



## **Palestinian Media Monitoring of Gender Equality**

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## 1. Introduction

This is a report of the findings of a survey and focus groups on Palestinian Media Monitoring on Gender Equality. The field work was carried out in the West Bank and Gaza Strip. The study aims to assess the perceptions of Palestinian public and private media outlets from a gender perspective, the integration of gender equality in media work and images, the role of women in the media and its impact on society and images of men and women. The study also devoted attention to the issue of conflict and its impact on gender and the media (with special attention to crisis reporting during the latest war on Gaza).

## 2. Methodology

The survey targeted two groups: the Palestinian public and Palestinian journalists. The study also utilized qualitative data to enrich the analysis through conducting focus groups.

### The Survey

#### 2.1 The questionnaire

The survey collected quantitative data on the perceptions of the general public and listeners/viewers and of the specialized group of media outlets' representatives. The questionnaire was piloted to ensure clarity of questions, completeness of choices and to assess the preliminary input of the respondents to the research process. The questionnaire included questions in the following fields:

- Overall use of media;
- Gender roles and stereotypes;
- Presence of women in media;
- Palestinian media and its incorporation of gender issues and women representation.

#### 2.1 The sample

To select the public sample, AWRAD employed a random representative sampling method to identify respondents. The sample size for the survey was 1,200 Palestinian adults (18 years or older) in both the West Bank and Gaza, which is sufficient for overall analysis. 200 members of the sample population were journalists and 1,000 were general Palestinian public. The sample of the general public survey was representative of all regions in the West Bank (60 percent) and Gaza Strip (40 percent), with representation of females (49.5 percent) and males (50.5 percent). Refugees and non-refugees are almost equally represented. Respondents were selected from the government, non-government and private sectors. The majority of the respondents (42.4 percent) were youth (18-30 years old), with 20.8 percent in the age group (31-40) and 36.8 percent more than 40 years old. The sample was also representative of all educational, occupational and marital backgrounds<sup>1</sup>.

The sample of the journalists' survey was guided by lists from the Palestinian Journalists Syndicate and other available lists that include the lists of the Media Development Center- Birzeit University (MDC), and the Ministry of Information, the lists also include the Ministry of Information journalists guide. However, since the best way to approach these participants is within their institutions, we

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<sup>1</sup> The detailed distribution of the public sample is in Annex 1.

relied on geographical listings of media institutions and outlets. Accounting for limited resources and time constraints, we selected regions that host the largest numbers of institutions and outlets. In doing so, the research ensured that all regions in the West Bank (North, Middle and South) are represented (Nablus and Salfit in the North; Ramallah in the Middle and Bethlehem and Hebron in the South). In Gaza, all districts were represented. The sample of respondents was randomly selected from within these institutions by getting the full list of employees in the institution and then based on the number of the employees and the numbers of the needed sample a random sample was selected from each list and then interviewed. While in the institution, the respondents were selected through a systematic method on the basis of equal intervals. As a result, the sample revealed the following interesting results:

- 63 percent of the interviewed journalists are in the West Bank and 37 percent in Gaza. In terms of place of work, the majority of interviewed journalists reside in two regions: Ramallah (39 percent) and Gaza City (25 percent). This is a reflection of both geographic concentration of media institutions and outlets, but also the sample selection method which did not include all districts.
- The sample has more males (60 percent) than females (40 percent), reflecting the reality of gender distribution in this field.
- The sample shows the evolving nature of journalism and the impact of new technology. 29 percent of the journalists reported that they work in (electronic media) and an equal percentage in (TV); 24 percent reported that they work in (written media), 16 percent in (radio) and 3 percent in (training and education).
- Moreover, the majority of the journalists (67 percent) work on a full-time basis; 21 percent are (freelancers), and 12 percent are both.
- Interestingly, the majority of interviewed journalists (60 percent) are young (less than 30 years old), while 21 percent are between the ages of 31-40 and 19 percent are older than 40 years.
- In terms of work sector, 67 percent work in private media institutions, while 26 percent work for government institutions and 9 percent with others (including NGOs and educational institutions)<sup>2</sup>.

### **2.3 Field research and interviewing**

The field research was conducted during the period of 14-16 November 2014. Face-to-face interviews were conducted. Fifty well-trained data collectors were supervised by field coordinators to ensure the unification of methodological standards, sample selection and interviewing protocols. To ensure the quality execution of the field research, a quality assurance system was employed. Field researchers were divided into groups of four with a supervisor for each group.

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<sup>2</sup> The detailed distribution of the sample of journalists is in Annex 2.

## **2.4 Data entry and analysis**

All questionnaires were fully checked by data experts to ensure that they were complete and consistent. All data were entered by professional data experts into an SPSS file with stringent control protocols. 20 percent of the data entered was checked by senior data experts to ensure that data were properly and correctly entered. SPSS was utilized to analyze the data which were further tabulated.

## **The Focus Groups**

### **2.5 Aims and participants**

The focus groups aim to explore in greater depth issues related to the role of women in media. The focus groups provided in-depth responses, considered in a socio-political context, and assisted in understanding perspectives and views on gender and media issues. AWRAD organized eight (8) focus groups/thematic workshops with journalists working in radio, TV and media networks, four in the West Bank<sup>3</sup> (Ramallah, Tulkarem, Nablus and Hebron) and four in Gaza. The total number of participants reached 87: 46 in the West Bank and 41 in Gaza. The participants in the focus groups were divided between males (47) and females (40). They represented all media sectors, education, and occupation and age cohorts. They targeted networks and media-related institutions, TVs, radios. Two focus groups were convened with women journalists (one in the West Bank and one in Gaza).

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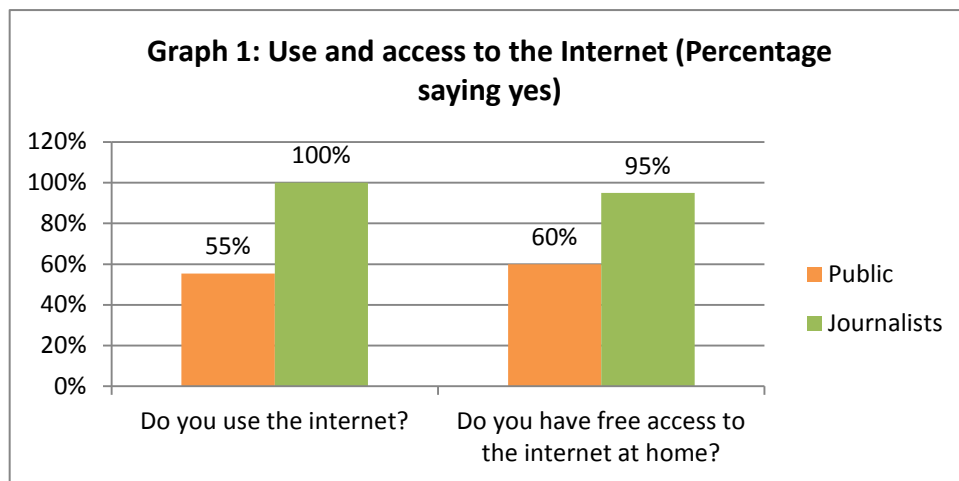
<sup>3</sup> The West Bank workshops were organized with gracious support from the Palestinian Journalists Syndicate.

### 3. Data Analysis of Findings

#### 3.1 Overall use of media

##### Access to Internet is much higher among journalists compared to the public

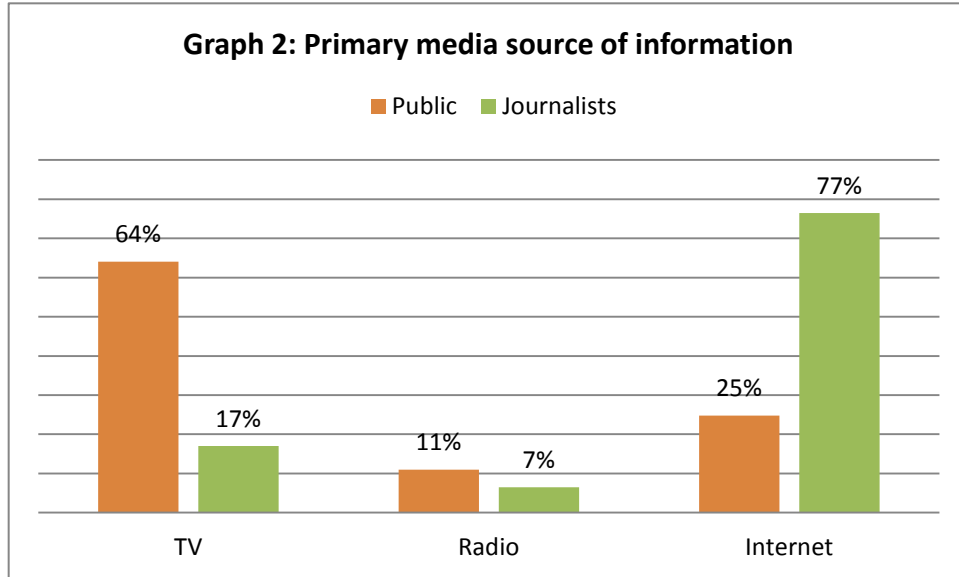
There are major differences between journalists and the public regarding the use and access to the Internet. While the majority of both groups use the Internet and have access to it, there are significant differences in the rates. All journalists use the Internet compared to 55 percent of the public; similarly 95 percent of the journalists have access to the Internet at home, compared to 60 percent of the public. This is explained by the nature of journalists' occupation, as they need Internet to do their job, moreover the age distribution of the two target groups is also different and might explain the difference as 42.4% of the public are 18-30 years old compared to 60.0% of the journalists which indicates that journalists were younger and might give an indication of why they use the internet more than the public. Simultaneously, this explains why there is a difference in the use of Internet as the main media source of information, as illustrated in Graph (1).



##### Internet is the main media source for journalists and TV is for the public

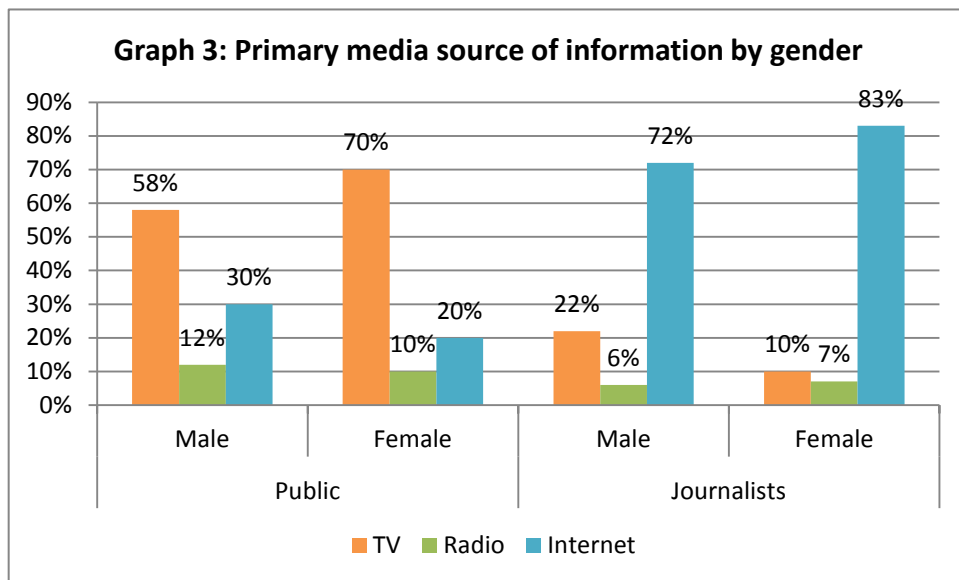
There is a stark difference between the public and journalists in terms of reliance on media sources for news. While 64 percent of the public report that their major source of information is the TV, as much as 77 percent of journalists report that they use the Internet/modern technology as their primary source of information. Among the public, 25 percent say that they use the Internet as their major source of information. At the same time, only 17 percent of journalists say that they use the TV. For both groups the radio is the least popular source for gathering information (11 percent among the public, and 7 percent among journalists). This explains the different levels of access and resourcefulness among the two groups. It also indicates the varying levels of education, as the vast majority of journalists have university education, while the majority of the public have less than 12 years of education.<sup>4</sup>

<sup>4</sup> These figures are contained in the sample distribution Annexes 1 and 2.



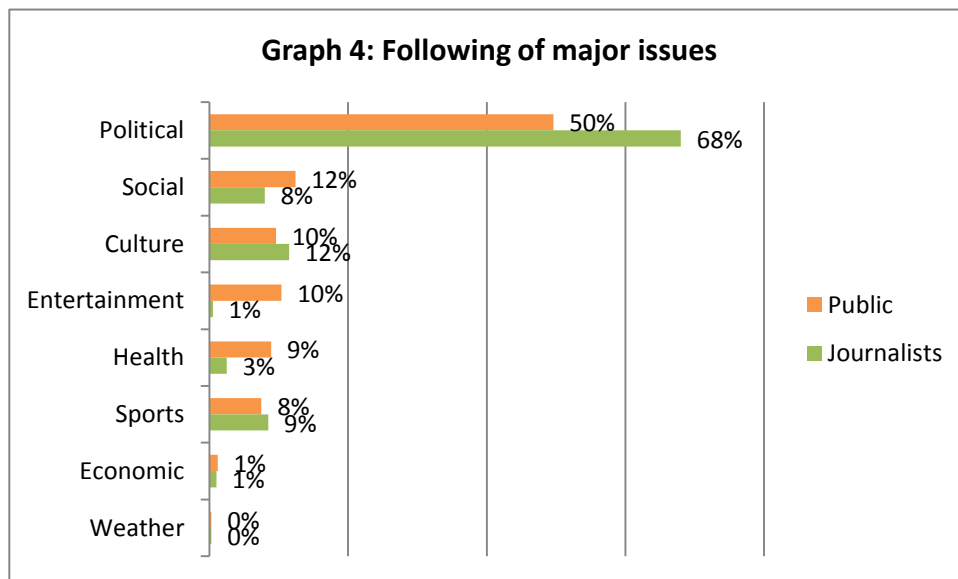
#### Males are more inclined to use the Internet than females

Gaps are also present among the public and the journalists when disaggregating by sex. 70 percent of females among the public stated that TV is their major source of information compared to 58 percent of males. Conversely, 30 percent of males stated that Internet is their main source of information, with 20 percent of females saying the same. Among journalists, even though for both males and females, identify the Internet as their main source of information, significant differences are present. 83 percent of females said Internet is their main source of information, while 72 percent of males said the same. 22 percent of males said TV is the main source with only 10 percent of females in agreement. 22 percent of males said TV is the main source with only 10 percent of females in agreement. 22 percent of males said TV is the main source with only 10 percent of females in agreement.



