



# Scottish Equal Media and Culture Centre Profile: Monitoring Scotland's Media

## 1.0 Introduction

This paper presents monitoring as a potential operational model for a future Scottish Equal Media and Culture Centre. It consists of a short background on monitoring methodology, followed by a list of examples of monitoring projects in Scotland, the UK and abroad. Next, it establishes how media monitoring aligns with the Theory of Change for Scotland's media and cultural sectors. Finally, it presents the proposed model of an Equal Media and Culture Centre founded on research and media monitoring, with optional next steps.

## 2.0 What is Media Monitoring and what does it achieve?

Monitoring programs assess media output for a variety of reasons. Sociologist Max Weber recommended analysing mass media to take society's 'cultural temperature'.<sup>1</sup> More pertinently for this project, UNESCO's International Association for Media and Communication Research states that "Adopting gender mainstreaming goals and practices requires resources and monitoring systems for implementation on behalf of media industries".<sup>2</sup>

A key monitoring system used is content analysis which "plays an important role in political leverage and in holding media bosses and programme makers accountable".<sup>3</sup> Media output is coded on a pre-agreed framework, counted and measured, providing data on specific variables such as stereotypical portrayals, airtime, interruptions and interviewees. Repeated over time, these figures provide comparable trends and longitudinal patterns. The texts analysed can include written, oral and visual texts including images and video, encompassing newspapers, websites, TV, radio and film. Content analysis is also used by sociologists to study cultural phenomena, for example, ideologies around race and gender in the press,<sup>4</sup> and by corpus linguists to study gender representation, for instance, in video games.<sup>6</sup> In short, monitoring allows us to understand *what* is being talked about and *how* it is being talked about.

Analysing media output is relatively low cost and therefore remains an attractive funding prospect globally. It provides empirical evidence for subsequent initiatives (such as campaigning,

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<sup>1</sup> Hansen A, Cottle S, Negrine R, Newbold C (1998) Mass Communication Research Methods. New York: New York University Press.

<sup>2</sup> Monteil AV (2020) Global Alliance on Media and Gender (GAMAG). In: The International Encyclopedia of Gender, Media, and Communication 1-3. Oxford: John Wiley.

<sup>3</sup> Gallagher M (2001) Gender Setting: New Agendas for Media Monitoring and Advocacy. London: Zed Books.

<sup>4</sup> Hall S, Crichton C, Jefferson T, Clarke J, Roberts B (2013) Policing the crisis: Mugging, the state and law and order. London: Palgrave Macmillan UK.

<sup>5</sup> van Dijck TA (2015) Racism and the Press. London: Routledge.

<sup>6</sup> Heritage F (2020) Applying corpus linguistics to videogame data: Exploring the representation of gender in videogames at a lexical level. Game Studies 20:3.

complaining to regulators and informing organisational policy), making it a key building block towards social change. Researchers and activists alike use content analysis to successfully analyse Scottish news media, for example examining disability,<sup>7</sup> violence against women,<sup>8</sup> and racial inequality.<sup>9</sup> The Glasgow Media Group<sup>10</sup> is an example of an organisation successfully utilising content analysis to publish reports informing the media and policymakers of their findings.<sup>11</sup>

Monitoring alone is limited in its efficacy. Its power comes from how we use the data to bring about effective change. Thus, the proposed model includes specific outputs and a data strategy plan for potential next steps.

## 2.1 Current Media Monitoring Projects in Scotland, the UK & Globally

### Pass the Mic Monitoring Project, Scotland

Pass the Mic is an initiative started by Talat Yaqoob as a directory of expert women of colour, as a platform-creation tool alongside media partners, and more recently, a monitoring body in partnership with leading academics from the University of Strathclyde. It specifically examines the inclusion and visibility of women of colour in Scotland's news.<sup>12</sup>

#### Media Monitoring



Pass the mic: Researching women of colour in Scottish news

It has run two sampling periods and written up the findings in the context of the news period and global events (e.g., Covid-19, Diwali, and the Scottish Parliamentary elections). In the latter sample, women of colour made up only 2.1 per cent of all people in the news and only 1.3 per cent of all those coded as experts.<sup>13</sup>

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<sup>7</sup> Briant E, Watson N, Philo G (2011) Bad news for disabled people: How the newspapers are reporting disability. Strathclyde Centre for Disability Research and Glasgow Media Unit. Available at:

[https://www.gla.ac.uk/media/Media\\_214917\\_smx.pdf](https://www.gla.ac.uk/media/Media_214917_smx.pdf).

<sup>8</sup> Roberts S (2020) Media Monitoring: Reporting the impact of COVID-19 on violence against women. Zero Tolerance Available at: <https://www.zerotolerance.org.uk/news/blog/media-monitoring-reporting-the-impact-of-covid-19-on-violence-against-women/>.

<sup>9</sup> Yaqoob T, Boyle K, House M (2021) Pass the Mic: What we studied and why. Pass the Mic Available at: <https://passthemiscotland.wordpress.com/pass-the-mic-what-we-studied-and-why/>.

<sup>10</sup> Glasgow Media Group (2022) Latest Publications. Glasgow Media Group Available at: <https://www.glasgowmediagroup.org/latest-publications>.

<sup>11</sup> Eldridge J (2000) The Contribution of the Glasgow Media Group to the Study of Television and Print Journalism. *Journalism Studies* 1:113–127.

<sup>12</sup> Pass the Mic (2021) Pass the mic: Researching women of colour in Scottish news. Pass the Mic Available at: <https://passthemiscotland.wordpress.com/media-monitoring/>.

<sup>13</sup> Boyle K, House M, Yaqoob T (2021) Where are the women of colour in Scottish election news? Pass the Mic Available at: <https://passthemiscotland.wordpress.com/where-are-the-women-of-colour-in-scottish-election-news/>.

