

CONSULTANT TO UNDERTAKE

A SCOPING RESEARCH ABOUT GBV REPORTING IN DUTCH PRINT MEDIA

Introduction

Share-Net Netherlands (SNNL) is the Dutch knowledge platform on sexual and reproductive health and rights (SRHR) for and by professionals in international development and public health. The SNNL community of practice (CoP) on Gender-Based Violence (GBV) aims to focus on knowledge generation and sharing on GBV prevention and response, both in the Netherlands and internationally. The community of practice has planned several knowledge activities towards this goal, amongst others research on GBV in the media. The results of this research will be used in 2022 to raise awareness among journalists on GBV portraying in the media and advocate for gender sensitive reporting on GBV.

Background and introduction of GBV in the media

Media plays an important role in our perceptions and ideas about the role of women and girls in society and can potentially address harmful gender norms that enable and cause GBV.¹ Data shows that women only make up 24% of the persons heard, read about or seen in newspaper, television and radio news. Even worse: 46% of news stories reinforce gender stereotypes while only 4% of stories clearly challenge gender stereotypes. One in five experts interviewed by the media are women.²

Gender inequality underpins gender-based violence. The way GBV is presented in the media has direct effects on how society perceives the phenomenon. Media reporting of GBV and Violence Against Women (VAW) presents particular challenges and tensions; what makes a good story for journalists or communication teams, may not be in the interest of survivors. Care, thought and specialist guidance is required to understand the representation of the complexity of gender inequality, the wider context of violence and the purpose it serves, the impact on survivors, and the competing narratives of 'victimhood' against the need to recognise the intersectionality and power dynamics underlying GBV.

Objectives and scope of the research

Research questions:

- How is gender based violence currently being framed in professional printed media in the Netherlands?
- How can we frame GBV in a way that is free from harmful gender norms and stigma?

Methods

A: Desk research (+- 7 days)

- Scoping of existing publications/materials/toolkits/guides on GBV reporting

¹ [Guidelines for Media Professionals.pdf \(unicef.org\)](#)

² <https://www.mediasupport.org/the-crucial-role-of-media-in-achieving-gender-equality/>

- What best practices, tools and guidelines are available on GBV and media reporting and what evidence exists on what responsible media reporting on GBV entails?

B. Media scan: (+- 7 days)

- Scoping research: *Time frame media scan: March 2021- September 2021*
- Mapping of a selection of primary media actors (print only) including contact details to invite them to a follow up activity
- Scoping research on media reporting on GBV (examples of how gender norms influence reporting on GBV) in the Netherlands
- Scoping on how femicide/ misogyny is reported
- Best practices of media reporting (examples of how it is done in a good way, what makes it good reporting on GBV)

Deliverables and timing

Deliverables are:

- Concept note with findings of the desk review
- Report with gap analysis: current media reporting with regards to GBV in the Netherlands in relation to best practices on GBV reporting

Start date: as soon as possible. The timeline will be negotiated with the researcher.

Profile and experience of the researcher

We are looking for a researcher with the following experience and qualifications:

- Excellent proficiency in Dutch and English (provide sample of written work in English)
- Academic level of analysis and presentation
- Affinity with gender and GBV
- Prior experience with (qualitative) research

Offer

Independent consultants are offered a contract for 115 hours for a delivery based lump sum of 1.725 EUR.

Support

The researcher will receive backstop/quality assurance support by the CoP, coordinated by Nienke van den Akker.

How to apply

Do you recognise yourself in the profile and do you want to contribute to this Community of Practice?

Interested and qualified applicants of all backgrounds are invited to apply. We particularly encourage youth under the age of 25, people of colour and members of the LGBTIQ+ community to apply.

Please send your motivation letter, a writing sample and resume (in English, max. two pages) to info@share-net.nl before **15th of October**.