### Political issues are the most followed among all groups

The public and journalists follow issues at rates of attention; nevertheless political issues are the most followed by both groups. 50 percent of the public say they follow political issues, along with 68 percent of journalists. Given the political circumstances of Palestine, it is logical that these topics are of greater interest than others.



As seen in Graph (4), the most popular issues followed by the public after political ones, are social (12 percent), culture (10 percent), and entertainment (10 percent). Among journalists, the most followed following political are cultural (12 percent), sports (9 percent) and social (8 percent). Both males and females in both groups (journalists and the public) devote the greatest attention to political issues. However, among other issues, significant variations are observed among males and females. Males in the general public evaluate sports as their second most popular issue, followed by culture, while females evaluate social/family, followed by health/wellness. Among journalists, male respondents exhibit the same preferences as their counterparts in the general public (sports followed by culture), though females consider social/family issues the second most prominent issue, followed by culture.

Table (1): Main issue followed by media by gender<sup>5</sup>

Issues.	Public		Journalists	
	Male	Female	Male	Female
Political	61.7%	37.7%	72.4%	61.9%
Health/ wellness	2.6%	15.1%	0.0%	6.0%
Weather	0.4%	0.2%	0.0%	0.0%
Culture	7.1%	12.1%	9.5%	14.3%
Entertainment	6.5%	14.3%	0.9%	0.0%
Social/ Family	5.5%	19.2%	2.6%	15.5%
Sports	14.8%	0.4%	13.8%	1.2%

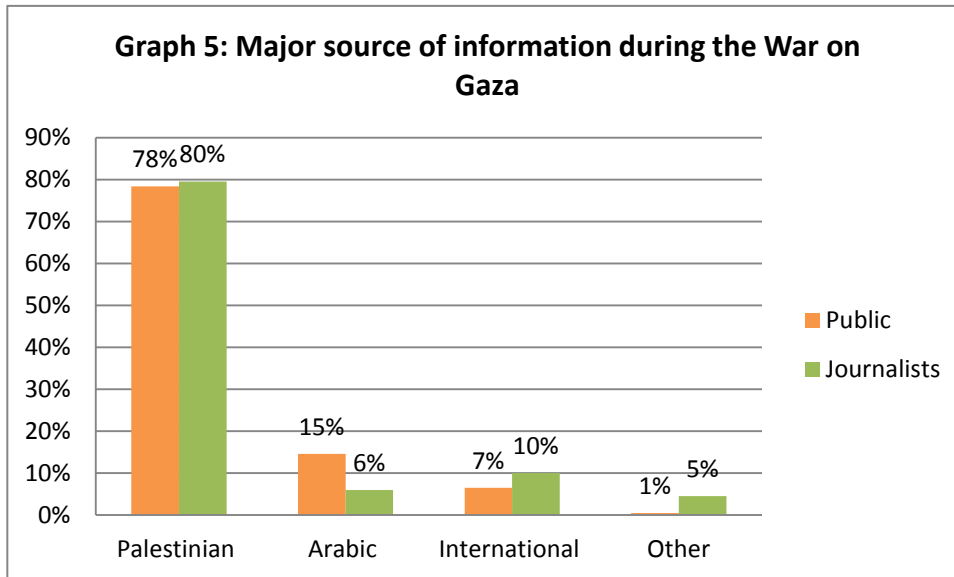
<sup>5</sup> Green indicated most followed issues for each group while red indicates least followed issues.



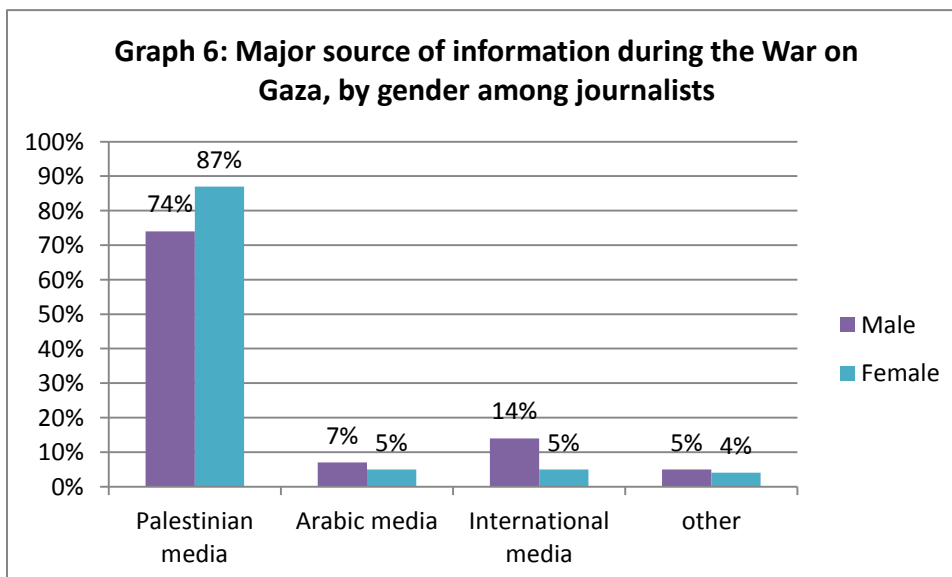
Economic	1.4%	1.0%	0.9%	1.2%
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### Palestinian media was the main source of news on the Gaza War

During the recent War on Gaza, the vast majority of the public and the journalists followed Palestinian media (78 percent of the public, and 80 percent of the journalists). The second most followed media among the public was Arab outlets (15 percent), while among journalists it was international ones (10 percent).



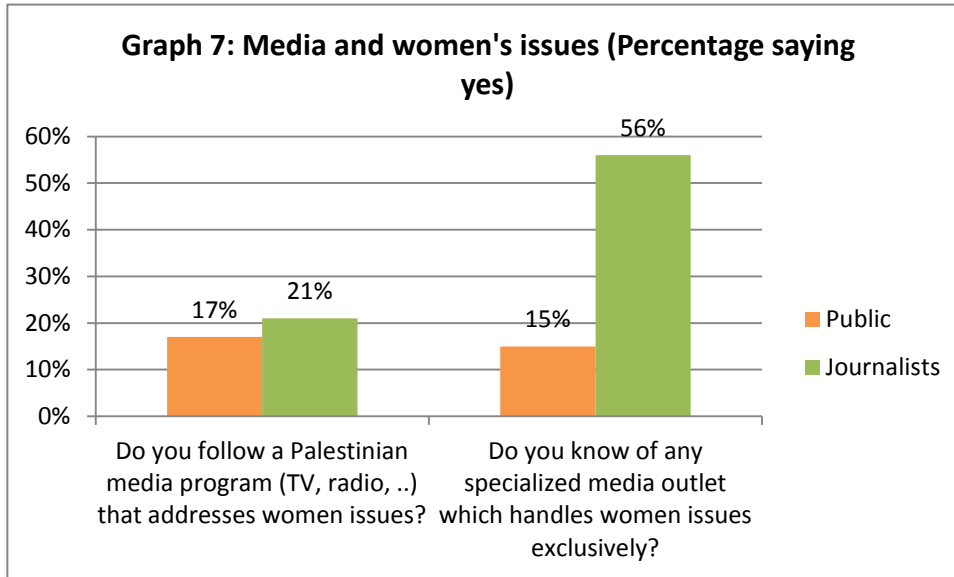
Among journalists, more females followed Palestinian media during the War on Gaza than males, though it was the most popular source for both. In contrast, male journalists followed international media at greater rates.



### 3.2 Programs that address women/gender issues

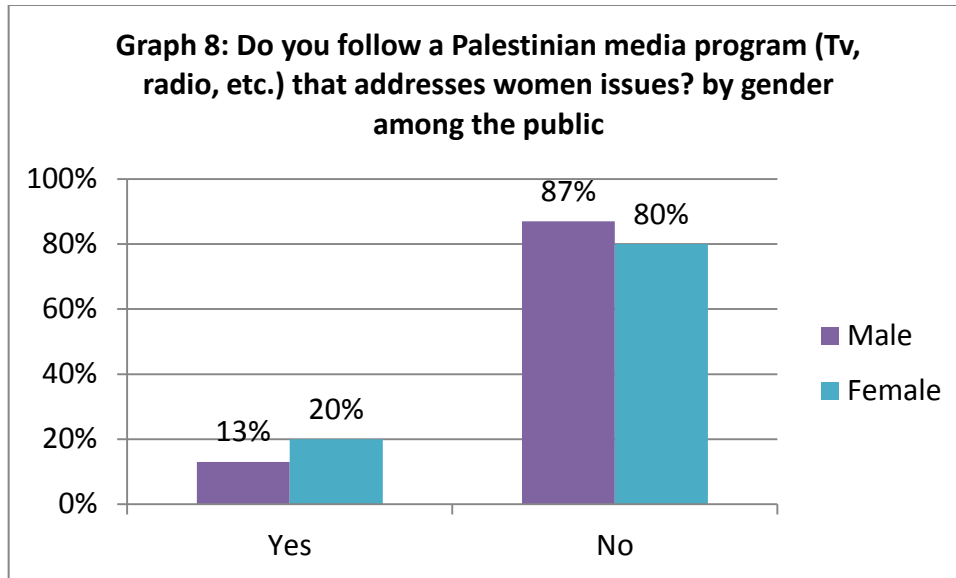
#### Journalists are more familiar with programs that address women issues

There are no differences between journalists and the public when evaluating the following of media programs addressing women's issues. 17 percent of the public say they have followed such an outlet, along with 21 percent of journalists. However, sharp differences emerge when measuring awareness of outlets exclusively addressing women's issues. 15 percent of the public say they are aware of such outlets, compared to 56 percent of journalists.



#### Females are more interested in women-related issues

Women-related issues were defined as the issues that include women, such as their political, social, and economic contributions, their problems, the obstacles they face, their achievements, and news...etc. It was defined as any subject that talks about women or includes women regarding the main theme. Slight differences between males and females in the general public emerge when respondents were asked about following Palestinian media programs that address women issues. Females (20 percent) follow these programs at noticeably greater rates than their male counterparts (13 percent). No differences were observed among male and female journalists.




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#### **Qualitative insights on overall use of media**

Most participants agree that media outlets in Palestine are partisan and that their performance cannot be accurately assessed:

- “The Palestinian media is 100 percent partisan, and there is outside control over the agendas of the media.” Gaza-Radios
- “Palestinian media’s performance is less than 60 percent of the needed performance.” Gaza-Radios

Participants agree that the social media is the most popular media form presently used, while others insist it is radio:

- “There is a variation in the use of media outlets, but the new media is more popular nowadays than the traditional media. What I mean by new media is the social and electronic media which are used to report news, thus the performance has become individual rather than institutional and any journalist can report news on his/her page and a lot of the times this news is not correct.” Nablus-Radios
- “The most followed media outlet is the radios and there is a difference between males and females in what kind of news they follow.” Gaza-Radios

Participants have different opinions about the patterns of media use by males and females

- “There are no differences between patterns for men and women, but maybe more females follow social news than males.” Nablus- Radios
- “Males tend to prefer TVs while females prefer written media and this, of course, is due to traditions, especially in Gaza.” Gaza-Media organizations and networks

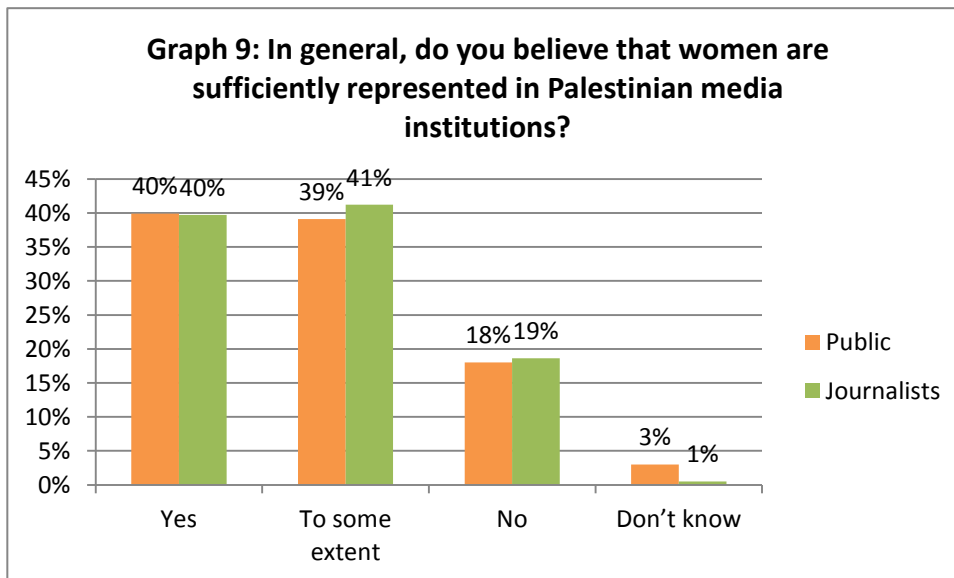
Most participants know about media outlets specializing in women issues even though some believe these programs are not specialized or not sufficiently so:

- “We have several media outlets that are focused on women and women issues such as Nisaa FM and Women Voice newspaper but both are in Ramallah and for example the newspaper covers a small geographical region and I think it does not go beyond Ramallah.” Nablus-Radios
  - “There are media outlets that are concerned with women issues such as Filistiniat and Nisaa radio, and Alghaidaa magazine.” Gaza-Journalists
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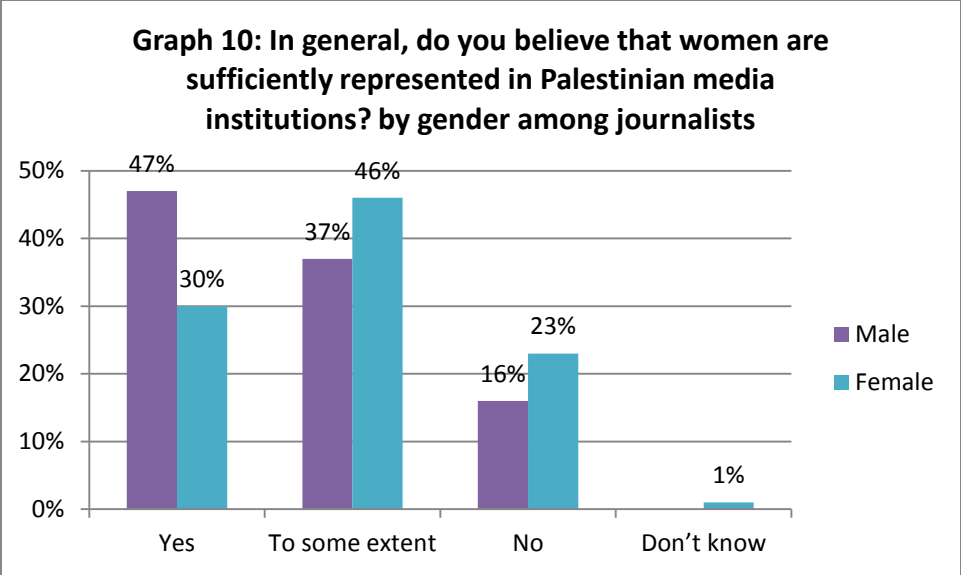
- “There are no organizations that are specialized in women issues in Gaza; there was Nisaa Radio. That was demolished by the war and it was the only one which covers women issues but it wasn’t specialized and it’s only an initiative by some girls and they did it only online but it wasn’t financially supported.” Gaza-Media organizations and networks

