Gender analysis guidance for media for development projects

These are some of the questions that are worth asking as part of your gender analysis for a media for development project. You may be able to source the information you need to answer these questions from existing literature or surveys. Or you might need to conduct some extra research.

WHAT'S THE CONTEXT?	What are the key women's rights issues in the areas your project focuses on - for instance, in health or political accountability?
	How do the laws where you are working affect women and men in different ways?
HOW DO WOMEN AND MEN ACCESS INFORMATION?	What types of communication channels do they have access to and prefer? Make sure you think about formal (e.g. TV) and informal channels (e.g. word of mouth) and who they are reaching.
	What are the key factors that affect women's and men's access to information and media content (e.g. power relations, political, socio-economic and geographic factors and social norms)?
	What are the challenges that women face in accessing and engaging with information and how do they overcome them (e.g. ownership assets such as TV sets or mobile phones, mobility, autonomy and gender norms, which may determine what they can and cannot access)?
	How do external factors, such as political unrest, conflict, natural disasters, economic hardship, power outages, reduced media freedom etc., affect the information needs and concerns of men and women and their ability to access and share information?
ASSESSING EXISTING CONTENT	What is the purpose and quality of the types of information and content available on the subject you are addressing in your work?
	To what extent are the different needs and concerns of women integrated into this media programming?
	To what extent does the media already portray women in positive and non-traditional roles and challenge gender stereotypes?

HOW DO WOMEN AND MEN ENGAGE WITH MEDIA CONTENT?	What factors influence the way women and men 'use' media content and other sources of information e.g. accuracy, timing, relevance, trustworthiness, format? Remember that social norms will influence how women and men engage with and use information and media content, including women's unpaid duties to care for their family. What do women and men do with information they receive? How is it processed, shared and applied? What are the different challenges that men and women face in being able to act on the information they receive?
TO WHAT EXTENT DO WOMEN AND MEN PARTICIPATE IN PRODUCING CONTENT?	How are women and men involved in gathering and generating media content as journalists, programme makers, sources, panellists, spokespeople? What is working well and what isn't? What are the risks for women in participating in media production (e.g. around travelling or their reputation) and how are these being mitigated?
ANALYSING THE WIDER MEDIA SECTOR	How well do media organisations understand the needs of women and men and produce content that meets these needs? What platforms are media organisations using to reach different audiences? Are media organisations producing gender-sensitive content and challenging gender discrimination and stereotypes? What are the barriers to them doing this (internal and external)? How are media organisations supporting and promoting women staff in their teams, including in leadership roles?
OTHER PARTNERS	Which other non-media organisations, including women's rights organisations, are working on similar thematic issues or addressing gender inequality? Are there opportunities to link with them to strengthen your work?