

Gender and the University-Media Nexus

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Overview

- Why gender equality is important
- Evidence from Case studies
- Summary & Conclusions

Changing attitudes & behaviours

- Influential sectors

Higher Education & Universities

Media

- Inter-related issues

Roles

Gender representation

Impact on gender equality



Why Gender Empowerment?

Roles of the Media and Higher Education are different but inter-related

- 20th Century – achieving gender empowerment

Suffragettes and universal suffrage

- 21st Century – more needs to be done

#MeToo Campaign

Changing attitudes and behaviours in society

United Nations Sustainable Development Goals

Goal Number 5 – *Ending discrimination against women is a basic human right and crucial to accelerating sustainable development...*

- Gender inequality

Stunts economic growth/hinders development

Problem at local, national and global levels

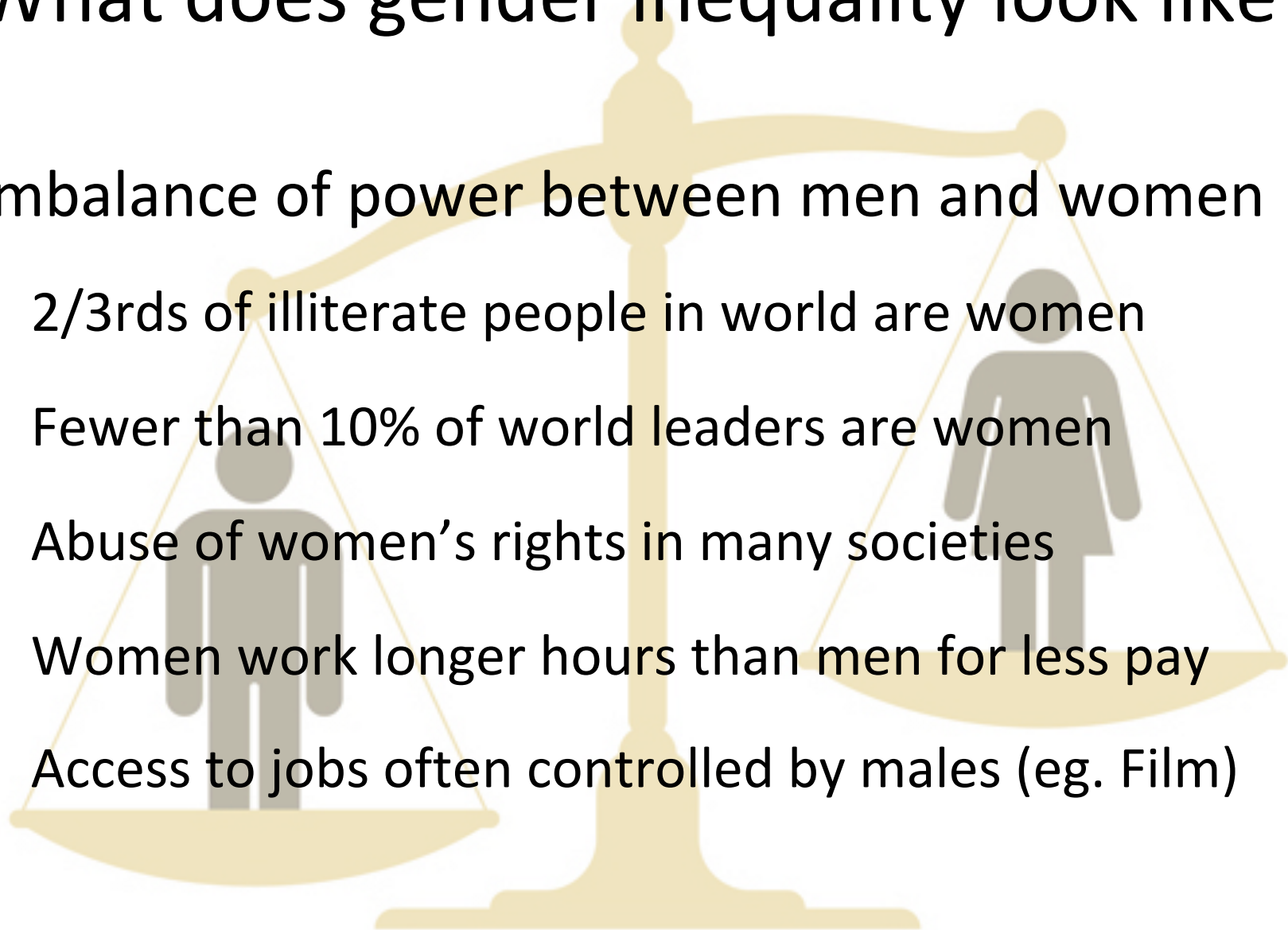
“in OECD countries, 50% of economic growth in past 50 years attributed to girls having equal access to education”

Source: UN Women Report

What does gender inequality look like?