### 3.3 Women’s representation in Palestinian media

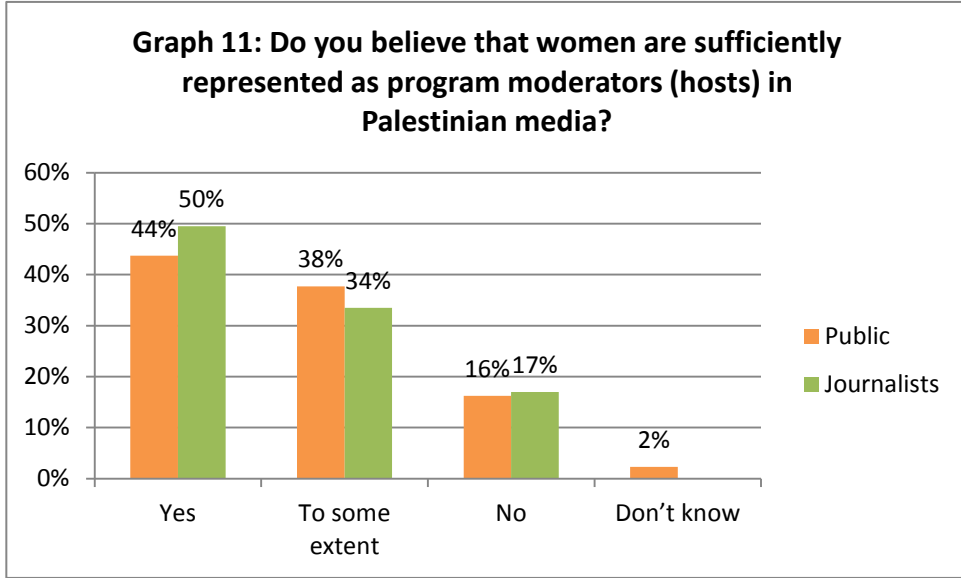
When assessing the representation of women in media outlets and as moderators (hosts) there are no significant differences between the perceptions of journalists and the public. A plurality of respondents (40 percent of the public and the journalists) believe that women are sufficiently represented in the Palestinian media institutions, compared to 39 percent of the public and 41 percent of the journalists who believe that they are represented sufficiently to some extent in the Palestinian media institutions. A final 18 percent of the public and 19 percent of the journalists believe that women are not sufficiently represented in the Palestinian media institutions.



Among the public, males and females express similar views and there are no significant differences when assessing the representation of women. In contrast, 47 percent of male journalists say women are sufficiently represented, compared to only 30 percent of females.

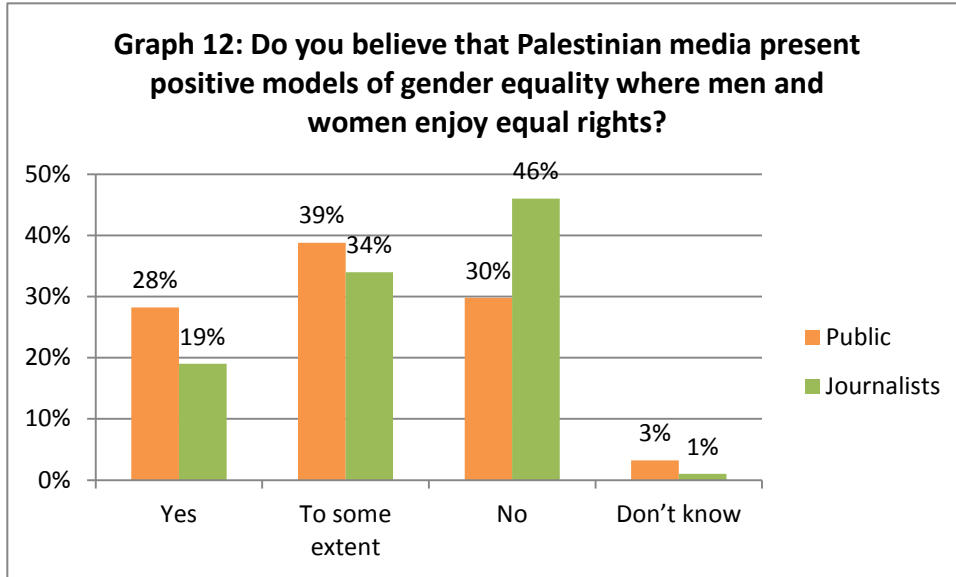


On the other hand, journalists believe that women are sufficiently represented as moderators in Palestinian media at slightly greater rates than the public. Half (50 percent) of all journalists believe women are sufficiently represented as moderators, compared to 44 percent of the public. Taken generally however, the majority of both groups believe women are sufficiently represented. There are no significant gender differences among either group (journalists and the public).

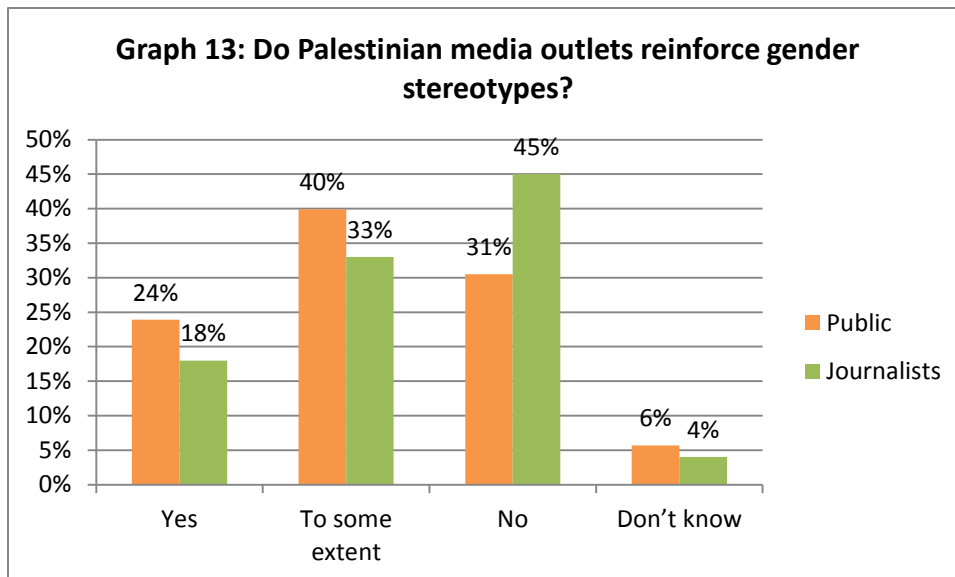


**3.4 Women stereotypes in media**

A plurality of journalists (46 percent) believe that the Palestinian media does not present positive models of gender equality where men and women enjoy equal rights, while a plurality of the public (39 percent) believe that they do to some extent. These data illustrate greater gender awareness among journalists.

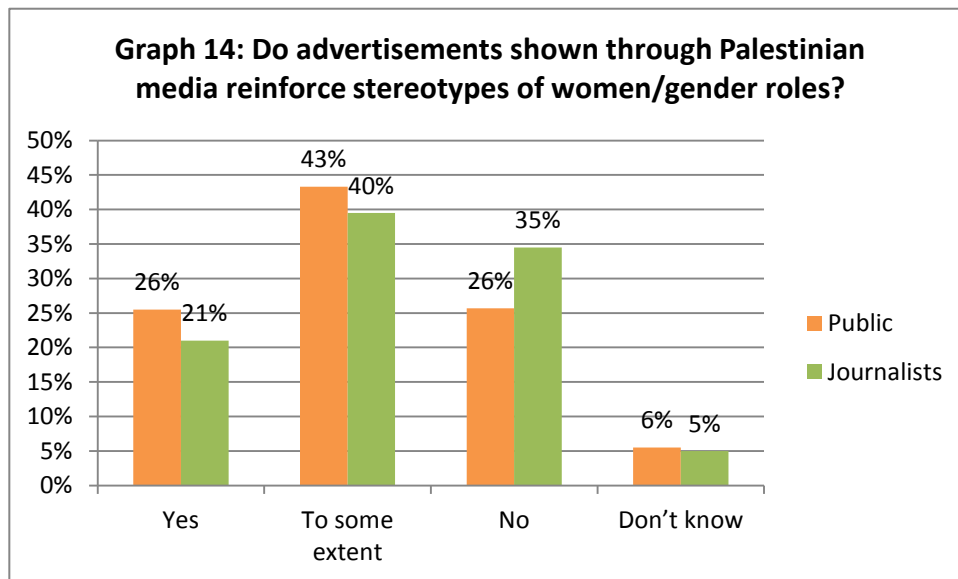


On the other hand, a plurality of journalists (45 percent) believe that Palestinian media outlets do not reinforce gender stereotypes, while 33 percent believe that they do to some extent, and only 18 percent believe they do. Among the public, 40 percent believe that Palestinian media outlets reinforce gender stereotypes to some extent, 31 percent believe they do not, and 24 percent believe they do. These data indicate that journalists believe they are doing their job in not reinforcing gender stereotypes, but the public is not seeing the same picture.



When assessing advertisements, almost half of the two groups of respondents (43 percent of the public, and 40 percent of the journalists) believe that advertisements in Palestinian media reinforce stereotypes of women and gender roles (where women occupy domestic roles (housework) or work in traditional

labor sectors (teacher, nurse, etc.) to some extent. In contrast, 35 percent of journalists believe advertisements do not reinforce these stereotypes and a final 21 percent believe they do. Opinions among the public are evenly split; 26 percent believe advertisements reinforce gender stereotypes, 26 percent disagree.



There were no significant differences between males and females among either group on issues related to gender stereotypes in media.

### Qualitative insights regarding women's representation in media and stereotypes

#### Participants express diverse opinions regarding women representation in media:

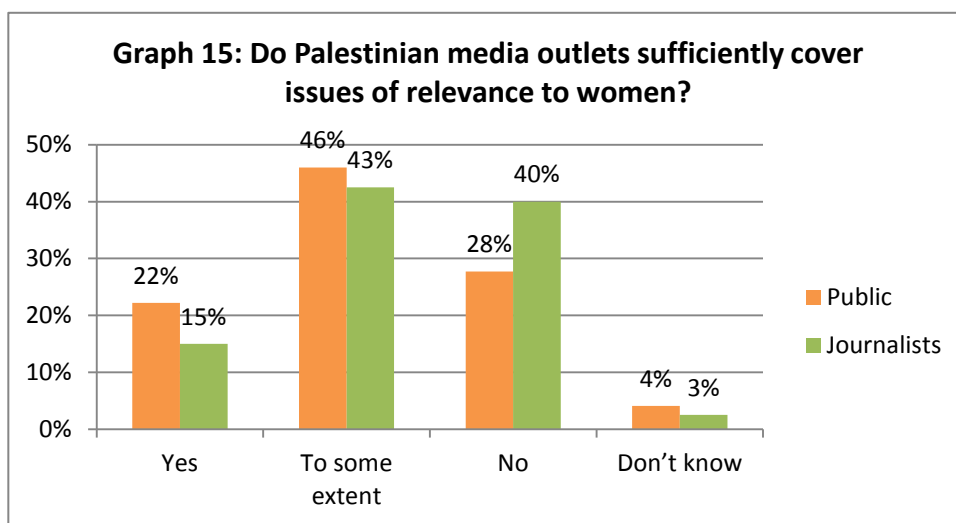
- "There is sufficient representation of women in media outlets, for example the female cadre in Sawt and Al Najah radio is more than the male cadre, given that the audience accept the information from females more than males." Nablus-Radios
- "Women can't be represented in media given that we have social, economic, and political problems and women are not able to go out to report in these situations." Gaza-Radios
- "In Gaza, we don't need more representation of women in media, given that the nature of women is different and can influence her work; for example she can't work at night shifts." Gaza- Radios

#### Participants observe significant stereotypes in media

- "There are a lot of stereotypes of women in media. For example, Al Aqsa TV only depicts women in their emotional moments, like when they are crying. This is not only in Al Aqsa TV. Unfortunately, women's roles in advertisement still endorses stereotypes and is more promotional." Ramallah-Media organizations and networks
- "Women's depiction in media is the same stereotyped as reality. We rarely see women as analysts, experts, directors, owners, or in any decision making positions." Ramallah-Media organizations and networks

### 3.5 Women related issues in the media

Even though the public and the journalists believe that women are well represented in Palestinian media, they believe that Palestinian media outlets do not sufficiently cover issues of relevance to women, where these issues include women related issues as explained earlier plus issue that are considered interesting to women no matter what subject they address (political, social, economic...etc.) it includes all kinds of topics that are considered interesting for woman to follow. 22 percent of the public believes these outlets cover issues of relevance to women sufficiently, 46 percent believe they do to some extent and 28 percent believe that they do not. In contrast, only 15 percent of journalists believe issues of relevance to women are covered, followed by 43 percent who believe they are to a certain extent and a final 40 percent who believe they are no covered sufficiently. These figures indicate more positive appraisals among the public in terms of sufficiency; the lower rate among journalists might indicate they are more open to expanding coverage of issues with relevance to women.

