for the GMMP. The tool is applied uniformly across the world and therefore needs to remain as is. It is not uncommon however for groups/individuals/organisations to adapt the tools for their own purposes, outside the GMMP.

For instance, in 2001, RED-ADA – Bolivia’s most important women’s communication network – monitored the portrayal of women in advertising on TV, radio and in the press using the GMMP 2005 methodology. Similarly, the Southern African Media and Gender Institute (SAMGI) in 2007 adapted the 2005 methodology to monitor reportage of HIV/AIDS from a gender lens in South African news media.

For the GMMP research however, the tool must be applied without any adaptation. This way the results can be compared across countries and across previous iterations of the GMMP.

b. Are individual countries able to use the data collected in the GMMP for their own media monitoring initiatives?

Certainly! We get news frequently about how the tool is being used in different ways across the globe. Most users adapt it to the theme they are interested in monitoring. Do let us know how you use it so we can share your experience with others in the GMMP network.