**Impact:** A series of blog posts on their findings<sup>14</sup> have sparked conversations across the digital news landscape<sup>15</sup> in Scotland about the number of women of colour quoted, photographed and included, as well as the portrayals, choice of topics and scope of articles.

**Impact:** Representatives from Pass the Mic were invited to host Engender's podcast On the Engender to talk about these issues in greater detail and further platform women of colour's experiences.

### Zero Tolerance: Annual Media Monitoring, Scotland

Zero Tolerance is a charity working to end men's violence against women. It also runs an annual media monitoring project "to examine current trends in the reporting of violence against women".<sup>16</sup> In 2020, for example, it investigated the language used to describe crimes and perpetrators,<sup>17</sup> a week-long sample of articles on violence against women during the global pandemic,<sup>18</sup> and the ways in which celebrity perpetrators are written about.<sup>19</sup>

**Impact:** The monitoring findings are used to create advice to journalists on how to write about men's violence against women.<sup>20</sup>

**Impact:** Its findings are publicised online to raise awareness about the cultural context in which we read and write about violence against women in Scotland's news media.

### Engender: Sex and Power, Scotland

Engender's [Sex and Power Report](#) in 2020 followed from their 2017 report, which itself was built on the EHRC's Sex and Power series between 2003-2011, demonstrating a legacy of periodic monitoring work. The 2020 report contains gendered lists and statistics documenting the imbalance of power in Scotland: a country still largely run by men.

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<sup>14</sup> Yaqoob T, House M, Boyle K (2021) A week in Scotland's news. Pass the Mic Available at: <https://passthemicscotland.wordpress.com/a-week-in-scotlands-news/>.

<sup>15</sup> Yaqoob T (2021) "Some new research on #IWD2021 #PassTheMic has been working with @ProfKarenBoyle to monitor media in Scotland over a week to analyse the number of (and context in) women of colour appear in the news...11 woc across 7 days...read here: <https://passthemicscotland.wordpress.com/media-monitoring/>". Twitter Available at: <https://twitter.com/talatyaqoob/status/1368944120115458049?s=20>.

<sup>16</sup> Zero Tolerance (2020) Media Monitoring. Zero Tolerance Available at: <https://www.zerotolerance.org.uk/media-monitoring/>.

<sup>17</sup> Roberts S (2020) Why Language Matters: How are the violence and perpetrators framed? Zero Tolerance Available at: <https://www.zerotolerance.org.uk/news/blog/why-language-matters-how-are-the-violence-and-perpetrators-framed/>.

<sup>18</sup> Roberts S (2020) Media Monitoring: Reporting Violence Against Women during a global pandemic. Zero Tolerance Available at: <https://www.zerotolerance.org.uk/news/blog/media-monitoring-reporting-violence-against-women-during-a-global-pandemic/>.

<sup>19</sup> Roberts S (2020) Media Monitoring: celebrities can be perpetrators too. Zero Tolerance Available at: <https://www.zerotolerance.org.uk/news/blog/media-monitoring-celebrities-can-be-perpetrators-too/>.

<sup>20</sup> Zero Tolerance (2022) Advice for journalists. Zero Tolerance Available at: <https://www.zerotolerance.org.uk/work-journalists/>.

MEDIA AND CULTURE	% WOMEN 2017 SCOTLAND	% WOMEN 2020 SCOTLAND	
Editors of major newspapers	0.0%	5.9%	↗
Political editors of major newspapers	8.3%	9.1%	↗
Heads of national broadcasters	0.0%	33.3%	↗
Directors of major museums and art galleries	19.0%	16.7%	↘
Directors of national arts and culture bodies	30.0%	22.2%	↘
Heads of production companies	0.0%	28.6%	↗
Chief Executives of national sports bodies	14.2%	19.1%	↗

Based on these statistics from 2020, there are 562 women 'missing' from positions of power in Scotland – the number needed to achieve 50% - with men's over-representation rate sitting at 68% overall.

**Impact:** Relevant to this project, the report reveals a startling imbalance of women in senior leadership positions in the media and cultural sectors in Scotland. This has provided a longitudinal comparable data point from which to measure future progress in these particular industries, as is outlined in the Proposed Model in Section 3.2.

**Impact:** The Sex and Power publication has sparked conversation in mainstream discourse in Scotland and beyond.<sup>212223</sup>

### National Advisory Council on Women and Girls: Gender Inequality in the Creative Arts, Scotland

In August 2021, the NACWG published a [spotlight paper on gender inequality in the arts sector in Scotland](#), an industry which, as seen elsewhere in these reports, is lagging behind others in representation. Its findings mirror those of Engender's Sex and Power in terms of leadership but also cover workforce status, economic disparity of earnings, pipelines from HEI, and qualifications.

**Impact:** The paper's findings confirm what many in the arts sector report anecdotally and provide an insight into the attention needed to address interconnected forms of inequality in the arts and creative sectors in Scotland. This is addressed in the proposed model.

### City University of London: Expert Women Project, UK

City's Journalism Department runs surveys [counting the number of expert women](#) featured in the UK news. Its 2021 results show that improvement has stalled, and women experts are at the same level as in 2019.

<sup>21</sup> Goodwin K (2020) Scottish courts urged to address judge gender inequality. The National Available at: <https://www.thenational.scot/news/18154413.scottish-courts-urged-address-judge-gender-inequality/>.

<sup>22</sup> Woods E (2020) Fighting for equality 50 years after women's liberation and the Equal Pay Act. Holyrood Magazine Available at: [https://www.holyrood.com/inside-politics/view/fighting-for-equality-50-years-after-womens-liberation-and-the-equal-pay-act\\_15695.htm](https://www.holyrood.com/inside-politics/view/fighting-for-equality-50-years-after-womens-liberation-and-the-equal-pay-act_15695.htm).

<sup>23</sup> McAndrew J (2021) Nicola Sturgeon isn't the feminist she'd have us all believe. The Times Available at: <https://www.thetimes.co.uk/article/nicola-sturgeon-isnt-the-feminist-she-d-have-us-all-believe-p0qssjvwh>.