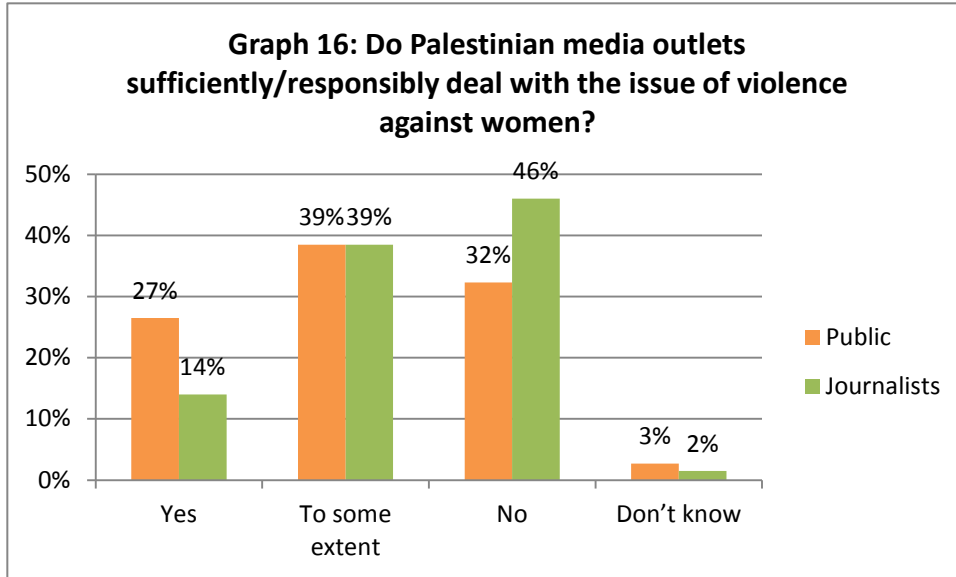


Among journalists, 45 percent of females said issues of relevance are not sufficiently covered, compared to 36 percent of males who agree. On the other hand, 12 percent of females said issues of relevance are sufficiently covered, along with 17 percent of males. While these figures indicate slight differences in perception among journalists, there are no significant differences among the public, when disaggregated by sex.

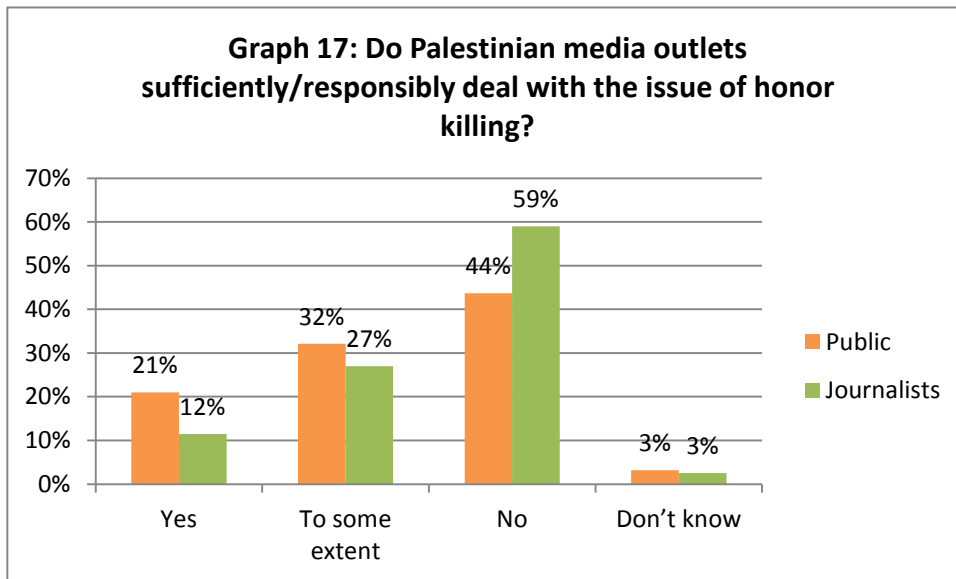
### 3.6 The media's role in dealing with gender-related issues

Respondents were asked if the Palestinian media sufficiently/responsibly addresses specific issues related to women, such as violence, honor killing, and early marriage. Differences in opinion between journalists and the general public are clear. According to journalists, violence against women is not sufficiently/responsibly addressed by the Palestinian media; 46 percent believe this issue is not handled appropriately, compared to 14 percent who say the opposite and 39 percent who say it is properly addressed to some extent. The greatest amount of the public (39 percent) believe that the issue of violence is sufficiently/responsibly addressed by the Palestinian media to some extent, while 32 percent believe they it is not sufficiently/responsibly addressed, and a final 27 percent who say it is.



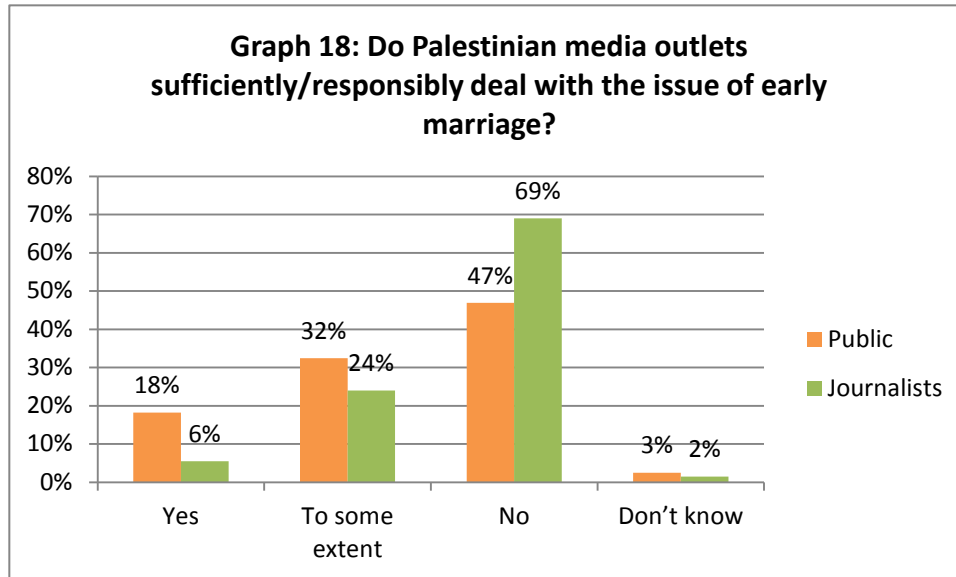


When evaluating the handling of honor killing, fewer journalists and members of the public believe the issue is addressed properly. 21 percent of the public and 12 percent of journalists believe that the issue of honor killing is sufficiently/responsibly addressed by media outlets, compared to 32 percent of the public and 27 percent of journalists who say it is to some extent. While a plurality of the public (44 percent) believes honor killing is not sufficiently/responsibly addressed, a majority of journalists (59 percent) express the same belief.



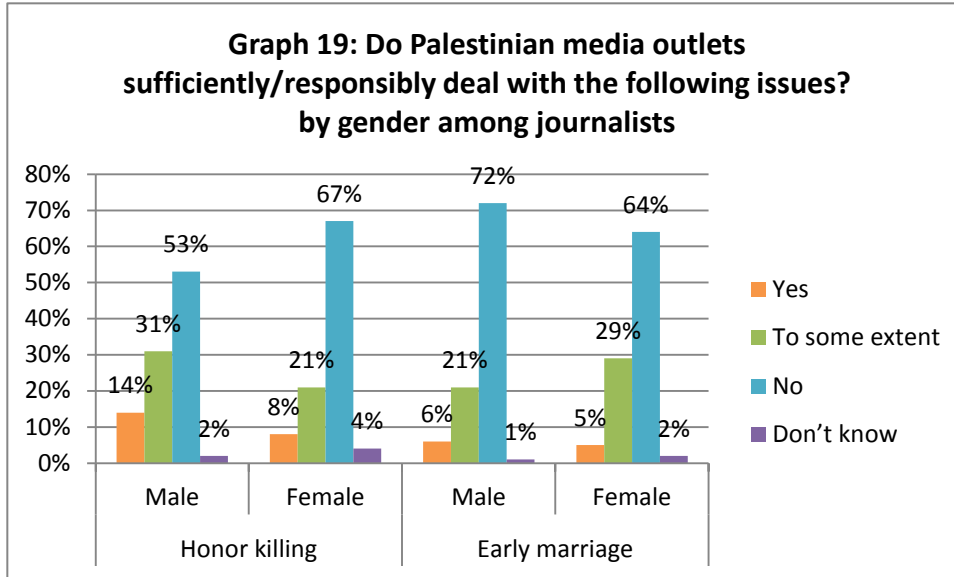
According to respondents, the issue of early marriage is the least responsibly addressed by media outlets of all the gender-related issues. Only 18 percent of the public and 6 percent of journalists believe that media outlets sufficiently/responsibly address the issue. In contrast 32 percent of the public and 24 percent of journalists believe that it is appropriately addressed with to some extent. Finally, almost half

(47 percent) of the public and more than two-thirds (69 percent) of journalists believe that the issue of early marriage is not sufficiently/responsibly addressed by the Palestinian media.



It is clear from the three previous graphs that the public is more satisfied with the Palestinian media's presentation of gender-related issues than journalists. Though the data also indicates the public's broad dissatisfaction in many instances, the public appears more positively disposed than journalists.

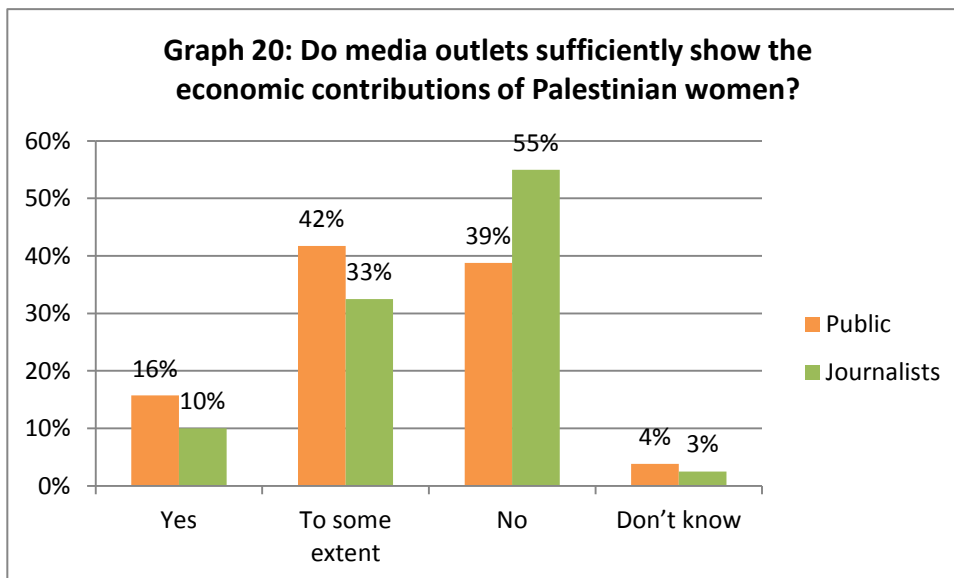
When evaluating differences in perceptions between males and females, no significant differences are observed within the general public, though some are apparent among journalists. Though male and female journalists are equally critical of the role of media outlets in sufficiently addressing gender-related issues, this dissatisfaction occurs at different rates. For example, 67 percent of females believe outlets do not sufficiently address issues of honor killing, compared to 53 percent of males. In contrast, 72 percent of males believe media outlets do not sufficiently deal with the issue of early marriage, along with 64 percent of females who agree. No differences in perception exist when evaluating addressing issues of violence against women.



### 3.7 Media's role in showcasing the contribution of women

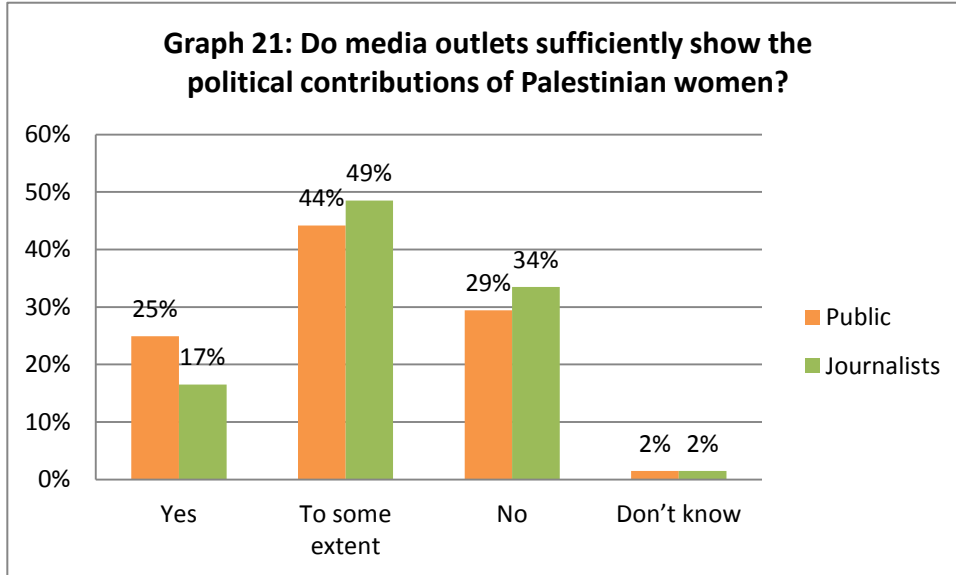
Respondents were asked if the Palestinian media outlets sufficiently show the economic, political and social contributions of women, and certain differences are observed in the answers of both groups.

When assessing women's economic contributions, most journalists (55 percent), and a high percentage of the public (39 percent) are not satisfied with the coverage allocated by the Palestinian media. In contrast, 42 percent of the public and 33 percent of journalists say these contributions are covered sufficiently to a certain extent, while the final 16 percent of the public and 10 percent of journalists believe women's economic contributions are sufficiently covered.

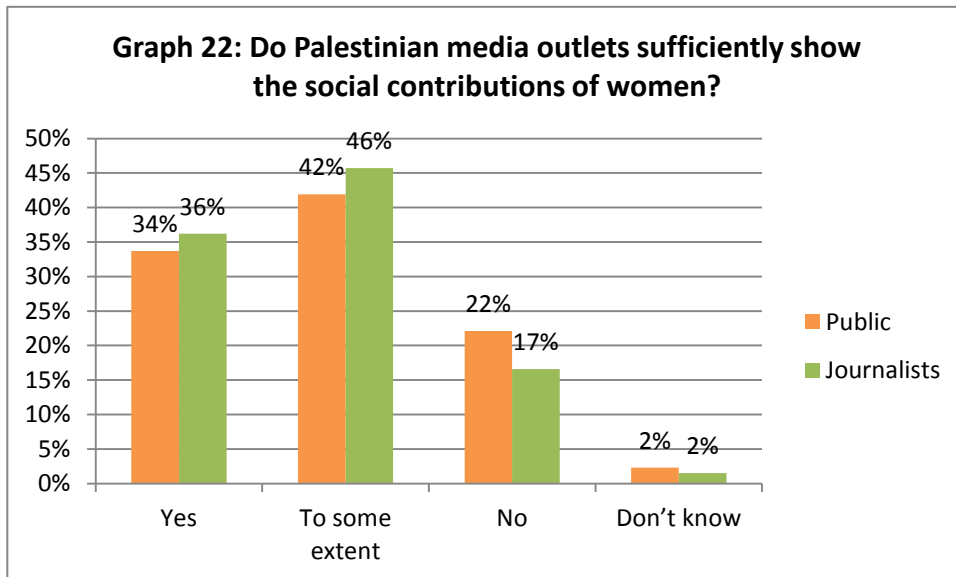


When assessing the coverage of political contributions, both the public and journalists believe these are more sufficiently addressed. 49 percent of journalists and 44 percent of the public believe political

contributions are adequately covered to some extent. Criticism is still present however, as 34 percent of journalists and 29 percent of the public believe these contributions of women are not sufficiently covered. Finally, 25 percent of the public and 17 percent of journalists believe women’s political contributions are sufficiently addressed by media outlets.