Imbalance of power between men and women

- 2/3rds of illiterate people in world are women
- Fewer than 10% of world leaders are women
- Abuse of women's rights in many societies
- Women work longer hours than men for less pay
- Access to jobs often controlled by males (eg. Film)



What does gender equality look like?

Treating humans equally irrespective of gender to maximise the potential of everyone for society & the economy

- Equal balance of power between genders
- Meaningful participation in economic & social decision making
- Equal access to:

Education

Job opportunities

Healthcare

Technology

- Equal working conditions for equal pay
- Control over their own time, lives and bodies

Gender Equality, Employment & the Law

- Laws treating women and men differently:

150 countries have at least 1 such anomaly

63 countries have 5 or more

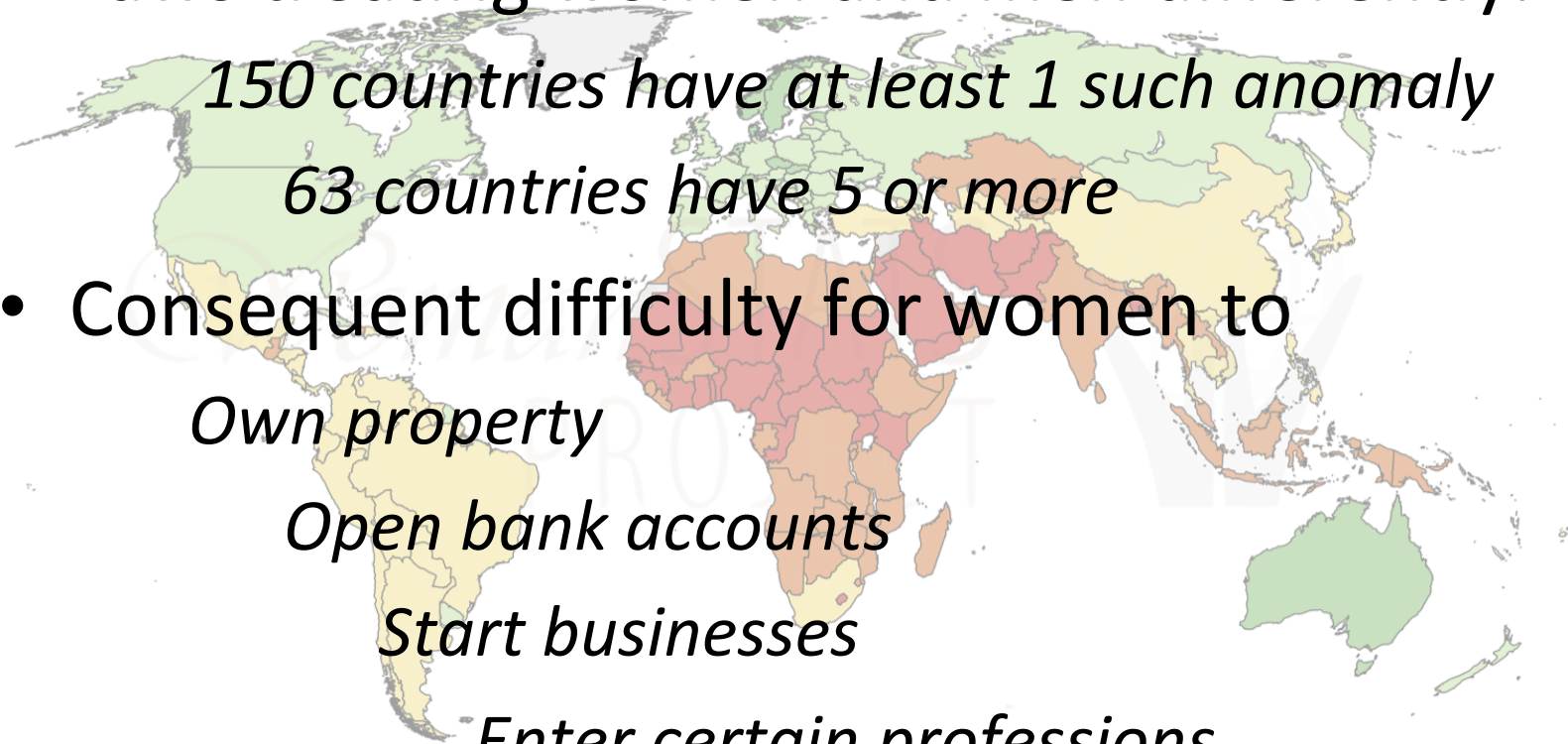
- Consequent difficulty for women to

Own property

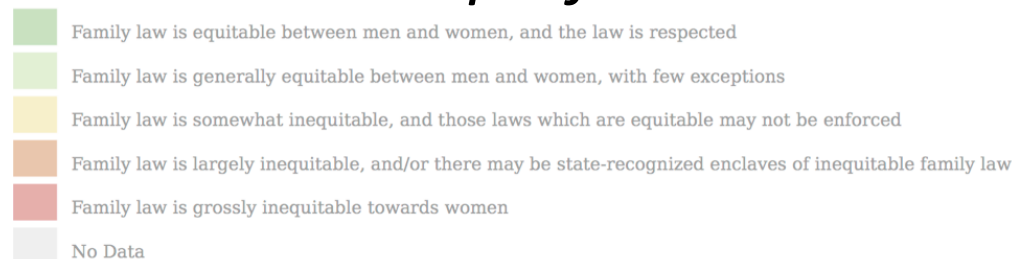
Open bank accounts

Start businesses

Enter certain professions



MULTIVAR-SCALE-3
Data The WomanStats Project
<http://womanstats.org>

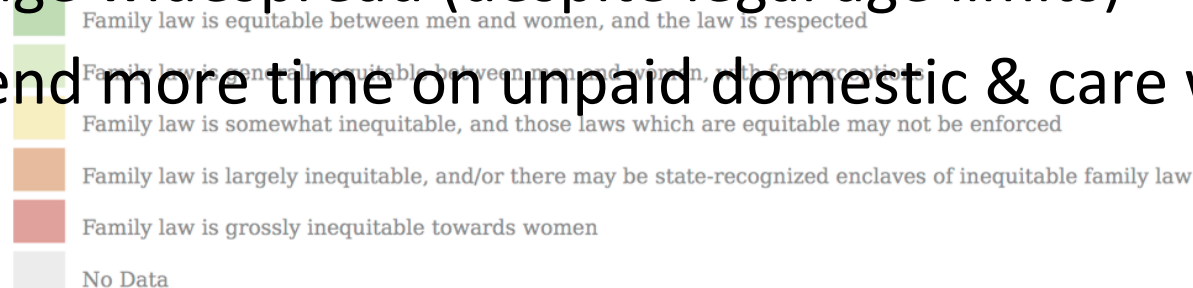


Combating Harmful Social Norms

Laws against gender-based inequity not universal

- 49 countries lack law against domestic violence
- 45 countries lack law to address sexual harassment
- 112 countries do not criminalise marital rape
- Societal norms in many countries allow gender-based physical & verbal abuse
- Early marriage widespread (despite legal age limits)
- Women spend more time on unpaid domestic & care work

MULTIVAR-SCALE-3
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Why does gender inequality persist?