**Impact:** Its findings are covered regularly in mainstream press, and the project has received endorsement from industry leaders in holding the sector to account.<sup>24</sup>

**Impact:** The studies have also been written up into full academic articles, contributing to knowledge exchange and dissemination of findings.<sup>25</sup>

### The BBC 50:50 Equality Project, UK

50:50 is a voluntary, self-monitoring system designed to fit into existing workflows.<sup>26</sup> Crucially, it changed abstract notions of equality into concrete, numerical disparities – which have demanded attention and change. Its success, according to two people I spoke to, is reliant on it being an opt-in system, kept simple for accessibility and inviting teams to monitor themselves.

50:50 core principles

We collect data to effect change

Measure what you control

Never compromise on quality

**Impact:** The project began as a grassroots initiative in the BBC’s London newsroom in 2017. It now involves 670 BBC teams and more than 100 partner organisations in 26 countries – all working towards equal representation of women and men in content.

**Impact:** In 2021, 70 per cent of datasets featured 50 per cent women contributors in March, compared to 36 per cent when they first started. More than 220 teams across the BBC have now committed to using 50:50 monitoring to increase their representation of ethnic minority and disabled contributors.<sup>27</sup>

### Centre for Media Monitoring, UK

The Centre for Media Monitoring (CfMM) is a Muslim Council of Britain project harnessing engagement from academics to challenge mainstream media reporting of Islam. Using analytical software on daily media output, they develop insights on areas of improvement, advocating change through constructive engagement with stakeholders and regulators.

**Impact:** The findings informed a response to the IPSO Editors’ Code of Practice Committee’s consultation on revisions to the Editors’ Code of Practice in 2020,<sup>28</sup> and a response to the BBC’s Editorial Guidelines Consultation.<sup>29</sup> These included sets of recommendations based on the

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<sup>24</sup> EWP (2022) Latest Press Coverage. Expert Women Project Available at:

<https://expertwomenproject.com/coverage/press-coverage/>.

<sup>25</sup> EWP (2022) Academic Articles. Expert Women Project Available at:

<https://expertwomenproject.com/academic-articles/>.

<sup>26</sup> BBC (2022) How it works: a methodology that creates cultural change. BBC Available at:

<https://www.bbc.co.uk/5050/methodology>.

<sup>27</sup> Joannides L, Goswami N, Henshall A (2021) 50:50 The Equality Project – Impact Report 2021. BBC. Available

at: <https://www.bbc.com/5050/documents/50-50-impact-report-2021.pdf>.

<sup>28</sup> CfMM (2020) Centre for Media Monitoring’s response to Editors’ Code of Practice Committee consultation on

revisions to the Editors’ Code of Practice. Centre for Media Monitoring. Available at: [https://cfmm.org.uk/wp-](https://cfmm.org.uk/wp-content/uploads/2020/05/CfMM-Response-to-Editors-Code-review.27.03.2020.pdf)

[content/uploads/2020/05/CfMM-Response-to-Editors-Code-review.27.03.2020.pdf](https://cfmm.org.uk/wp-content/uploads/2020/05/CfMM-Response-to-Editors-Code-review.27.03.2020.pdf).

<sup>29</sup> Muslim Council of Britain (2019) Response to The BBC’s Editorial Guidelines Consultation. Muslim Council of

Britain. Available at: [https://cfmm.org.uk/wp-content/uploads/2019/04/BBC-Draft-Guidelines-Consultation-](https://cfmm.org.uk/wp-content/uploads/2019/04/BBC-Draft-Guidelines-Consultation-Submission-.pdf)  
[Submission-.pdf](https://cfmm.org.uk/wp-content/uploads/2019/04/BBC-Draft-Guidelines-Consultation-Submission-.pdf).

CfMM's evidence-based analyses in previous reports regarding good and bad practice in reporting.

**Impact:** They presented their findings to the All-Party Parliamentary Group on British Muslims' Report on Covid-19.

**Impact:** The regular analyses and quarterly reports involve academics from different fields applying their research skills to media monitoring on a regular basis.

### The Geena Davis Institute, USA

Founded in 2004, the [Geena Davis Institute](#) has amassed the largest body of research in the world on gender balance in media entertainment. Its research findings are in high demand by companies and organisations interested in women's empowerment. The Institute's research also serves as the basis for education and training programmes that help families, educators and content creators become critical consumers and producers.

**Impact:** Academics working at the Institute publish the studies and findings,<sup>30</sup> raising the profile of the Institute's work as well as the inequalities found.

**Impact:** The emphasis on communication about the work done and engagement with industry leaders has led to the Institute becoming a landmark organisation for gender change: "Utilizing data-driven analysis, the Institute is able to put forth an argument grounded in research. Davis can then use her power in Hollywood to spread the concerns".<sup>31</sup>

**Impact:** The events, conferences and [symposiums](#) organised create opportunities for wider dissemination and cultural and attitudinal shift.

**Impact:** A Content Creators' STEM Toolkit has been developed, supporting shifts in representation to have real-world impact on young people's perceptions.