In terms of women’s social contributions (including cultural events, family related topics, protection, building societies, development, and many more), journalists and the public indicate generally positive views. 46 percent of journalists and 42 percent of the public believe that media outlets sufficiently cover these contributions to some extent. 36 percent of journalists and 34 percent of the public believe social contributions are sufficiently covered; yet 17 percent of journalists and 22 percent of the public believe the opposite.



The three graphs above demonstrate that the Palestinian media covers the economic contributions of women the least, and the social contributions the most, according to both journalists and the public. Which shows that the more specific and sensitive the subject is the less it is covered or attached to women. The same patterns and trends are observed when disaggregating by sex, and no significant changes exist.

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### **Qualitative insights on women-related issues on media**

The media does not cover issues related to women due to several reasons:

- "I think it's hard for the media to cover issues such as honor killing due to the negative impact on the family, which is connected to the traditions of Gaza." Radios-Gaza
- "We don't need to discuss such issues because we have more important things to discuss." Gaza-Radios
- "Media outlets don't have the sufficient freedom to discuss issues related to violence and honor killing." Radios-Gaza
- "Women's rights are taken away within the family already, thus we see that her rights politically, socially, and economically are taken away as well." Radios-Gaza
- "Politically, we don't find media outlets that talk about women's political roles. For example Al Aqsa Radio, which is considered Hamas, does not mention anything about women in Israeli prisons that are from Fatah or the PFLP; they are only limited to reporting about the women who belong to Hamas." Radios-Gaza

While others believe media outlets cover such issues, though not sufficiently:

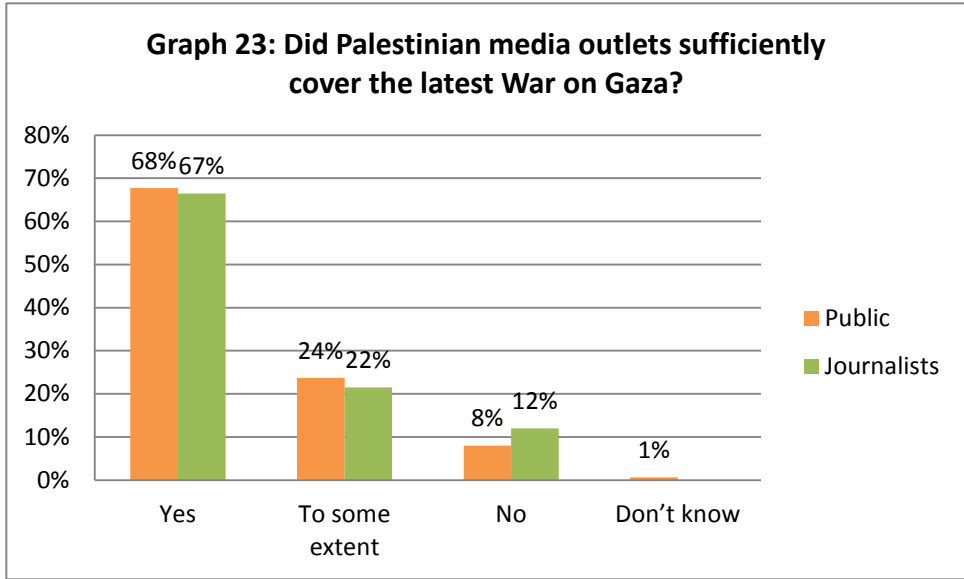
- "Violence against women receives shallow coverage, and it does not raise the public opinion. It just becomes a story during a specific time that people talk about and then it disappears. That's because journalists don't follow up, and women are afraid to discuss their stories." Radios-Nablus
- "The economic contribution of women is covered through one success story among thousands and is only covered when the political situation in Palestine is calm." Radios-Nablus
- "The problem with media in covering violence against women or honor killings is that they cover the story of the women as a victim and they ignore the killer and why he did this. I think media should focus on men in these issues because the problem is with men not women." Ramallah-Media organizations and networks

And the minority believe that such issues are covered sufficiently

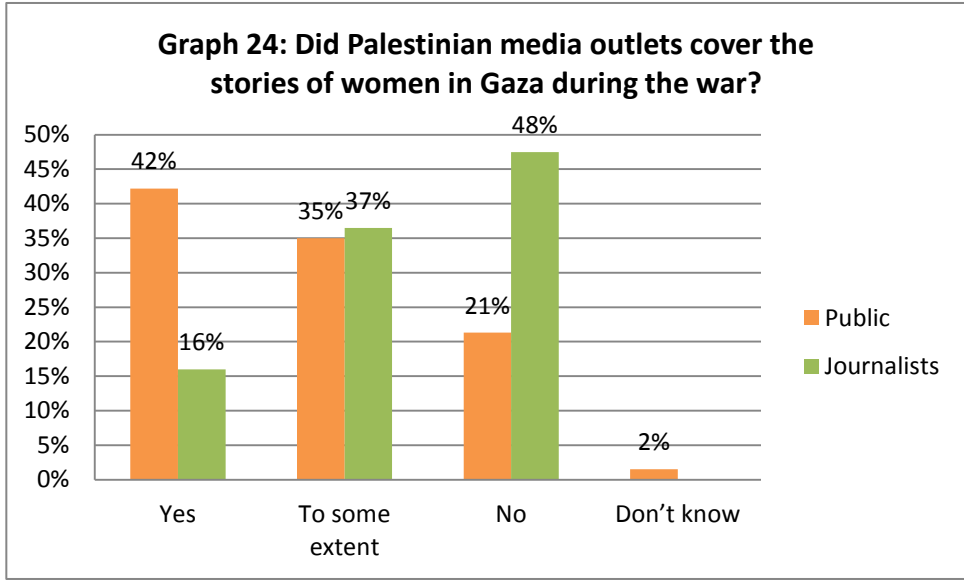
- "The media covered women as legislative council members and ministers. The media has no problem with women's contributions, politically and socially." Gaza-Media organizations and networks
- 

### **3.8 Women and media in relation to the latest War on Gaza**

The majority of journalists (67 percent) and the public (68 percent) believe that the media devoted sufficient coverage to the most recent War on Gaza, while 24 percent of the public and 22 percent of journalists said it did so to some extent. Only 8 percent of the public and 12 percent of journalists believe the media did not devote sufficient coverage. These figures indicate relative uniformity of opinion between both groups and general satisfaction with the conduct of the media during the recent war.

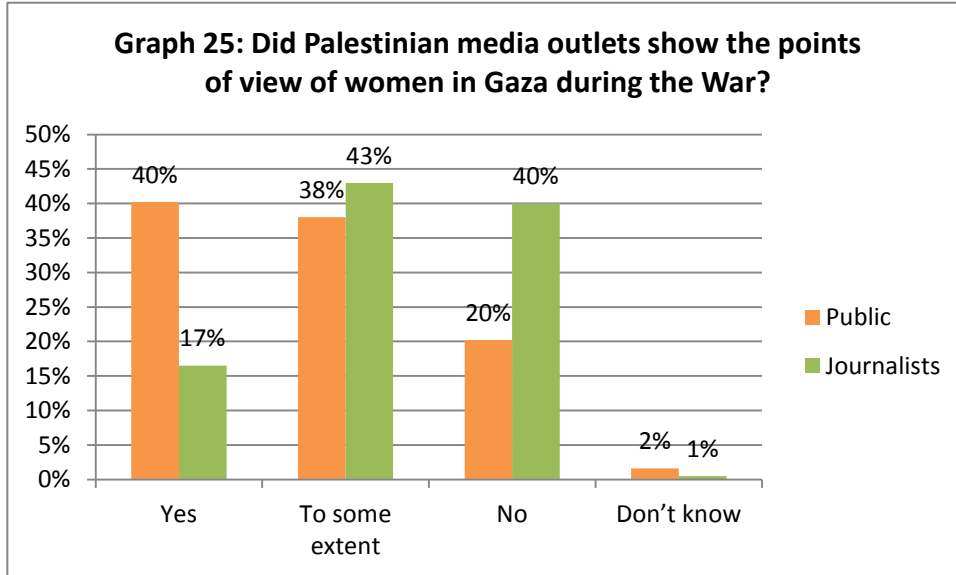


In a noticeable difference, there is sharp division between the public and journalists when inquired as to whether the media sufficiently covered the stories of women during the recent war. 42 percent of the public believes these stories were sufficiently covered, while an almost equal rate of journalists (48 percent) believe the exact opposite. In contrast, 21 percent of the public believes the stories were insufficiently covered and 16 percent of journalists believe they were sufficiently covered. 37 percent of journalists said these stories were sufficiently covered to some extent, along with 35 percent of the public. These data demonstrate that journalists are acutely more aware of the circumstances of women in Gaza, perhaps through information passed by colleagues or their actual work. It stands to reason that this increased familiarity is the cause of their dissatisfaction with the coverage of the media.

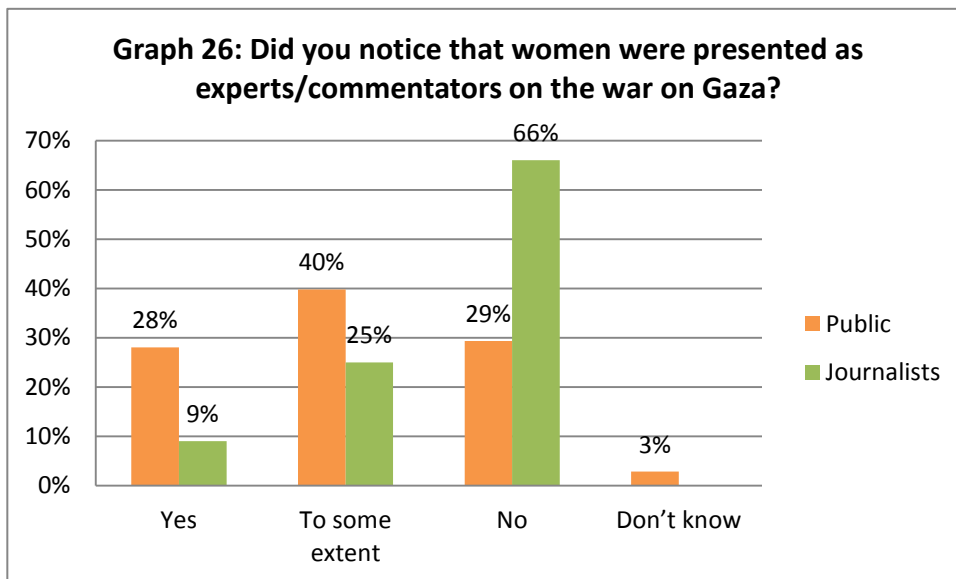


Another significant difference between the public and journalists emerges when asked if the Palestinian media outlets showed the points of views of women in Gaza during the war. A plurality of the public (40

percent) said they believed so, 38 percent said to some extent, and a final 20 percent disagreed. In contrast, 40 percent of journalists believe the media did not show these points of view, while 43 percent say they were shown to some extent, and the final 17 percent believe these perspectives were presented.



On the other hand, the majority of journalists (66 percent) have not noticed that women were presented as experts or commentators during the recent conflict. 25 percent noticed to some extent, with only 9 percent saying they had noticed. Awareness is greater among the public. 28 percent say they had noticed women in these positions, 40 percent say they noticed to some extent, while 29 percent did not notice. This could be due to the fact that the public might consider any guest on media as an expert while journalists can tell the difference between experts and female guests.



No significant differences are observed in the views of males and females among either group when asked about women in relation to the recent war.

**Qualitative insights on women in the latest war on Gaza**

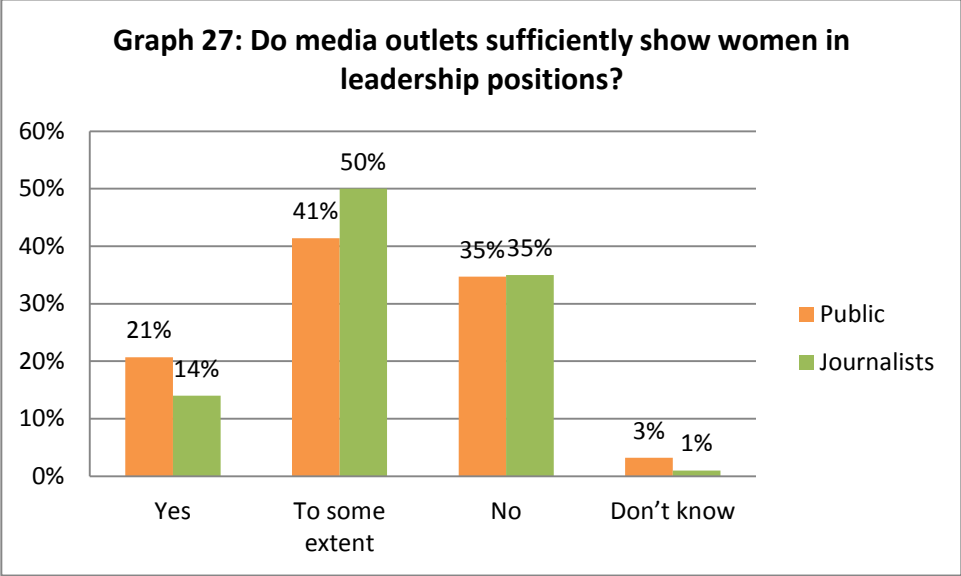
Participants believe that during the last war on Gaza women were marginalized

- “During the war on Gaza, media outlets focused on women’s suffering only, without deepening the coverage of her daily reality. While media focused on women who had their homes demolished and moved to shelters, they didn’t give any attention to women’s rights especially inside these shelters and their personal privacy in such shelters” Gaza-Media organizations and networks
- “Media dealt with women in the war as numbers only among martyrs and the injured” Gaza-Journalists

**3.9 Presence of women in media**

**Women as leaders**

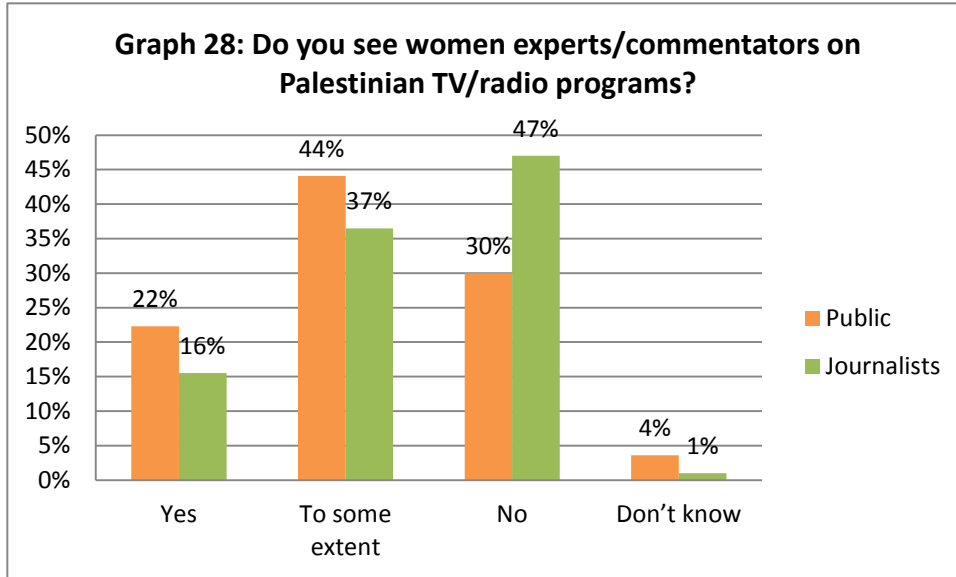
A large amount of respondents (50 percent of the journalists, and 41 percent of the public) believes that media outlets show women in leadership positions to some extent. 35 percent of both groups believe these outlets do not, while only 21 percent of the public and 14 percent of the journalists believe they do sufficiently show women in leadership positions.