- Cultural differences
- Behaviours within those cultures
- Exceptions



Powerful families eg. Indira Ghandi, Benazir Bhutto



Socio-Political Trends eg. Golda Meir, Angela Merkel, Dalia Grybauskaite



Education eg. Hilary Clinton, Margaret Thatcher



Faith eg. Mother Teresa

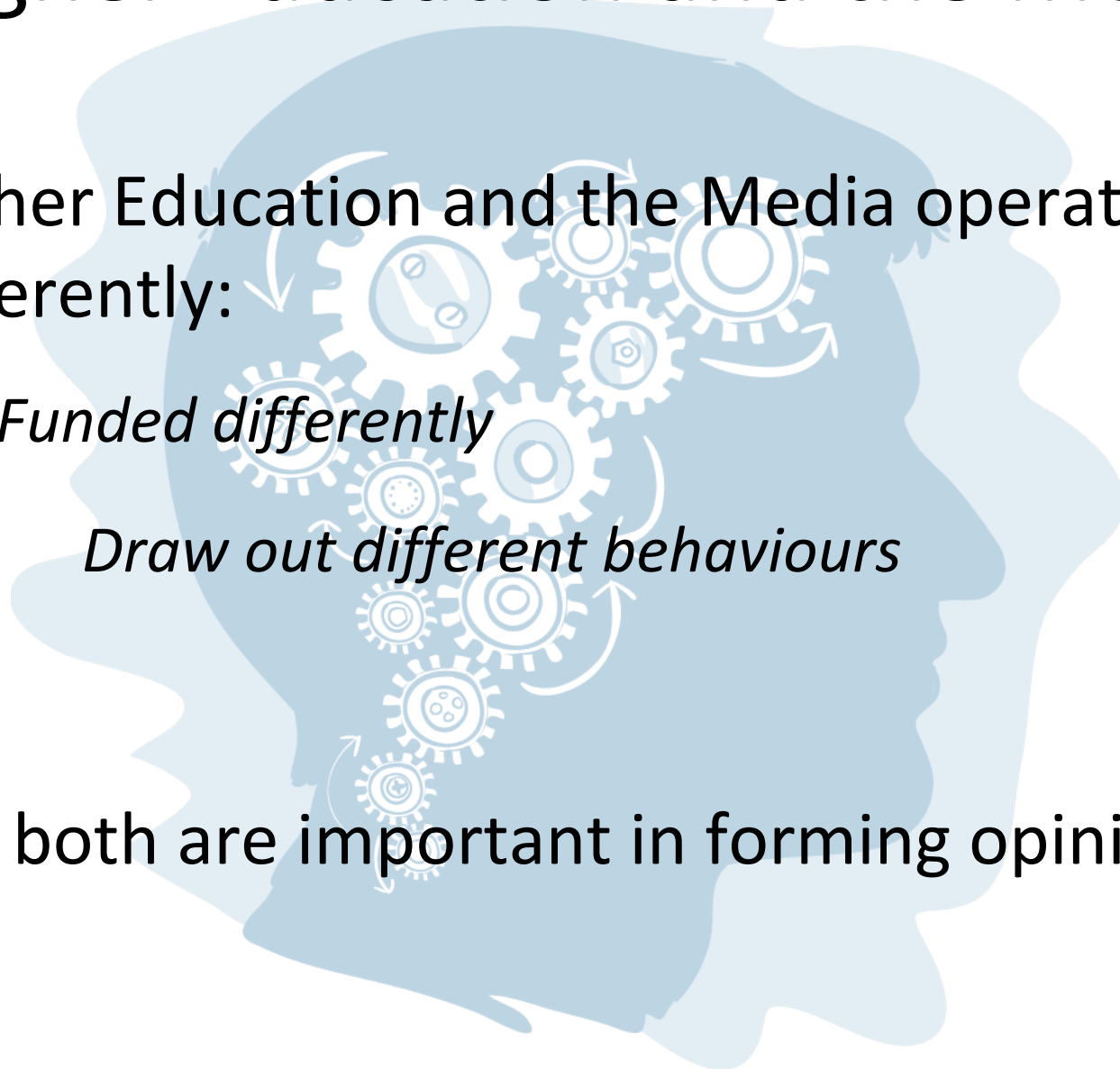
Higher Education and the Media

- Higher Education and the Media operate very differently:

Funded differently

Draw out different behaviours

- But both are important in forming opinions



Universities & Higher Education

- Educate large numbers of young people

Undergraduates

Postgraduate (taught)

Continuing Professional Development

Postgraduate research

- Education is rigorously evidence-based

Takes years to build the evidence base

Expensive

Depends on public funding

Dissemination via academic journals



Media

- Increasingly diverse forms and channels such as:
 - Traditional print (newspapers and other forms)*
 - Traditional broadcast media (radio/TV)*
 - Entertainment – eg Cinema (and increasingly online)*
 - Social Media (LinkedIn, Facebook, YouTube etc)*
 - Video gaming (increasingly sophisticated and online)*
- Influences very large numbers of young people
- Reaches people very quickly
- Designed to stimulate real-time discussion
- Commercial model – sell products/air time

Are women and men represented equally in HE and the Media?

- Are there equal numbers of men and women at all levels?
- Are they treated equally?
- Are they promoted equally?