### Global Media Monitoring Project, worldwide

The [GMMP](#) (Global Media Monitoring Project) is an international initiative initiated in 1995, constituting a snapshot of international media once every five years, which is coded and analysed.<sup>32</sup> The data provides comparison opportunities – both country to country and longitudinally. Described as "one of the most far-reaching collective enterprises of the global

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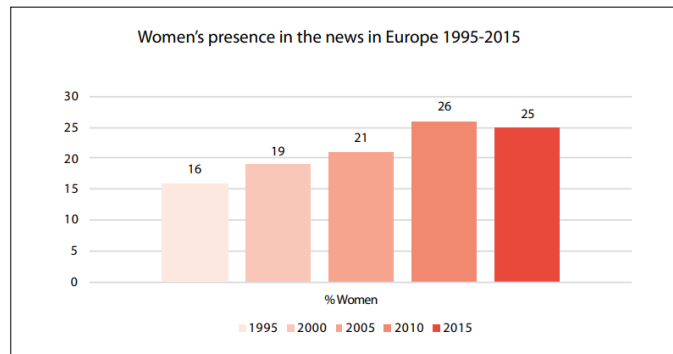
<sup>30</sup> Smith SL, Choueiti M, Prescott A, Pieper K (2012) Gender Roles & Occupations: A Look at Character Attributes and Job-Related Aspirations in Film and Television. Geena Davis Institute on Gender in Media. Available at: <https://seejane.org/wp-content/uploads/full-study-gender-roles-and-occupations-v2.pdf>.

<sup>31</sup> Sutherland J-A, Feltey K (2010) Cinematic Sociology: Social Life in Film. Thousand Oaks: Pine Forge Press.

<sup>32</sup> WACC (2022) Global Media Monitoring Project (GMMP). World Association for Christian Communication Available at: <https://waccglobal.org/our-work/global-media-monitoring-project-gmmp/>.

women's movement”,<sup>33</sup> it is a “feminist applied media research project born out of concern about the lack of respect for the integrity and dignity of women in the mass media”.<sup>34</sup>

The GMMP Report in 2015 showed a stagnation in gender portrayals in the news; in Europe, no improvement was seen from the 2010 finding that women represented only 26 per cent of those seen, read or heard in news media.



Source: Global Media Monitoring Project, samples of TV, radio, newspapers, and online news in 28 European countries, taken every five years since 1995.

The GMMP collects evidence in Scotland as part of its UK-wide data submission overseen by Professor Karen Boyle at Strathclyde University.

**Impact:** Professor Karen Ross, Western European coordinator since 2015, has said, “the more that we publicise the data, the more likely it is that we will see change.”<sup>35</sup> The findings are made available in mainstream press,<sup>36</sup> which raises public consciousness around gender inequalities in the media being consumed.

**Impact:** Findings from the GMMP are published in academic journals,<sup>37</sup> raising awareness of the project and its results in the academic community and informing future research.

**Impact:** Importantly, it relies on volunteers in each country to aid with data collection and coding. This engagement has knock-on effects on public discourse and culture change, as noted by Margaret Gallagher: “The process of monitoring their media proved an eye-opening, educational experience for those involved. For some it created a new awareness of the pervasiveness of gender stereotyping. For others it provided concrete evidence to support long-held personal opinions.”<sup>38</sup> This continues to be the case. Professor Ross talks of the importance for students

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<sup>33</sup> Gallagher M (2014) Feminist scholarship and the debates on gender and communication. In: Media and gender: a scholarly agenda for the Global Alliance on Media and Gender, pp 12–16. Paris: UNESCO.

<sup>34</sup> Macharia S (2020) Global Media Monitoring Project (GMMP). In: The International Encyclopedia of Gender, Media 1-6, and Communication. London: John Wiley.

<sup>35</sup> WACC (2019) GMMP: ‘Real-world research, with real-world impact.’ World Association for Christian Communication Available at: <https://waccglobal.org/gmmp-real-world-research-with-real-world-impact/>.

<sup>36</sup> Tobitt C (2021) Gender equality gap in worldwide traditional news media won’t close until 2087, analysis shows. Press Gazette Available at: <https://pressgazette.co.uk/gender-equality-gap-worldwide-traditional-news-media-wont-close-until-2087/>.

<sup>37</sup> Ross K, Boyle K, Carter C, Ging D (2018) Women, Men and News. Journalism Studies 19:824–845.

<sup>38</sup> Gallagher M (2001) Gender Setting: New Agendas for Media Monitoring and Advocacy. London: Zed Books.

involved in data collection: “It’s great to see the cogs whirring in their heads as they actually understand the scale and importance of the problem and its implications.”<sup>39</sup>

## Evaluation

In Scotland, there are already small-scale monitoring projects being undertaken by researchers and women’s sector organisations. The proposed model below will not replace these but rather complement and enhance them through shared information, resources and publicity. Three contributions are required:

1. Comparable data collated and coded identically year on year to model any changing trends. The proposed model would provide this.
2. Large-scale, generalisable data. The scope of current projects, due to capacity, are smaller scale with various concentrations (e.g., politics, violence against women). The proposed model uses specialist software to efficiently analyse huge bodies of texts.
3. Continuity. Monitoring has depended on interest, funding and time. An EMCC dedicated to monitoring provides capacity, framework and funding to underpin regular, uninterrupted scrutiny, which will have greater impact as it intensifies.

The most successful monitoring projects have a clear scope, hence the proposal of a six-month pilot to define this from the outset and provide pathways to even greater impact through secondary interventions. The data strategy plan (3.2.2) outlines such a potential strategy.

## 3.0 Media Monitoring as part of a Theory of Change for Scotland’s media

“To make change, we need to know what we’re working with.”

- **Women of the World Gender and Media Roundtable, 2021**

The diagram below visualises the relationship between unequal representation of women and minorities both in media and creative content, behind the scenes and at the very top. Understanding the relationship between these three key obstacles to gender change is key to effectively implementing targeted interventions.

Common to all the interventions suggested (including an Excellence Index, contributing to consultation papers, creating toolkits, template standard operating procedures and guidelines for best practice, training and complaining to regulators) is the need for data.