**Women as experts or commentators**

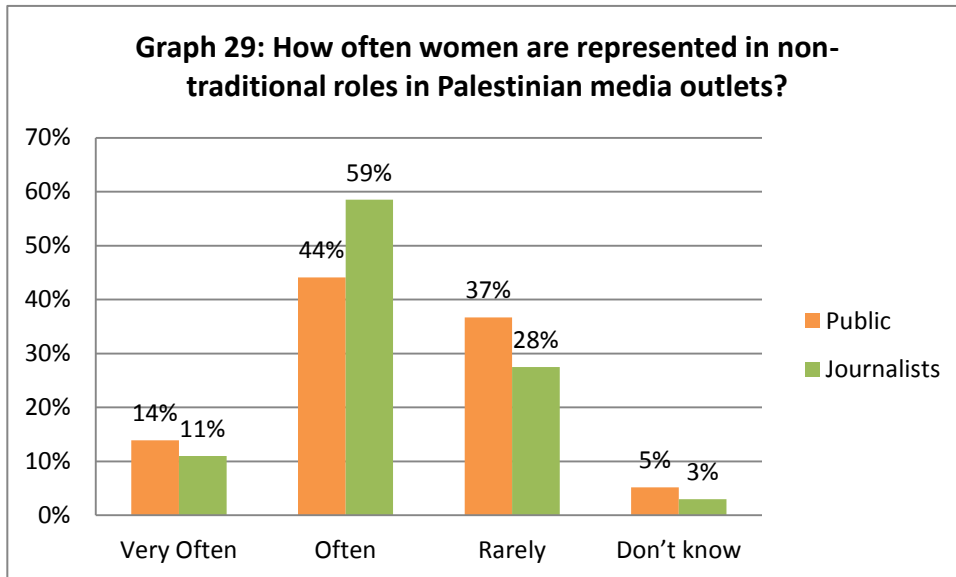
Moreover, the majority of journalists (47 percent) do not see women as experts or commentators on Palestinian TV and radio programs and 37 percent said they do to some extent. Only 16 percent said they do see them as experts/ commentators on Palestinian media programs. While the majority of the public (44 percent) said they see women as experts or commentators on Palestinian TV and radio programs to some extent, 30 percent said they do not, with a final 22 percent insisting the opposite.





### Representation of women in non-traditional roles

When respondents were asked about how often women are presented in non-traditional roles in Palestinian media, the majority of both groups said often (59 percent of journalists and 44 percent of the public), 37 percent of the public said rarely and 14 percent said very often. In contrast, 28 percent of journalists say these presentations occur rarely and 11 percent say very often.



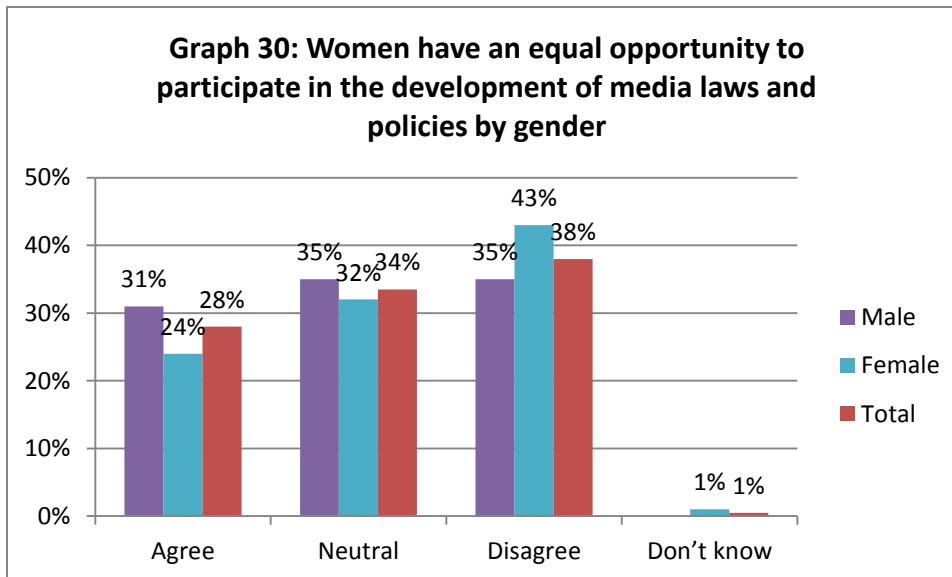
No significant differences are observed among both groups when disaggregated by gender on the previous questions about the presence of women in media.

### 3.10 The landscape of Palestinian media (Journalists only)

Journalists exclusively were asked about the position of women in the current Palestinian media sector including, their representation, equality at work, harassments, opportunities, and other issues. This section will also illustrate how male journalists perceive the situation of female journalists more positively than female journalists.

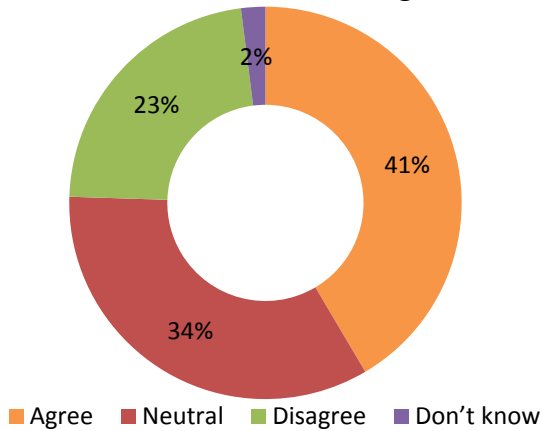
#### 1. Opportunities

28 percent of journalists believe that women have an equal opportunity to participate in the development of media laws and policies. In contrast 38 percent disagree, and 34 percent are neutral when assessing this issue. These data demonstrate that only a minority believes equal opportunity exists for women. It is clear from the graph below that males are more likely to believe equality exists than females, as 31 percent of males agree with the statement, compared to 24 percent of females. This shows that males expect that the situation is better for females more than females that are living that experience and know exactly how things go.



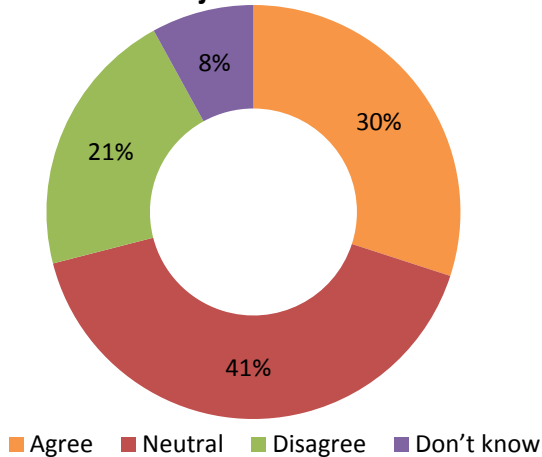
It is clear that different perceptions exist when assessing female journalists' access to training. The greatest number (41 percent) of journalists believe that men and women receive equal opportunities for training, while 34 percent are neutral and 24 percent believe the opportunities are unequal.

**Graph 31: Women and men receive equal opportunities in the field of training**



Conversely, most journalists (41 percent) neither agree nor disagree that NGOs provide sufficient support for female journalists. 30 percent believe these groups do provide sufficient support, while 21 percent insist the opposite is true. It is also important to note that 8 percent of the respondents are uncertain whether support is sufficient, perhaps indicating ignorance of NGO support, demonstrating a need for greater saturation or awareness raising.

**Graph 32: NGOs provide sufficient support for women journalists**



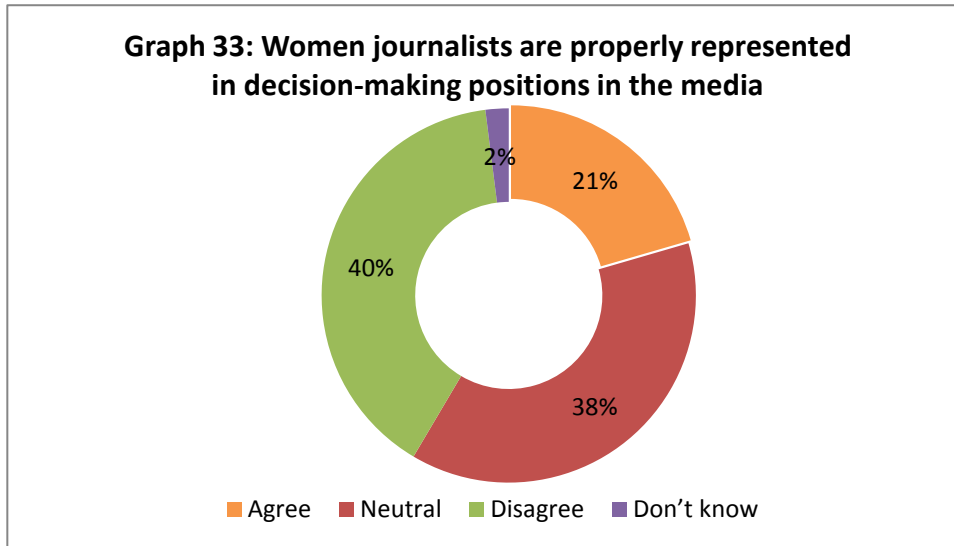
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**Qualitative insights on the opportunities in the media sector**

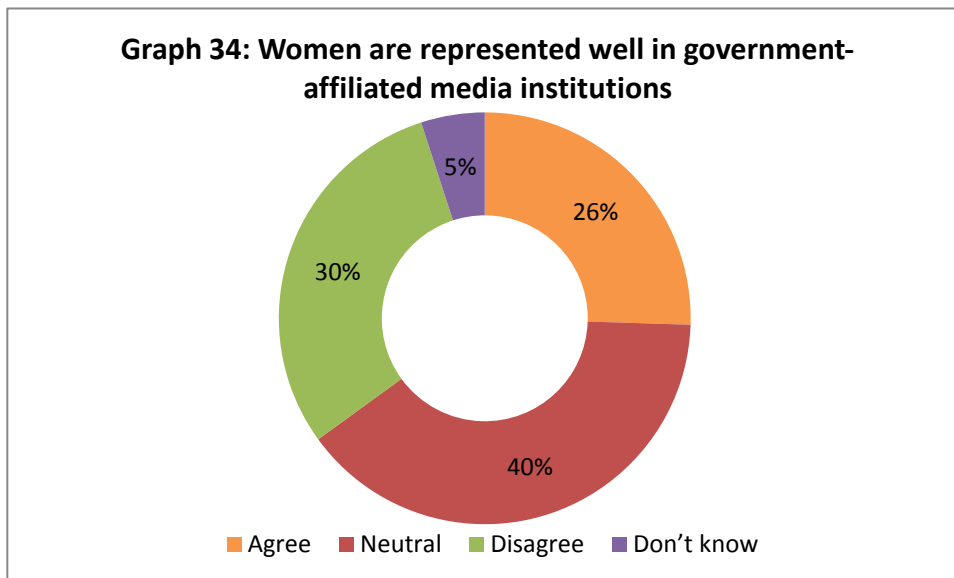
- “In the trainings, yes females and males are equal, women receive internal trainings in Palestine, but if the training is overseas problems start to occur” Ramallah-Media organizations and networks
  - “ In trainings, it depends on the owner of the organizations and most of the time they send females for trainings” Gaza- Radios
  - “NGOs do not have a role in protecting female journalists and they don’t work on such issues” Gaza-Media organizations and networks
-

## 2. Representation

Women are not represented properly in decision-making positions in the media according to journalists. 40 percent of respondents disagree that women are appropriately represented, while 38 percent are neutral and only 21 percent agree.



Women's representation in government-affiliated media institutions is slightly more positively perceived by journalists. A plurality of respondents (40 percent) neither agree nor disagree, while 30 percent disagree that women are properly represented and a final 26 percent believe the opposite.



Consequently, the data indicates that women's presence in decision-making positions is inadequate across the media sector and efforts should be made to improve representation.