Case studies –

Gender representation in the 2 sectors

1. Promotion of women in European Universities

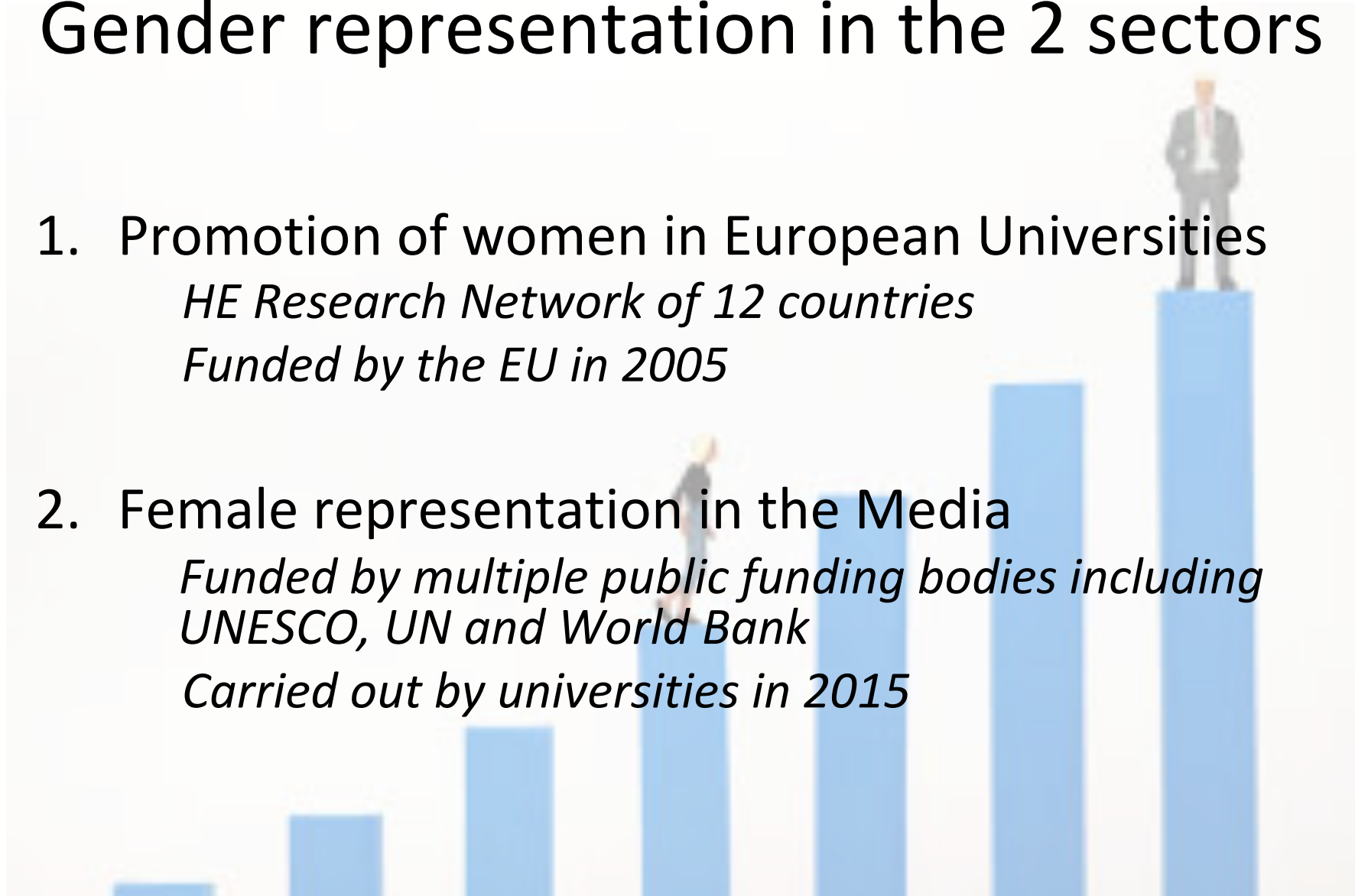
HE Research Network of 12 countries

Funded by the EU in 2005

2. Female representation in the Media

Funded by multiple public funding bodies including UNESCO, UN and World Bank

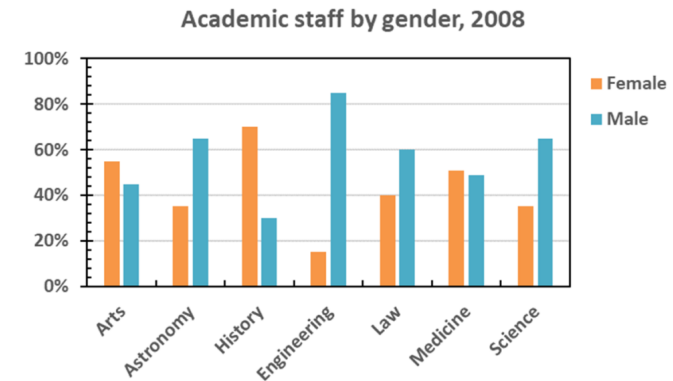
Carried out by universities in 2015



Females in European Universities in 2005

Study of promotion rates of women in European Universities compared with males found the female percentage:

- much **higher in Arts** than in STEM
- **high at junior levels**
- **low in middle management**
- **low for Professors overall...**



But, in some countries, proportion of female Professors is **higher than the norm**

Percentage of female Professors higher in some countries in 2005

- Lower proportion of female Professors in Sweden and UK
- Higher proportion of female Professors in former Communist countries
- Function of the socio-political climate

Societal priorities

Policies

Legislation



Power in traditional media

Evidence shows that in traditional media men:

- hold most of the power positions
- more likely to be quoted than women
- more likely to cover 'serious' topics
- comprise 80% of experts/spokespeople
- are the focus of 90% of news stories
- tend to promote gender stereotypes



Jobs in Media



In film and television industry:

- Female directors (7%)
- Female writers (13%)
- Female producers (20%)
- Difficulties for older actresses to find roles
- Young and attractive women favoured
- Women paid 2.5 times less than men in same jobs

Objectification of the female image

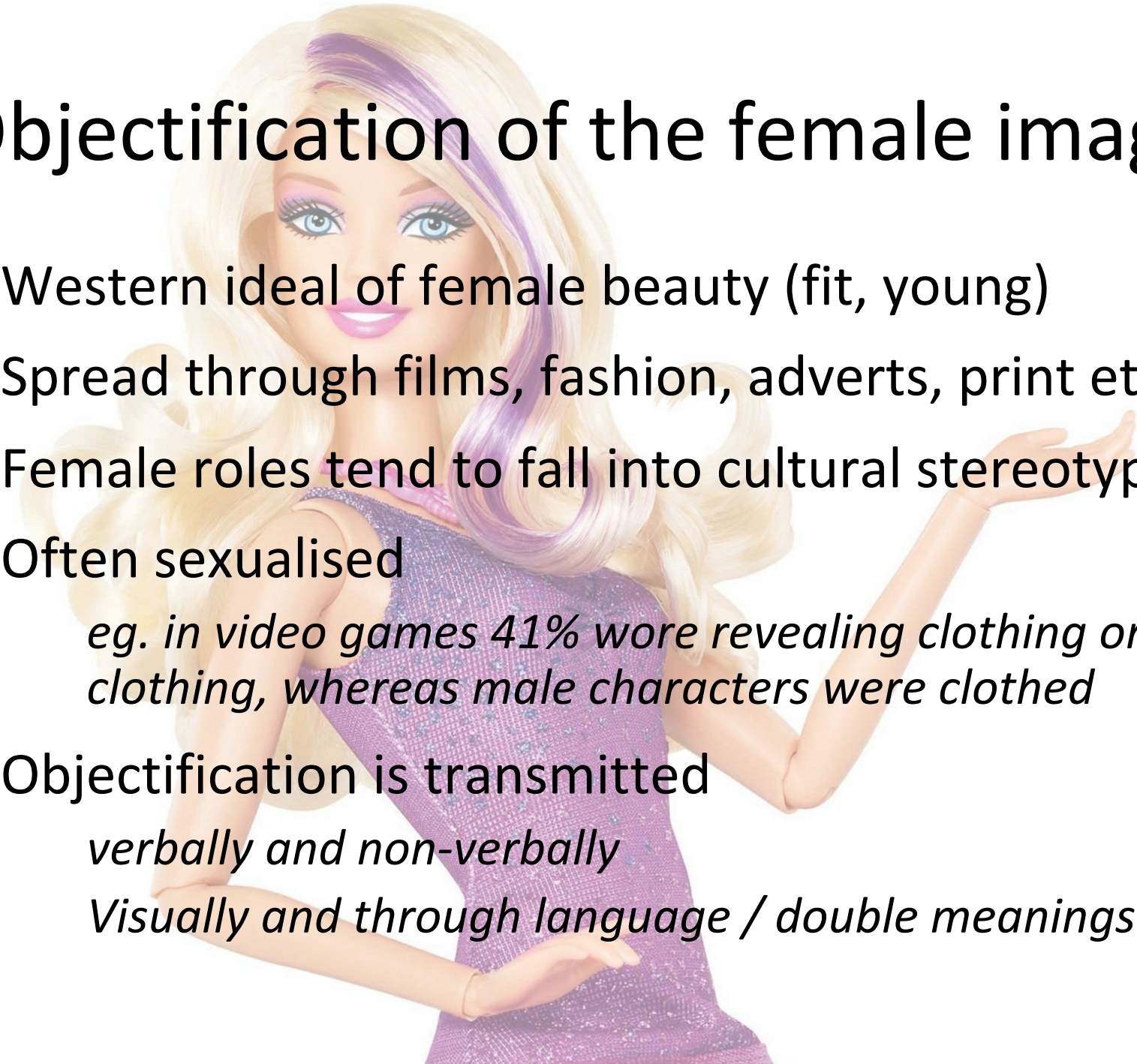
- Western ideal of female beauty (fit, young)
- Spread through films, fashion, adverts, print etc
- Female roles tend to fall into cultural stereotypes
- Often sexualised