The GEMS Commissioned Research report by Dr Meryl Kenny, Dr Sarah Liu and Dr Fiona McKay advocates that:

“The collection of **intersectional gender-sensitive sex-disaggregated data** is an essential first step – continuing to regularly monitor the diversity of staff and leadership (as well as, in some sectors, trends around content, contributors and interviewees). While some

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<sup>39</sup> WACC (2019) GMMP: ‘Real-world research, with real-world impact.’ World Association for Christian Communication Available at: <https://waccglobal.org/gmmp-real-world-research-with-real-world-impact/>.



existing measures on this front are voluntary, arguments for making them compulsory should be considered.”<sup>40</sup>

The Gender Equality Commissions’ Steering Committee on Media and Information Society also points to the UK precedent for public data monitoring having real-world impact:<sup>41</sup>

#### **Good practice – United Kingdom**

Under the 2017 Equality Act, all companies (including media organisations) above a certain size must publish their gender pay gap data. The regulation came into effect on 6 April 2017.<sup>45</sup> It applies to private and voluntary sector organisations with 250 or more employees. For large public service media, this has resulted in public scrutiny and pressure for action. Following the publication of its gender pay gap data, the reaction of one of its senior women correspondents and the action of the National Union of Journalists, the BBC has taken measures to redress part of its gender pay gap. Developments are still ongoing, but some reductions in the gender pay gap were already achieved mainly through increasing the number of women in senior roles and through addressing some specific pay issues.

The European Broadcasting Union 2019 report<sup>42</sup> also recommends that for institutions to change, there first needs to be gathering of workplace data and staff feedback to diagnose the issues.<sup>43</sup>

Thus, in order to ensure that Scotland’s Equal Media and Culture Centre is built on evidence-based, impactful activity, this paper presents a data-collection model that requires minimal initial expenditure while delivering maximum reporting insights for future policymaking and/or interventions.

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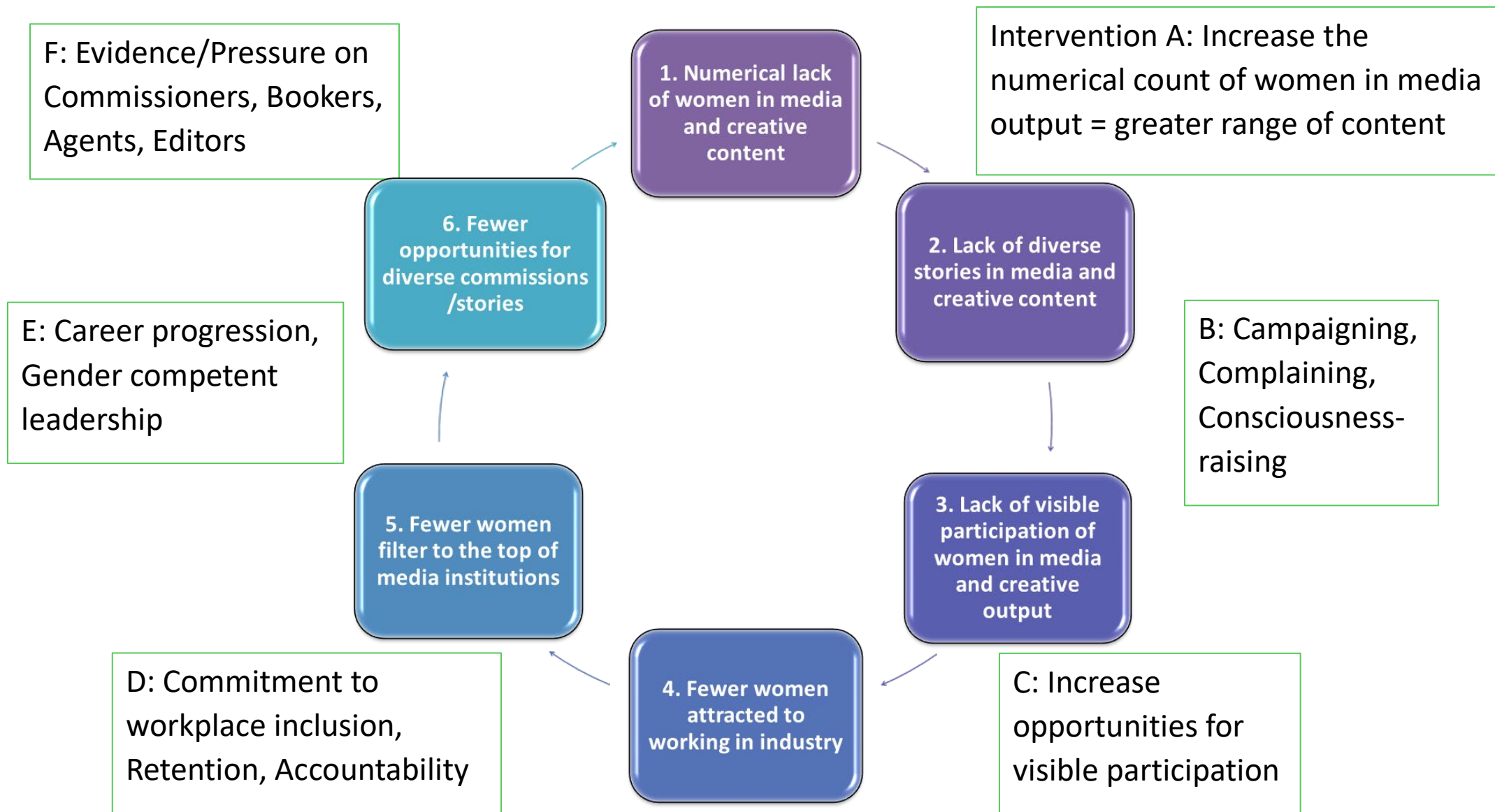
<sup>40</sup> Kenny M, Liu S-JS, McKay F, Thomson E (2021) ‘I just didn’t see anyone like me’: Women’s experiences in Scottish media, creative and cultural industries. University of Edinburgh and Robert Gordon University.

<sup>41</sup> COE (2020) Gender Equality and Media. Council of Europe. Available at: <https://rm.coe.int/prems-064620-gbr-2573-gender-equality-in-media/16809f0342>.