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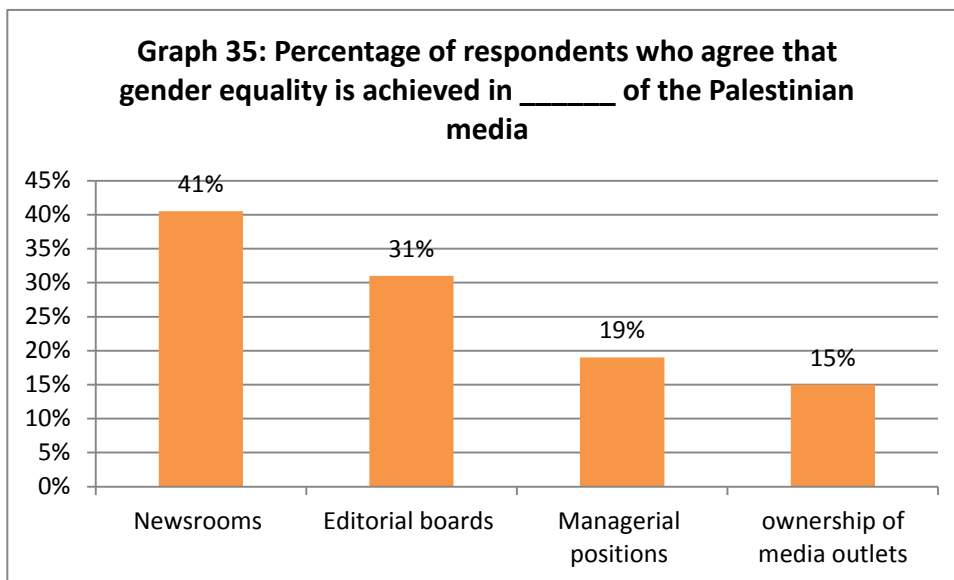
### Qualitative insights on women's representation

The majority of participants believe that the representation of women in decision making positions is limited in media outlets

- "There is no equal representation of women in media organizations, given that women rarely lead organizations or are found in leadership positions." Radios-Nablus
  - "In some media outlets, there are equal opportunities for women to be in decision-making positions but this depends on the internal system of each organization, and most of the time decision makers are males." Radios-Nablus
  - "56 percent of media graduates are females and their participation in the labor market is 17 percent thus we are talking about 39 percent of unemployed females. If we look at managerial positions in media organizations you will see that the presence of women is limited unless it's a women's organization." Ramallah-Media organizations and networks
  - "Even though women play a great role on the board of media organizations there is no equality in the representation in decision-making positions." Journalists-Gaza
- 

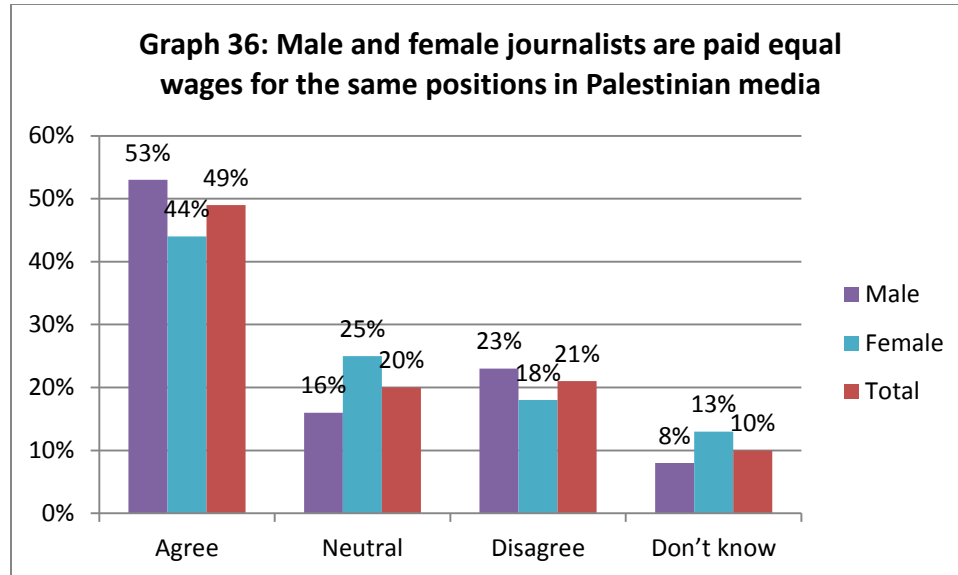
### 3. Gender equality in workplace

Journalists were asked if gender equality is present in different positions across the Palestinian media sector, and the overall results are negative. Gender equality is most present in newsrooms, where 41 percent of the journalists believe that equality has been achieved. The next most positively appraised are editorial boards (31 percent). As we ascend the structural hierarchy of media organizations it is observed that positive assessments of gender equality decrease. For example, only 19 percent of journalists believe gender equality is present in managerial positions, and even fewer (15 percent) believe it has been achieved in ownership of outlets. This pattern reflects broader trends related to gender equality in Palestine, namely that the more senior a position or body is, the less likely gender equality is present.

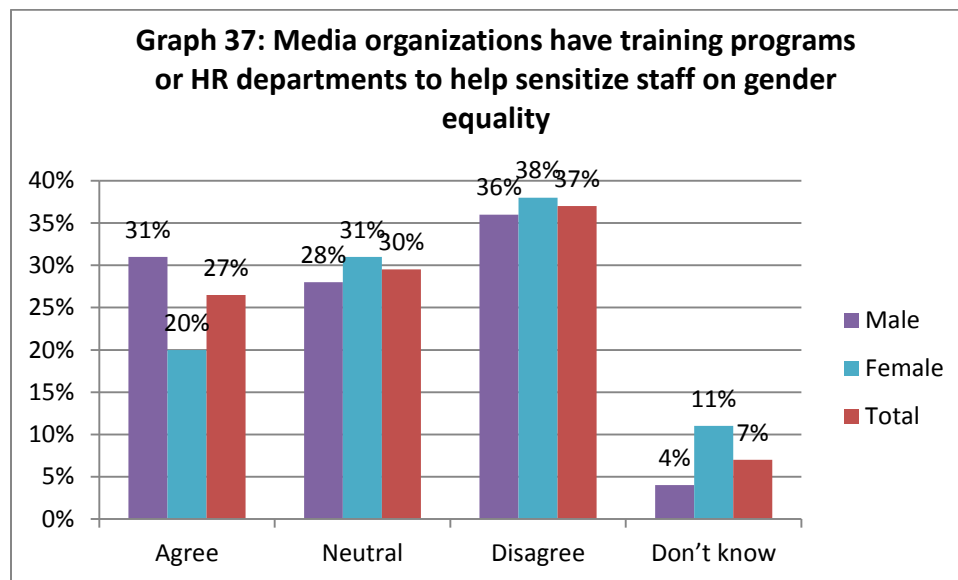


Encouragingly, almost half of all journalists (49 percent) believe males and females receive equal wages at the same positions. 21 percent disagree with this statement and 20 percent neither agree nor

disagree. Discrepancies in disaggregation are observed in this issue. 9 percent more males believe that equal pay for equal work is present in the media sector.



On the other hand, journalists believe that media organizations do not have sufficient training programs or Human Resource (HR) departments to help sensitize staff on gender equality. Only 26 percent believe organizations do have sufficient programs and departments, while 30 percent are neutral and the greatest amount of respondents (37 percent) disagree. Males (31 percent) believe that media organizations do not have sufficient training programs or HR departments to help sensitize staff on gender equality more than females (20 percent)



**Qualitative insights on gender equality in the workplace**

The majority of focus group participants believe there is no equality in the workplace

- "There is no equality, especially in wages. You can find a male journalist who makes 3000 NIS in

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comparison to a women in the same position who makes 800 NIS.” Gaza-Journalist

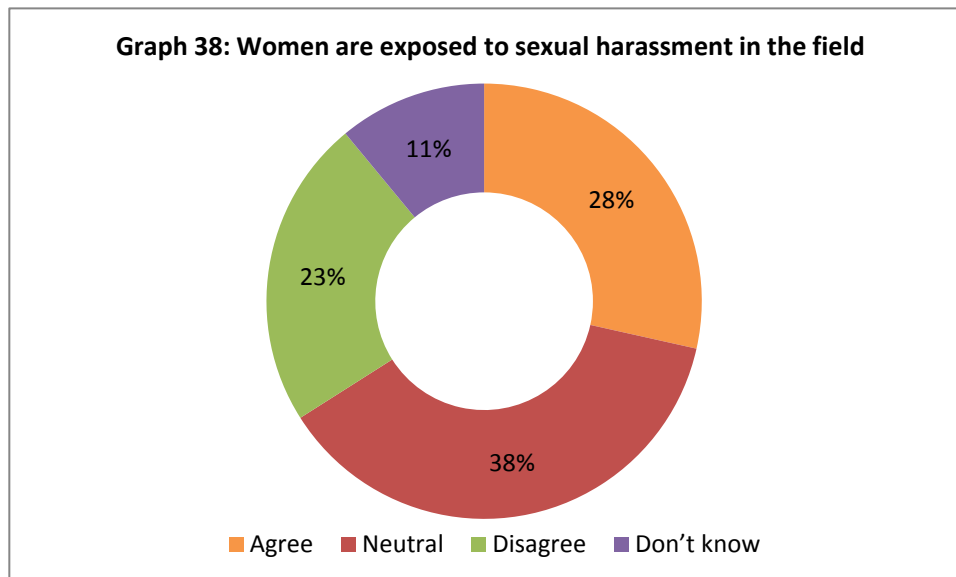
- “There is no equality in the ownership of media outlets because women are not decision-makers from the start. Moreover women don’t have the money like men to own media outlets.” Gaza-Journalist
- “You can find females as moderators but you won’t find a female as an editor officer, or executive manager. Given that this is very important, for example me as a male editor, I am not gender sensitive, and I am sure that if there is a female in my position she will be more gender sensitive to the releases and she will push women’s representation in media forward.” Ramallah-Media organizations and networks

A minority believe that women’s rights are respected equally but they don’t have the capacity to rise

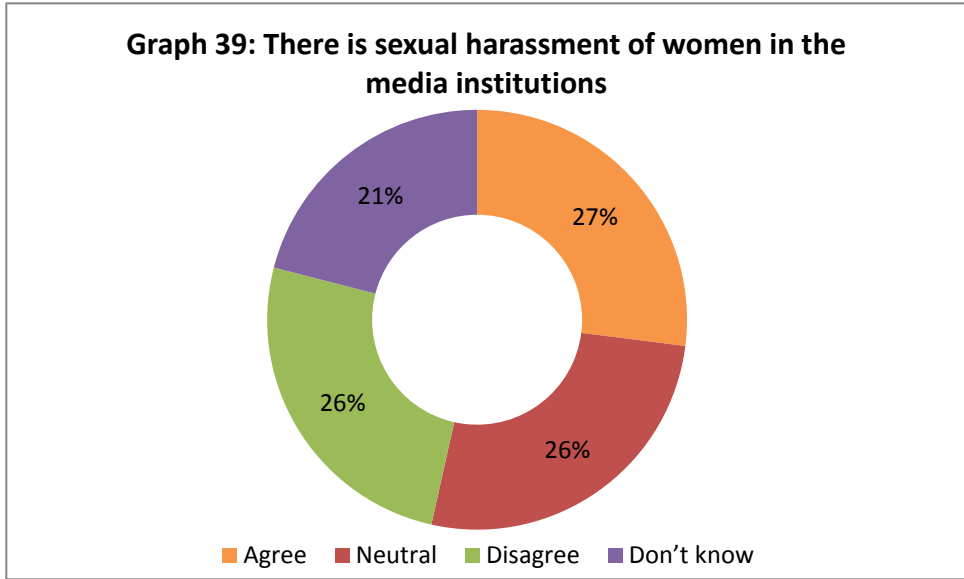
- “Of course there is equality in the ownership in which any female journalist has the right to own media outlets but this depends on her financial and social situations” Nablus-Radios
  - “There is no interest by m organizations to facilitate training programs to help sensitize staff on gender equality” Radios-Gaza
- 

#### 4. Harassment

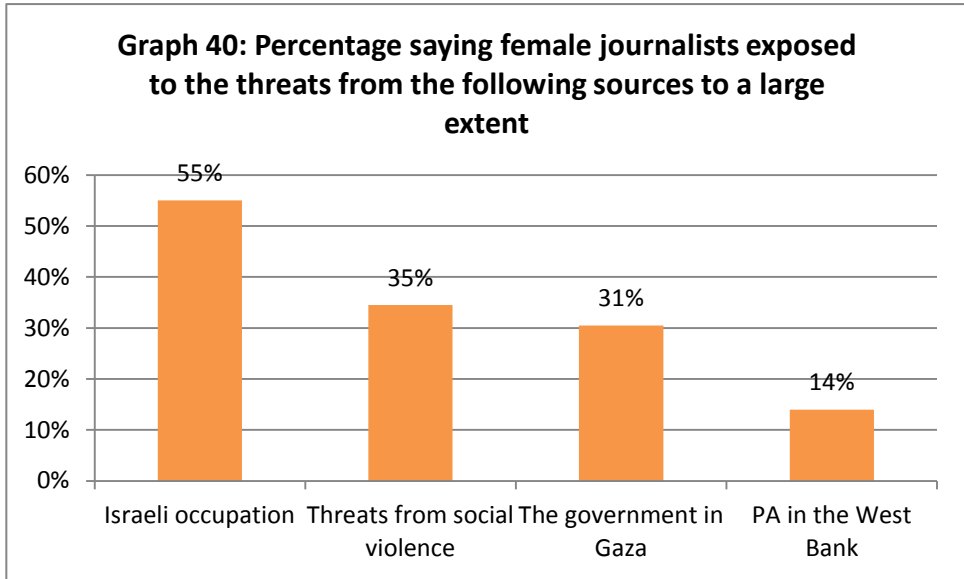
When journalists were asked if women are exposed to sexual harassment in the field, the opinion was split, given that sexual harassment is defines in this context as any type of behavior that is found threatening or disturbing, including verbal, emotional, and physical behaviors. 27 percent agree that women do face harassment, while 23 percent disagree, though the greatest amount of respondents (38 percent) is neutral. These figures indicate that sexual harassment does exist in the field and a visible minority acknowledges its presence.



When the question more specifically addressed media institutions, the percentages differ. 27 percent agree that harassment is present, 26 percent disagree; however 26 percent are neutral and a shocking 21 percent say they do not know. This means that sexual harassments in media institutions is present in relatively high percentages, but journalists may not understand what constitutes sexual harassment leading to high amounts of uncertainty.