eg. in video games 41% wore revealing clothing or no clothing, whereas male characters were clothed

- Objectification is transmitted

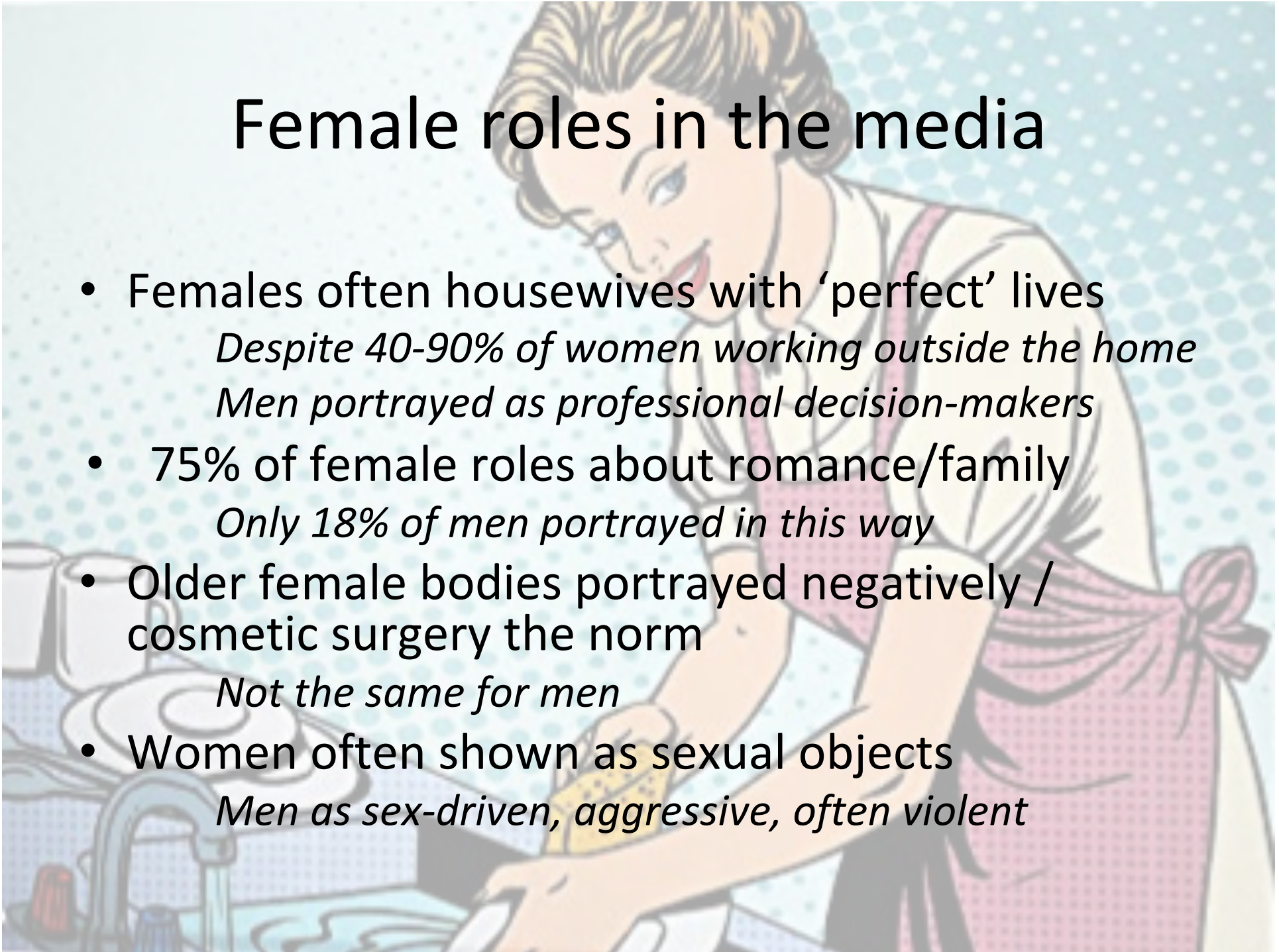
verbally and non-verbally

Visually and through language / double meanings



Female roles in the media

- Females often housewives with 'perfect' lives
Despite 40-90% of women working outside the home
Men portrayed as professional decision-makers
- 75% of female roles about romance/family
Only 18% of men portrayed in this way
- Older female bodies portrayed negatively /
cosmetic surgery the norm
Not the same for men
- Women often shown as sexual objects
Men as sex-driven, aggressive, often violent



Impact of social media

- Relatively new phenomenon
- Most people in developed world cannot imagine life without it
- Everyone can have an opinion on everything
- Spread hate, love, support online
- Activists use social media as a tool to spark debate/open forum to discuss all issues

Psychological outcomes

- Media roles reinforce gender stereotypes
- Stereotypes become real throughout society
- 'Thin ideal' results in low self-esteem, negative body image and increased psychological problems
- UNESCO

goal for full gender equality in media by 2030

Developed GSIM (Gender sensitive indicators for media)

Ashley Judd others accuse

2017 #MeToo

- Harvey Weinstein scandal shook Hollywood
- Spread across world, million of retweets in days
- Every country has its own version in different languages

#quellavolte (Italy) – that time when

#IchAuch (Germany) – Me too)

#BalanceTonPorc (France) – Squeal on your pig

Versions in Arabic and Chinese etc

- A year on and it is no less pervasive
- But has it changed anything ?
- Or is it sensationalism designed to sell articles ?

PLUS: WEINSTEIN DEFENDS SELF TO POST

Former employees and Hollywood stars told The New York Times that studio head Harvey Weinstein sexually harassed them. Weinstein tells Page Six he regrets some of his behavior, but says not all of the accusations are true.

PAGES 4-5

Real change or sensationalism?

- #meToo has allowed women and men to
Feel safe sharing their stories
discussion has spread online, all media channels,
you cannot ignore it because it is everywhere
- Enabled women to take control and find closure
- Reduced the fear of losing job or reputation
(or both)



47% SAID THEY HADN'T DISCUSSED
THE #METOO MOVEMENT WITH ANYONE.

Men

35% HAVE CHANGED THEIR
DATING HABITS IN RESPONSE