<sup>42</sup> EBU (2019) All Thing Being Equal: Gender equality guidelines from public service media. European Broadcasting Union. Available at: <https://www.ebu.ch/guides/all-things-being-equal-gender-equality-guidelines-from-public-service-media>.

<sup>43</sup> COE (2020) Gender Equality and Media. Council of Europe. Available at: <https://rm.coe.int/prems-064620-gbr-2573-gender-equality-in-media/16809f0342>.

Relationship between unequal content, employment and leadership (inner circle) alongside corresponding interventions.



### 3.1 The advantages of a Media Monitoring Model

There is a conspicuous lack of cohesive, transparent data on Scotland's media, creative and cultural sectors, including media and creative content itself, as well as behind the scenes. Its absence is notable on the [Equality Evidence Finder](#), for example. Establishing sets of data which paint a picture of the diversity of Scotland's media and cultural industries provides an evidence base from which trends, patterns and opportunities can be extracted. There are multiple benefits to pursuing this initial step:

#### Longitudinal data

Commitment to long-term change requires an understanding of how far we have come, as well as how far we still have to go, as well as patterns and trends. The collation of data is a straightforward and achievable way of demonstrating this commitment while contributing significantly to our understanding of how inequalities may be shifting within and behind Scotland's media and cultural landscape.

#### Gender competence and cultural change

There is an opportunity within the monitoring model outlined below to engage industry leaders, inviting them to conduct their own internal monitoring. This will increase intersectional gender competence in media and creative companies themselves and provide a framework for long-term engagement and commitment to greater equality, underpinning cultural change in the longer term.

#### Community engagement and investment in gender equality

The monitoring model includes support from volunteers, which can be done through existing avenues by utilising networks such as the NACWG Circles, as well as media and journalism students. This increases awareness and understanding of how gender inequality manifests in the media, promoting discussion and engagement with interested parties.

#### Academia

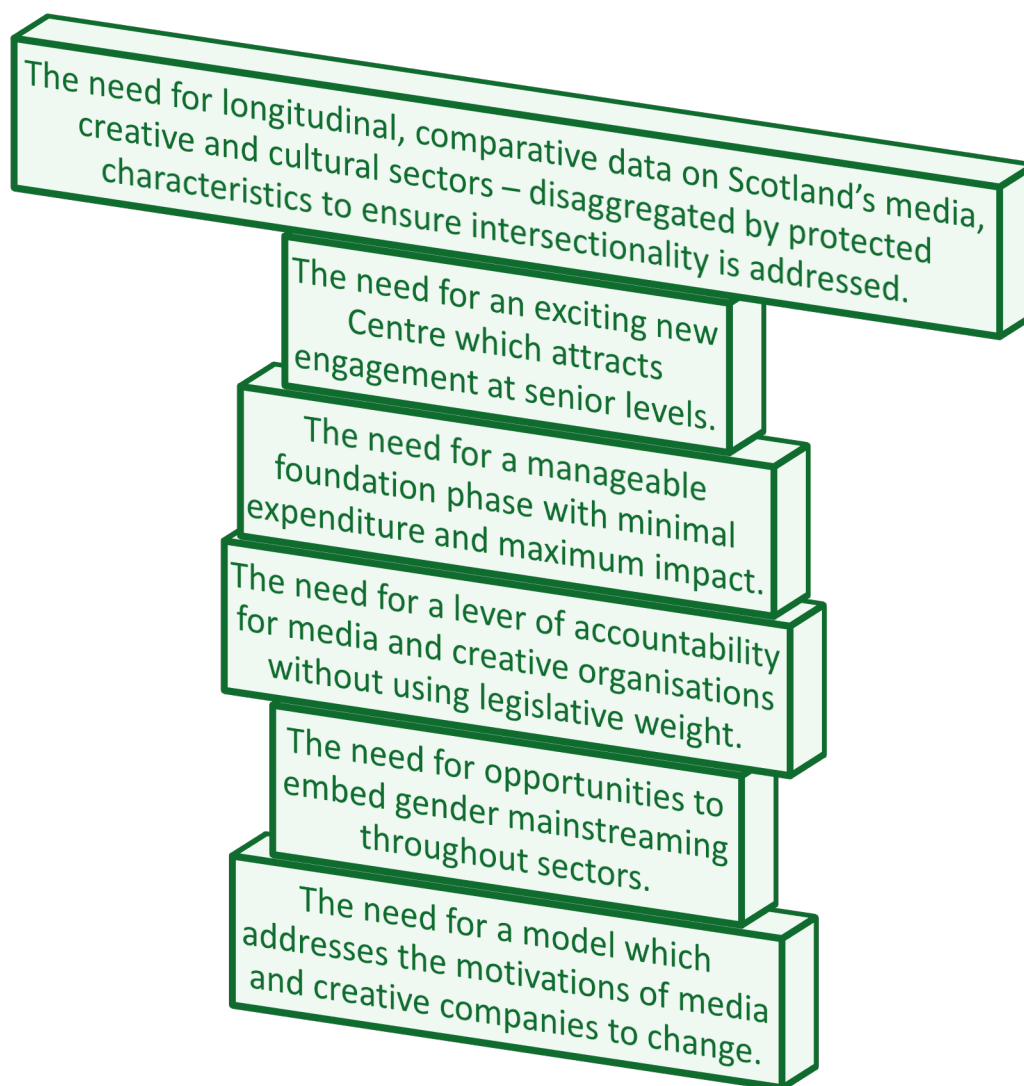
Academics currently working in this field will enjoy greater exposure and interest in the work they are doing. Increasing the profile of media monitoring research itself generates dialogue not just within academia but beyond it, creating greater opportunities for knowledge exchange.

