

Making change

Nordic Examples of Working Towards Gender Equality in the Media



Maria Edström & Ragnhild Mølster (eds.)

Making Change

Making Change

Nordic Examples of Working Towards Gender Equality in the Media

MARIA EDSTRÖM & RAGNHILD MØLSTER (EDS.)

Contents

Preface	7
Gender equality in the media - is there a Nordic way? <i>Maria Edström, Ulrika Facht & Ragnhild Mølster</i>	9
FILM	
The Nordic celluloid ceiling <i>Anne Gjelsvik</i>	15
Counting heads and keeping an eye on the content <i>Terese Martinsson</i>	21
Gender equality in Swedish film <i>Johan Fröberg</i>	25
Making change or at least letting things happen <i>Marjo Valve</i>	29
Let us move the world forward together! <i>Agnete G. Haaland</i>	35
Doris Film - the struggle for an equal film industry <i>Lisa Lindén</i>	39
A-rating: A campaign for women's representation in film <i>Ellen Tejle</i>	43
JOURNALISM	
Nordic journalism with gender parity and problems <i>Maria Edström</i>	47
It all takes effort - notes from K2 and beyond <i>Suzanne Moll</i>	53
Gender equality in the newsroom <i>Gunnar Falck</i>	57
Gendering television - time and counting matters <i>Lotta Strömblad</i>	61
News from a feminist perspective <i>Anna-Klara Bratt</i>	65
Being female in a man's media world - an 'I' story <i>Kristin Helle-Valle</i>	69
Twenty years of training in women's leadership <i>Cecilia Zadig</i>	75
COMPUTER GAMES	
'Start telling the story of female gamers and developers' <i>Johanna Koljonen</i>	79
Donna - inclusive game development by example <i>Isabella Billgren, Mathilda Bjarnehed & Jenny Brusik</i>	85
Empowering girls through technology <i>Andrea Hasselager & Nevin Erönde</i>	89
Gender and computer games in the construction of identity <i>Silje Hommedal</i>	93
ADVERTISING	
Nordic regulation of gender discriminatory advertisements <i>Eva-Maria Svensson</i>	99

Making Change. Nordic Examples of Working
Towards Gender Equality in the Media
Editors: Maria Edström & Ragnhild Mølster
©Editorial matters and selections, the editors;
articles, individual contributors, Nordicom 2014
ISBN: 978-91-87957-00-0
Online: <http://hdl.handle.net/2077/37362>

Published by:
NORDICOM
University of Gothenburg
P O Box 713
SE 405 30 GÖTEBORG
Sweden
www.nordicom.gu.se

Cover by: Carina Kågström
Design and layout: Frida Lundberg
Printed by: Litorapid Media AB, Göteborg, Sweden 2014

Towards an industry in balance 2020 <i>Christina Gillberg</i>	107
Taking action against retouched advertisements <i>Runa Fjellanger</i>	113
The great Scandinavian gender war <i>Anne Glad</i>	115
INITIATIVES	
Women experts exist! Danish KVINFO leads the way <i>Anita Frank Goth</i>	121
Visual communication in higher education <i>Joanna Rubin Dranger & Johanna Lewengard</i>	127
A Nordic project about counteracting antifeminism <i>Ole Bredesen Nordfjell</i>	133
Twenty-two years of media activism <i>Maria Jacobson</i>	139
Media and business women in Iceland <i>Þórdís Lóa Þórhallsdóttir</i>	143
Equalisters – crowdsourcing for diversity <i>Aurora Percovich Gutierrez</i>	145
Queering Sápmi – indigenous stories beyond the norm <i>Elfrida Bergman & Sara Lindquist</i>	149
NORDIC GENDER AND MEDIA FORUM	156
SEMINARS	
Film seminar: The Nordic film industry remains male dominated	158
Journalism seminar: The gap – on gender equality in journalism	160
Gaming seminar: Where are the females in the gaming industry?	162
Advertising seminar: Stereotypical images in the urban space	163
The Bergen Conference: Time to step up	166
STATISTICS ON GENDER AND MEDIA compiled by NORDICOM	
Information about the data <i>Ulrika Facht</i>	168
Tables and figures	174
RESOURCES	
Nordic doctoral dissertations on gender & media	204
International commitments and resources	212