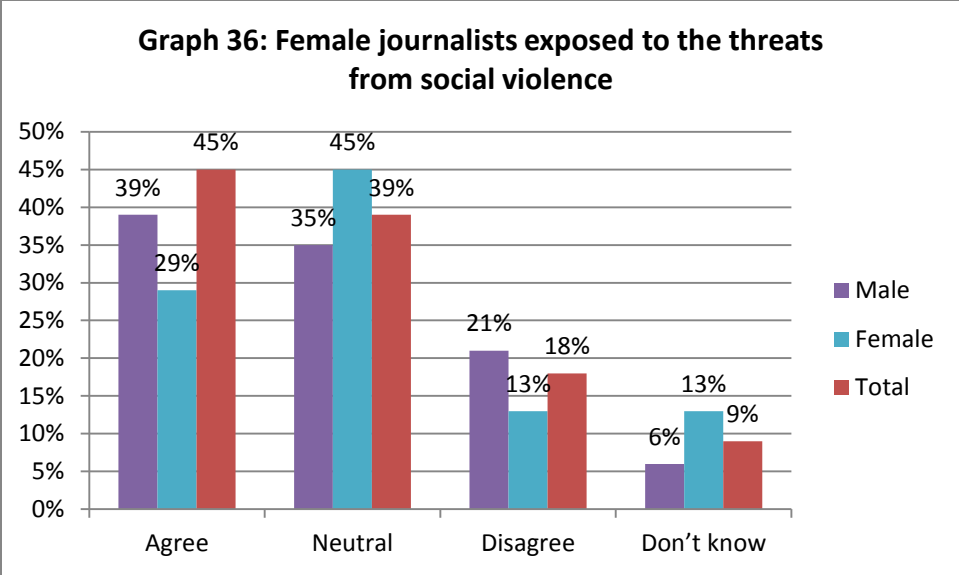


The graph below shows the major sources of threats to female journalists. The Israeli occupation is considered the greatest threat, identified by 55 percent of journalists. In second place are threats from social violence (35 percent), followed by threats from the government (31 percent) and while the PA in the West Bank (14 percent) is considered the least threatening.



On these issues, males are more likely to view these factors as threatening than females, indicating a slightly more negative perspective of reality. For example, 39 percent of males believe that female journalists are exposed to the threats from social violence compared to 29 percent of females who agree.





**Qualitative insights on harassments**

Harassment and blackmailing is present in media outlets like any other organization and its mostly emotional and verbal

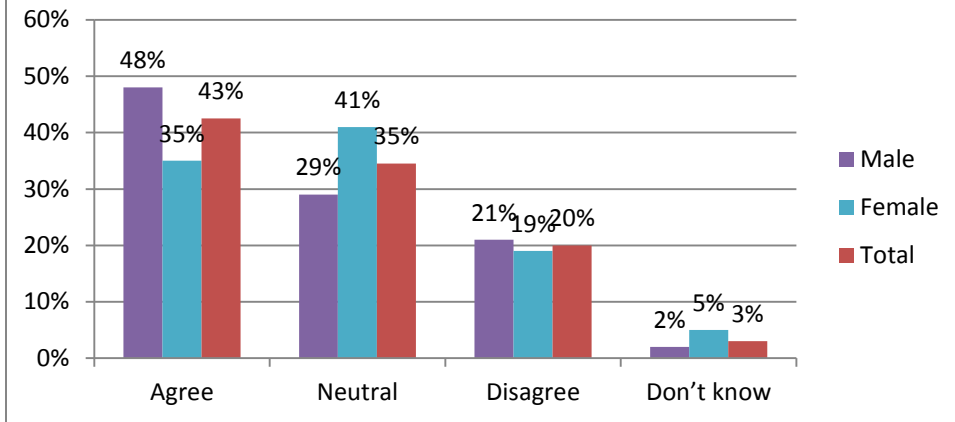
- “Women are being harassed everywhere not only in media organizations. Harassments could be verbal and not only sexual, but I think sexual harassment is not found among media organizations given that most female journalists have the power and are courageous.” Gaza-Media organizations and networks
- “Yes, sexual harassment is present and sometimes females are blackmailed so they marry the harasser, but media doesn’t talk about such issues and this is limited to the woman herself.” Gaza-Journalists
- “Females are being harassed emotionally and psychologically more than sexually by being blackmailed and this is present among journalists but its secretive and there are no bodies that work on stopping such things.” Gaza-Radios

**5. Work conditions and representation**

Journalists were asked about other issues related to women and media outlets such as working arrangements, representation in the Journalists Syndicate, and women as a source of news. The results came as follows:

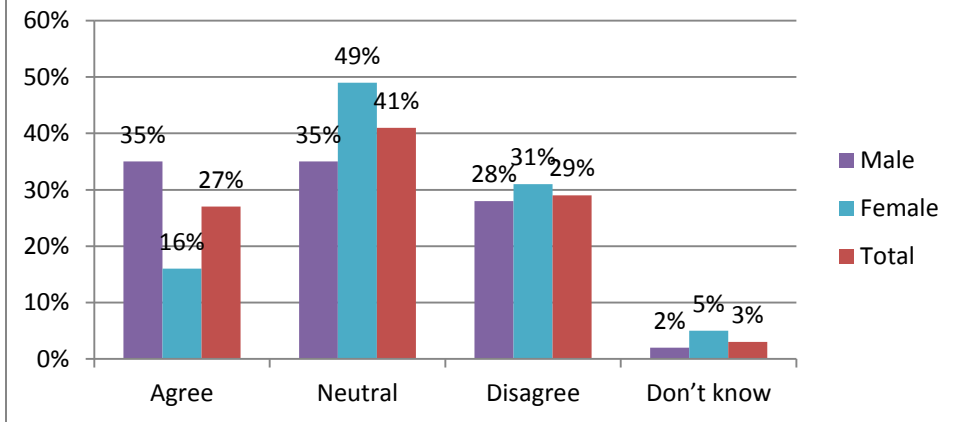
The majority of journalists (42 percent) agree that media organizations have flexible working arrangements for the needs of female employees, 35 percent are neutral, and 20 percent disagree. As anticipated, males (48 percent) are more likely to believe organizations have flexible arrangements than females (35 percent).

**Graph 42: Media organizations have flexible working arrangements for the needs of female employees**



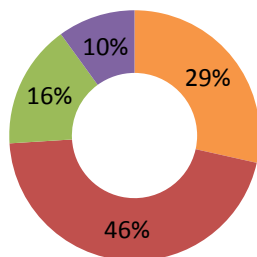
41 percent of journalists neither agree nor disagree about the Palestinian Journalists’ Syndicate being truly representative of the best interests of women journalists. Remaining opinions are sharply divided, with 27 percent agreeing and 29 percent disagreeing. This indicates that the Palestinian Journalists’ Syndicate is representative of the interests of women journalists to some extent. Male responses are more positive, as 35 percent of respondents agree the Syndicate is representative, compared to 16 percent of females. Most female respondents (49 percent) are neutral.

**Graph 43: As it stands, the Palestinian Journalists’ Syndicate is truly representative of the best interests of women journalists**



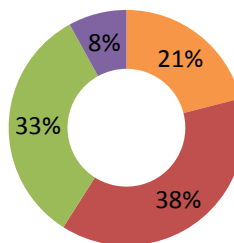
29 percent of journalists agree that the media uses women as a source in news stories, while 46 percent are neutral, 16 percent disagree, and 10 percent are uncertain. On the other hand, only 21 percent of journalists agree that the placement of women’s stories in daily/weekly news cycle is appropriate, compared to 33 percent who disagree and 38 percent who are neutral.

**Graph 44: Media uses women as sources in news stories**



Agree Neutral Disagree Don't know

**Graph 45: Placement of women's stories in daily/weekly news cycle is appropriate**



Agree Neutral Disagree Don't know

#### Other qualitative insights

- "The Palestinian Journalists' Syndicate does not have a role in protecting either males or female journalists. That's why we see journalists working without contracts and even without wages." Gaza-Radios

#### Obstacles faced by female journalists

- "Problems and obstacles for female journalist are greater in Gaza than the West Bank." Gaza-Journalists
- "One of the main obstacles female journalists face is that they are forced to comply with the government and for example Hamas is an Islamic government and does not allow any female to work without the hijab." Gaza- Journalists
- Female journalists don't face obstacles, instead the Palestinian public now accepts female journalists more and the community views them in a more positive way. Even the dress codes are not obstacles anymore and a lot of females cover news on clashes between Palestinians and Israelis." Nablus-Radios

## 4. Conclusions and recommendations

### Conclusions

- Women are sufficiently or to some extent sufficiently represented in Palestinian media institutions and as program moderators in Palestinian media.
- There is insufficient knowledge of specialized media outlets that handles women issues.
- The Palestinian media does not present positive models of gender equality where men and women enjoy equal rights sufficiently. Journalists believe it is more insufficient than the general public.
- Palestinian media outlets cover issues of relevance to women to some extent
- The Palestinian media does not responsibly deal with women issues such as violence against women, early marriage, honor killing. The public are more satisfied with the Palestinian media in dealing with such issues than journalists

- The Palestinian media covers the economic contributions of women the least, and the social contributions the most. This shows that the more sensitive and specific the subject is the less it is covered in Palestinian media outlets
- The performance of the Palestinian media in covering the latest war on Gaza is seen approvingly, but according to journalists outlets do not sufficiently covered the stories of woman in the war.
- The Palestinian media was the major source of information during the war on Gaza.
- Male journalists expect that the media scene is more accommodating and supportive of women than females themselves in relation to equal opportunities to participate in development of media laws and policies.
- Women's representation in both decision making positions in the media and in the government-affiliated media is very low.
- The more authority and the higher the position in media outlets, the lower gender equality is achieved.
- Women are exposed and to some extent exposed to sexual harassment in the field

### Recommendations

- Working on changing the stereotype of women in Palestinian media outlets in order to change it in the society as a whole, through displaying success stories and social successes about equality between males and females, forgiveness, and citizenship values
- Popularize Palestinian media that are specialized with women issues to the public
- Working on increasing the focus of Palestinian media outlets on the social, economic, contributions of women. Moreover, to show the successes by women, in order to bring the interest of the public opinion to these successes
- Highlight issues such as violence against women, honor killing, and early marriage to allocate time to cover these issues daily or weekly targeting both males and females so that the coverage will be periodic rather than only when an event or a case happens
- Work on the pursuit of media policies and laws (led by the government, the journalists' union cooperation, and feminist and media organizations) so as to be able to bring gender equality, both at the community level (and this is associated with editorial policy, writing, ...etc.) Or at the domestic level to the media (the formation of internal regulations to ensure equality between males and females, positions, salaries, training opportunities, and sexual harassment ... etc.). For instance:
  - 1) Regarding the community: the formation and building of an editorial culture by showing honor killing and violence against women as "Crimes" that will be dealt by under the court and not as successes.
  - 2) Regarding the internal affairs of the media means: When forming the administration, editorial, and personnel departments, there must be a clear women's proportions or a clear quota...etc.
- Media outlets should give female journalists more flexibility in dealing with their issues and depending on their situations but not affecting their work. (For example as being more flexible in maternity leaves and when their kids get sick, more flexibility in their leaves, providing nearby

nurseries...etc.) males should also be given a space for their responsibilities towards their kids and wives which insures there is no discrimination based on gender

- Provide training opportunities for journalists focusing in two kinds of trainings
  - 1) Ongoing and continues training focusing on gender issues for both male and female journalists
  - 2) Training for female journalists about economic and political issues so that they become experts (make use for the experience of leaders, decision makers, politicians, economic and political experts...etc.)
- Expanding the horizon of work between education, training, feminist and media organizations in order to achieve the following objectives:
  - 1) Prepare for a series of meetings and dialogues towards promoting a gender sensitive culture in the media, based on the exchange of experiences
  - 2) Prepare for a comprehensive national conference between media and feminist organizations to outline important recommendations that can be built upon and bring about the desired change
  - 3) Develop a training manual for each media organization about the patterns and forms of gender issues in the media
  - 4) Develop a periodic and a harmonic mechanism that aims to train media graduates on the basis of the principles and practice of gender in public life
- Design and build a media campaign and include a signing of a document to ensure the protection of female journalists from threats of violence and threats related to the occupation and the policies and procedures of the two governments in the West Bank and Gaza as a prelude to becoming a document guaranteed in international norms

### Annex 1: Distribution of the Public Sample

Distribution of the Public Sample (%)			
<b>District</b>		<b>Gender</b>	
Jenin	7.1%	Male	49.5%
Tulkarm	7.0%	Female	50.5%
Qalqilya	1.9%	<b>Age</b>	
Nablus	7.1%	18-30	42.4%
Salfit	1.8%	31-40	20.8%
Tubas	1.7%	41+	36.8%
Ramallah & Al Bireh	8.8%	<b>Marital Status</b>	
Jerusalem	6.9%	Single	26.8%
Jericho	1.8%	Married	69.1%
Bethlehem	3.6%	Other	4.1%
Hebron	12.3%	<b>Refugee status</b>	
Jabalya	7.7%	Refugee	51.5%
Gaza	14.0%	Non-refugee	48.5%
DeirAlBalah	5.3%	<b>Educational level</b>	
KhanYunis	7.7%	Up to 9 years	23.9%
Rafah	5.3%	Secondary (10-12)	40.9%
<b>Residence</b>		More than 12 years	35.2%
City	47.1%	<b>Occupation</b>	
Village	25.7%	Laborer	10.5%
Camp	27.2%	Employee	14.6%
<b>Work Sector</b>		Farmer	1.5%
Government	29.3%	Merchant	4.7%
Private	60.8%	Professional	0.7%
NGOs	5.1%	Craftsman	3.4%
Other	4.8%	Student	12.5%
<b>Income</b>		Housewife	36.1%
Above average	18.5%	Does not work	14.3%
Average	59.0%	Retired	1.6%
Below average	22.5%		
<b>Region</b>			
West Bank	60.0%		
Gaza	40.0%		

### Annex 2: Distribution of the Sample of Journalists

Sample Distribution(%)- Journalists			
<b>Center of media institution/outlet</b>		<b>Gender</b>	
		<b>Age</b>	
Nablus	7.0%	18-30	60.0%
Salfit	1.5%	31-40	21.0%
		41+	19.0%

Ramallah & Al Bireh	39.0%	<b>Marital Status</b>	
Bethlehem	7.5%	Other	2.0%
Hebron	8.0%	<b>Educational level</b>	
Jabalya	5.5%	Up to 9 years	0.5%
Gaza	25.0%	Secondary (10-12)	4.0%
Deir Al Balah	1.5%	More than 12 years	95.5%
Khan Yunis	3.0%	<b>Type of employment</b>	
Rafah	2.0%	Full time	67.0%
<b>Residence</b>		Free lancer	20.5%
City	60.5%	Both	12.5%
Village	29.5%	<b>Type of media</b>	
Camp	10.0%	Written	23.5%
<b>Work Sector</b>		Radio	16.0%
Government	26.0%	TV	28.5%
Private	67.0%	Electronic	28.5%
Other	7.0%	Training/education	3.5%
<b>Region</b>			
West Bank	59.5%		
Gaza	40.5%		