#### Landmark model

As outlined in the Global Review report, media monitoring has been conducted on smaller scales in other countries but not on a national scale. Scotland already has the capacity, competency and access to expertise to initiate a pioneering step towards gender equality across these key sectors. There is an opportunity to create a reputation for Scotland as a nation experienced in and committed to successful creative and cultural equality. Working alongside other countries equally committed also brings rewards; Minna Aslama of the Screening Gender toolkit developed by six European public broadcasters notes that "co-operation across national borders has increased the

public visibility of the partner companies nationally and internationally, and has helped them to build their company images as gender-concerned, gender-sensitive and innovation-oriented.”<sup>44</sup>

A Scottish Equal Media and Culture Centre built initially on a model of research and media monitoring fulfils the following needs:



### 3.2 The Proposed Model

There is scope for impactful, innovative gender equality work to be undertaken through the creation of an Equal Media and Culture Centre (EMCC) which grounds itself initially in research and monitoring work, providing a strong foundation for evidence-based interventions and initiatives specific to Scotland’s industries. The model has been designed based on consultation and collaboration with researchers, the women’s sector, industry leaders and creators from the media and cultural sectors (see Theory of Change Paper).

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<sup>44</sup> Aslama M (n.d.) Screening Gender Means Good Business: Fair Gender Portrayal As An Added Value and Competitive Advantage for European Public Broadcasting. University of Helsinki. Available at: <http://vintti.yle.fi/yle.fi/gender/imart.html>.

Based on a hybrid of the Geena Davis Institute in the US and the Centre for Media Monitoring in the UK, the EMCC would be the first of its kind outside the United States as a dedicated Equality Centre for **research and monitoring of media**, building **collaborative partnerships** between academics, media professionals and women's sector organisations to successfully **promote innovative change**.

The model combines:

- a) the use of corpus linguistics to analyse large bodies of texts, and
- b) monitoring variables such as staff, earnings and cultural productivity in Scotland.

a) Corpus linguistics is a methodology used to analyse discourses, tropes, and portrayals across large bodies (corpora) of texts. It presents clear insights into the kinds of gendered inequalities built into the images and language that we consume on a daily basis. By using specialist corpus software to scan, categorise and export specific information from news and other media, we can code and analyse large amounts of media and cultural data efficiently and effectively.<sup>45</sup> For example, we can perform collocation or concordance analyses to examine the frequencies of certain words occurring alongside other words, building up a stereotype. Gender research uses corpus linguistics frequently, for example, to analyse gendered representations in sports coverage,<sup>46</sup> in writing for children,<sup>47</sup> or in online misogynist communities.<sup>48</sup>

Downloading daily digital snapshots of articles, social media and radio news creates an accumulation of real-time, natural language use in Scotland which can be analysed for damaging constructions and portrayals. The Centre for Media Monitoring (CfMM) has also utilised this methodology to great effect (see 2.1).

I have built relationships with the Director of the CfMM and the key academics involved in establishing the software (Meltwater) parameters and shaping the output reports. The academics have offered their time to help with the six-month implementation period, using a free trial version of the software at zero cost. Their involvement will also give us free access to LexisNexis, another media analysis tool granting access to historic data from news and social media. LexisNexis has been used previously, for example, by researchers at the Strathclyde Centre for Disability Research in their report [Bad News for Disabled People: How the newspapers are reporting disability](#). There are opportunities to engage with partners in Scotland and beyond to build up a knowledge base as well as a database of discourses, gendered representations and patterns of language. The long-term vision is to support institutions to undertake their own monitoring work, which they can submit to the EMCC for review, providing an accountability process. Baking this into institutional standard operating procedures to prevent such monitoring from becoming a tick-box exercise will be crucial. Yet monitoring news and broadcast media is only half the cultural story.

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<sup>45</sup> Baker P (2010) *Sociolinguistics and Corpus Linguistics*. Edinburgh: Edinburgh University Press.

<sup>46</sup> Aull LL, Brown DW (2013) Fighting words: a corpus analysis of gender representations in sports reportage. *Corpora* 8:27–52.

<sup>47</sup> Macalister J (2011) Flower-girl and bugler-boy no more: changing gender representation in writing for children. *Corpora* 6:25–44.

<sup>48</sup> Heritage F, Koller V, Krendel A, Hawtin A (2019) MANTRaP: A Corpus Approach to Researching Gender in Online Misogynist Communities. In: 12th BAAL LGaS SIG. GBR. Available at: <https://eprints.lancs.ac.uk/id/eprint/131978/>.

b) Variables such as board positions, workforce balances, pay scales, arts line-ups, and funded arts programs can be monitored and disaggregated for protected characteristics. Monitoring the gender balance of boards and decision-makers in media organisations is recommended as a tool to measure progress by EIGE.<sup>49</sup> Like NACWG's [Gender Inequality in the Creative Arts](#) report and Engender's [Sex and Power](#), this will provide transparent and accessible data on gender (and other) inequalities in the very fabric of Scotland's cultural productivity. The embedded socio-cultural, financial and political structures of power which uphold systemic inequalities in the arts and culture sector will be, for the first time, scrutinised frequently and compared for progress.

In addition, there will be opportunities to survey audience preferences, providing insight into attitudes around consumption, and offering evidence for funders and commissioners of the appetite for more diverse content.

Importantly, several agencies and companies (e.g., Creative Scotland, EIF, STV) are already undertaking this kind of work, and so the collaborative partnerships already developed can help to encourage sharing of data, organisational policy-change and best practice. Such data is also being gathered at a UK level, for example, Directors UK's study [Cut Out of the Picture: A study of gender inequality among directors within the UK film industry](#) and Vick Bain's [Counting the Music Industry](#).

Volunteers, internships and student projects can help to ensure that this data represents Scotland's geographical diversity. I will use the initial six-month period to define the parameters of this monitoring to ensure a manageable scope.