Preface

Sharing good practices is vital. This book is a result of the involvement of many people in the Nordic countries. The Nordic Council of Ministers has a 40 year history of gender equality cooperation in the Nordic region. The editors of *Making Change* would like to thank the Nordic Council of Ministers for financing the project. Nordicom's assignment is to intensify the work with gender equality in the media through the project Nordic Gender & Media Forum. *Making Change. Nordic Examples of Working Towards Gender Equality in the Media* is a result of these efforts.

Media analyst Ulrika Facht at Nordicom has compiled available statistics on men and women in the film industry, journalism, the computer game industry and advertising. Medianorway, Statistics Finland and Statistics Iceland have contributed with data, input and comments as well as good advice on available sources of information for each country. Many other institutes have been helpful in delivering data. Thank you.

Thanks to Göteborg International Film Festival for hosting the Film seminar, Media Days in Gothenburg for hosting the Journalism seminar, Hanaholmen /Hanasaari for hosting the Gaming seminar, KVINFO for hosting the Advertising seminar, the Nordic Media Festival in Bergen and the Department of Information Science and Media Studies, University of Bergen, for good collaboration in putting on the conference Time to Step Up, Nordic Council of Ministers' information office in Lithuania and the European Institute for Gender Equality, EIGE, for making the book launch possible in Vilnius.

We are also grateful to Nordic Information on Gender, NIKK, for the collaboration on disseminating results and to Jenny Gustafson for providing us with a website.

Last but not least, more than 40 people have taken the time to contribute to the book – a sincere thanks to all the authors and to Carina Kågström for the cover.

Göteborg & Bergen, November 2014
Maria Edström and Ragnhild Mølster

Gender equality in the media – is there a Nordic way?

Who decides what you see on television? Which issues are important, and who gets to speak their mind in the news? How are women and men featured in texts, photos, computer games, advertising and movies? The media can both hinder and accelerate the development towards gender equality. They can communicate results of gender equality efforts but can also contribute to the production of gender stereotypes. There is an increasing pressure on media to step up and take measures to ensure women's access to the media industry and to combat gender stereotypes. The UN member states committed to this already in 1995 in the Beijing Platform for Action, *but how gender equal is the Nordic media?*

Gender equality has been a hallmark for the Nordic countries for decades and they are used to being among the top five in the Gender Gap Index conducted by the World Economic Forum. There is a political consensus that society should ensure that both men and women have the same rights, obligations and possibilities. In the media sector, however, the male dominance persists in many areas, both in the industry itself and in the output. However, in the Nordic region there are examples of steps towards gender equality in the media. This book can be seen as a meeting point where people from different areas of the media discuss strategies for change. They speak up as individuals or as representatives with different perspectives on how to tackle the issues of gender equality and misrepresentation in the media.

Making Change. Nordic Examples of Working Towards Gender Equality in the Media presents both a collection of media practices in the Nordic region and a compilation of comparative data on gender equality in the Nordic media sector (film, journalism,



Photo: Lars Lanhed

Photo: Lars Lanhed

Photo: Zulfikar Fahmy

The Authors

Maria Edström, PhD, is Senior Lecturer at the Department of Journalism, Media and Communication, University of Gothenburg. She is the project manager for Nordic Gender & Media Forum at Nordicom.

Ulrika Facht is Analyst and Research officer at Nordicom, University of Gothenburg. She has a special focus on media development in Sweden and is responsible for the compilation of the Nordic data in the appendix.

Ragnhild Mølster, PhD, is Adviser and Research officer at Nordicom, and is based at the Department of Information Science and Media Studies, University of Bergen.



The Nordic Countries

There are currently 25.1 million inhabitants (2012 figures) in Denmark, Finland, Iceland, Norway, Sweden and the three autonomous territories (the Faroe Islands, Greenland and Åland).
Image: Erik Eliasson

computer games and advertising). Contributing authors are representatives from academia, civil society, activism and the media industry. As many of the contributors to this book point out, gender as a structuring force in society cannot be isolated from other structuring processes and norms.