TO THE #METOO MOVEMENT.

- Initial response from men was
 - "Not all men"*
 - "nobody I know has experienced sexual harrassment"*
- Realisation that by sheer numbers, yes,
 - Most women have experienced sexual harrassment*
 - They know men who have done it*
- #IdidThat and #HowIWill Change
 - New discussions led by men who want to discuss, learn and apologise*

40% of
young men say

"The #MeToo movement has
changed the way I interact in
potential romantic relationships."



Harrassment affects men too

#MeToo has led to revelation that huge numbers of men:

- Have experienced harassment too
- Previously had no outlet to share experiences

So women are not the only victims



Schools and Workplaces

- In schools, it has become part of the curriculum to keep children healthy, safe and prepared for life
- 300 actresses have set up Time's Up Legal Defense Fund to support low-wage workers get support without losing their jobs
- The number of calls to rape, abuse and incest hotlines in the USA is up by 23% since 2016

Legal underpinning

- In the UK, “Innocent until proved guilty”
- Telegraph says the Westminster Dossier *Document containing actions against MPs Contained unverified accusations of sexual misconduct from #MeToo*
- Claims put potentially innocent people at risk
- Jobs lost - unverified/ unproven claims
- People over-reacting towards co-workers



But

- There is less support in countries where 94% of the workforce are informal workers with no job security
- Online female campaigners have met backlash from men who criticise them for complaining without providing any solutions
- Society needs to rethink its relationship with sex – that is not simple

The Media as a Change Agent

- The media has spread discussion that was long overdue
- Social media was the perfect tool as it is led by people
- News websites can follow the trend and maintain the discussion
- People who do not feel safe in their jobs have somewhere to turn
- The change is biggest in America



#METOO

DONNELLY

Summary

- Gender equality is important locally and globally
- To maximise the potential of all people for society
- Both Universities and the Media can change attitudes & behaviours towards gender inequality
- Organisational cultures, drivers & impact are very different
- To maximise their impact, Universities and the media need to work more closely together
- Much more evidence-based research is needed to understand the drivers and impact