### 3.2.1 Proposed Model Outputs

#### A Dedicated Website

- This features research undertaken by the Equal Media and Cultural Centre as well as studies undertaken by partner organisations such as Pass the Mic, Zero Tolerance, GMMP Scotland, NACWG, and Scotland's cross-university research hub genderED.
- It provides access to publications, consultation papers, and reports on both the corpus media monitoring and the cultural monitoring data.
- It also offers access to complaints templates to regulators such as IPSO and Ofcom to aid community scrutiny of local news media.
- Included is a directory of organisations working towards more equal and more diverse representation in Scottish and British media and cultural industries.
- Guidelines and toolkits for improvement, including information on regulatory codes, standards and best practice.
- Jobs and opportunities page – during this research, I have already received emails advertising media jobs. Creating a central directory of opportunities responds to priorities of women of colour in the sector (see GEMS Commissioned Research).

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<sup>49</sup> EIGE (2013) Review of the implementation of the Beijing Platform for Action in the EU Member States: Women and the Media — Advancing gender equality in decision-making in media organisations. European Institute for Gender Equality. Available at: <https://eige.europa.eu/publications/advancing-gender-equality-decision-making-media-organisations-report>.

## Quarterly Review Reports

Reviews to Scottish Government will include:

- Progress made across both key areas of work above, engagement and data strategy.
- Stakeholder engagement and publicity of the Equal Media and Cultural Centre.
- Highlights/insights from data collection and analysis.
- Opportunities for Centre development as they arise.

## Scottish-Specific Database

For the first time, Scotland will have its own dedicated Centre for research and monitoring for its media, arts and cultural sectors. A bank of data from Scottish news journalism, arts and cultural production and leadership teams will facilitate:

- Active scrutiny and identification of areas requiring greatest support to change.
- Greater transparency of leadership decisions and their implications.
- Public pressure on organisations to undertake their own monitoring.
- Opportunities for engagement with industry leaders over best practice.
- Informing policy through evidence-based consultation.

### 3.2.2 Data Strategy Plan

To be successful, an Equal Media and Culture Centre for Scotland must be measured in its progress, and not run before it can walk. Developing a long-term vision, however, involves the courage to see what *could* be, the imagination to envisage a different reality and the audacity to suggest paths yet untested. The following table summarises a series of options which the EMCC could develop into operational programmes of activity in the medium to longer-term, using research and monitoring as a foundation.

Intervention	Description of Activity
<b>Media and Culture Gender Equality Standards and Targets for Scotland</b>	Based on monitoring work, draw up quotas, standards and targets for equality in Scotland's media and creative sectors in line with international standards and targets.  Seek out criteria such as the Bechdel Test <sup>50</sup> and the Riz Test <sup>51</sup> for the measurement of portrayals in content and design a series of sector-specific freely available tests/checklists for Scottish media and creative output.
<b>Gender Excellence Index</b>	A publicly available list of media companies and organisations successfully engaging in gender equality work. Self-submission optional. Regularly reviewed with Awards Programme and support packages available. <u>Reference:</u> Athena Swan Charter in academia <u>Collaboration:</u> Bloomberg ( <a href="#">Gender Equality Index</a> ) Industry leaders, Unions, Creative Scotland, Pass the Mic, Zero Tolerance.

<sup>50</sup> Feminist Frequency (2009) The Bechdel Test for Women in Movies. Youtube Available at: <https://www.youtube.com/watch?v=bLF6sAAMb4s>.

<sup>51</sup> The Riz Test (2022) What is the Riz Test? The Riz Test Available at: <https://www.riztest.com/>.

<b>Regulator Complaints</b>	<ul style="list-style-type: none"> <li>- Templates drawn up and accessible on website for complaints to regulators (e.g., IPSO/Ofcom).</li> <li>- Complaints also submitted from the monitoring data.</li> <li>- Pressure on regulators to improve equality standards and expectations.</li> </ul> <p><u>Collaboration:</u> Pass the Mic, Zero Tolerance. CfMM.</p>
<b>Equality Reporting App</b>	<p>Anyone can record and report on gender balance in Scottish media and culture, including tallying by-lines, interruptions on panel and news shows, and reporting factual errors. Volunteers can be galvanised for specific broadcasts.</p>
<b>Annual EMCC Symposium</b>	<p>Symposium held annually (potentially coinciding with Gender Index Awards) as space for discussion, inspiration and intermingling of media leaders, programme makers, content creators, editors, creatives, and audiences.</p>
<b>Workplace Policy Toolkits and Guidance</b>	<ul style="list-style-type: none"> <li>- Workplace-specific toolkits drawn up in conjunction with sector representatives to support cultural and attitudinal change.</li> <li>- Champions identified and supported to disseminate toolkits and engage communities.</li> </ul> <p><u>Collaboration:</u> Pass the Mic, Close the Gap, Industry EDI leads, Creative Scotland.</p>
<b>Venue Policy Guidelines</b>	<p>Venue/Agency Policy Guidelines to protect and uphold the rights of artists, creators and performers in the workplace.</p> <p><u>Collaboration:</u> EIF, EdFringe, Unions including NUJ, UNISON, Acas and Musicians' Union. Women's sector organisations within sector (e.g., Project X), Close the Gap.</p>
<b>Workplace Leadership Training</b>	<p>Gender mainstreaming workplace training for industry leaders/boards based on guidance and toolkits.</p> <p><u>Collaboration:</u> Close the Gap, <a href="#">the Employer's Network for Equality and Inclusion</a>, Unions, <a href="#">Creative Equals</a>,</p>



### **FOR FURTHER INFORMATION**

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### **ABOUT ENGENDER**

Engender is Scotland's feminist policy and advocacy organisation, working to increase women's social, political and economic equality, enable women's rights, and make visible the impact of sexism on women and wider society. We work at Scottish, UK and international level to produce research, analysis, and recommendations for intersectional feminist legislation and programmes.

### **ABOUT GENDER EQUAL MEDIA SCOTLAND**

Gender Equal Media Scotland is a coalition of journalists, organisations and academics working to bring about women's equality in Scotland's media. The post of Development Officer is hosted by Engender, Scotland's feminist policy and advocacy organisation, on behalf of GEMS.