The structure of the book

The book is divided into two parts. The first part provides both overviews and hands-on descriptions of good practices from different areas, on the theme ‘This is how we do it’. The articles are divided into sections of film, journalism, computer games and advertising. The first part also contains a section called ‘Initiatives’, which crosses over all media sectors.

The second part is a collection of statistics, resources and a summary of the activities within the Nordic Gender and Media Forum project, www.nordicgenderandmediaforum.se. The project gathered people for four seminars and a conference. Several hundred people joined the conversation and shared good practices and ideas on how to move forward. Some of them also wrote material for this book. There is also a list of Nordic doctoral dissertations in the field of gender and media. The list is probably not complete as it is becoming increasingly difficult to define what ‘media’ is and therefore also what ‘media research’ is. Media research can be found in many areas. In the early years it could be found mostly in the humanities and social sciences, but today you are just as likely to find media research in schools of technology and life sciences. The list of doctoral dissertations gives an indication of how different Nordic academic fields problematise the role media plays within the field of gender. Just the number of dissertations gives you an idea: Denmark (16), Finland (15), Norway (27) and Sweden (61).

Nordic media statistics – creating a baseline

Gender equality has many qualitative definitions. One is that women and men have equal opportunities to shape society and their own lives. But without statistics how do you know what the problem is and where we are going? We measure what we treasure. This is true for both agencies/authorities and industry. In quantitative terms, gender equality implies an equal distribution of women and men. If a group consists of more than 60 per cent of one sex, the group is dominated by that sex (Statistics Sweden, *Women and Men in*

” Media freedom (including editorial freedom) and gender equality are intrinsically interrelated.

Gender equality is an integral part of human rights. Freedom of expression, as a fundamental right, goes hand-in-hand with gender equality.

Council of Europe, Recommendation CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media

Sweden 2014). While compiling data in this project, Nordicom came across a number of difficulties. For example, the Nordic countries have quite different views on whether it is important to collect sex-disaggregated data at all.

Some of the lessons learned about gender-based statistics in the media are:

- There is a lack of consistent, reliable and comparative data on the gender equality situation in Nordic media.
- Counting board members and CEOs might be a good way to make some structures visible, but it is not enough. More data about the whole organisation of the media is needed, from management to junior positions.
- The film industry can be seen as a front-runner. One reason for this is that it has support systems that demand monitoring and feedback on gender equality. Support systems like these can be used in others areas of the media industry for the same purpose.
- In order to compare the situations and progress made in the different countries, a limited number of data/indicators need to be collected, in the same way, in all countries. Otherwise it is not possible to compare the situation or progress.



Facts

Nordicom has a long tradition of disseminating knowledge about gender equality in the media. In 1993, an anthology on Nordic research on women and media brought together research on the representation of women and the power structures in journalism: *Nordisk forskning om kvinnor och medier* [Nordic research on women and media]. (Ulla Carlsson (ed), Nordicom 1993.)



Special topics

Special research topics have received their own publications by Nordicom, such as *Femme Fatalities. Representations of Strong Women in the Media* (Rikke Schubart and Anne Gjelsvik eds., Nordicom 2004) and the Nordicom International Clearinghouse on Children, Youth and Media publication *Young People and Gendered Media Messages* (Maria Jacobson, Nordicom 2005), just to mention a few titles.

- Every country should be responsible for collecting their own data, since each country has its own special media market. However, there needs to be a dialogue between data collectors in order to create overviews (Since 2013 the EU calls on the members states to report gender equality indicators for the media).

Share knowledge and good practices – let's make change

Is there a Nordic way to deal with gender equality in the media? As the contributors to this book will show you, there is not just one way or one solution. Every step forward must be locally and culturally situated. The lack of gender equality in the media is often an echo of lack of gender equality overall.

Making change and altering limiting norms in the media is not about one individual project, nor can one legislation or self-regulation change everything. But everyone can contribute from their position and share knowledge and good practices and make change. Maybe that is the Nordic way – a plurality of ways to make media gender equal.